

**REGISTERS USED BY MULTI LEVEL MARKETING
BUSINESS MEMBERS IN PT. ORINDO ALAM AYU**

THESIS

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ABSTRACT

Umami, Risa. 2014. **Registers Used by Multi Level Marketing Business Members in PT. Orindo Alam Ayu.** Study Program of English, Universitas Brawijaya. Supervisor: Isti Purwaningtyas; Co-supervisor: Emy Sudarwati

Keywords : Sociolinguistics, Register, Multi Level Marketing, PT. Orindo Alam Ayu, The Great One Club.

Humans live together as society and the social creature. Humans need a language for communicating with each other in their live. People create group of societies based on region, interest, social class, religion and many others. In specific group people create their own terms in their community and it is called register. In this study, the writer conducted a study about register used by multi level marketing business members in PT. Orindo Alam Ayu. There are two problems of the study, they are (1) What are the registers used by the members of multi level marketing business in PT. Orindo Alam Ayu?; (2) What are the contextual factors influencing the registers used by members of multi level marketing business in PT. Orindo Alam Ayu?

In this study, the writer used descriptive qualitative approach with homogeneous purposive sampling. The data were conversation between the members and the data source was two small meetings of The Great One Club in PT. Orindo Alam Ayu discussing success plan knowledge and recruiting strategy (new recruitment program start from November) topics. The writer described the contextual analysis of the conversation where the registers used by the members.

The writer found 22 registers used by the members of multi level marketing in PT. Orindo Alam Ayu. Some of the registers have common sense but some do not. Then, some registers in carrier levels of PT. Orindo Alam Ayu have analogy with the precious things, such as Gold Executive Director, Sapphire Executive Director, and Diamond Executive Director. Carrier levels are made based on the valuable levels of gold, sapphire, and diamond. Diamond has the highest value so it is always at the top of the levels after gold and sapphire. Then, there are seven registers in acronym form such as OOM, BC, WP, and SPO. In contextual factor analysis, generally the writer found most of the contextual factors influencing the speakers are about carrier levels and ordering system. The situation is when the member share information in purpose to make the other members fell enthusiastic to attain next level and the discursive functions always support the topics and the social roles or the situations.

The registers used by Multi Level Marketing Business members in PT. Orindo Alam Ayu had relation with the selling system and the carrier level and ordering system in their business. Those registers are important knowledge to reach success in the business. The writer suggested for the next writer to analyze register in other business community because business field is the interesting subject. It can give information, not only for English students but also for other people who need business information.

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