

Register in Reviewing Indonesian Food in Marina Tasha's YouTube Vlog: Sociolinguistics Study

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Abstract

This research, titled "Register Reviewing Indonesian Food in Marina Tasha's YouTube Vlog: A Sociolinguistic Study," aims to identify and classify the registers used in food reviews in Bandung, as well as analyze the variation of language and linguistic forms of these registers. The theories employed in this study are those of Martin Joos (1968) on language variation, and George Yule (2006) on linguistic forms. Additionally, the research utilizes a descriptive methodology. This research focuses on the analysis of registers used in food reviews presented in a popular YouTube vlog hosted by Marina Tasha. The study aims to (1) identify the various registers employed by the vlogger when reviewing Indonesian cuisine, and (2) examine how these registers differ in terms of linguistic forms and language variation. The primary data source for this descriptive qualitative research is the script and transcripts of selected food review segments from Marina Tasha's YouTube channel. The data for this study were collected from food review vlog video published on YouTube. The result is revealed 25 words that exhibited variations in language and linguistic forms within registers. The language variations found in the register words in food reviews are formal (5 words, 20%), consultative (6 words, 24%), casual (13 words, 52%), and intimate registers (1 word, 4%). The most dominant register in Indonesian Food in Marina Tasha Youtube is casual negative FTAs was useful in determining the impact on the candidates. This research is useful for obtaining an understanding of the applying of communication during the political campaigns and for realizing that the relations between the forms of aggressive communication and the chances to win in the critical context.

Keywords: *register, indonesian food, review*

Introduction

Language is an essential tool for human communication, and it is constantly changing to meet the needs of its users. One important aspect of language variation in sociolinguistics is the concept of "register." Register refers to the way of using language that is typical of a particular social or work situation, characterized by specific vocabulary, grammar, and linguistic features (Halliday, 1978).

Studying linguistic registers provides valuable insights into how language users purposefully adjust their communication styles to fit different social contexts and goals. As Biber and Conrad (2009) note, "register variation is a fundamental part of how language is used, reflecting the situational nature of language use". Previous studies have explored register differences across various areas of discourse, such as academic writing, professional communication, and online interactions. For example, Hyland's (2002) research on academic writing found that "the choice of register is a keyway that writers present an identity and engage with their readers". Similarly, Flowerdew and

Wan's (2006) work on business communication showed how professionals "use register choices to achieve particular communication goals".

While these studies offer valuable insights, the current research focuses specifically on the register variations in online food reviews, particularly in YouTube vlogs. The ease of video recording and editing, along with the popularity of online video-sharing platforms, has led to a surge in vlogging as a form of self-expression and communication (Frobenius, 2014). In contrast to prior research, this study examines register use within the modern medium of food review vlogs on social media platforms, particularly YouTube. This shift in focus allows for the investigation of how food reviewers use diverse linguistic resources to navigate the affordances and constraints of the digital environment, where the dynamics of audience engagement and persona construction differ from traditional print-based food criticism. YouTube, launched in 2005, has transformed the landscape of online video sharing and user-generated content. Vlogging, or video blogging, refers to the practice of creating and sharing personal video content on platforms like YouTube, where individuals can document their lives, share their perspectives, and engage with a wide audience. Vloggers have become influential figures in the digital media landscape, as vlogging allows them to build their own public personas and engage in self-presentation through the medium of video (Lange, 2007).

The emergence of social media platforms, such as YouTube, has provided a new and dynamic arena for the exploration of language use and register variation. YouTube vlogging has become a prevalent form of online content creation, where vloggers engage with their audience through a wide range of topics, including food reviews (Frobenius, 2014). In this context, the linguistic choices made by vloggers can shed light on the sociolinguistic nuances of their content and the ways in which they navigate different registers to connect with their viewers.

One such food vlogger is Marina Tasha, an Indonesian YouTuber who has gained a significant following for her engaging and well-produced video reviews of various culinary experiences. The popularity of food-focused vlogging can be attributed to "the ability of vloggers to connect with their audiences through an intimate, conversational style and the visual appeal of the food showcased" (Benson & Frandsen, 2018,).

Marina Tasha's unique position as an Indonesian vlogger who presents her content in fluent English sets her apart from many of her domestic counterparts. As Canagarajah (2013) notes, "the use of English as a lingua franca in digital spaces can provide individuals from diverse linguistic backgrounds with opportunities to participate in global discourses". Marina Tasha's command of the English language allows her to reach a broader international audience and contribute to the growing body of food-related content on YouTube.

In the age of widespread social media and video blogging, food reviews have become a common form of online consumer discourse. On platforms like YouTube, food reviewers use a range of linguistic registers to express their perspectives, expertise, and intended audience. The use of specialized vocabulary, idiomatic expressions, and evaluative language in food review videos reflects the social and cultural norms associated with the domain of food criticism.

Examining register in the context of YouTube vlogging is a particularly important and interesting area of study for several key reasons. First, the rapid rise of vlogging as a prevalent form of online self-expression presents a compelling subject for linguistic analysis, as the language choices of vloggers play a crucial role in shaping their digital presence and engagement with their audiences.

Second, research has shown that the strategic use of register is a keyway that communicators can project a specific identity and achieve their goals. As Hyland (2002) notes, "the choice of register is a keyway that writers present an identity and engage with their readers". Similarly, Flowerdew and Wan (2006) have highlighted how professionals "use register choices to achieve particular communication goals". In the context of vlogging, where vloggers actively construct and present their online personas, understanding how they manipulate register becomes highly relevant.

Finally, examining the register patterns of vloggers can contribute to a deeper understanding of the situated nature of language use, shedding light on how language is adapted and used in the specific context of online video content creation. As Biber and Conrad (2009) observe, "register variation is a fundamental aspect of linguistic behaviour, reflecting the situated nature of language use". By focusing on this area, researchers can gain valuable insights into the linguistic strategies employed by vloggers and the broader implications for digital communication practices.

The research aims to look at the use of register in food reviews in Vlog's video from @MarinaTasha's YouTube. Specifically, the study seeks to identify and categorize the types of language used in food reviews, as well as analyze the variation in linguistic forms employed in these different ways of speaking. The findings of this study are expected to contribute to the theoretical understanding of sociolinguistics, particularly in the context of language use in the domain of food reviews.

Register

Here are the types of register along with the characteristics.

Frozen Register: This register is marked by a highly standardized language. It maintains an impersonal and detached tone, often utilizing technical or scientific terminology. The sentences are grammatically complex, and the vocabulary is precise and elevated. There is a strict avoidance of colloquialisms or slang.

Formal Register: This style is characterized by its grammatical complexity and the use of a precise, elevated vocabulary. It avoids colloquialisms or slang, maintaining a clear, formal tone throughout.

Consultative Register: This register blends formal and informal language, often adopting an explanatory or advisory tone. It incorporates hedging and mitigating devices to convey nuances.

Casual Register: This style is relaxed and conversational, employing colloquialisms, idioms, and slang. Sentences are generally shorter and more fragmented, reflecting a laid-back communication style.

Intimate Register: This register is highly personalized and subjective, using emotional and expressive vocabulary. It emphasizes informality and familiarity with the audience, fostering a close connection.

1. Frozen:

Explanation: This type of register is used in formal and official situations that do not change or remain the same over time. It is often used in written texts, ceremonies, or official events.

Example: The Declaration of Independence, the text of a constitution, the script of a wedding ceremony.

2. Formal:

Explanation: This type of register is used in formal and official situations, with a structured and precise language. It is typically used in professional, academic, or political contexts.

Example: "Good morning, distinguished guests. I am honored to be here today to discuss the importance of sustainable energy policies."

3. Consultative:

Explanation: This type of register is used in situations where information is being exchanged between people who may not be familiar with each other, such as in a business or professional setting. The language is more formal than casual, but less formal than a frozen register.

Example: "Thank you for your inquiry. Let me provide you with some information about our company's services and how we can assist you with your project."

4. Casual:

Explanation: This type of register is used in informal, everyday situations among friends or acquaintances. The language is more relaxed, with the use of contractions, slang, and a less structured syntax.

Example: "Hey, what's up? I'm just chilling at home and watching some TV. Wanna grab a pizza later?"

5. Intimate:

Explanation: This type of register is used in the most informal and personal situations, usually between close friends or family members. The language is highly informal, with the use of pet names, inside jokes, and a very relaxed syntax.

Example: "Honey, did you remember to feed the dog this morning? I'm so tired from work, let's just order takeout tonight, okay?"

The theoretical framework for this study is grounded in the work of Martin Joos (1968) on language variation and George Yule (2006) on linguistic forms. Joos' framework of language variation provides a lens for examining the different levels of language used in food reviews. Frozen register is the most formal and fixed variety of language, often found in official or ceremonial contexts. Formal register is characterized by a higher level of linguistic precision, complex sentence structures, and an absence of colloquialisms.

Consultative register represents a more interactive and context-dependent form of language, where the speaker engages in a dialogue with the audience and adjusts their language accordingly. Casual register is characterized by a relaxed and informal tone, the use of slang, and a greater level of shared understanding between the speaker and the audience. Intimate register is the most informal and personal variety of language, typically used among close friends or family members and marked using colloquialisms, inside jokes, and a high degree of shared cultural knowledge. These registers differ in their level of formality and the degree of shared knowledge between the speaker and the audience, offering a nuanced framework for analyzing the linguistic choices made by food reviewers in their online discourse. These registers differ in their level of formality and the degree of shared knowledge between the speaker and the audience.

There are two main research questions in this study:

1. What are the registers used in food reviews in Marina Tasha's YouTube vlog?
2. How do these registers vary in terms of language variation and linguistic forms?

In summary, the research aims to:

1. Identify and classify the registers used in food reviews in Bandung.
2. Analyze the language variation

Method

This study employs a qualitative approach to investigate the linguistic variations in Bandung food reviewing video on YouTube Vloggers @MarinaTasha. The analysis of the food reviews will involve the following steps:

Step 1: Register Classification

Reviews will be classified into the five language registers proposed by Joos (1968): frozen, formal, consultative, casual, and intimate.

Step 2: Linguistic Form Identification

Diverse linguistic forms, as outlined by Yule (2006), will be identified and categorized within the review corpus.

Step 3: Contextual Analysis

The reviews will be analyzed in their broader social and cultural context to better understand the motivations behind the use of specific linguistic features.

The five language registers proposed by Biber and Conrad (2019) - frozen, formal, consultative, casual, and intimate - were used to classify the food review. Additionally, the diverse linguistic forms outlined by Halliday and Hasan (1976) were identified and categorized within the review corpus. The reviews were also analysed in their broader social and cultural context to better understand the motivations behind the use of specific linguistic features, as suggested by Blommaert (2005).

The data collection technique employed listening and note-taking, as outlined by Creswell (2014) and the data analysis technique employed content analysis, involving classification of the data as per Suharsaputra's (2012: 187) approach; presenting of the data, and providing conclusions.

Results

For this study, a video from Food Vlogger @MarinaTasha's YouTube post was being analysed. The data for this study was obtained from the transcripts of 5 carefully selected YouTube videos.

The result of registers is being presented in the table below:

Transcript / Data	Frozen Register	Formal Register	Casual Register	Consultative Register	Intimate Register
"Today I'm going to show you" (0.01)			✓		
"It's also subtly sweet" (1.42)			✓		
"Like it's not like outwardly sweet" (1.46)			✓		
"It has that kind of ginger-y smell" (2.37)		✓			
"Let's try it" (7.53)			✓		
"So, it's kinda like soupy" (9.48)			✓		
"This is actually my very first time" (11.33)			✓		

Transcript / Data	Frozen Register	Formal Register	Casual Register	Consultative Register	Intimate Register
"Makes a lot easier to eat" (12.49)			✓		
"I Burnt my tongue for real" (13.06)			✓		
"Actually, I don't like it when people cook instant noodle and it's mushy" (13.10)			✓		
"It's the name of a dude" (13.42)			✓		
"What did you guys do today?" (0.18)			✓		
"Have you eaten dinner?" (0.58)				✓	
"You make me go through hard times all the time" (1.26)					✓
"This is the food of Sundanese people" (1.34)		✓			
"Sundanese it's an ethnicity" (1.38)		✓			
"Marina, do you have a chopstick?" (2.55)				✓	
"They carve their name on" (1.31)		✓			
"The grilled one is way better." (2.30)			✓		
"Oh, this is actually so good" (3.39)			✓		
"Please don't blame us for not using our hands" (6.19)				✓	
"Indonesian cuisine has so much to offer" (0.06)				✓	
"This Video might help you" (0.09)				✓	
"My final verdict is that" (5.14)		✓			

Transcript / Data	Frozen Register	Formal Register	Casual Register	Consultative Register	Intimate Register
"Is there a correct way to eat it?" "(9.44)				✓	

Discussions

Data 1: Casual

"I burnt my tongue for real" (13.06)

Data 1 "I burnt my tongue for real" is casual type in register that can be causally linked to the informal setting and the relationship between the speaker and the listener. When individuals communicate in relaxed environments, such as among friends or family, they tend to adopt a more casual register. This includes the use of colloquial expressions and simplified sentence structures. The informal context encourages a spontaneous and less formal mode of speech, leading to the natural use of phrases like "for real" to emphasize authenticity and share personal experiences. The causal relationship between the informal setting and the casual register underscores how contextual factors directly influence language choice and style.

The function of register "I burnt my tongue for real" is to convey a personal experience vividly and emphatically. By using the casual expression "for real," the speaker emphasizes the reality and immediacy of the experience, making it more relatable and engaging for the listener. This function serves to elicit empathy and a shared understanding, fostering a sense of connection between the speaker and the listener. The casual register aids in achieving this by reducing social distance and promoting a sense of solidarity, which is essential in informal interactions. Thus, the casual register not only reflects the context but also fulfills the communicative purpose of sharing a personal and impactful experience.

Data 2: Casual

"It's also subtly sweet" (1.42)

In the data 2 it can be seen the use of casual language in the statement "It's also subtly sweet" can be attributed to the informal context and the nature of the interaction. In relaxed and informal settings, such as casual conversations among friends or family, speakers are more likely to use everyday language and straightforward expressions. The phrase "subtly sweet" is descriptive but not overly technical or formal, suggesting that the speaker is aiming for a clear and relatable description without resorting to specialized jargon. This causal relationship indicates that the casual nature of the setting allows for a more approachable and easy-going style of communication, where the emphasis is on clarity and relatability rather than formality.

The function of register in the data "It's also subtly sweet" is to provide a descriptive evaluation, likely of food or drink, in a way that is easily understandable and relatable to the listener. The casual register helps in conveying this sensory detail in a manner that feels conversational and engaging. By using the phrase "subtly sweet," the speaker highlights a specific characteristic that adds nuance to the description without overwhelming the listener with complexity. This function serves to inform and share a personal assessment, fostering a sense of shared experience and understanding. The

casual language makes the information accessible and engaging, enhancing the social interaction by promoting a relaxed and friendly exchange.

Data 3: Formal

"This is the food of Sundanese people" (1.34)

The context in which it is likely delivered. Formal registers are typically used in settings that demand a higher level of respect, clarity, and professionalism, such as academic discussions, presentations, or cultural descriptions. In this instance, the speaker's choice of formal language might be aimed at providing a clear and respectful description of the cultural significance of the food. The formal register helps to convey the information with a degree of authority and objectivity, appropriate for contexts where precision and cultural sensitivity are important. So, data 3 we categorized as formal register since the link between the formal setting and the choice of language highlights is for clarity, respect, and authority shapes the speaker's linguistic choices.

The primary function of the statement "This is the food of Sundanese people" is to inform and educate the listener about a specific cultural aspect. By using formal language, the speaker aims to present the information in a manner that is clear, respectful, and authoritative. The formality helps in establishing a tone of seriousness and respect towards the Sundanese culture, ensuring that the description is taken seriously and understood accurately. This function is crucial in contexts such as cultural presentations, educational settings, or written descriptions where the goal is to provide accurate and respectful information. The formal register thus serves to enhance the credibility and clarity of the communication, ensuring that the listener receives the information in a respectful and informative manner.

Data 4: Formal

"Sir, this is my final verdict" (5.14)

The use of formal language in the statement "Sir, this is my final verdict" can be attributed to the context that requires a high level of respect and authority. Formal registers are often employed in situations that involve hierarchical relationships, such as between a subordinate and a superior, or in contexts that necessitate seriousness and professionalism. The address "Sir" indicates deference and respect, while the phrase "final verdict" suggests a conclusive and authoritative statement. This causal relationship implies that the formal setting, possibly in a professional or official environment, influences the speaker to use language that conveys respect, decisiveness, and formality, reflecting the seriousness of the interaction.

The function of the statement "Sir, this is my final verdict" is to communicate a definitive and authoritative conclusion. The formal language serves to underscore the importance and finality of the decision being communicated. Addressing the listener as "Sir" establishes a respectful tone, acknowledging the listener's higher status or authority. The use of "final verdict" conveys that the decision is well-considered and conclusive, leaving no room for ambiguity or further discussion. This function is crucial in formal or professional settings, such as legal, corporate, or academic contexts, where clarity, respect, and authority are paramount. The formal register thus enhances the gravity and decisiveness of the communication, ensuring that the message is conveyed with the appropriate level of seriousness and respect.

Data 5: Consultative

"Have you eaten dinner?" (0.58)

The use of a consultative register in the statement "Have you eaten dinner?" is influenced by the context that requires a balance between formality and informality, often seen in semi-formal interactions. Consultative language is typically used in situations where the speaker seeks to provide information or inquire about the listener's needs in a respectful yet approachable manner. In this case, the question implies concern or interest in the listener's well-being, suggesting a setting where the speaker is likely addressing someone they know but within a context that maintains a certain level of formality. This causal relationship indicates that the context—perhaps a workplace or a formal social gathering—influences the speaker to use a polite and considerate form of questioning that is both respectful and engaging.

The function of the statement "Have you eaten dinner?" is to inquire about the listener's well-being, specifically their dining status. The consultative register serves to make the question polite and considerate, indicating the speaker's concern or interest in the listener's needs. This function is essential in interactions where the speaker aims to show care or ensure the listener's comfort, such as in professional settings, health-related conversations, or formal social interactions. By using a consultative register, the speaker maintains a respectful tone while also being friendly and approachable, fostering a communicative environment that encourages open and considerate dialogue. This balance ensures that the inquiry is received as both caring and respectful, appropriate for semi-formal contexts.

Data 6: Consultative

"Is there a correct way to eat it?" (9.44)

The use of a consultative register in the statement "Is there a correct way to eat it?" is shaped by a context that requires a balance between seeking information and showing respect. Consultative language is typically used in interactions where the speaker needs to obtain information or clarification in a polite and respectful manner. In this instance, the speaker is likely addressing someone perceived as knowledgeable about a particular food or cultural practice. The consultative nature of the question suggests that the setting involves a degree of formality or professionalism, such as a culinary class, a cultural exchange, or a semi-formal dining situation. The causal relationship indicates that the context necessitates a respectful inquiry, guiding the speaker to use a form of language that is both courteous and inquisitive.

The function of register of the statement "Is there a correct way to eat it?" is to request information or guidance on the proper method of consuming a particular item. The consultative register serves to make the inquiry polite and respectful, reflecting the speaker's acknowledgement of the listener's expertise or cultural norms. This function is crucial in settings where the speaker seeks to learn or adhere to specific practices, demonstrating a willingness to respect and follow appropriate conventions. By using a consultative register, the speaker fosters a communicative environment that encourages informative and respectful exchanges, ensuring that the question is received as a genuine and considerate request for guidance. This approach is particularly effective in semi-formal contexts where maintaining respect and politeness is important.

Data 7: Intimate

"You make me go through hard times all the time, dear" (1.26)

The use of register in the data 7 is intimate. In the statement "You make me go through hard times all the time, dear" is influenced by the close, personal relationship between the speaker and the listener. Intimate registers are typically used in interactions where a strong emotional bond exists, such as between romantic partners, close friends, or family members. The inclusion of the term "dear" adds a layer of affection and familiarity, indicating that the speaker feels comfortable expressing deep emotions and grievances. This causal relationship highlights how the intimacy of the relationship permits the speaker to share personal hardships openly while also using terms of endearment to soften the delivery and maintain the emotional connection.

The function of the statement "You make me go through hard times all the time, dear" is to convey emotional distress while simultaneously maintaining a sense of affection and connection. The intimate register allows the speaker to express their feelings of frustration and difficulty in a direct and honest manner. Adding "dear" serves to soften the message, showing that despite the hardships, there is still affection and a desire to communicate constructively. This function is crucial in intimate relationships where expressing emotions candidly is necessary for mutual understanding and resolving conflicts. By using intimate language, the speaker aims to address their emotional experience, seek empathy, and perhaps prompt a conversation about improving the relationship. The intimate register thus ensures the communication is heartfelt and sincere, promoting a deeper emotional exchange.

Conclusion

The result is revealed 25 words that exhibited variations in language and linguistic forms within registers. The language variations found in the register words in food reviews are formal (5 words, 20%), consultative (6 words, 24%), casual (13 words, 52%), and intimate registers (1 word, 4%). The most dominant register in Indonesian Food in Marina Tasha Youtube is casual. Thus, the context-driven nature of language choice underscores the importance of social dynamics in shaping communication.

The function of different registers across the provided data illustrates how language serves various communicative purposes depending on the interaction's context and participants. Casual language, as in "I burnt my tongue for real," aims to share personal experiences and foster relatability in informal settings. Formal language, seen in "This is the food of Sundanese people," seeks to convey respect and provide clear, authoritative information. Consultative language, exemplified by "Is there a correct way to eat it?", facilitates polite inquiries and the exchange of information in a respectful manner. Intimate language, like "You make me go through hard times all the time, bestie," is used to express personal emotions and maintain close relationships through direct and heartfelt communication. Each register functions to fulfill specific communicative needs, highlighting the adaptability of language in responding to varying social contexts and relationships.

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