



REGISTERS IN BEAUTY V-LOGS

A FINAL PROJECT

In Partial Fulfillment of the Requirement

For S-1 Degree in Linguistics

In English Department, Faculty of Humanities

Diponegoro University

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FACULTY OF HUMANITIES

DIPONEGORO UNIVERSITY

SEMARANG

2020

PRONOUNCEMENT

I truthfully confirm that this project is purely written by myself without taking any result from other researchers in S-1, S-2, S-3, and diploma degree of any university. I also ascertain that I do not quote any material from other publication or someone`s work except from the references mentioned.

Semarang, October 2020

Ekgoan Susanti Utami

MOTTO AND DEDICATION

“The root of suffering is attachment”

(The Buddha)

“If you want to find the secrets of the universe, think in the terms of energy, frequency, and vibration.”

(Nikola Tesla)

*I dedicate this project to my family and
everyone who supports me during my journey to
complete this project
Thank You.*

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ACKNOWLEDGEMENT

Foremost, praise and thanks to the Lord for blessing me to accomplish this final project entitled *Registers in Beauty V-logs*. In this occasion, I would like to express my deepest gratitude and appreciation to my project advisor Mytha Candria, S.S., M.A., M.A., for giving me guidance, suggestion, advice, and support throughout the process of completing this project.

I also would like to thank for these following people:

1. Dr. Nurhayati, M.Hum., as the Dean of Faculty of Humanities, Diponegoro University.
2. Dr. Agus Subiyanto, M.A., as the Head of English Department, Faculty of Humanities, Diponegoro University.
3. All lecturers of English Department who have taught, motivated, and inspired me.
4. My dearly beloved family, my mom, my dad, and my brother who give me everlasting love and support.
5. My soul family, Ainil who always stands next to me.
6. My Mahasiswi Girang Gang, Feriska, Yulia, and Ainil who always makes me laugh.
7. My Terajana Gang, Aura, Afril, Tata, Tyas, Tira, Indah, and Riska for giving me support.
8. Mas Yovie Widiyanto, Abang Carlo, Kak Mario, and Kang Hedi who always care and entertain me.
9. All my friends from English Department batch 2016, Faizal, Juniar, Gabri, Desy, Forsa, etc. Thank you for filling my college life.

Semarang, September 2020

Ekgoan Susanti Utami

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ABSTRACT

Beauty v-log is one of popular v-logs on YouTube. It also provides many registers but none of the other researchers conduct research on beauty v-logs registers. Thus, I attempt to discover and to explain the registers in beauty v-logs and the semantic change of registers in the beauty v-logs. There are three beauty v-loggers who were analyzed, namely Wayne Goss, Tati, and Angie HotandFlashy. They are native speaker of English. The beauty v-logs are audio-video formats which were uploaded in 2019. To collect the data, I used a non-participatory observation method and a note taking method. To analyze the data, I used a referential method. The result shows that there are fourteen registers have undergone semantic change which can be classified into three namely, metaphor, specialization, and generalization. Semantic change which mostly occurs metaphor because the meanings of the beauty v-logs registers transfer from different domains onto beauty domain.

Keywords: registers, beauty v-log, beauty vlogger, and semantic change

1. Introduction

Beauty video blogs, commonly abbreviated as beauty v-logs, are *YouTube* videos which contain beauty information. Since two years ago, beauty v-logs have become one of the most popular v-log content in *YouTube*. Many *YouTube* viewers especially beauty enthusiasts love to watch beauty v-logs because beauty v-loggers tend to show interesting beauty products in many ways. Beauty video bloggers or beauty v-loggers are people who create beauty content. Beauty v-loggers create many video contents in *YouTube*, such as makeup tutorials, makeup reviews, and makeup challenges. They can influence viewers by their v-logs.

There have been some studies of beauty vloggers which done by Handayani, 2019; Sianipar, 2019; Lunaeldira, 2018; Korkis, 2018; and Indra et al 2017. Handayani (2019) investigated Indonesian-English code mixing uttered by a beauty vlogger, Tasya Farasya. She observed Tasya Farasya`s review and endorsement. She found 83 code mixing cases. Sianipar (2019) and Korkis (2018) also observed the language used by beauty v-loggers to investigate their uses of code switching and loan words. Sianipar observed an Indonesian beauty v-logger, Cinderella, while Korkis (2018) observed four Swedish beauty v-loggers, namely Misslisibell, Thomas Sekelius, Bianca Ingrosso, and Anty. Sianipar (2019) found three types of code switching uttered bu Cinderella in her study, whereas Korkis (2018) found loanwords in his research. Korkis` study more focused on loanword rather than code switching.

Lunaeldira (2018) and Indra et al. (2017) did research on linguistics features. Indra`s study discovered women`s linguistic features and their functions

in beauty v-loggers who are native speakers of British English. Lunaeldira (2018) also investigated women`s language features through three beauty v-loggers namely, Carli Bybel, Chrisine Dominique, and Allana Davidson.

This all suggests that none of the previous studies reviewed discusses registers used in beauty v-logs. Thus, I have been interested in conducting research in registers used by beauty v-loggers shown in *YouTube*. In this essay, I focus on registers used by Wayne Goss, Tati, and HotandFlashy, and I investigate the change of meaning in their register.

2. Theoretical Framework

In this section, I present theories which are relevant to this study, which include register and semantic change.

2.1. Register

Some linguists agree that the word *register* is used to describe specific vocabulary which familiarly is called *jargon*. Holmes (2001, p. 246) states that register is a specific vocabulary that is used in different occupations and situations. Wardhaugh (2006, p. 51-54) emphasizes that registers are language items which are related to different jobs or social groups. For example, surgeons, airline pilots, bank managers, and jazz fans use registers to communicate. Another example is that the word ‘morphology’ has different meanings in linguistics, biology, and medicine. In linguistics, ‘morphology’ is the study of word form. In biology or medical areas, ‘morphology’ is the study of forms of living organisms. Trudgill (2000, p. 81-85)

and Yule (2009, p. 210-211) limit the term register as special technical vocabulary in a specific area of work or interest.

According to Wardaugh (2006, P. 81-83) register is part of *verbal repertoire* which means register is exist in a speech community. Therefore, a vocabulary can be a register if it is used constantly by speakers in a particular social group. Social factors can control the use of register in a particular situation or occasion. Topic and occupations are social factors which can influence the use of register. For instance, the bus-company employees in Britain use the register *two decks deckers* to refer *double-deckers*.

2.2. Semantic Change

The changing of the word meaning is called semantic change. Michael Breal (in Traugott and Dasher, 2002, p. 54-57) states that there are six types of semantic change, i.e. pejoration, amelioration, narrowing, widening, metaphor, and metonymy.

2.2.1. Pejoration

Pejoration is a semantic change when the original meaning becomes less positive, for instance, the word ‘disease,’ which refers to illness. The word ‘disease’ was originally used to describe a discomfort situation (Geeraerts, 2009, p.28).

2.2.2. Amelioration

Amelioration is a semantic change when the original meaning becomes more positive, such as the word ‘dude,’ which refers to a man or a male. The original meaning of the word ‘dude’ was a dandy (Geeraerts, 2009, p. 55-56).

2.2.3. Narrowing or Specialization

Narrowing is a semantic change when the meaning of a word goes from general to specific. The scope of the meaning of a word decreases, for example, the word ‘girl’. In Middle English, it described a young person or a child of either sex. Nowadays, the word ‘girl’ is a young woman or a female child (Geeraerts, 2009, p. 27).

2.2.4. Widening or Generalization

Widening is a semantic change in which the meaning of a word changes from specific to general. Therefore, the scope of the meaning of a word increases, for instance, the word ‘dog’. The original meaning of the word ‘dog’ was a particular powerful breed of dog. Today, it is all breeds or races of dogs (Geeraerts, 2009, p. 27).

2.2.5. Metaphor

Metaphor is a type of semantic change when a particular domain of meaning transfers to another domain to describe something that has similarity. To illustrate, the word ‘root’ refers to the part of a plant which can absorb water from the ground as source of necessity for a plant. The ‘root’ of algebra has the characteristic of being source of a problem. The word ‘root’ transfers from biology domain into mathematics domain (Geeraerts, 2009, p. 215).

2.2.6. Metonymy

Metonymy is a type of semantic change when sub-domain becomes the primary meaning, e.g., the word ‘ears’ refers to the body parts. The meaning of the word ‘ears’ is changed when someone says “Tell me about your first love. I’m all ears”.

The meaning of the word ‘ears’ in the utterance is to listen to or to pay attention to (Geeraerts, 2009, p. 245).

3. Research Methods

There are three beauty video bloggers that I investigated, namely Wayne Goss, HotandFlashy, and Tati. Wayne Goss is an English beauty v-logger, while Tati and HotandFlashy are American beauty v-loggers. I solely investigated American beauty vloggers because this study focuses on native speaker of American English. The data of this study are primary data which were taken from original source, *YouTube*.

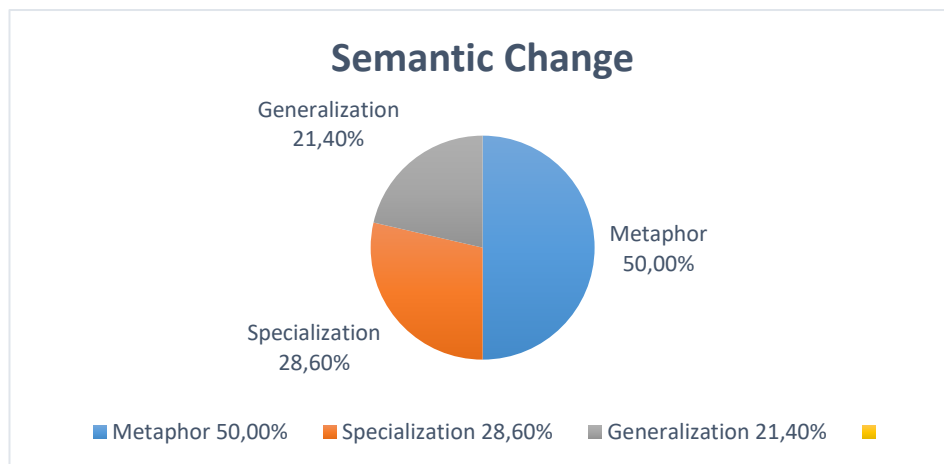
Population of this research is the registers that are used by three beauty v-loggers. I observed 5 beauty v-logs randomly from 3 beauty v-loggers which were uploaded in 2019 as sample. Therefore, purposive random sampling method was used in this study. The beauty video blogs are audio-video formats. I took the transcriptions from the beauty v-logs. Therefore, the data are qualitative. This study focused on “what” the subject of the study. Thus, this study was used descriptive qualitative method.

As the observer, I watched the beauty v-logs to collect the data. I used non-participant observation method and note taking technique. Then, I wrote the data. Note taking technique was used in this study in order to get accurate data. To analyze the data, I used *metode padan referensial* or referential identity method to compare the meaning or the referent of registers in beauty v-log (Sudaryanto, 2015, p. 15).

4. Findings and Discussion

There are five beauty v-logs from three beauty v-loggers that I analyzed. Three videos entitled “ABH Norvina Palette Review/Swatches”, “The Real Reason Your Foundation Changes Color and How to Stop It”, and dr. Sam Bunting Skincare! This Stuff is Amazing” were uploaded by makeup artist Wayne Goss. Tati`s video “Full Face of New Drugstore Makeup Tested” was uploaded on 15 August 2019. Another video is “New Makeup Try on + Pumpkin Spice Eyeshadow Tutorial” which was uploaded on 28 October 2019 by HotandFlashy.

The findings of my study are presented as follows:



I found fourteen vocabularies that are identified as registers. These vocabularies can be registers because two reasons which are (1) these vocabularies are verbal repertoire that constantly are used by specific community, beauty vloggers or beauty enthusiasts and (2) these registers are used in specific topic which is beauty topic

From the above diagram, I found three semantic changes of beauty v-log registers. These can be classified into metaphor, specialization, and generalization. The semantic change which mostly occur metaphor. Pejoration, amelioration, and metonymy are not found.

4.1. Metaphor

There are seven registers which have metaphorical meaning. These registers are in the form of nouns, namely *holy grail*, *foundation*, *fallout*, *blender*, *swatch*, *serum*, and *dupe*.

4.1.1. Noun

The noun *holy grail* has undergone the metaphor semantic change. It can be seen in the number (1) below:

- (1) (Angie used Tarte Concealer to conceal her under eyes) *I'm gonna powder these down and set it before it has chance to crease. It is clinging a little bit to dry skin right there which my normal **holy grail** concealer doesn't do* (Angie is touching her under eye).
- (2) I thought we should do a really good almost **holy grail** kind of product (Wayne Goss is talking to the viewers).

In the above utterance, Angie stated that her under eyes was creasing because she used *Tarte Concealer*. This means she did not use her *holy grail* concealer. Every time Angie uses her *holy grail* concealer, her under eyes are not creasing. *Holy grail* in beauty area is a registers which are used by beauty vloggers to refer an ultimate or a mainstay makeup product, whereas according to Meriam Webster dictionary the noun *holy grail* has two meanings. First, *Holy grail* is the cup that is used by Jesus Christ which was hunted by a knight. Second, *holy grail*

is something that someone wants but it is difficult to achieve it. Similarly, Oxford dictionary, 'holy grail' also has two meanings. First, *holy grail* is the holy cup or bowl which were sought by many people because they believe that the cup or the bowls was used by Jesus Christ before he passed away. Second, *holy grail* is a something that someone never can achieve.

The noun *holy grail* has become metaphorical in the beauty area because both in dictionaries and in the beauty area are to describe precious or valuable things. However, they have different domains. The domain of the noun *holy grail* in dictionaries is related to religion or belief, while the domain of the noun *holy grail* in the beauty area is a beauty product.

4.2. Narrowing or Specialization

There are 4 registers which have narrowing or specialization semantic change whose meanings have decreased or have become more specialized. These 4 registers can be classified into adjective and noun. The adjectives are *lightweight* and *patchy*, while the nouns are *primer* and *sponge*.

4.2.1. Adjective

The adjective *lightweight* has become more specialized in the beauty world. This can be seen in the number (1) below:

- (1) *The Tarte Blurring primer that really just smashes stuff into your pore and just like smooth everything out but this feels a little more **lightweight** (Tati applied Maybelline primer on her face and she showed her primer).*

In the beauty world, the adjective *lightweight* is to describe a light formula of a makeup product. In the above utterance, Tati explained that Maybelline is more *lightweight* because it did not slightly smash into Tati's pore. The adjective

lightweight, based on Merriam Webster dictionary, has three different meanings. Firstly, the adjective *lightweight* has something to do with ability, profundity, and earnestness. Secondly, it refers to something that has less average weight. Finally, it is related to *lightweight* championship. In Oxford dictionary, *lightweight* has two different meanings. First, it is to describe that something is made from thinner material and it is less heavy than average weight. Second, the adjective *lightweight* is to describe less serious situations.

The adjective *lightweight* is identified as specialized semantic change in the beauty world because it is less general. In the dictionaries, the adjective *lightweight* is to describe everything that has less average weight but in the beauty world it is to describe a formula of makeup product which has light coverage or sheer coverage. A lightweight makeup product will not be able to cover acne and blemishes on the skin.

4.2.2. Noun

The noun *primer* has become more specialized in beauty area. It can be seen in the number (1) below:

- (1) *We`re gonna start out with a little “Master Prime”. This is a blurring and smoothing because in my world when you prime you really have high expectations... you know like I want my **primer** to be all things (Tati is applying the primer on her face).*

The noun ‘primer’ is a homonym which has two separate meanings according to Merriam Webster dictionary. The first meaning has something to do with children book, an introductory book, and a short informative writing. The second one has three related meanings. First, *primer* is a tool for priming. Second, it is related to material that someone`s used for priming a surface. Third, *primer* is

a RNA or a DNA molecule. Oxford defines noun *primer* as a type of paint which can prime on a surface. Also, *primer* is basic instructions book and a children book. On the other hand, *primer* in the beauty world goes from general to specific meaning because it refers to a liquid that is used to prime the skin before someone use the other makeup products. The functions of prime the skin are to blur and to smooth any marks or streaks on the skin. Thus, the skin is ready to be apply other makeup products. This means the noun *primer* has obtained a special meaning in the beauty world.

4.3. Widening or Generalization

I found three registers which meanings become more generalized. Those registers can be classified into two verb and noun. The verbs are *prime* and *blend*, while the noun is *powder*.

4.3.1. Verb

The verb *blend* is identified as generalization in the beauty area. It can be seen in the number (1) and (2) below:

- (1) *They all **blend** really well, now matte shade are notoriously difficult to **blend** anyway but if you add a touch of shimmer you can absolutely blend them really really well and they sort of blend into one which is a beautiful thing (Wayne Goss is mixing his shimmer eyeshadow on her face using a brush).*
- (2) *This feels it`s **blending** really nice (Tati is whirling the Maybelline foundation on her skin using a brush).*

Based on the above utterances, the verb *blend* refers to a makeup technique.

The verb *blend* in beauty area requires different tools, skills, and techniques. It

can be mixing, combining, tapping, or whirling on the skin using different tools, such as brushes, sponge, silicone, etc.

The verb *blend* in Oxford dictionary has four meanings. Firstly, it has something to do with mixing two or more substances. Secondly, it is to describe how to produce a mixture. Thirdly, the verb *blend* refers to combine something with something. Fourthly, it is to describe how to make something by mixing different things together.

The verb *blend* in dictionaries always refers to mixing or combining but the verb *blend* in beauty area is not only mixing or combining different things together but also mixing or combining things separately, tapping the skin, and whirling the skin. Thus, the meaning of the verb *blend* become wider in beauty area. By comparing the verb *blend* in the beauty area and in the dictionary the verb *blend* has undergone generalized semantic change because the meaning of the verb *blend* is more general in beauty area.

4.3.2 Noun

The noun powder also has undergone the generalized semantic change in the beauty area. It can be seen in the number (1) below:

- (1) *When you set your foundation with a like no color **powder** like a loose powder like this that has no pigment or filler in it then the foundation doesn't change color. However, colored powders whether they're loose or pressed these can be one of the main causes for oxidization (Wayne Goss is showing the RCMA powder).*

The noun powder has three different meanings based on Oxford dictionary. The first is a tiny grains or pieces. The second is a soft and dry substance which can apply on the face. The third one refers to gunpowder or fireworks' powder. The

noun powder also has three meanings according to Merriam Webster dictionary. The first is a dry tiny pieces. The second is dry substance which can be put on the body and face. The third one is related to snow, whereas in the beauty world the noun powder is expanded depends on its form. It can be loose powder, pressed powder, translucent powder, or color powder. Thus, the noun powder in the beauty world is categorized as generalized semantic change.

5. Conclusion

In conclusion, registers in beauty v-logs can be classified into three semantic changes. The first is metaphor. The registers in beauty v-logs have undergone metaphor semantic change because they transfer from different domains onto beauty domain. The second is specialization which the meanings of the registers have decreased because the registers focused on the use of beauty products. The third one is generalization whose meanings have become more generalized in terms of the form and function. The registers in beauty v-logs also can be classified into three forms, namely verbs, adjectives, and nouns but the registers in beauty v-logs mostly in the form of nouns. It can be concluded that registers in beauty v-logs have undergone semantic change. The type of semantic change which mostly occurs metaphor

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APPENDIX

BLENDER

1. I have something to apply as well...It's combo pack of silicone **blenders**...(HotandFlashy)
2. I do have a regular Beauty **Blender** at the ready... (HotandFlashy)

DUPE

3. It (Maybelinne Foundation) feels like a **dupe** for IT Cosmetics. (Tati)

FALLOUT

4. Oftentimes with black eyeshadow what happens is more full of pigment and therefore you got a bit of a lot of **fallout** or kickback. (Wayne Goss)

FOUNDATION

5. The **foundation** that I use today is the Sephora Matte Perfection tinted on mousturizer. (HotandFlashy)

PATCHY

6. It's a little **patchy** on my forehead, so I'm gonna go with blending sponge. (HotandFlashy)

PRIME

7. We're gonna start out with a little "Master **Prime**". This is a blurring and smoothing because in my world when you **prime** you really have high expectations... you know like I want my primer to be all things. (Tati)

SERUM

8. The nightly serum is 30ml serum and it contains salicylic acid... (Wayne Goss)

SPONGE

9. I think I didn't need a sponge but I need a sponge. (Tati)

SWATCH

10. So what I'm going to do is my insane swatches as always for majority of the shades... (Wayne Goss)