

**Investigating a Register on Language Displayed in The Billboard of Food and
Beverage in Medan**

SKRIPSI

Submitted in Partial Fulfillment of Requirements

For the Degree of Sarjana Pendidikan (S.Pd)

English Education Program

By :

EFI MELATI

NPM : 1602050033



**FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITY OF MUHAMMADIYAH SUMATERA UTARA**

MEDAN

2020

BERITA ACARA

Ujian Mempertahankan Skripsi Sarjana Bagi Mahasiswa Program Strata-1
Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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Nama : Efi Melati
NPM : 1602050033
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Investigating a Register on Language Displayed in The Billboard of Food and Beverage in Medan

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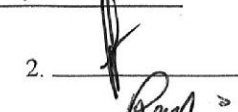
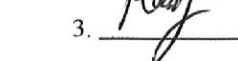
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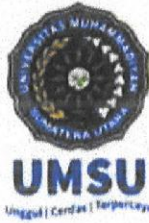
Sekretaris

Dra. Hj. Syamsuyurnita, M.Pd

ANGGOTA PENGUJI :

1. Mandra Saragih, S.Pd., M.Hum
2. Pirman Ginting, S.Pd., M.Hum
3. Resty Wahyuni, S.Pd., M.Hum

1. 
2. 
3. 



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UTARA

FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

Jalan Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238

Website : <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

LEMBAR PENGESAHAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Skripsi ini diajukan oleh mahasiswa di bawah ini:

Nama Lengkap : Efi Melati
NPM : 1602050033
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Investigating a Register on Language Displayed on The
Billboard of Food and Beverage in Medan

sudah layak disidangkan.

Medan, 15 Agustus 2020

Disetujui oleh:
Pembimbing

Resty Wahyuni S.Pd., M.Hum.

Diketahui oleh:



Dr. H. Elfrianto Nasution, S.Pd., M.Pd.

Ketua Program Studi

Mandra Saragih, S.Pd., M.Hum.

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FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238
Website : ww.fkip.umsu.ac.id E-mail : fkip@umsu.ac.id

PERNYATAAN KEASLIAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Saya yang bertanda tangan dibawah in:

Nama : Efi Melati
NPM : 1602050033
Program Studi : Pendidikan Bahasa Inggris
Fakultas : Keguruan dan Ilmu Pendidikan

Dengan ini menyatakan bahwa skripsi saya yang berjudul “Investigating a Register on Language Displayed in The Billboard of Food and Beverage in Medan” adalah benar bersifat asli (*original*) , bukan hasil menyadur mutlak dari karya orang lain.

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Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website : <http://www.fkip.umsu.ac.id> E-mail : fkip@umsu.ac.id

BERITA ACARA BIMBINGAN SKRIPSI

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Nama : Efi Melati
N P M : 1602050033
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Investigating a Register on Language Displayed in The
Billboard of Food and Beverage in Medan

Tanggal	Materi Bimbingan Skripsi	Paraf	Keterangan
28-07-2020	Source the Data	<i>Rf</i>	Discussion about where the data will be obtained.
29-07-2020	Billboard Selection	<i>Rf</i>	Show an example of one of the billboards that will be examined.
10-08-2020	Discussion of the Result	<i>Rf</i>	Discussion of the research result is made in the form of paragraphs or tables.
14-08-2020	Conceptual Framework	<i>Rf</i>	Improve the conceptual framework so that it is not cut off and clearly seen.
15-08-2020	-	<i>Rf</i>	ACC.

Medan, 15 Agustus 2020

Diketahui oleh :
Ketua Program Studi

Mandra Saragih, S.Pd, M.Hum

Dosen Pembimbing

Resty Wahyuni, S.Pd., M.Hum

ABSTRACT

Melati,Efi. 1602050033. Investigating a Register on Language Displayed in The Billboard of Food and Beverage in Medan. Skripsi. English Departement, Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara, Medan. 2020.

Language used in the billboard of food and beverage in medan was different from that used by people in daily conversation. There was specific terms to explain the event that happens in the billboard of food and beverage. Many registers used in the billboard of food and beverage could be found especially in English. In this case, this research analyzed the lexical meaning of register used in the billboard of food and beverage. The type of this research was descriptive qualitative research. The object of this research was the register used in the billboard of food and beverage. The data were register words. The data source was the billboard of food and beverage. In collecting the data, the researcher looked for the billboard of food and beverage, data collection, data reduction, data display, verifying conclusion. In analyzed the data, the writer classified the data, analyzed the lexical meaning of register and analyzed how was register realization displayed in the billboard of food and beverage. Based on the analyzed, the researcher found 17 data register words, and then analyzed to the lexical meaning. And the researcher found that the registers on the billboard of food and beverage were realized in different ways according to the context and based on the field, tenor, and mode.

Keywords : *Language variation, register, billboard of food and beverage.*

ACKNOWLEDGMENT



Assalamualaikum warahmatullahi wabarakatuh.

Firstly, the writer expresses her gratitude to the Almighty God, Allah SWT, who has been giving her mercies and blessings, so she can complete writing her thesis well. Peace and salutation to the great prophet Muhammad (peace be upon him) who has changed the cultures of the human to be better in order to be able to enjoy God's paradise.

The writer realizes that in carrying out and writing this thesis, many people have given their valuable suggestion, guidance, assistance, advices and sacrifices for the completion of writing this thesis. Therefore, the writer would like to express her deepest sincerely appreciate to:

1. Drs. Agussani, M.AP, as the Rector of University of Muhammadiyah North Sumatera.
2. Dr. Elfrianto Nst, M.Pd., as the Dean of faculty of Teachers Training and Education.
3. Mandra Saragih, S.Pd., M.Hum. as the Head of English Education Department of University of Muhammadiyah North Sumatera.

4. Pirman Ginting, S.Pd., M.Hum as the Secretary of English Education Department of University of Muhammadiyah North Sumatera.
5. Resty Wahyuni, S.Pd., M.Hum as the Consultant, who have spent much time in encouraging, advising, and guiding me to complete this thesis.
6. My beloved father “Budiman and My lovely mother “Nina Astuti” who always pray, educate, encourage and provide material and nonmaterial support, so that the writer could finish writing this thesis.
7. My fiance “Borkat January Rangkuti” who always give love, support, helping me to complete this thesis.
8. My best friends, Riski Juliani, Inda Kumala Sari, Siti Anggraini, Septia Epsulaili and Intan Juliana Putri. Thanks you for always support me to complete this thesis.
9. All my friends thanks for your encouragement and unforgettable togetherness.

With the help and support that the writer has gotten, finally by submitting himself and always asking for guidance and protection from Allah SWT may good deeds get good rewards too. Aamiin Ya Rabbal Alamin.

Wassalamu’alaikum Wr.Wb.

Medan, August 2020

The Writer

Efi Melati

1602050033

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CHAPTER I

INTRODUCTION

A. Background of the Study

Indonesia is the country that has many of language. Each language has its own characteristic based on the social class, ethnic, racial, occupation, etc. Registers are often found in every characteristic. Register are usually characterized by differences in vocabulary, either by the use of certain words or by the use of words in a certain sense.

Register is a variety of languages used in certain communities which have special meanings which are differentiated according to their usage. It is a social typical, used in certain situations, specific jobs or groups and usually serves a specific purpose. People use a wide variety of languages which describe changing situational factors, such as address, setting, and topics in society. Each occupational group or social group has certain differences in associated vocabulary. Wardaugh (2006:32), Registers as sets of language items associated with discrete occupational or social groups. Johnstone (2008), Register is a variety of language or style associated with a recurrent communicative situation or set of communication roles. Holmes (1992:246), Register describes the

language of groups of people with common interest/job, or the language used in situational associated with such groups.

Social factors and situational factors bring up a variety of language variations between different groups of people. For example children and parents, or between teachers and students, between civilians and the military, between seller and buyer. Every variation the language is different from other varieties show the characteristics of group from another group. This is not only caused by it is speakers, but rather interaction activities the social they do is very different. Differences in language use in each social environment usually marked by a register in the group.

As now, we can find many people selling food and beverage by using new words in the billboard. And many people can not understand what the meaning of new words that (register), after that many people dont know how the register was realized in the billboard. (For example : 10k) what is 10k? Many people don not understand about it. Therefore it needs to be researched.

Communication must be done well and must use registers in accordance with the context so that the message delivered can be understood. According the theory from Halliday (1989:44), Register refers to specific lexical and grammatical choices as made by speakers depending on the situational context,

the participants of a conversation and the function of the language in the discourse.

Therefore, the writer used the billboard of food and beverage to researched because there was many register whose meanings were unknown to many people. The writer research the lexical meaning of register used in the billboard of food and beverage. After doing this research, the writer hope many people know what the meaning of the register that was used. And henceforth seller of food and beverage must pay attention to the register used so that many people can knows the meaning. From that reasons above, the writer encouraged to entitle the research as the following Investigating a Register on Language Displayed in The Billboard of Food and Beverage in Medan.

B. The Identification of Problem

According to the background above, the problems was identified as follow :

1. The term of registers were not clearly used in the billboard so that many meaning of words were used.
2. The term of registers were not clearly realized according to the context so that the buyer or reader did not understand.

C. Scope and Limitation

The scope of this study was about a study of sociolinguistic from language variation perspective. And it was limited on lexical meaning and context realized register in the billboard of food and beverage.

D. The Formulation of Problem

Based on the background above, the writer formulates the problem statement, as follow :

1. What were the lexical meaning of the register on the billboard of food and beverage?
2. How was register realization displayed on the billboard of food and beverage?

E. The Objective of the Study

Based on the formulation of problem statement, the objective of the study were :

1. To identify the lexical meaning of register used in the billboard of food and beverage.
2. To identify register realization displayed on the billboard of food and beverage.

F. The Significance of the Study

There were two benefits of the research :

a. Theoretical benefit

Theoretically this study provides benefits for the development of science language, especially the science of linguistics regarding language variations (register).

b. Practical Benefits

Practically this research was expected to contribute thoughts for language teaching staff and increasing knowledge language study program students about the use of registers. Other than that this research can be input for writers and readers the importance of understanding the use of register.

CHAPTER II

THE REVIEW OF LITERATURE

A. Theoretical Framework

1. Language Variation

Language variations occurs in bilingual or multilingual communities in certain areas, so that there are language deviations in it. This will happen if there is an interaction. Social interaction occurs because of speech activities between speakers and speech partners. Social interaction activities occur in various environments, ranging from social domains such as schools, hospitals, mart, supermarkets, until specific places like home. The relationship between situational socio factor in the use of language, as well as the occurrence of mutual influence between the grammatical rules and the norms of use in were in accordance with their function and situation (Padmadewi, et al, 2014:7-8). Mesthrie (2009) suggest that the fundamental reason for the emergence of language-related variations was very close to social networking. It was stated that “people tend to talk like the people they talk to most of the time”.

In line with that, Sunahrowi (2007:87) argues that many things can affect language variations in interesting social life to discover. Learning the language used in social life aims to enable knowing what causes language variations. However, since the speakers of that language were in a speech society,

not a homogeneous set of humans, but a concrete form of language called parole, which makes it uniform. Until then, the language becomes diverse and varied. The occurrence of diversity and the cultivation of this language was not only caused by it is non homogeneous speakers, but also because of the variety of social interaction activities they perform.

Each activity requires or causes the diversity of the language. This diversity will increase if the language is used by a very many speakers, as well as in a vast region. For example the Indonesian language used by all the people of Indonesia from Sabang to Merauke.

a. Terms of Speakers

Language variations based on the speakers were divided into four sections. The first variation of a language called idiolect, that was the individual language variation. According to the concept of idiolect, each person has a variation of his language or idiolect with respect to the color of sound, choice of words, language style, sentence arrangement, and so forth. The second variation of language was called dialect, that was language variation of a relative number of speakers, located in a certain place, region, or area. The third variation of language was called the variation of kronolect or temporal dialect, that was variations of language used by social groups at certain times. The latter variations of the language were called

variations of sociolect or social dialect, that were variations of language with respect to the status, class, and social class of the speakers.

b. Term of Usage

Language variations with respect to usage were called functions, variations or registers. This variation was usually discussed based on the use of force or degree of formality and means of use. Language variation based on this usage involves the use of the language for the purposes or what field. The variation in language based on this field of activity that stands out prominently appears in the type of vocabulary.

c. Terms of Formality

Based on the level of formality, Martin Jobs (1967) in this book *The Five Clocks*, divides the language variation of five style, namely frozen style or variety, official variety, business variety, casual variety, and familiar variety. Frozen variety was the most formal language variant, used in solemn situations and formal ceremonies. Official or formal variations were variations of the language used in state speeches, official meetings, official correspondence, religious lectures, textbooks and so on. Business variety was the language variation used in results-oriented or production-oriented conversations. While casual variety was a variety of languages used in unofficial situations to chat with family or close friends at rest, exercise, recreation and so forth. The latter is the familiar variety, the variations of the

language commonly used by the speakers who have a familiar relationship, such as between family members or between friends who have intimate friends.

d. Term of Means

Language variations can also be viewed in terms of means or pathways used. In this case can be called the existence of verbal and written variety, or also variety in the language by using certain means or tools, for example in a phone and SMS. The existence of oral and written vocabulary was based on the fact that spoken and written languages have unequal structures.

2. Social Interaction

Social interaction was a matter dynamic social relations. Relationships social was in the form of relationships between individuals and other individuals, between groups and other groups, or between groups and individuals. The most ideal social interaction was face-to-face or direct social interaction, because face to face get more reciprocity directly and in nature dynamic, there was weakness in face to face that was time inefficient because it must face to face in the same place and the same time so you can find out directly the feedback we give.

a. Social Contact

Basically social contact was a relationship between one party and another. Social contact was the beginning of social interactions where each party will respond to each others actions even though there is no physical contact.

The process of social contact can be divided into two types, namely :

1. Primary Social Contact or direct social contacts: i.e. the balancing relationship between individuals or between groups of people that occurs in a face-to-face (physical) manner. For example, shaking hands, doing dialogue/talking.
2. Secondary Social Contacts or indirect social contacts: i.e. the Balinese relationship between individuals or between groups carried out with the help of intermediaries. For example, communicating by telephone, chatting, or sending messages through other people.

b. Social Communication

Communication was a process of delivering information, both messages, ideas, and ideas from one party to the other parties that are carried out to influence each other. The communication process can occur in two ways, namely :

1. Verbal Communication, that was the form of oral and written communication. For example speaking or correspondence.
2. Non Verbal Communication, namely the form of communication using symbols, such as body gestures, or sign language.

c. Social Interaction in Social Media

Communication was a transmission from one people to other people with senders specific recipients. At first, communication system was still traditional with rely on doves, smoke of fire, lighthouse, or horse riding post. When the world have

known printing machines, telegraph radios, then the communication model has changed faster. What's more after there is telephone, radio, television, up to now the internet, the world community can access one each other faster and even more interaction can be more smooth with the media social.

3. Register

Johnstone (2008), Register is a variety of language or style associated with a recurrent communicative situation or set of communication roles. Wardaugh (2006:32), Registers as sets of language items associated with discrete occupational or social groups.

Holmes (1992:246), Register describes the language of groups of people with common interest/job, or the language used in situational associated with such groups. Register are variations of language that are considered suitable for use in certain speech situations. Register usually associated with specific speech situations (Kortman 2005:255f).

Halliday (1989:44), Register refers to specific lexical and grammatical choices as made by speakers depending on the situational context, the participants of a conversation and the function of the language in the discourse. Halliday (1978,1985,1989) suggests that any context for language use can be studied in terms of three components which will be briefly defined text, namely field, tenor, and mode.

The register study has specific characteristics, that is, register studies involve descriptive analysis of the discourse that actually occurs, and register studies aim to characterize language varieties, next register studies provide a formal linguistic characterization of varieties. And the last characteristic was register studies analyze the situational characteristics of language variants, and functional or conventional relationships between existing forms and situations.

Halliday (1990:41) defines that register focuses on the variety of language according to use. Thus, register is characterized by differences in the type of language selected as appropriate to different types of situation.

M.A.K. Halliday, who was one of the first linguists to pay special attention to the concept of register in the 1960s and 1970s, interprets this notion as “a semantic concept” which can be defined as a configuration of meanings that are typically associated with a particular situational configuration of field, mode, tenor.

- a. Field is defined as the total event, in which the text is functioning, together with the purposive activity of the speaker or writer; it thus includes the subject-matter as one element in it (Halliday 1994:22). The field describes activities and processes that are happening at the time of speech.
- b. Mode refers to the function of the text in the event, including therefore both the channel taken by the language spoken-spoken or written, extempore or prepared, and its genre, or rhetorical mode, as narrative, didactic, persuasive, phatic

communion, and so on. This variable determines the role and function of language in a particular situation.

- c. Tenor describes the people that take part in an event as well as their relationships and statuses. Tenor refers to the type of role interaction, the set of relevant social relations, permanent and temporary, among the participants involved (Halliday 1994:22).

The form of speech or language will show certain characteristics, for example a reduction in the syntactic structure, the reversal of the normal word order in a sentence (Holmes, 1992: 276-282). Therefore, the characteristics of their speech or language will not only reflect their identify certain groups, can also describe what circumstance the group is doing.

The characteristic of the register, among others : register state different things and thus tend to differ in terms of semantics, grammar, and vocabulary rarely in field of phonology (Halliday, 1994: 58-59).

4. Semantic Meaning

Semantics is the study of the meaning of words and sentences at it is simplest, it concerns with the relation of linguistic concepts and mental representations in order to explain how sentence are understood by the speakers of a language. Palmer (1976:1), Semantics is the technical term used to refer to study of meaning.

a. Categories of Semantics

Nick Rimer, author of *Introducing Semantics* goes into detail about the two categories of semantics. Based on the distinction between the meanings of words and the meaning of sentences.

1. Lexical Meaning

Chaer(1990: 62), describing lexical meaning is an adjunctive form derived from the form of a noun lexicon (vocabulary). The unit of the lexicon is leksem which is a meaningful unit of language. Chaer (2012: 289), describes lexical meaning as a meaning that is owned or existed in lexeme even without any context.

Djajasudarma (1993: 34), expressing the lexical meaning is of the word that corresponds to what we encounter in the lexicon (dictionary). Lexical meanings can be searched in the dictionary.

2. Contextual Meaning

Contextual meaning is a linguistic meaning in context (Longman, 1992). Chaer (2012: 290), expressing contextual meaning is the meaning of a lexeme or word that is in one context. Kadmon (2001: 9), expressed contextual meaning also includes various assumptions that participants have in conversation.

5. Advertisement

According to Arens (2002:7) advertisement is defined as communication of non-personal information, composed and structured, usually persuasive, about products (goods, services, and ideas). Dunn (1978:58) advertising is paid, non personal communication through various media by firms, non profit organizations and individuals containing specific message to inform or persuade the audience. The message can be audio as on radio advertisement, visual as on television, and in the billboards.

a. Aims of Advertisement

Crawford in Susanto (1977) states that the purpose of advertisement is :

1. To make the communication realize and give them information about the products, services, or ideas.
2. To arouse the communication feeling of advertised products, services, or ideas.
3. To provide the truth of the advertised products to the communication and to persuade them to possess the advertised products or rising the advertised services.

From this explanations, it can be concluded that the general purpose of advertising is to assist producers in selling their products or services by getting a good response from the public to the advertised products or services, which then leads to the next step, that is the act of buying advertised products and services.

b. Element of Advertisement

1. The Producer, is manufacturer or creator of goods that are produced for consumers.
2. The Consumer, is whom decide to use or buy the goods or services.
3. Goods and Services, goods are products. And services are tasks done by people.
4. The Advertisement Media, according to Jefkins (1996:39), he defines that advertising media covers all set which contains or brings the sales message to the consumers. Commercial advertising media can include television, billboard, newspaper, magazine, cinema, etc.

c. Billboard

Billboard is an outdoor advertising used by companies in open areas where a high traffic is found, exposed to passing pedestrians and drivers. Billboards are very visible in selected market segments which is expected to have a communicative effect on consumers. So the words or sentences in the billboard also affect consumers. The words or sentence used in the billboard must be clear in order to be understood by the consumers.

Billboards are a form of outdoor advertising promotion and have a fairly large size. In the real sense billboards are poster shapes with a size large enough and placed high in a certain place that is crowded by people. Billboards are among the most widely used outdoor media billboard models. Its development was quite rapid.

Now in this digital age, billboards also use new technology so that a term called the digital billboard appears. There is also a mobile billboard that is a billboard that goes here and there because it is installed on vehicles that are specifically cars (running ads). In its development mobile billboard itself now has a digital mobile billboard.

In Indonesia, billboards have their own definition. Namely billboards in the form of fields with materials made of wood, metal, fiberglass, cloth, glass, plastic, etc. which are installed independently, stick to buildings with permanent construction, and the billboards are permanent. So the billboard above the shop is in the billboard category. Billboard is a very large board on which advertisements are shown, especially at the side of a road. (By Cambridge Dictionary)

6. Food and Beverage

Food is anything which provides essential nutrients to an organism for growth, repair of body and perform all the works. Food provides nutrients like carbohydrates, protein, fat, and minerals. Food is any substance consumed to provide nutritional support for an organism. Today the majority of the food energy required by the ever increasing population of the world is supplied by the food industry.

Beverage is any liquid water which can quench the thirst. Example : tea, coffee, milk, butter milk, coca-cola, etc. Beverage is any kind of liquid. We are always taking water. Water is a beverage item. Water, tea, coffee, milk, juice , beer,

and any kind of drinks item are listed in beverage items. Actually, beverage means any kind of liquid item.

B. Previous Studies

There some studies that related to this research had been conducted before :

1. The study was conducted in the skripsi by Farikha Nur Alfi.

On her title skripsi entite : Sociolinguistic Analysis of Register used in Online Shop of Social Media. In this case, this research analyzed the linguistic form (word formation) and the meaning of register (lexical and contextual meaning) used in online shop. The type of this research was descriptive qualitative. In data collection, the writer look for the dialogue in online shop, read the dialogue repeatedly, give a sign to the register words, and write down the register.

2. The study was conducted in the skripsi by Fauziah Marpaung.

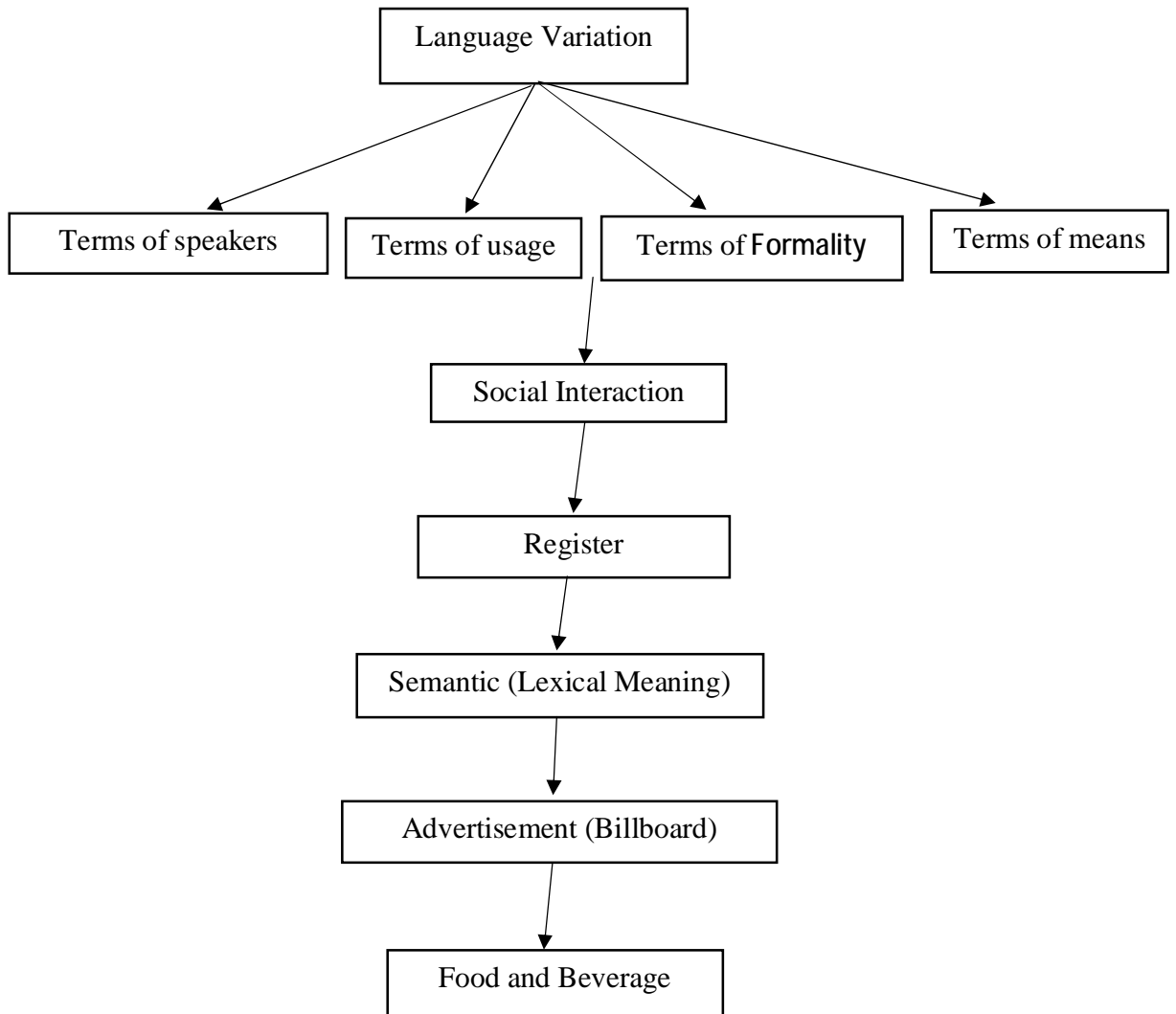
On her title skripsi entite : A Study of Register on Online Shop in Facebook. In this case, this research analyzed the linguistic forms (word formation) and meaning of register used in online shop. The type of this research was descriptive qualitative research. The object of this research was the register used in online shop. The data was register words and phrases included in printed material used in online shop. In data collection, the writer look for the dialogue in online shop in facebook, read the dialogue, and give a sign to the register words, and write down the register.

C. Conceptual Framework

Language and society cannot be separated from human life. Language has an important function in society as a means of communication. However, there are many another language which exist in the society with influences the language itself. This phenomenon leads to language change which also involves sociolinguistic as namely register.

This research was to provide an understanding of the billboard of food and beverage registers and an understanding of language variations, so that partners who do not use registers can understand the meaning of using registers.

The diagram of conceptual framework



CHAPTER III

RESEARCH METHODOLOGY

A. Location and Time

This research was conducted at Jl.Abdul Sani Muthalib, Psr 1 Marelan, because there was many the billboard of food and beverage that contain the register. The researcher was conducted this research from April until August 2020.

1. April : The researcher make a planning about the proposals.
2. May : The researcher writing proposals, and then the researcher follows the proposal seminar.
3. June : The researcher make revisions about the proposal. And collect the data,

and analyzed the data.
4. July : The researcher still analyzed the data.
5. August : The researcher follows the thesis trial.

B. Source of Data

The data of this research was a text or language displayed on the billboard of food and beverage. The data was conducted specifically limited taken on the register terms. The data of this study was the registers on the billboard of food and beverage.

There was conducted 17 the billboards of food and beverage have been analyzed.

This data source from the internet (due to corona).

C. Research Design

This research was conducted by using descriptive qualitative method. Chreswell (1994) states that qualitative was descriptive because researcher was interest in the process, meaning, and understanding obtained through words or images. The researcher took qualitative research for this study to identify how the realization of registers displayed in the billboard of food and beverage and the lexical meaning of the registers found on the billboard of food and beverage.

D. Research Instrument

In terms of qualitative research instruments, Lincoln and Guba (1986) state that: “the instrument of choice in naturalistic inquiry is the human”. In conducted this research, the researcher act as a key instrument in data collection, and interpretation meaning of data.

E. Technique of Analyzing Data

In this research, the technique used in this study was Analysis Interactive theory from Miles and Huberman (2007). They divided the steps in analyzing data activities with several parts, namely: data collection, data reduction, data display, verifying conclusion.

a. Data Collection

In the analysis the data collection was observation carried out, and various documents based on categorization that corresponds to later research problems developed sharpening data through subsequent data searches and researcher do analysis data will be collect from register on language displayed in the billboard of food and beverage based on categorization that is in accordance with the research problem.

b. Data Reduction

Data reduction is a form of sharpening analyzing, classifying, directing, discarding unnecessary data in order organize data in such a way so the final conclusions could be drawing and verified (Miles and Huberman,2007:16). In this step the data were selected by identifying the register in the billboard of food and beverage. It was used as the material to be analyzed.

c. Data Display

After reduction the data, the next step was display was drawing. Data will be classified by identifying the lexical semantic meaning of the register in the billboard of food and beverage and also identified how was register realization displayed in the billboard of food and beverage.

d. Verifying Conclusion

The last step after doing the data display was drawing of the conclusion and verification. It was used to describe all of the data. So that it became clearly.

CHAPTER IV

FINDINGS AND DISCUSSIONS

This chapter presented the result of the findings. It was intended to answer the problem of study. In finding, the researcher described the process of presenting result of data. Whereas in the discussion section the researcher will analyze the finding.

A. Research Finding

The researcher did the research and got the complete data from all the billboard of food and beverage in medan. The research has analyzed the data systematically and accurately. The data was analyzed in order to draw conclusion.

The data of register in the billboard of food and beverage in medan.

1. Now Open @Deli Park Medan Level 3A Fountain Ice Cream Café & Restaurant

Since 1988. Soft Opening Promo 20% Disc. All Items 4-6 February 2020.

Register: Disc.

2. Sekarang Saatnya Bro/Sist Taker Poin UpNormal Bisa Dapet Voucher Lho!

Yakin Mau Dianggurin?

Register: Bro/Sist

3. Enjm's Café Special Offer 2 Days Only Available In Gofood, Grabfood Only **IDR**
35K 2 Iced Taro Latte.
Register: IDR
4. Wendy's Party Pack 5, 5 **PCS** Fried Chicken Only RP.54.545 All Payment
berlaku 16 Juli 2020.
Register: PCS
5. Beli 1 Makanan Gratis 1 Minuman. 10 Pilihan Makanan & Minuman Senin-Jumat
14.00-17.00 Khusus **Dine In**.
Register: Dine In
6. Chatime Rosella Blossom Good Tea Good Time Rp.24k **REG**. Rp.28K LARGE.
Register: REG
7. Bayar Pesan Antar Unnormal Dengan LinkAja! **Cashback** 20% 11 Mei- 30 Juni
2020.
Register: Cashback
8. Amazing July Promo Order Di www.jcodelivery.com 104 Ribu 6 **DZN** JPOPS
10-31 Juli 2020.
Register: DZN
9. Cheese Burger Rp.10.000 Sampai 14 Juli Masukkan Kode "FREE10KCB" Saat
Checkout Burger King **APP**.
Register: Checkout and APP
10. Burger King Gratis Mainan Untuk **Upsize** Ke Ukuran L Semua Menu.
Register: Upsize

11. Chicken Holic Mania Grab Potongan 40% Kode “BM40” **MAX** 30K Periode 15-19 April.

Register: MAX

12. 3 Chicken Holic + 1 Big Bite Diskon 15.000 + Kode Promo “SukaSuka4” **NETT** RP. 53.200.

Register: NETT

13. Burger King **DriveThru** Gratis Mainan **Min.** Pembelian 75K.

Register : DriveThru and Min.

The researcher found 17 register words in the billboard of food and beverage. All findings were analyzed according to the problem statements in Chapter I. First, researchers discover the lexical meaning of register displayed on the billboard of food and beverage in medan. And second, the researcher discover illustrate how was register realization displayed on the billboard of food and beverage.

B. Discussion

This section presents the discussion based on the findings of the study.

- a. What were the lexical meaning of the register on the billboard of food and beverage?
 1. The billboard: Now Open @Deli Park Medan Level 3A Fountain Ice Cream Café & Restaurant Since 1988. Soft Opening Promo 20% **Disc.** All Items 4-6 February 2020. And the register was Disc. The lexical meaning of Disc (Discount) means a deduction from the usual price of something.

2. The billboard: Sekarang Saatnya **Bro/Sist** Tuker Poin UpNormal Bisa Dapet Voucher Lho! Yakin Mau Dianggurin?. And the register was Bro/Sist. The lexical meaning of Bro is the nickname of male customers, the short form of brother. And the lexical meaning of Sist is the nickname of female customers, the short form of sister.
3. The billboard: Enjm's Café Special Offer 2 Days Only Available In Gofood, Grabfood Only **IDR 35K** 2 Iced Taro Latte. And the register was IDR and K. The lexical meaning of IDR is Indonesia Rupiah. This IDR code is used to indicate nominal price or value for money. And then, the lexical meaning of K is means kilo. The word kilo has been widely used as a substitute for thousands. Kilo comes from the greek word "chilioi" which can be translated as 1.000.
4. The billboard: Wendy's Party Pack 5, 5 **PCS** Fried Chicken Only RP.54.545 All Payment berlaku 16 Juli 2020. And the register was PCS. The lexical meaning of PCS is pieces, this piece means the sheet/piece, this piece is used to express the unit of goods.
5. The billboard: Beli 1 Makanan Gratis 1 Minuman. 10 Pilihan Makanan & Minuman Senin-Jumat 14.00-17.00 Khusus **Dine In**. And the register was Dine in. The lexical meaning of Dine in is offering food that is eaten in the restaurant where it is ordered rather than being taken out.
6. The billboard: Chatime Rosella Blossom Good Tea Good Time Rp.24k **REG**. Rp.28K LARGE. And the register was REG. The lexical meaning of REG is stands for regular, regular is used of something that follows as rule, standard, or pattern.

7. The billboard: Bayar Pesan Antar Upnormal Dengan LinkAja! **Cashback** 20% 11 Mei- 30 Juni 2020. And the register was Cashback. The lexical meaning of Cashback is a discount offered in return for immediate payment.
8. The billboard: Amazing July Promo Order Di www.jcodelivery.com 104 Ribu 6 **DZN** JPOPS 10-31 Juli 2020. And the register was DZN. The lexical meaning of DZN is stands for dozen, unit of measure the amount. So one dzn means 1 dozen, which means 12 units.
9. The billboard: Cheese Burger Rp.10.000 Sampai 14 Juli Masukan Kode “FREE10KCB” Saat **Checkout** Burger King **APP**. And the register was Checkout and APP. The lexical meaning of Checkout is the process of completing a purchase and making a payment. And then, the lexical meaning of APP is stands for application, is as software program that’s designed to perform a specific function directly for the user or in some cases for another application program.
10. The billboard: Burger King Gratis Mainan Untuk **Upsize** Ke Ukuran L Semua Menu. And the register was Upsize. The lexical meaning of Upsize is to become larger or more numerous, to change to something larger.
11. The billboard: Chicken Holic Mania Grab Potongan 40% Kode “BM40” **MAX** 30K Periode 15-19 April. And the register was MAX. The lexical meaning of MAX is stands for maximum, the greatest or highest amount possible or attained.
12. The billboard: 3 Chicken Holic + 1 Big Bite Diskon 15.000 + Kode Promo “SukaSuka4” **NETT** RP. 53.200. And the register was NETT. The lexical meaning of NETT is stands for netto. Netto iof a amount, value, price. Remaining after a deduction such as tax or a discount has been made.

13. The billboard: Burger King *DriveThru* Gratis Mainan *Min*. Pembelian 75K. and the register was DriveThru and Min. The lexical meaning of DriveThru is a take away restaurant designed so that customers can use it without leaving their vehicle. And then, the lexical meaning of Min is stands for minimum, the least or smallest amount or quantity possible, attainable required.

Based on the explanations above, the researcher found 17 lexical meanings of the register displayed on the billboard of food and beverage in Medan. The writer found differences from the previous study. The both previous study was conducted by Farikha Nur Alfi about analysis of register used in online shop of social media and conducted by Fauziah Marpaung about a study of register on online shop in facebook, they were analyzed the meaning of register by contextual and lexical meaning. But this research only analyzed the lexical meaning.

b. How was register realization displayed on the billboard of food and beverage?

1. The billboard : Now Open @Deli Park Medan Level 3A Fountain Ice Cream Café & Restaurant Since 1988. Soft Opening Promo 20% *Disc*. All Items 4-6 February 2020.

The realization of register in the billboard, *Disc* is discount. The word *disc* used to attract the attention of the buyer. The word *disc* in the advertisement has an advantage for both the seller and buyer, for sellers : with the word *disc*, there must be a lot of consumers who buy the food, so the food is sold will soon run out. And for buyers: buyers can save their money.

And based on the field, the text was explained that at @Deli Park Medan Level 3A, a new outlet of Fountain Ice Cream & Cafe Restaurant has been opened, which was holding a 20% discount for all item purchases starting on February 4-6, 2020. Based on the tenor, the author of the text was the seller or owner of Fountain Ice Cream Cafe & Restaurant, which was posted on Instagram "promokulinermedan". And the readers were people who follow or view instagram "promokulinermedan". And the last based on mode, the text was explained in the written form in the Fountain Ice Cream Cafe & Restaurant advertisement in Deli Park, which was posted on instagram "promokulinermedan". The aim is to attract the attention of readers so that they buy products / items in the fountain cafe.

2. The Billboard: Sekarang Saatnya **Bro/Sist** Tuker Poin UpNormal Bisa Dapet Voucher Lho! Yakin Mau Dianggurin?

The realization of register in the billboard, the word **Bro/Sist** used in advertising as a familiar greeting for buyers/consumers. **Bro/Sist** used in advertising because it follows trends.

Based on the field, the text was explained that if you have upnormal points, they can be exchanged immediately and will get a voucher. And based on the tenor, the author of the text was the seller or owner of warunk_upnormal, which was posted via instagram "promokulinermedan" and instagram "warunk_upnormal". Its readers were people who follow or view the instagram "promokulinermedan" and instagram "warunk_upnormal". And the last based on the mode, the text was explained in the written form in the warunkupnormal advertisement, which was posted on the

instagram "promokulinermedan" and instagram "warunk_upnormal". The goal is to persuade the brothers / sisters to immediately redeem their upnormal points.

3. The billboard: Enjm's Café Special Offer 2 Days Only Available In Gofood, Grabfood Only **IDR 35**K** 2 Iced Taro Latte.**

The realization of register in the billboard, **IDR** words contained in the advertising to explain that **IDR** is an abbreviation for the mention of the rupiah. The writing of these three capital letters is formed based on the first two letters of "ID", the letter "R" in the last part is the initials of the name of the rupiah currency itself. And K The use of the letter **K** in the advertisement is used to denote thousand. And also used to shorten writing, and save space. So as not to make too many 0 (zero). As in advertising 35K means 35.000.

Based on the field, the text was explained that Enjm's Cafe is providing a special offer, which is available only at grabfood and gofood for 2 days, that is, for only 35k, you can get 2 ice taro lattes. And based on tenor, the author of the text was the seller or owner of Enjm's cafe, which was posted on instagram "promokulinermedan". Its readers were people who follow or view the instagram "promokulinermedan". The last based on mode, the text was explained in the written form in the advertisement of Enjm's Cafe which was posted on instagram "promokulinermedan". The goal is to persuade or attract the attention of readers to buy these products through grabfood or gofood.

4. The billboard: Wendy's Party Pack 5, 5 PCS Fried Chicken Only RP.54.545 All Payment berlaku 16 Juli 2020.

The realization of register in the billboard, PCS stands for piece. Many sellers use the word PCS that are used in counting the items they sell. Like this advertisement : 5 PCS means 5 pieces.

Based on the field, the text was explained that at the Wendy's outlet, 5 pieces of fried chicken costs only Rp.54,545 applies to all types of payments. And based on tenor, the author of the text was the seller or owner of the Wendy's outlet, which was posted on instagram "promokulinermedan". Its readers were people who follow or view the instagram "promokulinermedan". The last based on mode, the text was explained in the written form in the advertisement of Wendy's outlets which was posted on instagram "promokulinermedan". The goal is to persuade or influence readers of the text to buy the fried chicken.

5. Beli 1 Makanan Gratis 1 Minuman. 10 Pilihan Makanan & Minuman Senin-Jumat 14.00-17.00 Khusus Dine In.

The realization of register in the billboard, the word dine in used to clarify that consumers who buy food and eat at the place (Dine In) will be given 1 free drink.

Based on the field, the text was explained that if you buy or order 1 meal, 1 free drink will be given, which is valid on Monday-Friday from 14.00-17.00 only applies to dine-in. And based on tenor, the author of the text was the seller or owner of the PizzaHut outlet, which was posted on instagram "promokulinermedan". Its readers

were people who follow or view the instagram "promokulineredan". The last based on mode, the text was explained in the written form in the advertisement of PizzaHut outlet, which was posted on instagram "promokulinermedan". The goal is to persuade or influence readers to buy or order the product.

6. The billboard: Chatime Rosella Blossom Good Tea Good Time Rp.24k REG.
Rp.28K LARGE.

The realization of register in the billboard, The word REG is used in the advertisement to indicate the size of the drink bottle, namely REG is a small size, according to the price of 24K. and LARGE, large sizes whose prices are 28K, more expensive than REG.

Based on the field, the text was explained that a regular size chatime rosella blossom costs 24k, and a large size costs 28k. And based on tenor, the author of the text was the seller or owner of the Chatime outlet, which was posted on instagram "promokulinermedan". Its readers were people who follow or view the instagram "promokulinermedan". The last based on mode, the text was explained in the form of written in the advertisement of Chatime's, which was posted on instagram "promokulinermedan". The goal is to persuade or influence readers to buy or order the product.

7. The billboard: Bayar Pesan Antar Upnormal Dengan LinkAja! **Cashback** 20% 11 Mei- 30 Juni 2020.

The realization of register in the billboard, the word **cashback** used in this advertisement is not a direct cash refund to the buyer . But in the form of a deposit. The benefit for consumers is that consumers can save the balance in their application.

Based on the field, the text was explained that the cost of delivery messages from warunk_upnormal when using the LinkAja! Application, and you will get 20% cashback starting from 11 May - 30 June 2020. And based on tenor, the author of the text was the seller or owner of warunk_upnormal, which was posted via instagram "promokulinermedan" and instagram "warunk_upnormal". Its readers were people who follow or view the instagram "promokulinermedan",and "warunk_upnormal". The last based on the mode, The text was explained in the form of written in the warunkupnormal advertisement, which was posted on the instagram "promokulinermedan" and instagram "warunk_upnormal". The aim is to persuade or influence readers to pay the cost of delivery messages via the LinkAja! Application.

8. The billboard: Amazing July Promo Order Di www.jcodelivery.com 104 Ribu 6 **DZN** JPOPS 10-31 Juli 2020.

The realization of register in the billboard, ***DZN*** used for the unit of measure amount. 1 **DZN** contains 12 pieces. And in the advertisement 6 **DZN**, means 72 pieces.

Based on the field, the text was explained that the Jco outlet held a promo in July from 10-31 July 2020, which orders were made through the available website, only

104 thousand get 6DZN Jpops. And based on the tenor, the author of the text was the seller or owner of the Jco outlet, which was posted on instagram "promokulinermedan". Its readers were people who follow or view the instagram "promokulinermedan". The last based on mode, the text was explained in the form of written in the Jco advertisement, which was posted on instagram "promokulinermedan". The goal is to persuade or influence readers to buy or order the product.

9. Cheese Burger Rp.10.000 Sampai 14 Juli Masukan Kode "FREE10KCB" Saat Checkout Burger King APP.

The realization of register in the billboard, Checkout is the process of ending shopping at an online shop. Customer will be taken to fill in the identity and method of payment and food delivery via APP. And APP namely is the Application. In accordance with the advertisement , checkout is carried out in the Burger King Application.

Based on the field, the text was explains that the chesse burger price is only 10,000 until July 14, just by entering the code that was given at checkout on the Burger King App. And based on tenor, the author of the text was the seller or owner of Burger King, which was posted on the instagram "BurgerKing". Its readers were people who follow or view the instagram "BurgerKing". The last based on mode, the text was explained in the written form in the Burger King advertisement, which was posted on the instagram "BurgerKing". The goal is to persuade or influence readers to buy or order the product.

10. The billboard: Burger King Gratis Mainan Untuk Upsize Ke Ukuran L Semua Menu.

The realization of register in the billboard, Upsize used in the advertisement to indicate that a normal food and beverage size is converted into an even larger size. And if consumers buy upsize size food and beverage, they will be given a free toy.

Based on the field, the text was explained that the outlet from Burger King will provide free toys for buyers who upgrade or change their order menu to size L. And based on the tenor, the author of the text was the seller or owner of Burger King, which was posted on the instagram "BurgerKing". Its readers were people who follow or view the instagram "BurgerKing". The last based on mode, the text was explained in the written form in the Burger King advertisement, which was posted on the instagram "BurgerKing". The goal is to persuade buyers to upgrade or change their order to size L.

11. The billboard: Chicken Holic Mania Grab Potongan 40% Kode "BM40" MAX 30K Periode 15-19 April.

The realization of register in the billboard, the word MAX in the advertisement is to explain a discount limit. So if consumers buy chicken holic using the code given, the consumer will be given a 40% discount and a maximum, most widely discount of 30K.

Based on the field, the text was explained that if you order chicken holic mania through the Grabfood application, you will get a 40% discount by entering the code provided, with a maximum purchase of 30K, starting from April 15-19. And based on tenor, the author of the text was the seller or owner of Chicken Holic, which was posted on the instagram "ChickenHolic". Its readers were people who have followed or viewed instagram "ChickenHolic". The last based on mode, the text was explained in the written form in the Chicken Holic advertisement, which was posted on the instagram "ChickenHolic". The goal is to persuade or attract the attention of readers to buy or order chicken holic through grabfood.

12. The billboard: 3 Chicken Holic + 1 Big Bite Diskon 15.000 + Kode Promo "SukaSuka4" **NETT** RP. 53.200.

The realization of register in the billboard, **NETT** used in the advertisement to state that the price of the food being sold is correct. And is non-negotiable.

Based on the field, the text was explained that the outlet from chicken holic provides a 15,000 discount by purchasing certain menus and by entering the promo code provided. And based on tenor, the author of the text was the seller or owner of Chicken Holic, which was posted on the instagram "ChickenHolic". Its readers were people who have followed or viewed instagram "ChickenHolic". The last based on mode, the text was explained in the written form in the Chicken Holic advertisement, which was posted on the instagram "ChickenHolic". The goal is to persuade or attract the attention of readers to buy or order chicken holic.

13. The billboard : Burger King **DriveThru** Gratis Mainan **Min.** Pembelian 75K.

The realization of register in the billboard, *DriveThru* is a no-down service, so consumers can buy the food and beverage without getting out of their vehicle. And *Min.* means minimum. So that means the buyer must buy food and beverage at least until the minimum price specified. Which is 75K according to the advertisement, after that the buyer will get a free toy.

Based on the field, the text was explained that if you order a burger king through drivethru, you will be given free toys with a minimum purchase of 75K. and based on the tenor, the author of the text was the seller or owner of Burger King, which was posted on the "BurgerKing" Instagram. Its readers were people who follow or view the instagram "BurgerKing". The last based on the mode, the text was explained in the written form in the Burger King advertisement, which was posted on the instagram "BurgerKing". The goal is to provide information and persuade readers to buy the product through drivethru.

Based on the explanations above, the writer explained that the registers on the billboards were realized in different ways according to the context, and based the field, tenor, and mode. This research was different from the first previous study conducted by Farikha Nur Alfi about analysis of register used in onlineshop of social media. Her researched in terms of formulation word. And this research also different from the second previous study was conducted by Marpaung Fauziah about a study of register on online shop in facebook. Her also researched in terms of formulation word.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Register was the use of special words related to the type of work or even certain social groups. Based on the results, the researcher only found 17 registers displayed on the billboard of food and beverage in medan. And 17 register words were interpreted in the form of lexical meaning. And the researcher explained that the registers on the billboard of food and beverage were realized in different ways according to the context, and based the field, tenor, and mode.

B. Suggestions

This research was only a small part of the subjects related to language. There were still many cases on the register study. This research could still be studied from a different point of view. It was recommended that other researchers conducted research on registers with different perspectives and different data sources.

In addition, students could use this research as a reference to improve themselves their knowledge in sociolinguistic studies.

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APPENDIXES

THE LIST OF THE BILLBOARD OF FOOD AND BEVERAGE IN MEDAN

1. Disc : Data 1



2. Bro and Sist : Data 2



3. IDR and K : Data 3



4. PCS : Data 4



5. Dine In : Data 5



6. REG : Data 6



7. Cashback : Data 7



8. DZN : Data 8



9. Checkout and APP : Data 9



10. Upsize : Data 10



11. Max : Data 11



12. NETT : Data 12



13. DriveThru and Min : Data 13



CURRICULUM VITAE

Name : Efi Melati
NPM : 1602050033
Place/Date of Birth : Medan, 16 November 1998
Gender : Female
Religion : Moslem
Status : Single
Hobbies : Reading a Novel, Hanging Out
Father's Name : Budiman
Mother's Name : Nina Astuti
Address : Jl.Abdul Sani Muthalib Psr 1 Marelan
Phone Number : 0821-7210-1307
Email : efimelati16@gmail.com

BACKGROUND OF EDUCATION

- ü Pri Primary School at TK Dr. Wahidin Sudirohusodo (2003-2004)
- ü Elementray School at SD DR.Wahidin Sudirohusodo (2004-2010)
- ü Junior High School at SMP NEGERI 20 MEDAN (2010-2013)
- ü Senior High School at SMA NEGERI 16 MEDAN (2013-2016)
- ü Faculty of Teacher Training and Education
University Muhammadiyah Sumatera Utara (2016-2020)

Medan, 15 August 2020

Researchers

Efi Melati