

***Variety of Photographers Languages in Jombang District  
Sociolinguistic Study***

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**Abstract**

*Humans cannot be separated from communicating with each other to convey a specific purpose or purpose to communicate in an activity such as trade, economic activity, educational activity, and certain events and activities in everyday life. Tools that are often used by humans in interacting is language. Sociolinguistics is a branch of linguistics that is interdisciplinary in sociology and linguistics which discusses the interrelationships of language factors in speech communities. Every profession certainly has a distinctive language that is used according to the conditions and requirements of the job. The diversity/types of language used in situations, circumstances, or for certain purposes is called a variety of languages. And the variety of languages arises because of the speakers' need for communication tools that are appropriate to the situation in a particular context. In a society there are various activities, one of which is photography. Photography is a medium that can be used to capture a phenomenon or the importance of an event. In photography activities there must be a photographer. Photographers are actors/people who try to produce images by capturing light using a camera or other photographic equipment. The purpose of this study is to find, analyze and describe the variety of languages used by photographers in Jombang district. This type of research is a qualitative descriptive research and uses participatory observational research techniques and documentation, records and notes so that it can be seen that (1) the variety of languages used by photographers in Jombang district includes register forms and register functions. (2) while the variety of languages used by photographers in Jombang district includes register forms and register functions. The photographer's language in terms of formality includes familiar languages, casual languages and business/consultative languages.*

**Keywords:** Sociolinguistics, language variety, photography, photographer

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## **Introduction**

Humans cannot be separated from communicating with each other to convey a specific purpose or purpose for communicating in an activity such as trade, economic activity, educational activity, and certain events or activities in everyday life. The tool that is often used by humans in interacting is language. This is in line with the opinion of Chaer and Leonie Agustina (2018) Language is commonly referred to as a tool that humans often use as a group of community members to carry out interactions and cooperation in society. In a society there are various activities, one of which is photography. Photography is a medium of communication. Photo media is often referred to as photography, photography is a medium that can be used to capture a phenomenon or the importance of an event. As revealed in research conducted by Lafif Ahmad Rofif AL -Azmi (2019) defines photo media as one of the media for communication, meaning media that can be used to convey ideas or messages to other people. Photography is in great demand in various circles and regardless of age, race and region restrictions because of an event, when the event has been completed or accomplished, what remains is a photo (documentation).

The profession of a photographer is urgently needed because in the current era of digitalization, photographs are not just a necessity but a way of life so that gradually photography has a commercial value. This causes many photography services with various brand names to emerge. The job of a photographer is to document an event and communicate it well. A communication between fellow photographers can also affect the pace and rise of a photography industry in that area. In Jombang district, there are many photo vendors or photography brands. Among the many photography brands in Jombang district, there are several photography brands that dominate the market in that area. Each of these brands has a unique style of design that is used in their daily life.

Every profession certainly has a distinctive language that is used according to the conditions and requirements of the job. The dissimilarity of language use in every social environment is generally indicated by registers. As revealed by Chaer and Leonie Agustina (2010) register is discussed based on usage, style, or level of formality, and means of use. The register is included in sociolinguistic studies in discussing the scope of language variety in terms of usage. The variety of language based on the field of use is related to what language is used for what purpose or field. For example, the fields of literature or journalism, military, agriculture, shipping, economy, trade, education, tourism and others.

The Jombang district has a photography community called the Jombang Photographer Videographer Association (IPVJ), in which there are various photographers in the Jombang district. When the photographers get together to carry out an activity, there are lots of interactions that are contained in the register, such as routine discussions and model/wedding shooting activities and the like. In these activities there is often an interaction of various languages and it is not certain that everyone will understand them even though they are open in nature. This research is so interesting to do because in photography and related activities, there are many varieties of language that can be researched, in terms of the variety of languages in terms of formality and the variety of languages in terms of usage used by a photographer in communicating with fellow photographers, with clients and entertainment activist. Therefore, researchers conducted a study entitled Variety of Photographer Languages in Jombang Regency Sociolinguistic Studies. The discussion of the results of the sociolinguistic study on the

variety of photographer languages in Jombang district will illustrate the scope and effectiveness of this research.

### **Method**

The type of research used is descriptive qualitative research because the data produced is a word and uses research procedures that can present data descriptively in written or oral form in a language community. Based on the description above, the main objective in this study is to present an objective description of the various forms of relaxed language, familiar language, business language in the form of asking or giving suggestions, and complaints in a job, then the form and function of the photographer's register in the photography activities in Jombang district. This research is to find, analyze and describe the variety of languages used by photographers in Jombang district. In this research, the researcher applied participatory observation techniques. using data collection using recording techniques, see notes and documentation. The data in this study was started and collected within a specified time period. The main sources of data and objects in this study are several photography brands that have price lists above the average in Jombang district which allows for 5-10 photographers or other objects of business actors which include communication between photographers to clients/customers, between members of photographers, entertainment activists in Jombang district there are indications of the use of a variety of languages in terms of usage and a variety of languages in terms of formality.

### **Result and Discussion**

This study discusses the relationship between the language used by a photographer in his activities, in this case it dominates in model/wedding shooting activities and the like. The branch of linguistics which discusses the relationship between language and popular society is known as sociolinguistics. Chaer and Leonie Agustina (2018) argue that sociolinguistics can also be called an interdisciplinary science that combines sociology and linguistics, the center of its study is the relationship between language and its social factors in a language family. Based on the level of formality, Martin Joss (in Chaer and Leonie Agustina, 2014) distinguishes the variety of language in five forms, namely frozen variety, formal variety, business variety (consultative), relaxed variety (casual), and familiar variety. There is a lot of use of special language varieties in a social environment or commonly referred to as registers that are found in the communication of fellow photographers in Jombang district, there are varieties of casual language in the scope of the formal aspect as will be described below:

Data (1)

F1 : oy, yang tema shadow aman ?

F2 : aman

F1 : full bersih semua ya,

F2 : yang close up ?

F1 : iya terutama itu, harus seger kayak iklan close up di Televisi.

The conversation contains a variety of relaxed language used by fellow photographers in the photo editing process. This variety is widely used in informal situations and is also widely used in allegro forms or shortened utterances such as in sentences "Oy, aman?" Has the meaning of ensuring that the editing process experiences problems or not.

The conversation also contains some use of special words or terms in the form of registers such as close up, shadow. The close up register used in the field of photography has the meaning of taking a picture that is so close to the object that several details can be seen. Meanwhile, the register shadow used in photography has the meaning of a theme or the concept of a game of lighting and shadows used in a photographic work. Then what follows is the form of familiar variety included in the variety of languages in terms of formality:

Data (2)

F1 : "Oi, tadi Esensial udah tuntas belum?"

(Context : Asking the second photographer whether the essential photo session has been carried out or not.)

F2 : "Udah selesai mas, pulang kah ?"

(Context: asking other photographers that the essential photos have been taken and asking whether they can end the shooting session and then go home.)

In quote 2 there are sentences that are identified as a variety of languages in terms of formality, namely a variety of familiar languages. This sentence is included in the variety of familiar languages because it is marked with close calls "Oi" in an activity in the main work activity to ask fellow photographers if the photo of knick-knacks has been completed or there are still things that need to be completed again. Then what follows is a form of business/consultative variety included in the variety of languages in terms of formality:

Data (3)

F : "Mas, job selanjutnya gear yang dibawa nyesuain paket yang diambil aja yak"

(Context: the photographer advises the videographer to bring gear that has a price that matches the package price ordered by the client.)

In quote 3, there is a variety of business/consultative language in the sentence "Mas, job selanjutnya gear yang dibawa nyesuain paket yang diambil aja yak" The sentence was spoken by the photographer to the videographer as advice in business. The photographer suggested that the videographer bring gear/equipment whose price is in accordance with the price package taken by the Client. It aims to maximize the profit earned. This includes the variety of consultative language/business language (sentences that show suggestions).

Apart from conversations between photographers, in photography activities the most frequent interaction and communication is in the field of model/wedding photography and the like, because in this field there are at least two people who interact with each other, namely the photographer and the model or human object in a particular activity. Through communication and trying to get to know and understand all the things related to the shooting process, it will make it easier and maximize the photographer in photography activities such as conveying ideas, as well as the angle of view the photographer wants for the object of the photo so that they can produce images that match the desired concept.

In communicating with clients or customers, there are many varieties of language in terms of usage. By area of use, M.A.K. Halliday in Chaer and Leonie Agustina (2010) divides registers into two types, namely the first limited envelope register and open

envelope register. And each register also has a function, and its function is the same as the function of the language. Described in M.A.K Halliday & Ruqaiyya Hasan (1994) language functions are divided into seven, namely instrumental functions, regulatory functions, personal interaction functions, heuristic functions, imaginative functions, and informative functions or can also be called representational functions.

The following is an example of the variety of languages in terms of usage used by photographers to interact with clients or photo objects in wedding photography activities in Jombang district:

F : "Tolong adik yang di belakang kursi pelaminan turun dulu, Bocor."  
K : "Wah iya, maaf mas."

In the interaction of photography activities between the photographer and the client above, there is a register as in the sentence "Leak," the photographer uses the form of an open envelope register. Because in this sentence an interaction is inserted openly by the photographer to the client to communicate that there are disturbing photo objects. On the aisle stage there was a small child sitting on the aisle chair, causing the image resulting from the photo shoot to appear as an unwanted object, namely a small child. This interaction can be said to be in the form of an open envelope register because the forms of discourse used by photographers are informal registers and spontaneous conversations.

The function of the variety of language in the first sentence contains an instrumental function because the sentence contains an instructional sentence which is a characteristic of the instrumental function of the variety of languages, namely managing the interlocutor (people on the aisle, young children, male and female couples) so in the end what the speaker/speaker (photographer) wants can be done by the other person/speaker. The instrumental function also aims to make the speech partner carry out an activity desired by the speaker.

## **Conclusion**

In the sociolinguistic study conducted by researchers on several brands/vendors through the data collection techniques listed in the previous chapter, it can be concluded that research on the use of the variety of languages used by photographers in Jombang district is as follows: The variety of languages in terms of usage used by photographers in Jombang district includes register forms and register functions. The language

communication of photographers in Jombang district has a variety of languages in terms of usage. The emergence of various languages in terms of usage occurred in several different locations from several photography brands/vendors in Jombang district that were used as objects. From some of the data obtained in the field from different photographic places and brands, the researchers obtained various results, which would classify the raw data for reduction and analysis. The speech of each photographer both to fellow photographers and to clients varies greatly, but can be understood by one another. While the variety of the photographer's language in terms of formality includes a variety of familiar languages, casual languages and business/consultative languages. The language communication of photographers in Jombang district has a variety of languages in terms of formality. The emergence of various languages in terms of usage occurred in several different locations from several photography brands/vendors in Jombang district that were used as objects.

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