



Register Used in the Official Instagram Account of the French National Football Team: A Sociolinguistic Perspective

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ABSTRACT

This study aims to describe: (1) the categories of football registers on the official Instagram account of the French national football team, (2) the meanings of words, phrases, or sentences within each register category on the account to provide useful insights for readers, and (3) football register vocabulary in French to enhance understanding of football-related vocabulary in the French language. The data were collected online from the official Instagram account of the French national football team (@equipedefrance). The sample consisted of posts from June 1, 2025, to June 25, 2025. The research population includes all words, phrases, or sentences in captions and post texts (images or videos) containing register usage. This study employed content analysis techniques to classify and interpret the data based on Martin Joos' register theory and Geoffrey Leech's theory of meaning. The results show that, from 100 analyzed posts, three dominant register categories were identified: formal register (75 data), consultative register (4 data), and casual register (35 data). The formal register was used to convey institutional or match-related information, the consultative register appeared in invitations or interactions with followers, and the casual register was employed in relaxed, emotional, and expressive expressions. All data contained both conceptual and connotative meanings, where conceptual meaning conveys literal and neutral definitions, while connotative meaning provides symbolic, emotional, and expressive nuances that reflect identity, collective spirit, and socio-cultural values.

Keywords: register, official instagram account, sociolinguistics

Penggunaan Register pada Akun Resmi Instagram Tim Nasional Sepak Bola Prancis menurut Perspektif Sociolinguistik

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan: (1) kategori *register* sepak bola pada akun resmi Instagram tim nasional sepak bola Prancis, (2) makna kata, frasa, atau kalimat dari masing-masing kategori *register* pada akun tersebut agar berguna bagi pembaca, dan (3) kosakata *register* dalam bahasa Prancis guna meningkatkan pemahaman kosakata sepak bola dalam bahasa Prancis. Pengumpulan data dilakukan secara daring pada akun resmi Instagram tim nasional sepak bola Prancis (@equipedefrance). Sampel data diambil dari tanggal 1 Juni 2025 hingga 25 Juni 2025. Populasi penelitian mencakup seluruh kata, frasa, atau kalimat pada caption dan teks postingan gambar atau video yang mengandung penggunaan *register*. Penelitian ini menggunakan teknik analisis konten untuk mengklasifikasikan dan menginterpretasi data berdasarkan teori *register* Martin Joos dan teori makna Geoffrey Leech. Hasil penelitian menunjukkan bahwa dari 100 postingan yang dianalisis terdapat tiga kategori *register* yang dominan, yaitu *formal register* (75 data), *consultative register* (4 data), dan *casual register* (35 data). *Formal register* digunakan untuk menyampaikan informasi institusional atau pertandingan, *consultative register* digunakan dalam ajakan atau interaksi dengan pengikut, sedangkan *casual register* digunakan pada ungkapan santai, emosional, dan ekspresif. Semua data mengandung makna konseptual dan makna konotatif, di mana makna konseptual menyampaikan arti literal dan netral, sedangkan makna konotatif memberikan nuansa simbolik, emosional, dan ekspresif yang merefleksikan identitas, semangat kolektif, dan nilai sosial budaya.

Keywords: register, akun resmi instagram, sociolinguistik

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INTRODUCTION

All human actions are inseparable from the element of language. Good language is language that can be understood and comprehended by both the interlocutor and the reader. Language is a system of arbitrary spoken symbols used to express feelings and convey information, by shared cultural conditions (Dardjowidjojo, 2003).

Knight (2013) argues that sociolinguistics is the study of language as a mode of communication. It relates to social conditions, and register is a category of language variety that depends on the speaker. This means that the language used depends on the activity being carried out and the idea behind it. Sociolinguistics is concerned with specific local areas; individuals living there typically use unique communicative language when interacting with others.

In its use, language has many variations that can be spoken. Register is a branch of sociolinguistics that explains how language variation is seen from the perspective of specific languages, based on their use, style, and medium of use (Chaer & Agustina in Iim, 2023). Halliday and Ruqaiya (in Iim, 2023) explain that register can be defined as a language variety based on its usage. Generally, a register is often used in certain professions where communication is the primary tool for carrying out tasks, ensuring efficiency. The use of register can be found everywhere, such as in books, films, videos, and social media.

This study has two research questions. First, what are the categories of football register found on the official Instagram account of the French national football team? Second, what are the meanings of the words, phrases, or sentences in the register categories found on the official Instagram account of the French national football team?

Referring to the two research questions above, this study has three objectives. First, to identify the categories of football registered on the official Instagram account of the French national football team. Second, to describe the meaning of the words, phrases, or sentences from each register category on the official Instagram account of the

French national football team, to benefit readers. Third, to understand register vocabulary in French to improve understanding of French football vocabulary.

The results of this study are expected to benefit various parties. The benefits of this research are divided into two: benefits for students and benefits for educators. For students, this research is expected to provide them with an understanding of register categories and the meanings of words, phrases, or sentences found on social media, particularly on the topic of football. For educators, this research is expected to inspire them to create register teaching materials for sociolinguistics courses.

According to Fishman (1972), sociolinguistics is defined as the study of language in a social context, language in maintaining group identity and supporting social institutions. From this perspective, sociolinguistics provides a complex understanding of how language is not only a means of communication but also a reflection of social and cultural complexity within society.

Chaer (in Sanyoto & Ngalim, 2015) defines sociolinguistics as an interdisciplinary science between sociology and linguistics, closely linked by the intersection of two empirical disciplines. Sociolinguistics is a branch of linguistics that understands language and language use in a cultural context. He then stated that sociolinguistics is a branch of linguistics that examines the relationship between language behaviour and social behaviour. "In sociolinguistics, register is included in the scope of language variation. Halliday distinguishes language types based on two factors: the user, defined as dialect, and the usage, known as register. Differences in the language spoken by speakers can also be caused by differences in their occupation, profession, or duties. Language variation based on usage, also known as register, indicates how language is used for what purposes. Register can be described as a combination of appropriate lexicogrammatical determinations for specific situations and contexts (Bahroni et al., 2024).



In sociolinguistics, register refers to the specific lexical and grammatical choices made by speakers, but it is dependent on the situational context (Natanael et al., 2020). The term register refers to the language used by groups with specific occupations or interests, or the language used in interaction with these groups. A register focuses on the vocabulary used by a group, individual, or society with specific goals or interests. Each language has a particular function or purpose, depending on its intended use. Sometimes, a language used by an individual or group differs in pronunciation, spelling, intonation, and vocabulary from other languages (Natanael et al., 2020).

Register is a term in linguistics that refers to the language variation used by speakers in specific situations or contexts. Register involves the choice of words, sentence structure, and intonation appropriate to the purpose of communication, the relationship between the speakers, and the social and cultural context in which the communication takes place. Registers can vary depending on various factors such as the purpose of communication, the audience, the topic of conversation, and the communication environment. According to Pierluigi Cuzzolin (2014), efforts to define register aim to establish a clear distinction between linguistic variation based on user and linguistic variation based on usage. Thus, registration automatically results from the interaction between the user and the situation or context. A good understanding of register allows individuals to adapt their language style to suit specific audiences and situations, resulting in more effective and meaningful communication.

According to Natanael et al. (2020), register is a variation of language viewed based on the context in which it is used. Register is based on language variety defined by its use in a social context. Halliday's concept of situation refers to three dimensions: (1) field, (2) period, and (3) mode. The meaningful field refers to the purpose and subject matter of communication. The period depends on the relationship between speakers. The mode refers to the communication step being

undertaken. Referring to Crystal's "Dictionary of Linguistics and Phonetics" (in Natanael et al., 2020), register is defined as a language variety described according to its use in social contexts, such as scientific, religious, and formal registers.

Joos (in Dewi & Skolastika, 2024) explains and categorises registers or language styles into five categories: frozen register, formal register, consultative register, casual register, and intimate register. These language variations represent varying levels of formality and are used in different social phenomena. By applying Martin Joos's theory, researchers can gain a deeper understanding of how language shapes characters and their interactions, thereby deepening our knowledge of language and society. Every relevant or appropriate conversation or narrative excerpt will be recorded and selected according to the meaning of each language style.

Frozen register, or frozen language variety, is a register category typically characterised by frozen words that cannot be changed, cut off, or modified. This register often uses technical or scientific terminology. The language used is usually used during important or symbolic moments such as religious rituals in places of worship, state pronouncements, oath-takings, official documents, public speeches, or other important formal situations that require politeness. Because frozen register is highly formal, the sentence structures and grammar used are complex and sophisticated, and some are known only to experts in the field. When practised in conversation, frozen language variations are entirely one-way, with no possibility of interaction or feedback from the listener or interlocutor. Examples:

- 1) Proclamation (Anjasmoro, 2024)
- 2) Shot clock. Usual meaning: Limiting time.
Register meaning: Countdown time (Putro, 2021)
- 3) Quarter. Usual meaning: Four times.
Register meaning: Round of a match (Putro, 2021)



Formal Register

Martin Joos explains that formal register, or formal language variations, are generally used in formal contexts where little background information is shared and communication is one-way with minimal or no feedback from the interlocutor. This language variety tends to use a broad vocabulary, uses standard language, and tends to use a slow tempo, avoiding repetition. Formal register is typically used in important situations, such as academic settings, formal speeches, or presentations. Formal style is often applied in critical or severe conditions, such as scientific and technical reports, educational settings, formal speeches, and sermons. However, this style can also be used in conversations with other individuals, for example, when interacting with strangers or people you have just met. The language used in formal registers generally follows established rules or formats, such as greeting or calling someone by their last name.

The distinguishing characteristic of frozen registers is that this language variety is one-way but tends to be more flexible and adaptable to specific situations. Although it also uses standard and formal language, speakers can adapt the language structure as needed. Examples:

- 1) Crash: A serious accident that renders the motorcycle unusable (Thematic meaning) (Fatimah, 2020)
- 2) Pit-lane: The entry and exit points of a circuit (Fatimah, 2020)
- 3) Stoppie: Rear wheel acceleration (Fatimah, 2020)

Consultative Register

Consultative register, or business language variation, according to Martin Joos, is a language variation used in semi-formal situations, usually in professional or business interactions. This style of language often occurs in small communities, conversations with strangers, or situations where individuals who may not know each other are chatting, such as in company discussions, consultations between doctors and patients, and interactions between sellers and buyers. While this

language variation maintains a certain level of formality, the language in the consultative register tends to be more relaxed than the frozen register or formal register. However, it remains more formal than the casual register. In conversation, the interlocutor usually provides simple responses or remarks such as "Okay," "Oh, okay," or "I understand." This style is arguably the most operational because it serves as a bridge between formal and informal language styles, allowing for more dynamic conversations in a variety of contexts. Examples:

- 1) Wheelie: Accelerating the front wheel (Fatimah, 2020)
- 2) Black flag: A driver receiving a penalty (Fatimah, 2020)
- 3) Podium: A special place to celebrate a victory (Fatimah, 2020)
- 4) Enemy missing!: When a player realises all enemies are invisible on the map (Anjasmoro, 2024)

Casual Register

Casual register, or a casual variation of language, is used in informal situations or contexts, especially among friends or individuals who already know each other. The structure used in this style is more relaxed, often using contractions, slang, and less structured grammar. In conversational contexts, the use of first names or even nicknames is more common than using full names or formal titles. Furthermore, this casual register places less emphasis on grammatical accuracy and tends to rely on information or assumptions previously shared between speakers. This phenomenon is commonly found in conversations between friends, coworkers, or in casual interactions outside of academic settings. Examples:

- 1) I will take the Buff: When a player requests a Buff (ability enhancement) from a teammate (Anjasmoro, 2024).
- 2) Need Ganking! When players engage enemies one-on-one in their respective areas, such as the top lane, middle lane, and bottom lane (Anjasmoro, 2024).



Meaning is a very complex thing and is not easy to interpret or define in a single way (Leech (1981). Therefore, Leech (1981) developed and classified meaning known as the "Seven Types of Meaning" or seven types of meaning. Leech (1981) classified meaning into 7 types: conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning. This classification is the most comprehensive approach in semantics because this classification not only discusses meaning logically, but also discusses and considers social, psychological, and stylistic aspects of communication (Leech, 1981, in Zdravkovic, 2018).

The meaning in an utterance can be distinguished according to the semantic structure and the communication effect created. Therefore, Leech classified meaning into seven types, but in the context of this study, the researcher only used two types of meaning that were considered most relevant, namely conceptual meaning or conceptual meaning and connotative meaning or connotative meaning. The consideration for choosing these two types was also because Yule (1996) states that pragmatics is the study of speaker meaning, namely the meaning discussed by the speaker (or writer) and interpreted by the listener (or reader). This is what led the author to analyse only denotative/literal (conceptual) meaning and connotative/implicit (connotative) meaning, as both types are included in the pragmatics topic discussed by Yule (1996). Then, in a student interaction, conceptual and connotative meaning are the most frequently used meanings and play an important role in conveying a message. Although students generally understand denotative meaning, they also often rely on connotative meaning to express emotions, attitudes, or social identities. This finding supports the prediction that conceptual and connotative meaning are two key components in language register analysis, especially in the context of digital communication such as social media (Talanet al., 2025). Research by Suranto & Aryanika (2020) also shows that almost all Facebook statuses or

Instagram captions generally use denotative meaning (conceptual meaning), and many also contain connotative meaning. (connotative meaning), while other types of meaning (idiomatic, synonymous, antonymous, and ambiguous) appear only briefly and are not dominant (Suranto & Aryanika, 2020).

Conceptual Meaning

Conceptual meaning (denotative meaning) is the basic, logical, and literal meaning of a word or phrase, often referred to as denotative or cognitive meaning. This is the most important and stable meaning because it forms the basis of linguistic communication. Conceptual meaning is analyzed based on semantic features, which are the elements that differentiate the meaning of a word or phrase within a language system. This meaning structure is similar to the phonological and syntactic systems of a language. Example:

- 1) The word "wanita" can be analyzed semantically as: +manusia, +perempuan, +dewasa. This characteristic indicates that conceptual meaning is systemic and logical (Zdravkovic, 2018).
- 2) Hai Diriku: The author addresses himself, referring to self-awareness or introspection (Nasution, Aldzakhroh, Nopriansyah, and Hasan, 2024).
- 3) He is faithful by providing beauty. The word "faithful" has a meaning depending on its context. As stated in the KBBI (Big Indonesian Dictionary), the word "faithful" means to hold fast; to obey; to be faithful; to remain steadfast. The word "faithful" refers to flowers that always provide their beauty (Rahayu, 2023).

Connotative Meaning

Connotative meaning is an additional meaning that arises beyond the conceptual meaning and is based on the social, psychological, or emotional associations attached to a particular word. Therefore, it is open and subjective. This differs from conceptual meaning, which is fixed. Leech explains connotative meaning as the



communicative value derived from the intended meaning of an expression, beyond its conceptual content (Leech, 1981, in Zdravkovic, 2018). Example:

- 1) The word "woman" can connotatively carry various additional attributes beyond its conceptual meaning. Such as:
 - a) Physical characteristics: "walks on two legs," "has a uterus" (Leech, 1981)
 - b) Psychological characteristics: "friendly," "has a maternal nature" (Leech, 1981)
 - c) Social characteristics: "experienced in cooking," "wears skirts or dresses" (Leech, 1981)
- 2) "Hi Myself": This expression indicates that the author is speaking to themselves and conveys the meaning of a thoughtful communication (Nasution et al., 2024).
- 3) He said, "So that I can understand life more broadly, not be confined to the narrow environment of a hamlet": The meaning of hamlet has the meaning.

Several articles relevant to this research include:

- 1) Research conducted by Azzahra and Simatupang (2024). In their study, "Registers for Reviewing Indonesian Food in Marina Tasha's YouTube Vlog: A Sociolinguistic Study," they explain that 25 words in food reviews fall into linguistic forms and variations within registers: formal (5 words, 20%), consultative (6 words, 24%), casual (13 words, 52%), and intimate (1 word, 4%). The most frequently encountered register category in Indonesian food reviews on Marina Tasha's YouTube channel is the casual register.
- 2) Research conducted by Arkan (2018). He stated in his study, "A Register Used in the Barclays Premier League Official Page of Instagram by Sociolinguistic Perspective," that he determined the meaning of register according to Halliday's "Speaking" theory. The results of the study showed that the linguistic forms of comments on photos on

the official Barclays Premier League Instagram account were nouns (86.6%), adjectives (6.66%), verbs (6.66%), and adverbial phrases based on time (6.66%).

- 3) Research discussing register and its meaning has also been conducted by Fatimah (2020) in "Register Used in MotoGP Official Instagram." He examined the words and sentences on the official MotoGP account page, then divided the data into register categories according to Martin Joos's (1967) theory and analysed the types of meaning according to Leech's (1981) theory. The results of the study showed six formal registers and nine consultative registers. The researcher also found two types of meaning: five formal meanings and ten affective meanings.

METHOD

This study employed a descriptive qualitative method. The research process employed content analysis techniques, collecting relevant data from the official Instagram account of the French national football team, @equipedefrance, including words, phrases, or sentences from captions and image or video posts demonstrating the use of registers.

Data collection was conducted online on the official Instagram account of the French national football team (@equipedefrance). Data samples were collected from posts dated June 1, 2025, to June 25, 2025, resulting in a total of 100 posts.

The data collection tools used were the Instagram app and data cards to organise the data. After the data samples were collected, the next step was to classify the data based on Martin Joos's (1967) stylistics theory. The meaning and significance were then explained based on Leech's (1981) theory. The data analysis period for this study was from June 25, 2025, to July 30, 2025.

RESULTS

1. Register Categories

Based on data analysis of 100 posts on the @equipedefrance Instagram account, 114 findings



were found, including zero frozen registers, 75 formal registers, four consultative registers, 35 casual registers, and zero intimate registers. A more complete breakdown is provided in the table below.

Table 1
 Register Categories

No.	Category	Data	Amount
1	Formal	1) <i>But</i> 2) <i>Coupe du monde</i> 3) <i>La France poursuit sa route vers les 1/2 de l'Euro Espoirs</i> 4) <i>Compétition</i> 5) <i>Capitaine</i> 6) etc.	75
2	Consultative	1) <i>Quel est votre plus souvenir de @zidane en Bleu?</i> 2) <i>Suivre notre match dès 18h00 sur W9 et beIN SPORTS 1</i> 3) <i>Nos bleuets sont prêts à représenter la France à l'Euro Espoirs 2025</i> 4) <i>RDV dans une semaine face au Brésil, pour notre dernier match de prépa avant l'Euro</i>	4
3	Casual	1) <i>Stats</i> 2) <i>Maillot tricolore</i> 3) <i>J-1... demain, on affronte le Danemark</i> 4) <i>Fiers d'être Bleus</i> 5) <i>Le missile de Quentin Merlin</i> 6) etc.	35

Meaning

Based on the results of the data analysis, it was found that all data has two layers of meaning: conceptual meaning and connotative meaning. More details can be seen in the table below.

Table 2
 Register Meaning

No.	Data	Meaning	
		Conceptual Meaning	Connotative Meaning
1	But	A goal is scored in a match when the ball crosses the goal line, according to the rules of the game of football.	It symbolises victory, a change in the course of a match, and a long-awaited moment. Socially and emotionally, it can also represent the peak of audience euphoria, individual/team achievement, and passion for the sport.



Table 2
Register Meaning

No.	Data	Meaning	
		Conceptual Meaning	Connotative Meaning
2	<i>Coupe du monde</i>	World Cup competition.	Symbol of the highest prestige, nationalism, and global ambition in sports.
3	<i>La France poursuit sa route vers les 1/2 de l'Euro Espoirs</i>	France advances to the semifinals of the Euro U-21.	Creates an impression of consistency, determination, and positive team progress in competition.
4	<i>Compétition</i>	Official match activities between teams.	Represents a highly competitive atmosphere and official status in the world of sports.
5	<i>Capitaine</i>	The players who led the teams.	Demonstrates leadership, responsibility, and role models within the team.
6	<i>Quel est votre plus beau souvenir de @zidane en Bleu?</i>	Ask followers about their best memories of Zidane.	Invokes nostalgia and creates an emotional bond with fans.
7	<i>Suivre notre match dès 18h00 sur W9 et beIN SPORTS 1</i>	Information on match times and broadcast channels.	Builds follower engagement, strengthening audience enthusiasm and interaction.
8	<i>Nos bleuets sont prêts à représenter la France à l'Euro Espoirs 2025</i>	Young players ready to represent France at the 2025 Euro U-21.	Conveys a spirit of nationalism, follower trust, and collective support.
9	<i>RDV dans une semaine face au Brésil, pour notre dernier match de prépa avant l'Euro</i>	The final friendly against Brazil before the Euro competition.	Increases follower enthusiasm and engagement in the lead-up to major tournaments.
10	<i>Stats</i>	Match statistics.	Containing evaluative meaning and a fast, concise, and modern delivery style that captures the reader's interest.
11	<i>Maillot tricolore</i>	French national team uniform.	Symbol of patriotism, the honor of defending the country, and national pride.



Table 2
 Register Meaning

No.	Data	Meaning	
		Conceptual Meaning	Connotative Meaning
12	<i>J-1... demain, on affronte le Danemark</i>	Tomorrow, France will face Denmark.	Arouses follower enthusiasm and emotional engagement in the lead-up to matches.
13	<i>Fiers d'être Bleus</i>	Proud to be part of the French national team.	Represents nationalism, solidarity, and emotional support for the team. Blue refers to the distinctive color of the French national team (Les Bleus).
14	<i>Le missile de Quentin Merlin</i>	A powerful shot from Quentin Merlin.	Spectacular actions that inspire admiration and strengthen the player's image.

DISCUSSION

This section discusses the findings related to the classification of register categories and the conceptual and connotative meaning of each word, phrase, or sentence found in captions and posts of images or videos that demonstrate the use of register. The analysis was conducted based on Martin Joos's (1967) register classification theory and Leech's (1981) theory of meaning. Each piece of data was further analysed to explain the rationale for its classification and meaning in depth. "Formal Register" Below are several pieces of data obtained in the formal register, namely "but," "coup du monde," and "la France poursuit sa route vers les 1/2 de l'Euro Espoirs." A total of 75 pieces of data were identified as formal register. Explanations of their meanings can be seen below.

1. But

The word "But" is included in the formal register because it is used in the context of a neutral match report. This word choice does not involve personal style but instead conveys the facts of the match objectively, by the characteristics of the formal register according to Joos. Concep-

tually, this word means "goal," which is the situation when the ball successfully passes over the opponent's goal line. This is a literal or denotative meaning that is fixed and linguistically identifiable (Leech, 1981). However, connotatively, "But" also implies emotional and symbolic meaning. A goal in soccer is a defining moment, often greeted with cheers and euphoria. Thus, this word carries an emotional meaning that reflects the success and collective spirit of the team and its supporters.

2. Coupe du monde

The phrase "Coupe du monde," or "World Cup," is in the formal register because it refers to the official name of an institutional global competition. In public communication, mentioning the name of an official event like this is usually used formally, as it is informative and objective without the intention of building emotional or immediate familiarity with the reader. Its conceptual meaning is an international soccer tournament organised by FIFA (the International Federation of Association Football), and this is a literal meaning that contains no metaphorical elements. However, connotatively, "Coupe du monde" has a pow-



erful symbolic meaning because it symbolises the highest prestige, nationalism, and the highest ambition in the world of soccer. In this case, the connotative meaning reflects collective emotions and symbols of nationalism, as explained by Leech (1981), who explained that connotation involves elements of social values and the speaker's emotional attitude toward the literal meaning.

3. "France poursuit sa route vers les 1/2 de l'Euro Espoirs" (The French national team's journey to the Euro Espoirs tournament).

This sentence falls into the formal register because it is informative, objective, and used in the context of an official narrative about the French national team's journey in the Euro Espoirs tournament. This impersonal and neutral style of delivery reflects the social distance between the writer and the reader, which is characteristic of the formal register, according to Joos. Conceptually, this phrase means "France advances to the semifinals of the U-21 European Championship." This is a literal meaning that describes the progress or stage of a match within the competition structure. However, connotatively, this sentence creates an impression of the team's consistency, determination, and positive progress in the competition, implying achievement, determination, and a competitive spirit. The phrase "poursuit sa route" also has metaphorical connotations: it describes the long journey of struggle towards the final goal (the championship title). Thus, its connotation depicts collective spirit, continuity, and hope, in line with Leech's (1981) explanation of additional meanings arising from the social and symbolic context of utterances.

Consultative Register

Below are some data obtained in the consultative register, namely *quel est votre plus beau souvenir de @zidane en bleu?*, *suivre notre match dès 18h00 sur Q9 et beIN SPORTS 1*, and *nos Bleuets sont prêts à représenter la France à l'Euro Espoirs 2025*. The total data identified as consultative registers is 4. An explanation of their meaning can be seen below.

1. What is your most beautiful souvenir from @zidane en Bleu?

This sentence falls into the consultative register because it is interactive, open-ended, and invites followers to provide personal responses or opinions. This type of question demonstrates the two-way communication that occurs in everyday consultations and semi-formal discussions, aligning with Joos's consultative category. Conceptually, the meaning is "What is your fondest memory of Zidane playing with the French national team?"—a literal question intended to elicit specific memories from the reader. However, connotatively, this question evokes collective emotion and pride in Zidane as a symbol of the national team's glory. This sentence fosters nostalgia and an emotional connection to the past, and its connotative meaning reflects collective emotion and historical symbolism, consistent with Leech's (1981) theory that states that connotative meaning reflects personal and cultural associations with words or phrases.

2. Follow our match at 6:00 PM on W9 and beIN SPORTS 1

This sentence falls into the consultative register because it is a form of invitation addressed to the general public. It provides practical information and invites followers to watch the match, which is one of the main characteristics of the consultative register, namely communication between the information source and the recipient who are not in a direct or official relationship. This sentence means, "Watch our match starting at 6:00 PM on W9 and beIN SPORTS 1." Conceptually, this sentence provides information regarding the time and broadcast channel of the match. Connotatively, this sentence has persuasive and collective overtones; the invitation to watch the game implies enthusiasm and a sense of togetherness between the team and the fans. This connotative meaning reflects the solidarity and nationalistic spirit built through the audience's active participation in supporting the team, in line with Leech's idea that connotative meaning reflects attitudes or emotional values toward the context of the utterance.



3. "Our young players are ready to represent France at the 2025 European Championships"

This sentence falls into the consultative register because it is used in the context of conveying information and encouraging followers to engage. This sentence not only provides information but also builds a social relationship with followers through the use of the phrase "Our young players" (our young people), which demonstrates the inclusion and closeness between the national team and its citizens. Conceptually, this sentence means "Our young players are ready to represent France at the 2025 U-21 European Championships," a sentence that has a literal meaning that explains the team's readiness to compete in an international event. Connotatively, this sentence symbolises nationalism and a sense of togetherness. The phrase "Our young players are ready to represent France" not only conveys physical readiness but also depicts national spirit, pride, reassurance from fans, and the responsibility of representing the nation. In the context of Leech (1981), this connotative meaning is evaluative and symbolic because it involves national identity and public expectations regarding team performance.

Casual Register

Below are some data obtained from the casual register, namely stats, maillot tricolore, and J-1... demain, on affronte le Denmark. A total of 35 data items were identified as casual register. An explanation of their meanings can be seen below.

1. Stats

The word "Stats," short for "statistiques" (statistics), falls into the casual register because of its short form and is often used in informal conversations among sports fans. This form indicates an informal and efficient style of conveying information. According to Joos, this form reflects less rigid and more fluid social relations. Conceptually, this word means "data or statistics describing a player's or team's performance in a match." This is a neutral and technical literal or denotative meaning. However, connotatively, this

word is often used as an evaluative form, especially when commenting on a team's or player's performance. In this context, the connotation reflects performance power and competitiveness, according to Leech (1981), who stated that connotation arises through emotional assessments added by the speaker or audience.

2. Maillot tricolore

The phrase "maillot tricolore" literally means "tricolour uniform," referring to the blue, white, and red uniform of the French national football team. This register is considered casual because the term is familiar, symbolic, and evokes a sense of nationalism and togetherness among supporters without using institutional terms like "équipe nationale." Conceptually, this phrase refers to the uniform of the French national team players. However, connotatively, "maillot tricolore" carries symbolic meanings of patriotism, the honour of defending one's country, and national pride. The colours represent the French flag, so the phrase refers not only to clothing but also to the identity and honour carried by the players. This aligns with Leech's concept of connotative meaning, which involves the symbolism and collective emotions associated with national symbols.

3. J-1... demain, on affronte le Denmark

This sentence falls into the casual register. The phrase "J-1" (H-1), the familiar greeting "on" (we), and the short phrase "demain, on affronte le Danemark" (tomorrow, we play Denmark) illustrate a relaxed, quick, and informal style of speech. This reflects the informal communication typical of social media, aimed at building excitement ahead of a match. According to Joos, this is a standard form of conversation between equals. Conceptually, this phrase has a literal meaning, indicating the time and opponent of the match. However, connotatively, it conveys pre-match tension and team spirit. This countdown style fosters an emotional connection to the game and is a form of social expression that arouses followers' expectations, consistent with Leech's (1981) explanation of connotation, which involves emotional attitudes toward speech in specific social contexts.



This study aimed to identify register categories on the official Instagram account of the French national football team (@equipedefrance). It was found that the use of registers in this digital communication reflects a change in context within the communication, consistent with Martin Joos' (1976) register classification. The three most dominant register categories in the data are formal, consultative, and casual. Formal register is used in the context of conveying institutional information or official documents. Consultative register appears when there is an invitation or open interaction with the audience. At the same time, the casual register dominates when the @equipedefrance account uses a light and friendly style of language to build closeness with its followers.

In terms of meaning, the two types of meaning analyzed in this study—conceptual and connotative—represent two functions of the language used. Conceptual meaning plays a role in conveying literal and technical information, such as match times, competition names, or player roles. Meanwhile, connotative meaning conveys symbolic, emotional, and expressive nuances that reflect nationalism, shared identity, and depict the prowess of the players' actions. This finding aligns with Leech's (1981) theory, which states that connotative meaning is closely related to social associations, linguistic style, and cultural values inherent in utterances.

Thus, the analysis in this chapter demonstrates that language in football social media functions not only as a means of informative communication but also as a medium for representing identity, collective emotions, and social interaction. The use of diverse registers and types of meaning demonstrates the structured and contextual diversity of language used by account owners to reach and build bonds with followers.

This is further supported by research by Suranto and Aryanika (2020), which shows that the majority of captions on social media platforms like Facebook and Instagram contain conceptual and connotative meanings, while other types of meanings, such as idiomatic and collocative, ap-

pear in limited quantities. This aligns with the findings of Talan et al. (2025), who stated that in digital interactions, these two meanings are most frequently used because they are considered capable of conveying messages clearly and expressively. Therefore, this dual-meaning approach is highly relevant for analyzing the language styles used in digital communication, which is both public and interpersonal.

The strength of this research is that it strengthens the validity of Leech's (1981) theory of meaning in analysing digital discourse, particularly in the context of social media, which contains numerous connotations. This research demonstrates that conceptual and connotative meanings can co-exist within a single linguistic unit and have distinct yet complementary communicative roles. Specifically, this research indicates that connotative meaning is crucial in shaping collective emotions, national image, and group identity in public communication. From a sociolinguistic perspective, the results of this study also reinforce the relevance of Martin Joos's (1976) register theory for analysing communication on social media. Each register category emerges according to the context of the utterance and the purpose of the communication, demonstrating that language in social media is adaptive to the social relationships between the sender and recipient.

However, this research also has limitations. First, the analysis focused solely on register analysis of posts from the @equipedefrance account and did not include register analysis of comments from the account's followers. These results do not reflect the full scope of communication. Second, in analysing connotative meaning, the interpretation of meaning is subjective because connotation is highly dependent on the reader's social and cultural background.

CONCLUSION

This study aims to identify register categories on the official Instagram account of the French national football team (@equipedefrance) based on Martin Joos' theory, and to analyse the concep-



tual and connotative meanings of words, phrases, or sentences that form registers based on Geoffrey Leech's theory of meaning.

An analysis of the last 100 posts revealed three dominant register categories: formal register (75 entries), consultative register (4 entries), and casual register (35 entries). Formal register was used in institutional or match information, consultative register in invitations or interactions with followers, and casual register in casual, emotional, and expressive expressions.

In terms of meaning, all entries have conceptual and connotative meanings. Conceptual meaning reflects a literal and neutral meaning, while connotative meaning demonstrates symbolic, emotional, and expressive relationships related to identity, collective spirit, and sociocultural values.

Thus, it can be concluded that the use of register on the @equipedefrance account is structured and contextual, not only informative but also representing social, emotional, and symbolic functions.

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