



Fashion Register in Femina Magazine: A Sociolinguistic Analysis

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Abstract. This research aims at analyzing the fashion register, meaning, and social context in Femina magazine. Femina is an Indonesian women's magazine which made its first publication in 1972. The magazine has three slogans comprising Women Magazine, Part of Your Life Style, and Contemporary Life-Style. Analyzing the fashion register in Femina magazine offers unique insights into the language variations among Indonesian readers. Hence, they could understand the meaning of terms based on the social context. The method that is used is a qualitative method in which the data are described and interpreted without any statistical measurement. The data include words or phrases in Femina magazine articles. Then, the data are classified into meaning based on the context and purposes that underlined the emergence of those fashion registers based on sociolinguistic views. This study has found fifty-two registers in the magazine which comprises 29 nouns, and 5 adjectives. In terms of phrases and sentences, 6 noun phrases, 2 adjective phrases, 1 verb phrase and one sentence were found.

Keywords: *Fashion register, sociolinguistics, magazine*

1 Introduction

The fashion world has recently attracted various attention from the public. According to Femina, fashion style shows different identities through generations. We can see the characteristics of people based on their styles whether they want to show freedom, anti-mainstream, or flashy styles. Grunge style is identical to loose-fitting clothes/ baggy style which is influenced by rock and metal bands in the 1980s. Fashion is present in various platforms, such as Fashion shows, festivals, and printed media, for instance, newspapers and magazines. One of the most popular magazines in Indonesia which discusses fashion-related news and trends is Femina magazine.

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Femina is an Indonesian women's magazine which made its first publication in 1972. The magazine has three slogans comprising Women Magazine, Part of Your LifeStyle and Contemporary LifeStyle. Only focusing on fashion, the magazine also contains other current topics, such as health, beauty tips, food, and psychology corner. However, this study is focused on fashion since it is the main topic of discussion in the magazine. Even though, the main language used in the magazine is Indonesian, it also contains many terms, phrases, and sentences in English which may not be understood by the readers who are not familiar with them. Those terms are commonly known as registers. According to [7], registers are groups of vocabularies related to certain social communities. Meanwhile, [2] defines register as a type of jargon which is often developed by a group of experts to discuss their area of expertise. Based on Martin, 1992; Hasan, 2014; Matthiessen, 2015a; 2015b in [6], a register is a language variation or function based on contextual configuration that implements social goals and genre stages.

Several studies on fashion registers have been conducted by previous researchers. [3] conducted research on fashion registers in Cosmo Girl magazine and found linguistic data including nouns, verbs, adjectives, compound words, noun phrases, and adjective phrases. She analyzed the data based on contextual and lexical meaning. Meanwhile, Latifa [4] conducted research on Batik fashion in Solopos newspaper in the forms of women's fashion clothing registers from news texts, including nouns, adjectives, verbs, affixes and suffixes, affixation of confixed, compound, etc. Women's fashion registers can be applied in the clothing and garment department of Vocational Schools. On the other hand, t al. [5] analyzed three main categories including Communication and Marketing, Design and Production, Culture and Society. This research also provided various maps of literature based on the three categories for future research. However, the research on fashion registers in magazines has not been conducted, especially in Femina magazine. Hence, this study aims to analyse the fashion registers used in the magazine.

2 Method

This research uses a qualitative method since there is no numerical measurement. This method includes collecting, analyzing, interpreting, and writing the result [1]. The data were taken from Femina Magazine which was published in January-April 2023. The researchers collected data related to the fashion register. Then, the data were analyzed into lexical forms of words, phrases, and sentences. After the process of analysis, the data were interpreted based on sociolinguistics point of view in order to know the meaning of those fashion registers. In interpreting the data, the context and literature study were also used to deepen the analysis. At last, the researchers wrote the results of the research.

3 Results and Discussion

3.1 Results

The Linguistic form of the fashion Register is classified into words and phrase. The word consists of nouns and adjectives. Meanwhile, the phrase consists of NP, AP, VP and sentence. The fashion registers found in the Femina Magazine January-April 2023 edition are listed below. Based on the analysis, 29 nouns, 5 adjectives, and one verb. In terms of phrases and sentences, we found 6 noun phrases, 2 adjective phrases, 1 verb phrase, and one sentence were found (see Table 1).

The meaning of the data is interpreted based on the context in the sentence as follows. We also analyze the meaning of the data by searching for related references in order to strengthen the interpretation of the data. Most of the meanings belong to non-lexical ones. They tend to have their own meanings related to fashion.

Table 1. Register and Meaning Used in Femina Magazine

| No | Data | Types | Data in Context | English Translation | Meaning |
|----|----------------|-------------|--|--|---|
| 1 | genderless | adjective | Sebelumnya dikenal sebagai gaya androgini kini fluid atau genderless . | What was known as androgini style is now fluid or genderless . | the style that can be used both for women and men because it does not have a flashy difference in gender. |
| 2 | edgy | adjective | Edgy atau seksi? | Edgy or sexy? | anti-mainstream (out of the box) style |
| 3 | statement look | Noun phrase | statement look untuk pria dengan jaket jeans ber-bahu lebar | statement look for men in a wide-shouldered jean jacket | cloth that are worn in order to attract attention |
| 4 | preppy | adjective | Rok pendek dan gaya preppy adalah tren utama musim ini. | Short skirts and preppy styles are the main trends of this season. | An expensive pupil style of clothing |
| 5 | twist | adjective | Tambahkan atasan jaring dan kristal untuk memberikan twist . | Add a mesh top and crystals for a twist . | spin the material of cloth in order to make a chick model |
| 6 | (celana) cargo | noun | Celana Cargo yang hits di tahun 2000-an kembali menjadi barang wajib punya tahun ini dan tahun depan. | Cargo pants that were hits in the 2000s are what you must have this year and next year. | a trouser that has pockets at knee |
| 7 | (tren) Y2K | noun | Gegap gempita kembalinya tren Y2K memunculkan polesan eyeshadow metalik. | The frenzy return of the Y2K trend gave rise to metallic eyeshadow finishes. | the fashion in the year of 2000 that contains the nostalgic thing of 90s. |

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|----|--|-----------|--|---|--|
| 8 | grunge | adjective | Rok mini dan celana pendek era 60 an adalah ekspresi women liberation, atau gaya grunge kemeja flanel, kaus singlet dan sepatu docmart era 90an sebagai ekspresi kebebasan, anti kemapanan. | Miniskirts and shorts from the 60s were an expression of women's liberation, or the grunge style of flannel shirts, singlets and docmart shoes from the 90s were expressions of freedom, anti-establishment. | Emerged in the mid-1980s, Grunge is a fashion style that is influenced by a rock music called grunge music. It consists of loose fitting, thrift and layering clothes. |
| 9 | Fashion is a story of youth culture | sentence | " <i>Fashion is a story of youth culture.</i> " katanya. | " <i>Fashion is a story of youth culture.</i> " She said. | the definition emphasizes how fashion aims to tell the story surrounding young people |
| 10 | thrifting | noun | Tidak heran, thrifting atau beli baju second sebagai wujud cinta lingkungan menjadi lumrah, di luar soal-soal keinginan menciptakan gaya pribadi. | Not surprisingly, thrifting or buying used clothes as a form of love for the environment has become commonplace, apart from the desire to create a personal style. | Shopping used products/items sold at a thrift shop, garage sale or flea market |
| 11 | Second | adjective | Tidak heran, thrifting atau beli baju second sebagai wujud cinta lingkungan menjadi lumrah, di luar soal-soal keinginan menciptakan gaya pribadi. | Not surprisingly, thrifting or buying used clothes as a form of love for the environment has become commonplace, apart from the desire to create a personal style. | A used product/item |
| 12 | fashion | noun | Isu mode berkelanjutan produk fashion yang 'ramah' pada bumi dan seisinya menjadi faktor penting keputusan membeli saat ini. | The mode issue of sustainable fashion products that are 'friendly' to the earth and everything in it is an important factor in buying decisions at this time. | a popular or latest style of clothing, hair, decoration and behavior |

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|----|-------------------------------|------------------|--|--|--|
| 13 | fashion sustainability | Noun phrase | Fashion sustainability sebagai salah satu faktor utama untuk keputusan membeli dari generasi yang dominan ini membuat industri berpikir keras untuk mewujudkannya. | Fashion sustainability as one of the main factors for purchasing decisions from this dominant generation makes the industry think hard to make it happen. | a way in which fashion brands create their products without harming the environment and society |
| 14 | less is more | Adjective phrase | Less is more, dan lebih mau tahu perjalanan yang ditempuh oleh sepotong baju yang masuk ke keranjang belanjaan kita. | Less is more, and eager to know the journey taken by a piece of clothing that goes into our shopping basket. | a view that a simple/minimal clothing style is better |
| 15 | cool fashion | Noun phrase | Enjoy our cool fashion, beauty, celebrity, food photos, and Instastories! | Enjoy our cool fashion, beauty, celebrity, food photos, and Instastories! | a recent fashion style admired by the majority of people |
| 16 | walk your worth | Verb phrase | Walk Your Worth, merayakan kesetaraan dan self worth wanita di seluruh dunia. | Walk Your Worth, celebrating equality and self worth of women around the world. | a motto used in the Paris Fashion Week 2022 intended to celebrate gender equality and self worth of women around the world |
| 17 | active wear | Noun phrase | Pandemi membuat mereka mandiri memilih regimen fitness untuk dilakukan di rumah dengan perlengkapan home gym yang sederhana termasuk penunjang seperti sport watch dan activewear. | The pandemic has made them independent in choosing a fitness regimen to do at home with simple home gym equipment including supports such as sport watches and activewear. | a piece of clothing for exercise made from quick-dry and breathable fabrics |

| | | | | | |
|----|--------------------------|-------------|--|---|--|
| 18 | brand modest wear | Noun phrase | Ia membuka ceruk pasar brand modest wear lokal kelas menengah ke atas dengan menghadirkan butik-butik butonscarves di mall premium dan inovasi produk. | He opened a market niche for local modest wear brands for the upper middle class by presenting Buttons scarves boutiques in premium malls and product innovation. | a brand which produces modest clothing style |
| 19 | fashion | Noun | Dan menduduki posisi ketiga sektor bisnis yang tetap hidup selama pandemi hingga tahun 2022 adalah fashion. | And fashion is occupying the third position in the business sector that has survived the pandemic until 2022. | a popular or latest style of clothing, hair, decoration and behavior |
| 20 | flagship store | Noun phrase | Akhir September lalu, Fine Consel telah membuka flagship store pertama di Pondok Indah Mall 1, Jakarta Selatan. | Last September, Fine Consel opened its first flagship store at Pondok Indah Mall 1, South Jakarta. | The largest/busiest store in a retailer's chain |
| 21 | apparel | Noun | Lewat brand ini, Greysia ingin produk sepatu dan apparel Indonesia bisa mendunia. | Through this brand, Greysia wants Indonesian shoes and apparel products to go global. | clothing |
| 22 | walking closet | Noun phrase | Atau Anda membayangkan punya sebuah walking closet berisi sepatu kaca ala Cinderella, tapi walking closet ini tidak ada di kamar Anda, melainkan di atas Samudera. | Or you imagine having a walking closet filled with Cinderella-style glass slippers, but this walking closet isn't in your room, but over the ocean. | usually walk-in-closet, is a small room where you can walk into it, containing a tall wardrobe for storing clothes |

3.2 Discussion

The results show a number of interesting uses of registers in Femina Magazine in terms of their context and purpose.

a. Context

Excerpt 1

*“Celana **Cargo** yang hits di tahun 2000-an kembali menjadi barang wajib punya tahun ini dan tahun depan”* (Original text)

“**Cargo pants** that were hits in the 2000s are what you must have this year and next year” (meaning)

Excerpt 2

*“Ariel teringat masa-masa itu saat secara tidak sengaja bekas luka ini tersingkap di **runway** Paris Fashion Week 2022.”* (Original text)

“Ariel remembered those times when this scar was accidentally revealed on the Paris Fashion Week 2022 **runway**.” (meaning)

Both “cargo” and “runway” have a different meaning from everyday language use. In everyday context, cargo means goods carried by ship, airplane, or vehicle, but in the context of the magazine, it means a trouser that has pockets at the knee. Meanwhile, a runway usually means a ground where an airplane takes off and lands. Hence, one word can have different meanings depending on the context.

b. Purpose

The use of a register has various purposes. The Femina magazine tends to use English registers, while the language is Bahasa Indonesia. According to [8], the increasing popularity of English has contributed to the language prestige among Indonesian youths. Hence, the English registers used in the magazine could potentially boost the prestige of the magazine as well as the readers because the readers who can comprehend the meaning of the registers show higher competence than those who do not understand the registers’ meanings. This phenomenon also indicates the readers belong to a certain social identity group, particularly in the world of fashion.

Excerpt 3

*“**statement look** untuk pria dengan jaket jeans berbahu lebar”* (Original text)

“**statement look** for men in a wide-shouldered jean jacket” (meaning)

Excerpt 4

*“Rok pendek dan gaya **preppy** adalah tren utama musim ini.”* (Original text)

“Short skirts and **preppy** styles are the main trends of this season.” (meaning)

The above examples show that the fashion registers use English, whereas the magazine can use a fashion registers or similar words in Bahasa Indonesia, such as *gaya keren* for “statement look” and *gaya kasual formal* for “preppy”. The use of English registers could differentiate the readers into different social groups. The readers who are familiar with the English fashion registers can potentially belong to a group whose members have a deeper knowledge of fashion compared to the readers who can only comprehend the Indonesian registers. Hence, it can enhance the prestige of readers who can understand English as an international language. In sum, the use of registers in Femina magazine denotes that register has a connection with social factors, such as prestige, competence, and social identity.

4 Conclusion

Due to the limited number of research on fashion registers in magazines, this study has attempted to analyze the registers in Indonesian Femina magazine (January - April 2023 Edition) using a sociolinguistic approach. With a qualitative method, we have found fifty-two registers in the magazine which comprises 29 nouns, and 5 adjectives. In terms of phrases and sentences, 6 noun phrases, 2 adjective phrases, 1 verb phrase and one sentence were found. On the other hand, the meaning of the registers is mostly contextual and related to fashion. In conclusion, the Indonesian Femina magazine (January - April 2023 Edition) utilizes 52 fashion registers in English while the main language of the magazine is Indonesian. These registers with specific meanings related to fashion are likely to cause confusion for Indonesian readers who are not familiar with English, particularly fashion registers in English. These findings explain the connection between register and social factors.

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