

## Language Use Register in the Home-Made Kretek Cigarette Industry Environment in Sampang: Sociolinguistic Study

Vani Indra Pramudianto<sup>1</sup>, Laily Nurlina Iskandar<sup>2</sup>, Sukirno<sup>3</sup>

<sup>1-3</sup> Postgraduate Program in Indonesian Literature Education,  
Muhammadiyah University of Purwokerto, Indonesia

KH. Ahmad Dahlan Street, Dusun III, Dukuhwaluh Village, Kembaran Subdistrict,  
Banyumas Regency, Central Java 53182, Indonesia.

Email : [jelajahsastra@gmail.com](mailto:jelajahsastra@gmail.com)<sup>1</sup>, [march\\_nur@yahoo.co.id](mailto:march_nur@yahoo.co.id)<sup>2</sup>, [sukirnopwt56@gmail.com](mailto:sukirnopwt56@gmail.com)<sup>3</sup>

**Abstract,** *This study examines the use of language registers in the kretek cigarette home industry environment in Sampang Village, Cilacap Regency. Using a qualitative descriptive approach with the method of communication ethnography, this study aims to describe the form, meaning, and socio-cultural function of the typical terms used by workers in cigarette production activities. Data were obtained through direct observation, in-depth interviews, and documentation of linguistic artifacts. The results of the study indicate the existence of a typical vocabulary that reflects social identity, efficiency of work communication, and preservation of local culture. Terms such as klobot, mbako srinthal, tingwek, and ngeses are symbols of the social and cultural structure of the work community. This register not only has a literal meaning but also symbolic and contextual, and functions as an expressive, evaluative, and cultural preservation tool. These findings are relevant in the development of language variation teaching materials and strengthening the profile of students with cultural diversity characteristics.*

**Keywords:** *Language Register, Kretek Cigarette Industry, Sociolinguistics, Local Culture*

### 1. BACKGROUND

Language not only functions as a means of communication between humans, but also reflects complex social realities. In a pluralistic society, language use experiences many variations influenced by social, cultural, geographical, and professional factors. One form of this variation is register, namely the variety of language used in a particular situational context, usually limited to a particular social group or field of work. Registers often reflect the identity, social structure, and cultural values of a community (MAK Halliday, 1978).

In the workplace, especially in environments that have distinctive characteristics and hereditary traditions such as kretek cigarette factories, registers play an important role in building communication between workers and in creating an efficient work system. Kretek cigarettes as a typical Indonesian product not only reflect the consumption traditions of the community, but also contain linguistic richness hidden in their production activities. Starting from the selection of tobacco, the use of additional materials, the rolling process, to the burning technique, each stage has a distinctive term that is not commonly used outside the factory community.

This phenomenon is similar to that found in previous studies on language registers in work communities. For example, research by Hidayati (Hidayati, 2023) regarding the register of goods delivery services in Surakarta found that the variation of language used by admins and consumers was formed due to intense interaction in a specific professional context. The

study also showed that understanding the register is important to avoid misunderstandings, especially for new customers. The same thing can also happen in the home kretek factory environment, where new workers or outsiders may have difficulty understanding terms such as *wur*, *teteli*, or *cethot* which in their indirect meaning can only be interpreted with a literal approach.

Research by Mustaghfirin (Mustaghfirin et al., 2021) about the horse-drawn carriage coachman at the Sunan Giri Religious Tourism shows how the register develops due to interactions between local communities and tourists from various linguistic backgrounds. It was found that the register form experienced phonological and morphological shifts due to language contact and social change. A similar situation was also found in home-made kretek cigarette factories, especially those in the Sampang area, Cilacap Regency, where the use of local dialect Javanese is mixed with trade terms, foreign elements, and phonological adaptations to speed up the communication process in production.

Nurjannah's research (Nurjannah, 2024) about the limestone processing register in Kebumen also reveals the importance of language variation in supporting social interaction and work effectiveness between workers. The vocabulary that appears in the limestone processing community shows the linguistic creativity of the community in naming their work stages and tools. Some of the terms found also have semantic similarities with the register in the home kretek factory environment, namely the presence of onomatopoeia, sound changes, and distinctive forms that are only understood by the related community.

Meanwhile, research by Inderasari (Inderasari et al., 2020) regarding the register between waiters at Rumah Makan Ayam Surabaya, shows that register variations not only have informative functions, but also expressive and evaluative ones. In fast-paced and demanding professional interactions, the use of registers becomes a way to maintain the rhythm of work and relationships between team members. For example, the use of subtle sarcasm or acronyms as internal codes is very common in work communities with dense interactions. Something similar also happens in home-based kretek cigarette factories, where efficiency and familiarity between workers are important, so that certain terms function as practical codes as well as group identities.

Referring to the four studies, it can be concluded that registers are an important part of the socio-linguistic ecosystem of a work community. In the home-based kretek cigarette factory environment, the existence of registers not only shows a communicative function, but also plays a role in preserving local work culture, strengthening group solidarity, and facilitating manual and skill-based production activities. However, until now there have not been many

academic studies that specifically examine the registers that appear in the context of home-based kretek cigarette factories as one of Indonesia's typical industrial units.

Therefore, this study aims to describe and analyze the form, meaning, and social function of register use in the home-based kretek cigarette industry in Sampang Village, Cilacap Regency. This study is expected to not only enrich the linguistic treasury in sociolinguistic studies, but also contribute to the preservation of local terms that are part of the cultural heritage of the kretek industry in Indonesia. This study will also provide a deeper understanding of how language plays a role as a work tool, a tool for cultural expression, and a symbol of identity in the community of traditional cigarette factory workers.

## **2. THEORETICAL STUDY**

### **Definition of Register**

Register is a variation of language used in certain situations related to a group of people who have the same interests or jobs. This includes the use of a certain style of language by a group of people according to their conditions and interests (Holmes, 1992). Register is also known as the form of language use in a particular context.

Each register can be identified by elements such as sounds, sentence structure, or the words used. Registers also show the role of all other aspects of the communication situation. In formal situations, the registers produced tend to be formal, and this is seen from the use of certain vocabulary (O'Grady, W., Dobrovolsky, M., Katamba, 1996). They also note that informal situations may be reflected in a more relaxed register, with less formal vocabulary, more non-standard features, and the use of variations that may be perceived negatively, etc.

Hudson (Hudson, 1980) reveals that the term register is often used in sociolinguistics to indicate variation based on usage, which is different from dialect which is interpreted as variation based on users. It is important to distinguish between register and dialect, because one individual can use different forms of language to convey almost the same meaning in different situations, and the concept of dialect cannot be properly extended to include such variations. Every time someone speaks or writes, he not only places himself in a social context, but also relates the communication he does to a complex system of classification in communication behavior.

### **Formation of Register**

Holmes stated that register is a type of variation in language used by a particular group that has similarities in work or communication methods. From a sociolinguistic perspective, register can be explained as a form of language variation that appears in a context involving a

group of individuals who have similar interests or professions. It also refers to a particular way of using language by a particular group of people according to the conditions and interests that exist within the group (Holmes, 2013).

Based on Holmes' opinion, language variations in the form of registers then form language units starting from words, phrases and sentences. Here is the explanation:

- Say

Words are the smallest units that stand alone, or in other words, every free unit is a word. In Indonesian, words can be formed through morphological processes. Morphological processes are events in which one morpheme is combined with another morpheme to form a word (Mahsun, 2005). The morphological process that will be reviewed in this study is the form of Affixation. According to Chaer, this form is the final form of a word after the process of adding an affix to the base word (Chaer, 2007). In addition, there is also the Acronym form. The acronym form, according to Kridalaksana, is a word that is a combination of abbreviations of words (Kridalaksana, 2010).

- Phrase

A phrase is a linguistic unit that is larger than a word but smaller than a clause or sentence.

- Sentence

A sentence is a statement in language that has complete meaning (idea and purpose).

According to Halliday (MA . and RH Halliday, 1994), in addition to the forms in the language above, registers are divided into two types. These two types are limited ambient registers and open ambient registers. Limited ambient registers have a narrow meaning, are limited in nature, and are also limited in number and meaning so that the information is specific and directed. In contrast, open ambient registers have a variety of meanings related to the register. The language used in a more open register is informal or is a spontaneous conversation.

### **3. RESEARCH METHODS**

This study uses a qualitative descriptive approach with the ethnography of communication method. The ethnography method is used to observe and describe communication patterns in a cultural group in depth. The main focus is on understanding how language and social interactions are used and understood in a particular cultural context. This approach aims to describe in detail the communication phenomena observed.

Data collection techniques are carried out through:

- Direct observation in the household scale cigarette factory environment;

- In-depth interviews with cigarette rolling workers, production foremen, and packaging staff;
- Documentation in the form of work term notes, product labels and work interactions.

The data sources in this study are the oral speech of workers in a kretek cigarette factory and linguistic artifacts that appear in the work context. Data validity is guaranteed through triangulation of methods (Miles, M., Huberman, A., & Saldana, 2014), and the analysis was carried out using an interactive analysis approach: data reduction, data presentation, and drawing conclusions.

#### 4. RESULTS AND DISCUSSION

From the results of observations and interviews, a number of terms were found that have a special meaning and are only understood by the kretek factory community. The terms that can be collected are:

- |                            |                        |
|----------------------------|------------------------|
| 1. <i>Klobot</i> ;         | 10. <i>Seseti</i> ;    |
| 2. <i>Kretek</i> ;         | 11. <i>Teteli</i> ;    |
| 3. <i>Linting</i> ;        | 12. <i>Wur</i> ;       |
| 4. <i>Cethot</i> ;         | 13. <i>Kawung</i> ;    |
| 5. <i>Sejamang</i> ;       | 14. <i>Etiket</i> ;    |
| 6. <i>Mbako</i> ;          | 15. <i>Papier</i> ;    |
| 7. <i>Mbako srinthal</i> ; | 16. <i>Tingwek</i> ;   |
| 8. <i>Ngeses</i> ;         | 17. <i>Geretan</i> ;   |
| 9. <i>Klembak</i> ;        | 18. <i>Pasar tiban</i> |

The findings can be studied through Halliday's theory which states that analyzing the form and meaning of registers is based on the context of the situation. Halliday states that registers are a structure of meanings that are specifically connected to certain situations. The terms of the findings indicate the existence of a layered register system, covering technical aspects of production, work culture, and social identity. This finding is in line with the concept of a limited environmental register (MAK Halliday, 1978) which is also found in research on horse-drawn carriage registers and in limestone processing communities.

The findings were then divided into several forms of registers, namely:

##### Word Form

Based on the results of data collection, the form of registers in the home-based kretek cigarette factory environment can be grouped into the following lingual unit forms:

##### Single Word

Word Findings	Types of Word Classes	Meaning/ Significance
<i>klobot</i>	Noun	dried corn husks used to wrap cigarettes traditionally
<i>kretek</i>	Noun	a typical Indonesian cigarette made with a mixture of tobacco and cloves
<i>mbako</i>	Noun	tobacco
<i>wur</i>	Noun	dried cloves
<i>kawung</i>	Noun	cigarettes with aren leaf wrapping material
<i>etiket</i>	Noun	labels or visual information on cigarette packaging
<i>papier</i>	Noun	cigarette wrapping paper
<i>linting</i>	Verb	the process of rolling tobacco into cigarettes using hands or simple tools
<i>cethot</i>	Verb	pull out a handful of shredded tobacco
<i>ngeses</i>	Verb	smoke
<i>klembak</i>	Verb	rhubarb plant (usually the root part is used for cigarette mixtures)

#### Affixation Word Forms

<i>sejamang</i>	Number Words	a bunch of chopped tobacco of the same quality. 1 bunch = 1-2 kg.
<i>geretan</i>	Noun	Matches are traditional lighters, sometimes also called wooden matches.
<i>seseti</i>	Verb	taken little by little in the form of sheets by sheets
<i>teteli</i>	Verb	taken little by little in the form of small pieces/parts

#### Phrase Form

In this study, the findings phrases are:

– *Mbako Srinthil*

This phrase is a nominal type that has the meaning of special tobacco that is fermented naturally. A special type of tobacco that is specially processed; *srinthil* is considered more expensive and aromatic.

– *Pasar tiban*

This phrase is idiomatic and has the meaning of a market that is held suddenly/ seasonally.

– *Klembak Menyan*

This phrase has the meaning of a type of traditional cigarette made from a mixture of tobacco leaves, crushed *klembak* roots, and incense, which is then rolled or wrapped in cigarette paper.

#### Acronyms and Abbreviation Forms

There are findings of words in this study that are included in the form of acronyms. The word finding is the word “tingwek”. The word “tingwek” is an abbreviation of "ngelinting dewek". This word is a typical word in the culture of independent smokers which means rolling one's own cigarette. The finding of the word is also in line with the form of an open environmental register that is informal or is a spontaneous conversation.

This use shows that the working language in this home-based kretek factory has crystallized into a vocabulary that is not only economical in terms of communication, but also culturally symbolic.

#### The Meaning of Register Based on the Speaker's Point of View

According to Halliday's theory developed by Suwito (Suwito, 1985), register meaning can be divided into primary meaning (literal meaning in a work context) and secondary (symbolic or cultural meaning). This research reveals the following meanings:

##### Primary Meaning

- *linting* which means the physical process of rolling tobacco.
- *papier* which means cigarette paper.
- *etiket* are cigarette labels that are usually printed in artistic designs to highlight the brand and function as part of the packaging elements or trade labels.

##### Secondary Meaning

- *mbako srinthal* which has the meaning of a symbol of status and quality which is often used in communication between workers to show the "class" of the product.
- *pasar tiban* which has the meaning not only as a place for transactions, but also as a symbol of solidarity between farmers and factory workers who share information.
- *geretan* which in certain contexts is used as a metaphor for “trigger”, both in production and social interaction.

##### Literal and Cultural Meaning

The findings are found in the word *ngeses* (taste test) which in its literal meaning means tasting the quality of tobacco or cigarettes, but culturally it is also an arena for proving the identity of expertise among cigarette rollers.

#### Social and Cultural Functions of Registers in Home-based Kretek Cigarette Factories

Based on Holmes' approach (Holmes, 1992) and the results of field findings, the socio-cultural functions of using this register include:

- Function of Identification of Profession and Community

Terms such as *klobot*, *tingwek*, and *linting* are used as markers of expertise and social solidarity among workers. Like restaurant waiters or horse-drawn carriage drivers, kretek factory workers use terms that create symbolic boundaries between “insiders” and “outsiders.”

- Expressive and Evaluative Functions

The words *cethot*, *ngeses*, and *mbako srinthal* are used not only to describe objects or actions, but also to assess quality and show pride in local products.

- Practical and Economical Functions

The use of short terms such as *wur*, *papier*, *seseti* and *teteli* is very efficient in speeding up the work process. In work communication, efficiency is key, and register supports this linguistically.

- Function of Local Cultural Preservation

Some terms (e.g. *klembak*, *kawung*, *klobot*) originate from the Javanese Cilacapan/Banyumasan culture and the tradition of rolling cigarettes that has been passed down through generations. This shows that registers are also a means of transmitting local culture in a modern context.

Registers such as *ngeses*, *cethot*, *klembak menyan*, and *wur* indicate the existence of vocabulary that originates from Javanese and local culture. The use of this register in learning Indonesian will strengthen the integration between the national language and local wisdom, strengthen students' linguistic identity, and train their critical thinking skills in understanding the contextual meaning of a word.

### Implications in Language Variety Learning and Sociolinguistics

At junior high school, senior high school or BIPA program, registers can be used as examples of professional language varieties or social registers in language variation materials. Teachers can guide students to compare the use of registers in various fields of work such as delivery services, restaurants, or factories, which have been discussed in several sociolinguistic articles. This provides an understanding that Indonesian is not singular, but comes in many forms that are adjusted to its social and functional context.

In addition, the use of authentic data from the local work world in language learning can also strengthen the dimensions of global and creative diversity in order to strengthen the profile of Pancasilaist students. Students can be trained to appreciate language and cultural



differences in society, and can help improve the ability to create creative texts (advertisements, slogans, dialogues) based on these insights.

In addition, this study also contributes to teachers and module writers in developing contextual teaching materials based on local culture. Modules that raise the topic of the home-based kretek industry and its working language will feel closer to the daily lives of students in the home-based kretek cigarette producer area and make learning more meaningful and applicable.

## 5. CONCLUSION AND SUGGESTIONS

The results of this study indicate that the use of language in the home-based kretek cigarette factory environment forms a unique and limited register system, used by workers in daily production activities. This register is formed from lingual units such as words, phrases, acronyms, to idiomatic expressions rooted in the Javanese Cilacap/Banyumasan language and local culture. Vocabulary such as *klobot*, *linting*, *mbako srinthil*, and *tingwek* have meanings that are not only informative and technical, but also reflect the cultural values and social identities of the work community. In addition, the use of this register has been proven to facilitate work communication and strengthen relationships between members of the factory community, especially through expressive, evaluative, and phatic functions.

From a sociolinguistic perspective, the registers found not only function as internal communication tools, but also as symbols of the existence of a traditional work culture rich in local values. The use of specific terms that are only understood by workers confirms the existence of language variations based on profession and social background. Therefore, the existence of this register is important to document as part of preserving language culture, while also contributing to the development of contextual teaching materials in learning Indonesian, especially in materials related to language variations and functional texts.

Research on registers in the kretek cigarette factory environment is not only relevant in sociolinguistic studies, but also provides real contributions to learning Indonesian. It broadens students' horizons towards language variations, strengthens local cultural literacy, and trains them to compose effective texts in accordance with socio-cultural contexts.

## REFERENCE LIST

- Chaer, A. (2007). *Linguistik umum*. Rineka Cipta.
- Halliday, M. A. K. (1978). *Language as social semiotic: The social interpretation of language and meaning*. Edward Arnold Ltd.
- Halliday, M. A. K., & Hasan, R. (1994). *Language, context, and text: Aspects of language in a social semiotic perspective* (A. B. Tou, Trans.). Gadjah Mada University Press.
- Hidayati, D. (2023). *Register of goods delivery services in Surakarta City: A sociolinguistic study* [Undergraduate thesis, Institution name if available].
- Holmes, J. (1992). *An introduction to sociolinguistics*. Routledge.
- Holmes, J. (2013). *Learning about languages: An introduction to sociolinguistics*. <https://doi.org/10.2307/329116>
- Hudson, R. A. (1980). *Sociolinguistics*. Cambridge University Press.
- Inderasari, E., Sikana, A. M., & Hapsari, D. A. (2020). Characteristics of register usage among waiters and waitresses at Surabaya's Ayam Penyet restaurant (A sociolinguistic study). *KEMBARA: Jurnal Keilmuan Bahasa, Sastra, dan Pengajarannya*, 6(1), 78–92. <https://doi.org/10.22219/kembara.v6i1.11730>
- Kridalaksana, H. (2010). *Pembentukan kata dalam bahasa Indonesia*. Gramedia Pustaka Utama.
- Mahsun. (2005). *Metode penelitian bahasa: Tahapan strategi, metode, dan tekniknya*. PT RajaGrafindo Persada.
- Miles, M., Huberman, A., & Saldaña, J. (2014). *Qualitative data analysis: A methods sourcebook* (3rd ed.). SAGE Publications.
- Mustaghfirin, M., Kisyani, & Wahyudin, D. (2021). Form, function, and shifting pattern of register of dokar coachmen in Sunan Giri religious tourism: A sociolinguistic study. *Journal of Education and Development*, 9(3), 337–342.
- Nurjannah, N. (2024). Limestone processing register in Kebumen Regency: A sociolinguistic study. *Scholars*, 2(1), 37–45. <https://doi.org/10.31959/js.v2i1.2381>
- O'Grady, W., Dobrovolsky, M., & Katamba, F. (1996). *Contemporary linguistics: An introduction*. Copp Clark Pitman Ltd.
- Suwito. (1985). *Pengantar sosiolinguistik*. Henry Offset Solo.