

CHAPTER I INTRODUCTION

A. Background of The Study

The use of language in certain fields is commonly known as registers, which later in each field has a different language usage. The one field to another, there must be differences in the use of language in their daily life, which are not necessarily known to many people. For example, the use of language in the fields of tourism with medical is different, which in the medical field includes the use of language related to drugs or medicine, as well as in the fields of tourism tend to use language that is an economic, social, and social relation. So, when a pharmacist discusses drugs with the hotel manager, the discussion does not go as well. It is because their difference in background knowledge is characteristic of that field and eventually creates registers in certain fields.

Furthermore, Eckert & Rickford (2001) explained that registers represent the characteristics of various languages from certain fields. Registers are used to communicate with other people who share the same interests and places of socializing, making it a characteristic of the field. The registers can not only be seen from the use of language during a conversation, but it can also be in the form of written text. For example, we can see that the registers on the signage used in some places can indicate that it can be used as a hint for something.

According to Kusumarini et al. (2012), signage is required to be used by all visitors in public space buildings. The registers on the signage could provide information and a guide for visitors to do something. It is because each building has various instructions and without signage, all visitors do not necessarily know very well about the space building.

But sometimes, signage in specific fields also has similarities and differences, as in the use of language on the signage of space-building such as Mall with Hotel or Hotel with Hospital. It is because there is a language specifically used in one of these fields, or it can be said as a register of that field.

All visitors do not necessarily know all of the registers on the signage at the places having similarities and differences or not. So, this research has focused on the use of language related to signage as an object considering that the use of language will be entered in the registers, especially in English tourism, especially at the hotel.

Many researchers are conducting the study of registers in the hotel. So, there is a register at the hotel that has been revealed by Meiliya (2014), Putri (2016), and Lestari (2019) related to the use of language and the conditions carried out by its staff. Most of them are related to using registers for staff in daily activities who are constantly faced with their customers even though they are at different hotels considering their job as staff.

Another researcher who also conducted the study of register in the hotel is Humairoh (2020). The problem with the research is the different background knowledge of registers used between staff and other staff in the hotel, which causes create misunderstanding of registers between them.

The researcher can observe the use of language on the signage in each corner of the hotel room. It can be that specific fields also have the same signage. This research focuses on the field of English Tourism to determine whether the use of language on signage in hotels has the same register as the other fields so that the use of language found on the signage at the hotel will be grouped into two types, namely open envelope registers which means that the use of the language found is a type of register that is commonly used in most fields, and limited envelope registers which mean the use of language that is used on that field only.

Based on the problem, the researcher conducted a study of registers in hotels signage in Surabaya. Because in previously, there has been no research that focuses on the study of registers used by words or phrases of signage in hotels. Additionally, from the register, we recognize people's careers or social organizations.

B. Scope and Limitations

The scope and limitations of this research expose below:

1. The scope of the study is in the areas of sociolinguistics. The researcher would focus on language usage in a particular field commonly referred to as the register of written based on Signage in the English Tourism field, especially in the hotel.
2. The limitation of this study is to analyze the types of English registers in written based on signage which is several Hotels in Surabaya.

C. Statement of The Problem

Based on the background of this study, there is a research question of the problem:

1. What are kinds of Hotels' Signage that used in Surabaya?
2. What are the types of Registers of Hotels' Signage in Surabaya?
3. What are the forms of Registers of Hotels' Signage in Surabaya?

D. Purpose of The Study

Based on the statement of the problem, there is the purpose of this study is as follows:

1. To find of Hotels' Signage that used in Surabaya
2. To find the types registers of Hotel Signage in Surabaya
3. To find the forms of Registers of Hotels' Signage in Surabaya

E. Significance of The Study

In the social aspect, people will use different languages in each field. So, this research must provide knowledge to the people about registers used on the signage in hotels, considering that many people use hotel services. While educational aspect is to provide knowledge to students about registers used on the signage in hotels.

F. Definition of Key Term

1. Register

The register is the variation of language according to is used as a way of communication for specific purposes (Budiarsa, 2017). It is additionally a function of the other parts of speech situation.

2. Hotel

A hotel is a building or company providing a lodging service for tourists. However, there are many more services that a hotel can offer.

3. Signage

Signage is one kinds of board that contains certain written to convey a message to a people.

4. Single Word

A single word contains one word and several syllables with the functioning as the name of something.

5. Phrasal

Phrasal is a group of words consisting of two or more words (as part of a sentence or clause) and functioning as a unit that gives meaning.

6. Long Expression

A long Expression is a short clause consisting of three or more words, and this expression is usually issued or spoken by people in everyday life.

7. Identification

Identification is the name of the space or place that can give an identity to the object, and it is one of the types of Signage.

8. Directional

Directional is relating giving a direction to people when they are in some places; it is one of the types of Signage.

9. Informational

Informational means something relating to giving information about something and it is it is one of the types of Signage.

10. Orientation

Orientation is an introduction to something by giving a universal picture like a map on a floor in a multi-storey building and it is it is one of the types of Signage.

11. Regulatory

Regulatory means relating to the control or direction of activity by a set of rules and it is it is one of the types of Signage of Signage.