

## REGISTER USED IN SAFIYA NYGAARD'S YOUTUBE CHANNEL: A SOCIOLINGUISTICS STUDY

**Viraneysa Aramintha Putri<sup>1</sup>, Meita Lukitawati Sujatna<sup>2</sup>**

Universitas Widyatama, Indonesia: [viraneysa.aramintha@widyatama.ac.id](mailto:viraneysa.aramintha@widyatama.ac.id),

### Artikel Info

Received : 11 Des 2024  
Reviwe : 12 Maret 2025  
Accepted : 14 April 2025  
Published : 15 April 2025

### Abstract

This study examines language registers in Safiya Nygaard's YouTube channel from a sociolinguistic perspective, analyzing how she varies her communication style across different social contexts and audiences. As a digital content creator known for beauty and fashion videos, Safiya Nygaard attracts a diverse audience, making her channel an ideal platform for examining digital language variation. The study aims to (1) describe the types of registers used in her videos and (2) identify their functions. Employing a descriptive qualitative approach, it analyzes selected video transcripts using content analysis. The language is classified according to Martin Joos' five register types and Jakobson's six language functions. The findings indicate that the casual register is the most prevalent (60%; 18 out of 30), suggesting a predominantly informal style in her content, followed by the consultative register (40%; 12 out of 30). In terms of language functions, most utterances (83.3%; 25 out of 30) serve a referential function, emphasizing information, while 13.3% (4 out of 30) are emotive, reflecting personal expression, and 3.3% (1 out of 30) are conative, indicating minimal persuasive intent. These findings contribute to the broader understanding of language variation in digital communication, demonstrating how influencers such as Safiya Nygaard maintain a balance between engagement and informativeness.

**Keywords:** *cosmetics, language variation, register, sociolinguistics, YouTube*

### Abstrak

Penelitian ini meneliti register bahasa di saluran YouTube Safiya Nygaard dari perspektif sosiolinguistik, menganalisis bagaimana dia memvariasikan gaya komunikasinya di berbagai konteks sosial dan audiens yang berbeda. Sebagai pembuat konten digital yang terkenal dengan video kecantikan dan fesyen, Safiya Nygaard menarik audiens yang beragam, menjadikan salurannya sebagai platform yang ideal untuk meneliti variasi bahasa digital. Penelitian ini bertujuan untuk (1) mendeskripsikan jenis-jenis register yang digunakan dalam videonya dan (2) mengidentifikasi fungsinya. Dengan

menggunakan pendekatan kualitatif deskriptif, penelitian ini menganalisis transkrip video yang dipilih dengan menggunakan analisis konten. Bahasa diklasifikasikan menurut lima jenis register Martin Joos dan enam fungsi bahasa Jakobson. Temuan menunjukkan bahwa register kasual adalah yang paling banyak ditemukan (60%; 18 dari 30), yang menunjukkan gaya yang didominasi informal dalam kontennya, diikuti oleh register konsultatif (40%; 12 dari 30). Dalam hal fungsi bahasa, sebagian besar ujaran (83,3%; 25 dari 30) memiliki fungsi referensial, menekankan informasi, sementara 13,3% (4 dari 30) bersifat emotif, mencerminkan ekspresi pribadi, dan 3,3% (1 dari 30) bersifat konatif, yang mengindikasikan maksud persuasif yang minimal. Temuan ini berkontribusi pada pemahaman yang lebih luas tentang variasi bahasa dalam komunikasi digital, yang menunjukkan bagaimana influencer seperti Safiya Nygaard menjaga keseimbangan antara keterlibatan dan keinformatifan.

**Kata kunci:** *kosmetik, variasi bahasa, register, sociolinguistik, YouTube*

## A. INTRODUCTION

Language is a crucial communication tool, enabling individuals to convey thoughts, emotions, and information across various contexts. A dynamic system of symbols and rules allows speakers to interact within specific cultural and social frameworks. The diversity of linguistic expressions reflects language's inherent complexity and flexibility, which can be shaped and adapted depending on the speaker's purpose, audience, and setting. In digital media, particularly on platforms such as YouTube, language becomes vital in connecting with viewers, influencing their perceptions, and establishing a distinctive voice or persona.

Sociolinguistics, as a branch of linguistic studies, focuses on the intersection between language and society (Andrus, 2024). Sociolinguistics studies the relationship between language and culture. It investigates how language varies and functions in

different social contexts and how these variations reflect social structures such as class, gender, ethnicity, and occupation (Muliyah et al., 2020). By examining language use in diverse communities, sociolinguistics highlights the role of language as both a marker of identity and a tool for social interaction. The study of sociolinguistics is particularly relevant in analyzing digital content creators, as their language use often aligns with specific social and cultural norms to engage their target audience effectively (Pratama et al., 2023).

Language variation is essential in sociolinguistics, emphasizing how language changes depending on region, age, social status, and context (Mandalika, 2024). In the context of YouTube channels, content creators like Safiya Nygaard use specific language styles that resonate with their diverse audiences. Such variations are influenced by factors such as the platform's informal setting, the creator's personality,

and the content's nature, which all shape the linguistic choices made in the videos (Telaumbanua et al., 2024).

Analyzing linguistic registers provides essential insights into how individuals deliberately modify their communication styles to align with social contexts and purposes (Azzahra & Simatupang, 2024). The concept of register refers to the variations in language use depending on the context, purpose, and audience. Joos (1967), as cited by Azzahra and Simatupang (2024), defines five types of registers—frozen, formal, consultative, casual, and intimate—and provides a framework for analyzing how speakers adjust their language to fit specific situations. As M.A.K. Halliday suggests, registers are influenced by the field, tenor, and mode of communication (Hu et al., 2022). Jakobson (1960) identified six language functions: emotive, conative, referential, metalingual, poetic, and phatic (Herlina & Simatupang, 2024).

This research examines the linguistic styles utilized by beauty vlogger Safiya Nygaard on her YouTube channel, focusing on her expertise in makeup and the specialized terminology used within the beauty industry. The study aims to classify and analyze the different registers, particularly the beauty register employed by Safiya Nygaard, exploring the types of registers used and the functions they convey. The research draws on theories from Martin Joos and Jakobson, applying sociolinguistics principles to understand the register used in Nygaard's YouTube videos.

People need to use language to communicate with others in society. Through language, individuals can engage with one another. Language is essential in our daily interactions. Sociolinguistics is the discipline that studies the connection between language and society. Sociolinguistics explores

language in society and examines how language is employed to perform its functions effectively (Hidayatullah et al., n.d.).

Sociolinguistics studies how social structures influence speech and how various language forms and usage patterns are linked to social factors such as class, gender, and age (Therese, 2024). The field concentrates on how individuals use language in social interactions, aiming to understand how language functions within society and emphasizing its role as a tool for communication in social contexts (Adizovna, 2024).

In brief, sociolinguistics scrutinizes the utilization of language and its connection to social and cultural elements. Sociolinguistics underscores the importance of societies comprehending the role of language in social interactions. Consequently, sociolinguistics is a specialized field within linguistics investigating language and its interplay with society (Jean, 2023).

Language variation arises as individuals often speak more than one language, leading to multiple dialects and linguistic diversity (History et al., 2023). This variation is sufficiently homogeneous for analysis through synchronic description techniques, with elements arranged to facilitate communication. It is characterized by social distribution, influenced by factors like speakers' location, social status, gender, and context of language use (Indrawa et al., 2023). Different conditions, speech communities, and purposes contribute to language variation, leading to diverse pronunciations, vocabulary, grammar, and styles (Siregar, 2017). The form of language varies based on social interactions, users, and contextual factors, making language variation a reflection of diverse linguistic practices in society (Putri & Putra, 2024).

Language variations possess unique characteristics, meaning one cannot substitute for another (Widiasmara, 2023). Michael Halliday, an influential British linguist, mainly through his work *Language as social semiotic: the social interpretation of language and meaning*, contributed to the understanding of how language varies in use depending on the speaker's habits (idiolect), regional or social group (dialect) and situational contexts (register) (Royce, 1999).

Halliday's most significant contribution to the study of language variation is his concept of register. He defined register as the variation in language use depending on the situation or context of communication. Three variables influence registers: Field, what is happening or the subject matter of the conversation; Tenor, the relationship between the participants, such as formality or familiarity; and Mode, the communication channel, whether spoken, written, or another form.

Previous studies have examined register variation in different digital contexts. The study "*Exploring Register Variation in Akulaku Marketplace: Sociolinguistics Study*" (Herlina & Simatupang, 2024) focused on the use of persuasive and transactional language in e-commerce settings, while "*Register in Reviewing Indonesian Food in Marina Tasha's YouTube Vlog: Sociolinguistics Study*" (Azzahra & Simatupang, 2024) analyzed informal and expressive registers in food-related vlogs. Both studies highlight how register adapts to different digital purposes and audiences. However, there is still a gap in research that focuses specifically on the use of register in beauty-related content on YouTube. To address this, the current study investigates the register used in Safiya Nygaard's YouTube channel, aiming to

provide a sociolinguistic analysis within the context of beauty and lifestyle content.

Different people and groups use other languages and ways of speaking. They also use other words depending on their job or profession; according to Halliday and Holmes, a register is a specific language used only by a particular group of professionals (Putri & Haristiani, 2022). The register is a language characteristic that reflects an individual's activity (Purbasari & Purnama, 2023).

The classification of a register hinges on its specific vocabulary, which is not interchangeable across different social activities (Shofyanti et al., 2021). A register is a language variety developed by users within a community who require certain distinctive words (Beno et al., 2022). Discussions about register often intersect with those about dialect. While dialect concerns the language particular people use in specific places and at certain times, a register pertains to the language used for individual activities (Shofyanti et al., 2021). A person may speak in one dialect but use multiple registers as they engage in various activities in social life.

Holmes states that professionals or those in specific occupations often develop their specialized register. These individuals who work within the same professional group require quick, accurate, and efficient communication, leading them to create specific phrases and expressions. Members of these professional groups generally assume mutual understanding as they share common knowledge, experience, and interests (Hendrickx et al., 2025). Consequently, the language variation they use will exhibit distinct characteristics. These features reflect the group's identity and indicate the context of their activities (Siiner, 2006).

A register is a language used in specific situations or social contexts. Based on Martin Joos' theory, the register refers to the formality or style of language used in communication, which varies depending on the social context, the relationship between the speaker and listener, and the purpose of the interaction. Typically, registers are familiar only to those who use the particular words associated with them, often related to a specific profession or specialized vocabulary. Joos (1967), in his book *The Five Clocks: A Linguistic Excursion into The Five Styles of English Usage*, identifies five distinct types of registers: frozen, formal, consultative, casual, and intimate, each defined by a particular level of formality and usage (Azzahra & Simatupang, 2024).

Roman Osipovich Jakobson, a renowned Russian-American linguist, introduced a theory concerning the functions of language, famously known as Jakobson's six functions of language. Roman Jakobson introduced the six functions of language in his 1960 essay "Linguistics and Poetics," published in the book *Style in Language*, edited by Thomas A. Sebeok. This essay outlines the six functions of language: referential, emotive, conative, phatic, metalingual, and poetic (Herlina & Simatupang, 2024). Therefore, this study will describe the types of register used in Safiya Nygaard's YouTube videos and identify their functions.

Table 1. Types and Functions of the Register in Safiya Nygaard's YouTube Channel

Transcript	Type	Function
"So, at first Lynette told me that she doesn't usually contour or wear a lot of makeup in general besides lipstick" (08:54-08:59)	Consultative	Referential
"You guys want like a liquid lipstick or like a stick?" (11:34-11:36)	Consultative	Referential
"So, I'm gonna click on face and body and go down to the concealer" (01:35-01:39)	Consultative	Referential
"I'm gonna put a little bit of baking powder on" (05:12-05:14)	Consultative	Referential
"I think that I would probably go without primer"	Consultative	Emotive

## B. METHOD

This study was categorized as descriptive qualitative research because it relied on words as data, eliminating the need for statistical analysis. Bogdan and Biklen (1992) assert that individuals utilize themselves as the primary instrument in qualitative research, meaning the researcher functions as the instrument in this type of research. The chosen research method is document analysis, as the study explores human behaviors within sociolinguistics. According to Stake (1995) and Yin (1994), document analysis is particularly suitable for qualitative research with an intensive focus, generating detailed descriptions of an event, a single phenomenon, an organization, or a program.

The research examines the register types and the functions of the language registers used on Safiya Nygaard's YouTube channel. The data source for this research comprises utterances containing registers used by the YouTube creator. During data collection, the researcher employed documentation techniques, and the subsequent analysis was conducted based on the theoretical perspectives of Martin Joos for register types and Jakobson for the functions of the language register.

## C. RESULTS AND DISCUSSIONS

### Results



Transcript	Type	Function
(06:40-06:42) "It seems to be some type of like brow gel it says get perfect brows in one step that will last for days"	Consultative	Referential
(02:51-02:57) "What I'm going to do right now is add some setting powder."	Consultative	Referential
(03:38-03:40) "Should I just dab like a beauty blender or shall I drag?"	Consultative	Conative
(07:51-07:55) "They're like three pretty small lip pencils, so let's swatch all three"	Consultative	Referential
(15:40-15:43) "I don't have a lot of experience with cream contours this could be an interesting ride"	Consultative	Emotive
(08:02-08:06) "Oh wait- what? I would thought this was gonna be a spoolie"	Consultative	Referential
(05:15-05:18) "I also grabbed some fake lashes"	Consultative	Referential
(01:15-01:17) "We're gonna do my highlighter which is in the color halo"	Casual	Referential
(13:56-13:58) "It doesn't feel nice, without the clear gloss on it."	Casual	Emotive
(05:46-05:49) "I wouldn't say I would replace my current makeup wipes with these ones"	Casual	Referential
(13:20-13:23) "So the next I'm going to try the eye primer"	Casual	Referential
(07:49-07:51) "Because it seems like such a small sponge and it's such a small container."	Casual	Referential
(08:23-08:26) "I'm just gonna put my mascara on really quick."	Casual	Referential
(11:05-11:07) "They also have double-sided eyeshadow palette"	Casual	Referential
(08:52-08:54) "I'm also going to pick up a bronzer while I'm at it"	Casual	Referential
(04:25-04:28) "So, I'm gonna blend this out really quick and then just slap on some foundation and concealer"	Casual	Referential
(19:54-19:58) "So, I bought the ink that they had on their website. It's called the Vink Eyeliner Ink"	Casual	Referential
(04:00-04:05) "I'm going to prep my lips with this ELF like lip scrub stick"	Casual	Referential
(01:54-01:56) "If you're supposed to apply it like a rainbow or like mix them all together on your brush"	Casual	Referential
(05:55-06:00) "And then I also got for my complexion this "Gotcha Covered Concealer" in the color beige"	Casual	Referential
(13:04-13:10) "So off the bat I see some BB creams and some concealers"	Casual	Referential
(01:29-01:32) "It's not great, but it definitely could be worse. It is pretty pigmented though"	Casual	Emotive
(15:04-15:07) "I'm gonna get that blush on there, and smile, and get some on the apples of my cheeks"	Casual	Referential
(13:34-13:38) "And then setting spray and other face sprays"	Casual	Referential
(20:32-20:34) "I have some Balmy Gloss Tinted Lip Oil"	Casual	Referential
(04:26-04:28)		

## Discussions

### Consultative Register

#### Data 1

“So, at first Lynette told me that she doesn’t usually **contour** or wear a lot of makeup in general besides lipstick”

(08:54-08:59)

**Context:** In this context, Safiya Nygaard's video "I Let Strangers Pick My Makeup" shares a conversation she had with someone named Lynette about her makeup habits. Safiya provides insight into Lynette's personal preferences and choices regarding makeup.

The register "contour" is categorized into the consultative register. Safiya explains and discusses a makeup technique (contouring) with her audience. In this case, the use of "contour" also demonstrates the shared understanding between Safiya and her viewers about the makeup technique being referenced, allowing her to communicate clearly and effectively while addressing a general audience.

The term "contour" falls into the referential function of register. Safiya uses the term "contour" to describe a specific makeup technique. She is providing factual information to her audience, explaining that Lynette did not use contours for her part of daily makeup.

#### Data 2

“You guys want like a **liquid lipstick** or like a stick?”

(11:34-11:36)

**Context:** In the video "I Let Strangers Pick My Makeup," Safiya Nygaard asks her friends Tina and Steven to help her choose lipstick. They discuss the type of lipstick she should get, and Tina suggests either a liquid or a stick.

Data 2 shows the bolded phrase 'liquid lipstick' as a consultative register type. The

register 'liquid lipstick' is a lip product that applies like a gloss but dries to a matte or satin finish, offering long-lasting color and full coverage. Safiya Nygaard asked the strangers to choose between a liquid and a stick makeup product. The situation involves a discussion, and Safiya anticipates responses from the listener.

The beauty register 'liquid lipstick' falls into the referential function. The referential function provides specific information about an object or concept—in this case, describing a type of lipstick. Using the term 'liquid lipstick,' Safiya offers precise information about one of the options being discussed, helping clarify and detail the choices in the conversation.

#### Data 3

“So, I’m gonna click on face and body and go down to the **concealer**”

(01:35-01:39)

**Context:** In Safiya Nygaard's video "Wearing Online Dollar Store Makeup For A Week," the utterance above refers to her navigating an online store to find and purchase concealer. The video focuses on her experience selecting and reviewing inexpensive makeup products from online dollar stores.

The beauty register identifies as a consultative. It was referred to as 'concealer'. Concealer is a makeup product that covers skin imperfections like dark circles and blemishes, providing targeted coverage for a more even complexion. Safiya discusses and reviews specific makeup products like concealer in a context where she gives detailed information about the product and its usage, emphasizing clarity and exchanging helpful information.

The register's function based on data 3 is identified under the referential. In this context, Safiya describes her action of navigating an online store to locate a specific

product—a concealer. Using this phrase, she provides detailed information about her process and the product she seeks, aligning with the referential function's focus on delivering explicit and factual content.

#### **Data 4**

“I’m gonna put a little bit of **baking powder** on”

(05:12-05:14)

**Context:** In Safiya Nygaard's video "I Got Custom Foundation From An App," the utterance above refers to her applying baking powder to set the custom foundation she is testing.

Based on data 4, the beauty register 'baking powder' is considered consultative. Baking powder is a translucent powder used to set makeup, particularly under-eye concealer, and reduce shine. In this instance, Safiya explains how 'baking powder' is applied while testing the custom foundation. Her explanation is informative and directed toward her audience, guiding them through her makeup routine.

Data 4 exemplifies the register's referential function. Safiya Nygaard conveys factual information about the product she is using (baking powder) to set her makeup. The primary purpose here is to inform the audience about the makeup application process and the specific product used.

#### **Data 5**

“I think that I would probably go without **primer**”

(06:40-06:42)

**Context:** In Safiya Nygaard's video "Vagisil vs Primer • Saf & Freddie," the phrase above reflects her consideration of skipping primer altogether based on the results of testing Vagisil as a makeup primer.

Based on data 5, the register 'primer' is categorized as consultative type. The bolded

phrase 'primer' is a part of base makeup before foundation to create a smooth base, help makeup last longer, and minimize the appearance of pores and fine lines. Safiya's discussion about using a 'primer' involves thoughtful consideration and explanation based on her experiment with Vagisil as a primer substitute. The language is semi-formal, aimed at sharing insights and guiding her audience through decision-making, which aligns with the consultative register.

The register 'primer' is classified as an emotive function. Safiya expresses her opinion or preference regarding using a 'primer,' conveying her feelings or thoughts on the matter. Thus, she is expressing her thoughts about going without primer based on her test results. The register 'primer' primarily expresses Safiya's personal opinion and feelings about the use of primer while also referencing the product itself.

#### **Data 6**

“It seems to be some type of like **brow gel** it says get perfect brows in one step that will last for days”

(02:51-02:57)

**Context:** Safiya Nygaard's video, "I Bought A Full Face Of Makeup From Facebook Ads," is part of her commentary while reviewing a product she is testing. She is describing the product (a brow gel) and its claims.

The register "brow gel" is categorized as a consultative register. Safiya provides an explanation and description of the product to her audience. By describing the product and informing the viewers of its claims ("get perfect brows in one step that will last for days"), Safiya adopts a consultative tone, offering information in a manner typical of someone guiding or advising others, which is characteristic of its type.

Data 6 is referential because it provides specific, factual information about the



product. Safiya describes the product and its intended effect: to help "get perfect brows in one step that will last for days." She gives factual details about the product without necessarily aiming to influence or emotionally engage the audience, making it a clear example of the referential function.

#### **Data 7**

"What I'm going to do right now is add some **setting powder**."

(03:38-03:40)

**Context:** In Safiya Nygaard's video "I Let Strangers Pick My Makeup," the phrase is an announcement or statement about her next step in the makeup process. She informs her audience about the next product she will use in the routine.

The term "setting powder" is categorized under the consultative register. Safiya uses the term to explain a specific makeup product and its purpose to her audience, likely aiming to inform or guide them. The tone is conversational but slightly more structured and informative, ensuring the audience understands the process she is describing.

The register "setting powder" function aligns with the referential function of language. It focuses on conveying information or facts. In this case, Safiya explains the purpose and process of applying "setting powder" to her audience. She provides a factual, informative statement regarding the makeup product, which helps her viewers understand its use in her makeup routine.

#### **Data 8**

"Should I just dab like a **beauty blender** or shall I drag?"

(07:51-07:55)

**Context:** In Safiya Nygaard's video "Trying A Full Face Of Japanese Drugstore

Makeup," she asks while deciding on the best technique for blending her makeup. The video highlights her experimenting with and reviewing various Japanese drugstore makeup products to evaluate their performance.

Based on the eighth data, the register falls into the consultative type. In the beauty register, Safiya Nygaard uses a 'beauty blender,' a sponge-like tool that helps blend makeup evenly. Safiya uses the term 'beauty blender' while discussing the best technique for applying makeup, reflecting a consultative register as she provides guidance and seeks to inform her viewers about effective makeup application techniques.

The register 'beauty blender' exemplifies the conative function, which focuses on influencing or guiding the listener's response. In this context, Safiya uses the term 'beauty blender' while deciding on the best technique for blending her makeup, reflecting a desire to engage in the decision-making process and seek effective application methods. Thus, she demonstrates the conative function of directing and influencing her choices.

#### **Data 9**

"They're like three pretty small **lip pencils**, so let's swatch all three"

(15:40-15:43)

**Context:** In Safiya Nygaard's video "I Bought A Full Face Of Makeup From Facebook Ads," she discusses the product she will use—a set of lip pencils. She will test the lip pencils by applying them to her skin to show their colors.

The phrase "lip pencils" is used in a context where Safiya provides an informative description of the product she will use. She explains the product's attributes (its size and how she plans to use it), which aligns with the consultative register. She guides the audience through her process and explains what she is about to do (swatch the lip pencils).

The function of the register in this context is referential. The speaker provides information about the product—specifically, the lip pencils. This conveys factual details to the audience, such as the product's size and her intention to test it.

**Data 10**

“I don’t have a lot of experience with **cream contours** this could be an interesting ride”

(08:02-08:06)

**Context:** Safiya expresses her lack of expertise with a specific makeup product (cream contours) and anticipates the process, namely the Japanese Dollar Store Makeup Challenge.

“Cream contours” refers to a specific beauty product that falls into consultative types. The term may not be immediately familiar to all viewers, and Safiya uses it to explain her lack of experience. The consultative register is appropriate because she discusses a topic that may require some explanation while keeping the tone conversational.

The data register on data 10 is categorized as an emotive function. It expresses her emotional anticipation and excitement about trying cream contours, a product she has little experience with. The word “interesting” conveys curiosity, while “ride” adds a sense of adventure, highlighting her emotional engagement with the experience. This use of language conveys Safiya's personal feelings and focuses on expressing the speaker's emotions.

**Data 11**

“Oh wait- what? I would thought this was gonna be a **spoolie**”

(05:15-05:18)

**Context:** In Safiya Nygaard's video “I Bought A Full Face Of Makeup

Blindfolded,” the statement occurs as she examines a product she blindly picked. Safiya initially assumed it to be a lip product but realized it was a brow product.

The beauty register “spoolie” is categorized as consultative because it occurs during a direct interaction with her boyfriend, Tyler. The term is part of an ongoing conversation where Safiya shares her thoughts and reactions about the product she picked. Safiya explains her assumption and surprise, which invites Tyler's potential response, creating a consultative tone in their exchange.

“Spoolie” is categorized as a referential function. Safiya uses the term to identify and describe the product she expected (a spoolie) in the conversation. She refers to “spoolie” as a specific makeup tool, expressing her assumption about the product she thought she had chosen. The emphasis is on clarifying what she expected versus what she received.

**Data 12**

“I also grabbed some **fake lashes**”

(01:15-01:17)

**Context:** In Safiya Nygaard's video “Japanese Dollar Store Makeup Challenge,” the context is part of discussing the makeup items she has chosen or collected for the challenge. She shares additional details about the products she has gathered from the Japanese dollar store, further informing the audience of what she uses in the challenge.

“Fake lashes” are categorized as consultative types. In this context, the term “fake lashes” is somewhat technical and specific to beauty or makeup-related discourse but is used in a conversational setting. Safiya explains a beauty item that might be familiar to some, providing clarity that fits the consultative register. This register is often employed when sharing information or explaining terms to ensure the audience

understands while maintaining a conversational tone.

This statement is primarily referential, as it provides factual information about the makeup items she is using. It informs the audience about what has been added to her collection of makeup products, in this case, fake lashes. The function of this utterance is to inform viewers, offering transparency about the specific items involved in the video.

### **Casual Register**

#### **Data 13**

"We're gonna do my **highlighter** which is in the color halo"

(13:56-13:58)

**Context:** In Safiya Nygaard's video "I Bought A Full Face Of Makeup From Facebook Ads," the phrase refers to her using a highlighter called "Halo" during her review of makeup products purchased through Facebook ads.

The following beauty register used is categorized as a casual type. 'Highlighter' refers to the kind of beauty product that draws attention to certain areas of the face, such as cheekbones and the tip of the nose. It was because of the setting and context involved when this register was used. The setting of 'highlighters' was casual due to its informal tone and conversational style, characteristic of everyday discussions or reviews. The use of "gonna" instead of "going to" and the casual phrase "do my highlighter" indicate an informal tone.

The function of the register 'highlighter' is referential. Safiya uses the term to provide specific information about her makeup product, a 'highlighter' named "Halo." The focus is on conveying factual details about the product and its application. Thus, the phrase provides information about the specific 'highlighter' and its color, orienting

the listener to the context of the makeup application.

#### **Data 14**

"It doesn't feel nice, without the **clear gloss** on it."

(05:46-05:49)

**Context:** Safiya Nygaard's video "I Tried 18-Hour Lipstick" revolves around her experience with the lipstick product she is testing.

"Clear gloss" refers to a standard beauty product, and the terminology is simple. It does not involve technical jargon or professional terms, characteristic of casual speech. In casual registers, people use familiar, easily understandable language that their audience can relate to without needing specialized knowledge. Thus, "clear gloss" is casual because it reflects informal, everyday speech, accessible language, and an approachable communication style.

It fits into the emotive function, as Safiya conveys her feelings and personal reactions to the product's texture. The emotive function typically expresses the speaker's feelings or emotional state. In this case, Safiya's use of "does not feel nice" reflects an adverse emotional reaction to the lipstick without the gloss, emphasizing her comfort or discomfort. This helps create a more relatable, personal connection with her audience.

#### **Data 15**

"I wouldn't say I would replace my current **makeup wipes** with these ones"

(13:20-13:23)

**Context:** In Safiya Nygaard's video "I Tried A Full Face of 7-Eleven Makeup," she reviews the makeup products she is trying for the first time and expresses her opinion about the quality of the makeup wipes she normally uses.

The term "makeup wipes" falls into the casual register. It is a common term easily understood by a broad audience. In this context, Safiya speaks in a relaxed, personal tone, sharing her opinion on a product in a manner that feels conversational, relatable, and unpretentious. The term "makeup wipes" is consistent with a casual, conversational style.

The register "makeup wipes" is categorized under the referential function. It refers to a specific item being evaluated, and Safiya provides factual information about her preference for one product over another. This type of register describes a tangible object (makeup wipes) and communicates an evaluation rather than expressing emotions, desires, or intentions. Therefore, it focuses on the descriptive and informative aspect of the makeup wipes about Safiya's usage.

#### **Data 16**

"So the next I'm going to try the **eye primer**"

(07:49-07:51)

**Context:** The statement "So the next I am going to try the eye primer" in Safiya Nygaard's video *Wearing One Dollar Store Makeup For A Week* involves her ongoing testing and reviewing low-cost beauty products.

The term "eye primer" is categorized as casual type. The casual delivery of "eye primer" aligns with the informal tone typical of YouTube content, where creators speak directly to their audience as though they are friends. Since her viewers are likely familiar with beauty terminology, she does not elaborate on the term, further supporting its casual classification. Thus, the context and tone of the statement point to its use within the casual register rather than consultative.

The function of register eye primer is referential. It refers to a specific beauty product used as a base for eye makeup to inform the audience about the next step in her routine or the product being discussed. Safiya Nygaard's use of "eye primer" introduces and explains part of her makeup process while engaging viewers who likely share an interest in beauty-related content. By mentioning it explicitly, she ensures clarity in her explanation and makes it a referential act tied to the video's instructional or narrative purpose.

#### **Data 17**

"Because it seems like such a small **sponge** and it's such a small container."

(08:23-08:26)

**Context:** In Safiya Nygaard's video *Trying A Full Face Of Japanese Drugstore Makeup*, the statement reflects her initial impression of a beauty product's design. She comments on the small size of the applicator and concealer, demonstrating her attention to detail and providing practical insights for her audience.

The term *sponge* can be categorized into the casual register. Safiya speaks conversationally and informally, sharing her reactions and observations about the size of the sponge and container with her audience. The tone is relaxed, and the language reflects an accessible and relatable style typical of casual communication. This informal usage aligns with the casual register, which involves straightforward language intended for a general audience rather than technical or formal explanations.

"Sponge" falls into referential function. Safiya provides information about the size of the sponge and the container, describing them in a factual, objective way. The statement's primary purpose is to convey details about the product she uses without attempting to persuade, engage emotionally, or perform any

other communicative function. Therefore, it refers to the characteristics of the items being discussed, fitting the referential function of language.

#### **Data 18**

"I'm just gonna put my **mascara** on really quick."

(11:05-11:07)

**Context:** In Safiya Nygaard's video *Wearing One Dollar Store Makeup For A Week*, the phrase refers to Safiya narrating her actions to her audience as she goes through her makeup routine, specifically applying mascara.

The term "mascara" is categorized as part of the casual register. The tone is informal and conversational, with Safiya speaking directly to her audience in a relaxed manner as if talking to a friend. The use of colloquial expressions like "gonna" and "really quick" further emphasizes the casual nature of the register. The language is straightforward and familiar, reflecting an everyday action that does not require specialized knowledge, which aligns with the characteristics of a casual register.

The word "mascara" is categorized as a referential function; it focuses on conveying information or describing an action, precisely what Safiya does here. She informs her audience of what she is about to do: apply mascara quickly.

#### **Data 19**

"They also have double-sided **eyeshadow palette**"

(08:52-08:54)

**Context:** The phrase highlights her reference to a double-sided eyeshadow palette as she talks about the different palettes she is blending for her experiment in her video, *"Mixing Every Beauty Guru's Eyeshadow Palette Together."*

The bolded word 'eyeshadow palette' is identified as the beauty register and falls under casual types. An 'eyeshadow palette' is a cosmetic organized in small pans within a compact case and used to create different eye makeup looks. Safiya Nygaard uses this register to refer to a specific product name. However, the casual register is the most appropriate categorization since the primary focus is on blending eyeshadows in an informal setting.

The register 'eyeshadow palette' in the context of Safiya Nygaard's video is categorized under the referential function. Safiya provides specific information about the type of eyeshadow palette, highlighting its double-sided feature. She focuses on conveying factual details about the product as part of her review and experimentation.

#### **Data 20**

"I'm also going to pick up a **bronzer** while I'm at it"

(04:25-04:28)

**Context:** The phrase refers to her deciding to add a bronzer to her cart while shopping for inexpensive makeup products to test throughout the week in the video titled *"Wearing Online Dollar Store Makeup For A Week."*

Based on the utterance, 'bronzer' is identified as a beauty register and categorized as a casual type. 'Bronzer' is a cosmetic product that adds color and warmth to the face, simulating a sun-kissed tan. 'Bronzer' is classified as casual since the primary focus is selecting and purchasing makeup products in an informal setting. The informal tone, the use of "while I'm at it," and the conversational style of her communication with her audience align with the casual register.

The register 'bronzer' is categorized as a referential function. Safiya Nygaard is referencing a specific product (bronzer) in an



informational manner, providing factual details about what she is purchasing as part of her review of makeup products. The focus is on delivering concrete information about the item she is adding to her cart.

### Data 21

“So, I’m gonna blend this out really quick and then just slap on some **foundation** and concealer”

(19:54-19:58)

**Context:** In Safiya Nygaard's video "I Got A 'Perfect' Makeover Based On My Features," the phrase refers to her quickly blending her makeup before applying foundation and concealer as part of the makeover process.

The register identified in data 21 is classified as casual. The 'foundation' is a cosmetic product that creates an even skin tone and smooth complexion, serving as a base for other makeup products. The 'foundation' is classified as a casual register because the language used to describe the applying 'foundation' is conversational and relaxed.

Based on data 21, the register 'foundation' is classified under the referential function. The referential function is used when the focus is on providing information or describing something about the external world. In this context, Safiya refers to the makeup product 'foundation' and explains how to apply it during her makeover, conveying factual information to her audience.

### Data 22

“So, I bought the ink that they had on their website. It’s called the Vink **Eyelin**er Ink”

(04:00-04:05)

**Context:** In Safiya Nygaard's video "Testing Eyeliner Hack Products," the phrase refers to

her introducing and using the Vink Eyeliner Ink, a product she purchased from a website to test its effectiveness.

Based on data 22, the register 'eyeliner' in this context falls under the casual register. Eyeliner is a cosmetic product that defines and accentuates the eyes by applying color to the upper or lower lash line. Safiya casually chatted with her audience about the Vink Eyeliner Ink she bought online. The tone is super laid-back and conversational, like she is telling a friend about her latest beauty find rather than giving a formal review.

The register 'eyeliner' falls under the referential function. Safiya provides factual information about the name of the product she purchased. The referential function focuses on delivering content and information, which is the primary purpose of her statement as she explains the eyeliner's details to her audience.

### Data 23

“I’m going to prep my lips with this ELF like **lip scrub** stick”

(01:54-01:56)

**Context:** In Safiya Nygaard's video "My Top 10 Favorite Lipsticks," she explains how to prepare her lips before applying lipstick. She introduces the product (ELF lip scrub stick) as part of her process for getting her lips ready for the lipstick application.

The registered lip scrub is categorized as casual type. The term lip scrub itself is a common phrase in the beauty community. It only requires a detailed explanation, indicating that it is understood with the need for formal or consultative interaction. Its use aligns with casual interactions, focusing on relatability and ease of understanding rather than precision or expert terminology.

The register lip scrub fits into the referential function. Safiya describes what she is about to do (preparing her lips) and specifies the product she will use (ELF lip

scrub stick). The primary aim is to communicate the product choice and its purpose in her routine, which falls squarely under the referential function as it delivers essential details to the viewers.

#### Data 24

"If you're supposed to apply it like a rainbow or like mix them all together on your **brush**"  
(05:55-06:00)

**Context:** In Safiya Nygaard's video *Mixing All My Highlighters Together*, Safiya discusses how to use multiple highlighter shades on a brush, potentially blending them together for application. She considers different ways to apply the product, either by mixing all the shades or using them individually, possibly to see the different effects they would create on her face.

The phrase is embedded in an informal context, where Safiya casually discusses her thought process while experimenting with makeup. The conversational tone, signaled by words like *"like a rainbow"* and *"mix them all together,"* reflects an informal style of communication aimed at a general audience rather than a professional or expert one. Since *"brush"* is a straightforward term understood by most people familiar with essential makeup tools, it does not belong to a formal or technical register, further affirming its classification as casual.

The register brush's function is primarily referential. Safiya gives instructions about a makeup technique, precisely describing how to use the brush to mix the highlighter. She explains the process to the audience, which aligns with the referential function as it involves sharing information and guiding the viewers on the correct use of makeup tools.

#### Data 25

"And then I also got for my **complexion** this "Gotcha Covered Concealer" in the color beige"

(13:04-13:10)

**Context:** In Safiya Nygaard's video *"I Bought A Full Face Of Makeup Blindfolded,"* she describes a product she purchased for her makeup routine. She discusses a concealer she bought, explaining its purpose for her complexion and mentioning the specific shade.

The word *"complexion"* refers to the natural tone or appearance of one's skin, including the color, texture, and appearance of a person's skin, particularly the face. This concept is familiar to a general audience and widely used in everyday conversations about makeup. Safiya's tone and phrasing, such as *"And then I also got,"* indicate an informal narrative directed toward her viewers rather than a technical or professional explanation of the product.

The referential function is the primary function in this case. Safiya is conveying factual information about the product she is using—the concealer for her complexion. The term *"complexion"* refers to the area of the face she is addressing in her makeup routine, providing her audience with specific details related to the product's purpose.

#### Data 26

"So off the bat I see some **BB creams** and some concealers"

(01:29-01:32)

**Context:** In Safiya Nygaard's video, *I Tried A Full Face Of 7-Eleven Makeup*, occurs as she surveys the makeup options available at 7-Eleven. Safiya begins exploring the products, offering her initial impressions and highlighting the items that stand out to her, such as BB creams and concealers.

The beauty register *"BB creams"* is categorized as a casual type of register

because it is used in an informal, conversational tone while engaging her audience. In the context of her initial observations about makeup products at 7-Eleven, Safiya mentions "*BB creams*" without providing technical explanations or formal descriptions, assuming her audience is already familiar with the term. This relaxed and accessible usage reflects its integration into everyday language within the beauty community, making it suitable for informal settings.

Based on data 26, the "*BB creams*" register is categorized under the referential function because it conveys precise information about a specific product type available in the store. The statement is part of her narration as she browses through makeup options at 7-Eleven. The term "*BB creams*" describes the products she identifies, aiming to inform her audience about the makeup items she observes and will potentially use. It highlights the referential function because it focuses on delivering clear and objective information.

#### Data 27

"It's not great, but it definitely could be worse. It is pretty **pigmented** though"  
(15:04-15:07)

**Context:** In Safiya Nygaard's video "Trying \$1 Makeup From Wish," the context occurs during her review of a \$1 eyeliner she purchased from Wish. Safiya evaluates the product's performance and quality after testing it.

The "*pigmented*" register falls under the casual type because it reflects the informal language used in everyday conversations, particularly in beauty product reviews. The term "*pigmented*" refers to the intensity of color in a product, especially in makeup, where it describes how vivid or rich the color appears when applied. Safiya casually

expresses her opinion on eyeliner's quality, making it a common expression in beauty discourse among experts and non-experts.

The "*pigmented*" register reflects the emotive function of language as Safiya expresses her reaction to the product. When she says, "It is not great," she shares her feelings about the product—slightly disappointed but not entirely dissatisfied. The phrase "*pretty pigmented*" conveys a positive aspect despite her overall criticism of the product, revealing her emotional response to its performance. The emotive function is evident because she is not just describing the product but also expressing her feelings toward it in an informal, personal manner, engaging her audience with her experience and emotional tone.

#### Data 28

"I'm gonna get that **blush** on there, and smile, and get some on the apples of my cheeks"  
(13:34-13:38)

**Context:** In Safiya Nygaard's video "I Bought A Full Face Of Makeup From Facebook Ads," part of her explanation and instructions as she applies makeup are included. She describes the action she is about to take—applying blush—while giving a brief tip for proper application.

The "*blush*" register is categorized as a casual type of register. Safiya casually talks to her audience about the makeup she bought from Facebook ads, explaining the steps she takes relaxedly. Her language is not technical or specialized; it is straightforward and relatable, typical of how someone might explain their daily routine to a friend. In the beauty industry, "*blush*" refers to a cosmetic product applied to the cheeks to add color, but in this context, it is simply part of a friendly.

The register "*blush*" in this context is categorized as referential because Safiya Nygaard provides specific, factual

information about how to apply the product. She instructs her viewers on a step in the makeup routine—smiling to locate the apples of her cheeks and applying blush. This function focuses on conveying information intended to teach the audience about the makeup application process.

#### **Data 29**

“And then **setting spray** and other face sprays”

(20:32-20:34)

**Context:** In Safiya Nygaard's video "I Got My Makeup Collection Professionally Organized," the phrase occurs when Safiya describes and shows her audience how her makeup collection has been organized. She details the placement of various products, specifically setting sprays and other facial sprays, in their designated spots within the organized system.

The register setting spray in this context falls under the casual type because Safiya is speaking in an informal tone as she describes the organization of her makeup collection. Additionally, the term setting spray is commonly used in everyday beauty routines and is familiar to many viewers, further reinforcing its casual nature. Safiya's approach is accessible and aimed at a broad audience, making the conversation feel more relaxed and less specialized.

Based on data 29, setting spray falls under the referential function because Safiya provides information to her viewers about the makeup products in her collection. She simply describes the item—setting spray—and its placement in her organized makeup collection. The referential function is used to convey factual content or information, which, in this case, is her explanation of where she has placed specific makeup products. It involves her explaining the makeup organization process and showing

the categorization of the products in a neat and structured way.

#### **Data 30**

“I have some Balmy Gloss **Tinted Lip Oil**”

(04:26-04:28)

**Context:** In Safiya Nygaard's video *Mixing Every Lip Gloss From Sephora Together*, the phrase occurs as Safiya presents and describes the different lip products she has chosen from Sephora. She identified the Balmy Gloss Tinted Lip Oil as one of the items in her collection before mixing them. This moment is part of her explanation and demonstration of the lip products she will experiment with, which involves showcasing her choices for the experiment.

The "tinted lip oil" register is categorized as casual because Safiya speaks in an informal, conversational tone, which is typical of her style when engaging with her audience. She uses simple, familiar terms that are easy for viewers to understand, indicating the product's nature without using technical or complex language. Therefore, it fits within the casual register type due to its accessibility and the informal manner in which Safiya introduces the product.

The function of the "tinted lip oil" register in this context is referential because Safiya provides factual information about the product. In this instance, she refers to the lip product she uses—tinted lip oil—and explains it to her audience. The function is referential because it focuses on conveying information about the product, its characteristics (tinted lip oil), and its role in her makeup routine. This description serves to inform and educate the audience about the product.

#### **D. CONCLUSION**

This research examines the sociolinguistic dynamics of register variation, particularly



the beauty registers in the makeup industry, on Safiya Nygaard's YouTube channel, shedding light on the types of registers and their linguistic functions within social media, particularly on YouTube. The primary aim was identifying registers and describing the language functions in cosmetics and beauty-related content. By employing qualitative methods and a descriptive approach, the study thoroughly examined the written register terms in Nygaard's YouTube videos, utilizing Martin Joos's theory, as cited by Azzahra and Simatupang (2024) for register types and Jakobson's theory of language functions as cited by Herlina and Simatupang (2024).

In conclusion, analyzing language registers and functions in Safiya Nygaard's YouTube videos reveals a notable distribution. Of the 30 data points analyzed, 40% (12) were categorized as consultative types, while 60% (18) were classified as casual types, indicating a predominance of informal, conversational language throughout her content. Regarding language functions, 83.3% (25) of the data reflected referential functions, highlighting Safiya's communication's informative and descriptive nature. Only 3.3% (1) exhibited conative functions, suggesting a minimal direct call for action or persuasion, and 13.3% (4) were categorized as emotive, reflecting moments of emotional expression within her videos. This distribution strongly emphasizes providing information, with occasional emotional expression and minimal persuasive intent.

Future research on register or sociolinguistics could explore linguistic variation across different digital platforms and social contexts, such as TikTok, Instagram, or podcasting, to examine how platform-specific norms influence language use and variation. Studies could also

investigate multilingual creators to understand how code-switching or mixing registers reflects cultural identities and promotes global engagement. Additionally, incorporating audience perspectives by analyzing comments and reactions to linguistic choices could reveal how different registers impact audience interpretation and engagement. Research could further include nonverbal elements, such as tone, gestures, and visual aesthetics, alongside verbal communication to better understand how registers convey meaning in multimodal contexts. Longitudinal studies tracking register use over time may also offer valuable insights into evolving linguistic trends shaped by cultural, technological, and societal changes, contributing to a broader understanding of language dynamics in contemporary digital and social environments.

## REFERENCES

- Amalia, A., Heryono, H., & English Department, Widyatama University, Bandung, 40125, Indonesia. (2024). Cultural Relation On Discourse Markers In Punchlines Of Ricky Gervais' Supernature Stand-Up Comedy Show. In *Journal Sampurasun : Interdisciplinary Studies for Cultural Heritage: Vol. Vol. 10* (Issue Number 1) [Journal-article].
- Andrus, R. (2024). Sociolinguistics: Investigating the intersection of language, society and power structures. In *Research and Reviews: Journal of Social Sciences, Research and Reviews: Journal of Social Sciences* (Vol. 10, Issue 3, pp. 7–8) [Journal-article]. <https://doi.org/10.4172/JSocSci.10.3.004>
- Azzahra, S. S., & Simatupang, E. C. (2024). Register in Reviewing Indonesian Food



- in Marina Tasha's YouTube Vlog: Sociolinguistics Study. *Jurnal Onoma: Pendidikan, Bahasa, Dan Sastra*, 10(3), 3031-3041. <https://doi.org/10.30605/onoma.v10i3.4059>
- Bell, Allan. (2014). *The Guidebook to Sociolinguistics*. West Sussex. Wiley Blackwell.
- Biber, D., & Egbert, J. (2016). Register Variation On The Searchable Web: A Multidimensional Analysis. *Journal Of English Linguistic*, 44(2), 1-44. <https://journals.sagepub.com/doi/abs/10.1177/0075424216628955>
- Budiarsa, I. M. (2015). Language, dialect and register sociolinguistic perspective. *RETORIKA: Jurnal Ilmu Bahasa*, 1(2), 379-387.
- Candra, Febby Fitria. (2021). *Register pada Film Dokumenter Becoming: Kajian Sociolinguistik*. Bandung. Universitas Widyatama
- Farhan, Adhika Muhamad, (2020). *Register dalam Novel The Last Wish Karya Andzrej Sapkowski: Kajian Sociolinguistik*. Bandung. Universitas Widyatama.
- Gómez, C., & Elena., L. (2020). Register Analysis And Linguistic Manipulation In The Murderers Of The True Crime Series "I Am A Killer". *Filología Francesa e Inglesa*, 2-3. *Universidaddecádiz*. <https://rodin.uca.es/handle/10498/23677>
- Halliday. (1978). *Language as social semiotic: the social interpretation of language and meaning*. London. Baltimore: University Park Press
- Hamidah, Sholihatul. (2019). *Language and Society*. Medan. Lembaga Peduli Pengembangan Pendidikan Indonesia (LPPPI)
- Hendar, I. Z., Heryono, H., & Lukitawati, M. (2021). Women Language Features in The Movie to All the Boys I've Loved Before: Analysing Language Features in Different Geographical Locations. *Rigeo*, 11(1), 563-572.
- Hendrickx, M. M. H. G., Thurlings, M. C. G., & Brok, P. D. (2025). Teachers' collaborative knowledge building in professional learning communities: connecting interaction patterns to learning gains. *European Journal of Psychology of Education*, 40(1). <https://doi.org/10.1007/s10212-024-00938-y>
- Herlina, S., & Simatupang, E. C. M. (2024). Exploring register variation in Akulaku marketplace: Sociolinguistics study. *English Review: Journal of English Education*, 12(2), 785-794. <https://doi.org/10.25134/erjee.v12i2.9559>
- Heryono, H., Lestari, V. Y., Amanah, N., Sri, O., Mellinia, S. A., & Sangkan, T. P. (2022). Formal And Casual Register In Crazy Rich Asians Movie: Sociolinguistics Study. *Central Asia & the Caucasus (14046091)*, 23(1).
- Hidayatullah, N., Irawan, B., Aini, N., & Universitas Insan Budi Utomo. (2025). Internal Language Variation In The Sociolinguistics Perspective. In *Integrative Perspectives of Social and Science Journal (IPSSJ)* (Vol. 2, Issue 1, pp. 538-540).
- Holmes. Janet. (2013). *An Introduction to Sociolinguistics 4th edition*. New York. Rouledge
- Hymes, D. (1972). *On communicative competence dalam J.B. Pride dan J. Holmes (ed.), Sociolinguistics*. New York: Penguin Books.

- Jakobson, R. (1960). *Linguistics and Poetics*. In T. A. Sebeok (Ed.), *Style in Language* (pp. 350–377). MIT Press.
- Jakobson, R. (1960). *Linguistics and Poetics*. The Belknap Press of Harvard University Press.
- Joos, M. (1962). *The Five Clocks*. Harcourt, Brace & World, Inc.
- Joos, M. (1967). *The Five Clocks*. Bloomington: Indiana University Research Center in Anthropology, Folklore, and Linguistics.
- Leech, G. (1974). *Semantics* (P. R. G. Persada (ed.)). New York: Penguin Books.
- Mesthrie, Rajend. (2011). *The Cambridge Handbook of Sociolinguistics*. New York. Cambridge University Press
- Nenoliu, D., Sritaman, N. L., & Putrayasa, I. (2024). Analisis Linguistik Strukturalisme dalam Pembelajaran Bahasa Indonesia. *Jurnalistrendi : Jurnal Linguistik, Sastra, Dan Pendidikan*, 9(1), 285-292. <https://doi.org/10.51673/jurnalistrendi.v9i1.1963>
- Oktavia, S., Sujatna, M. L., & Nanda, B. T. S. (2022). Code Mixing of A Podcast Conversation between Two Indonesian Celebrities: A Sociolinguistics Study. *Ethical Lingua: Journal of Language Teaching and Literature*, 9(2), 669-679. <https://doi.org/10.30605/25409190.481>
- Pratama, K. Y., Cessarani, A., Sasongko, E., & Sulhan, M. (2023). The use of language style in Dior Beauty's social media advertisement. *JEdu Journal of English Education*, 3(2), 97–102. <https://doi.org/10.30998/jedu.v3i2.8663>
- Purbasari, D. M., Universitas Indraprasta PGRI, Jakarta, Purnama, S., & Universitas Indraprasta PGRI, Jakarta. (n.d.). Register Language In The Victorian Era As Reflected In The Charles Dickens “Oliver Twist.” In *INFERENCE: Journal of English Language Teaching: Vol. Vol. 5* (Issue No. 3, pp. 209–210).
- Purnomo, B. & Sahid Tourism Institute of Surakarta, Indonesia. (2011). Tourism Register: A Sociocultural Linguistic Study. In *Sahid Tourism Institute of Surakarta, Indonesia* [Journal-article].
- Rahmawati, A., Maryadi, M. A., & Ariatmi, S. Z. (2014). *Sociolinguistics Analysis Of Register Used In Soccer Page Of Social Media Facebook* (Doctoral dissertation, Universitas Muhammadiyah Surakarta).
- Shifa, Nor Aulia. (2022). *An Analysis of Register and its Function used in Luca Movie*. Skripsi, Tarbiyah dan Keguruan.
- Shodieva, M. A. (2024). Sociolinguistic Approaches: Understanding Language In Social Contexts. *International Scientific Journal «MODERN SCIENCE AND RESEARCH»*, 3(1), 69–71. <https://doi.org/10.5281/zenodo.10467195>
- Simatupang, E. C. M., & Azzahro, G. I. (2024). The Use of Politeness Strategies in “Split (2016)” movie: A Pragmatic study. In *Advances in Social Science, Education and Humanities Research/Advances in social science, education and humanities research* (pp. 279–288). [https://doi.org/10.2991/978-94-6463-608-6\\_33](https://doi.org/10.2991/978-94-6463-608-6_33)
- Simatupang, E. C., & Supri, I. Z. (2024). Fusing translanguaging with speaking technology in the hospitality industry: Improving English communicative competence. *Social Sciences & Humanities Open*, 10, 101166.

- Subramaniam, I. (2022). Analysis of Genre Theory Based on Functional Linguistics of Halliday System. *Eurasian Journal of Applied Linguistics*, 8(1), 232-240. Doi: <http://dx.doi.org/10.32601/ejal.911532>
- Sujatna, E. T. S., Sujatna, M. L., Sugianto, L. P. M., & Muljono, P. M. S. (2022). Picturing “Coronavirus” In News On The Web (Now) Corpus: A Corpus Linguistic Study. *Sosiohumaniora*, 24(1), 114. <https://doi.org/10.24198/sosiohumaniora.v24i1.34926>
- Sujatna, M. L., Sujatna, E. T. S., & Pamungkas, K. (2019). Exploring The Use Of Modal Auxiliary Verbs In Corpus Of Contemporary Of Ameriscan English (COCA). *Sosiohumaniora*, 21(2). <https://doi.org/10.24198/sosiohumaniora.v21i2.19970>
- Tagliamonte, Sali A. (2006). *Analysing Sociolinguistic Variation*. New York. Cambridge University
- Teibowei, M. T., Institute of Foreign Languages and Biomedical Translations (IFL-BT), & Bayelsa Medical University. (2024). Sociolinguistic variations and gender differences in language usage. In *International Journal of English Language and Communication Studies* (pp. 95–101) [Journal-article]. <https://doi.org/10.56201/ijelcs.v9.no1.2024.pg95.101>
- Wahyudiantari, N. W. P. (2024). The Use of Language variation in social Media: A Review of Sociolinguistic literature. *JISIP (Jurnal Ilmu Sosial Dan Pendidikan)*, 8(3), 2126. <https://doi.org/10.58258/jisip.v8i3.7259>
- Wardhaugh, R., & Fuller, J. M. (2014). *An introduction to sociolinguistics*. John Wiley & Sons.
- Wardhaugh, Ronald. (2006). *An Introduction to Sociolinguistics 5<sup>th</sup> Edition*. Oxford. Blackwell
- Wardhaugh, Ronald., & Fuller, M. Janet. (2015). *An Introduction to Sociolinguistics 7<sup>th</sup> Edition*. West Sussex. Blackwell Publishers Ltd.
- Widiasmara, I. K. & Ganesha University of Education. (2023). An analysis of language variation in Banjar Puaya: A Sociolinguistic study. *Journal of English Language and Pedagogy (JELPA)*, 1–2, 89–98. <http://jurnal.unka.ac.id/index.php/jelpa>
- Yuanita, F., Arifin, M. B., & Ariani, S. (2022, October 5). *The Analysis Of Register Used In Five Selected Beauty Vloggers Videos On Youtube*. Yuanita | Ilmu Budaya: Jurnal Bahasa, Sastra, Seni, Dan Budaya. <https://e-journals.unmul.ac.id/index.php/JBSSB/article/view/6355/4653>