

## CHAPTER I

### INTRODUCTION

#### 1.1 The Background of the Study

Language has an important role for human life. It is used to maintain a good communication and to get relation with others. In short, it can be said that language and communication are closely related. Language plays a great part in our life. Without language people can not communicate each other easily. The uses of language as a means of daily communication are remarkable, so that it distinguishes man from the animal.

Labov (1976:183) says that language is a form of social behavior. It is used by human beings in a social context, communicating their needs, ideas and emotions to one another. It can be said that language is an important means of communication.

Language, as the social symbol of human beings, is used in almost all aspects of human life. One of these aspects deals with car as a means of transportation. Nowadays, there are a lot of car producers. Japanese produces *Honda, Suzuki, Isuzu, Toyota, Mazda, Nissan, Mitsubishi, Hino, Daihatsu*, and *Subaru*. The Korean produces *Kia, Hyundai, Syanyong*, and *Daewoo*. The European manufactures *Mercedes Benz, Volvo, BMW, Fiat, Audi, Land-rover, Jaguar, Opel, VW* and many more.

People drive car as daily means of transportation. Sometimes, it is also used to show their social status. The higher the social status they belong, the more expensive the cars they have. However, social status has no connection with the better understanding of automobile technical terms. In other words, it can be said that not all of car owners have deeper understanding of the name and the function of every single spare-part of their car.

Sociolinguistics is a study about language phenomena. Sociolinguistics is a branch of linguistics which studies the ways in which language is integrated with human society, with reference to such notion as race, class, sex, and social institutions. Sociolinguistics also concerns with language varieties. Variety of a language is any system of linguistic expression governed by situational variables, such as regional, occupational, or social class factors. The term is sometimes used more narrowly, referring to a single kind of situational distinctive language. One of varieties of language is known as register. Register is a variety of language defined according to its use in social situations. More specifically register is variety of language based on the subject matter. For example, legal language, literary language, sport language, business language, et cetera. Those may be broken down into prose language, poetry language, soccer language, baseball language, automotive language, et cetera.

Based on preliminary research, the writer notices that automotive register is not easy to be understood by common people, car owners, or even by the mechanics. It seems they use a new language that differs from their own. That

is why, sometimes, they have misperception or misinterpretation and moreover misuse some of the automotive registers.

The writer finds it is a challenging and interesting matter to investigate this phenomenon to get better understanding on automobile register. Besides, there are many terms such as mechanical term, features, operation, characteristic, equipment and the other parts, which should be understood by the readers, especially those who concerns with automotive.

## **1.2 Statements of the Problems**

In this research, the writer will analyze some problems which occur based on the topic of this research. The problems that will be discussed are to answer the following questions:

1. What is the meaning of automotive register in Volvo 960 owner's manual book?
2. How is the use of each automotive register in Volvo 960 owner's manual book?

## **1.3 The Objectives of the Study**

In line with the statement of the problem above, this study has purpose to investigate the automobile register. The aims of the study are as follows:

1. To describe the meaning of automotive register that is used in Volvo 960 owner's manual book.

2. To describe the use of automotive register that is used in Volvo 960 owner's manual book.

#### **1.4 Source of Data**

The data of this research are taken from the Volvo 960 owner's manual book. As usual, owner's manual book consists of different sections. These sections are, instruments and controls; body and interior; starting and driving; wheel and tires; in case of emergency; car care; service and routine maintenance; specifications; emission control; and audio. Generally speaking, these sections contain the name, the use and the way to operate the certain parts of automotive. Although the data are taken from the Volvo 960 owner's manual book but it also can be used by different car type. These automotive register have similarities between one to another car.

In general, it contains many automobile technical terms that are not easy to be understood by common people. Sometimes, it is caused by the use of certain words that have different meaning or referring things. There are many automotive technical terms and almost all of them are not easy being translated in daily common language.

#### **1.5 The Systematization of Writing**

This thesis contains of five chapters. The content of each chapter is as follows:

1. Chapter I

This chapter is introduction. It includes the background of the study, the reason of choosing the topic, the statements of the problems, the aim of the study, source of data, and the systematization of writing.

2. Chapter II

This chapter discusses the theories which are used to support the analysis. It covers the short understanding about automobile, language, sociolinguistics, and semantics.

3. Chapter III

This chapter presents research method which is applied to conduct the research. The research method involves kinds of research, data collecting procedure, and technique of data analysis.

4. Chapter IV

This chapter discusses the analysis of the data. Here the author will describe the meaning of automotive register and also describe the use of automotive register of Volvo 960 owner's manual book.

5. Chapter V

This chapter shows the conclusion as the result of data analysis.