

# The Register Control Workflow

A one-page register table that maps each audience–platform pair to a defined level of formality — 30 minutes to build, reused forever

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Some platforms may require full Bahasa Baku, while you may want to use Manglish on Facebook or TikTok. Attaching this workflow to every drafting prompt helps you craft a content style for the same message, tailored to the platform.

Without it, you may end up creating drafts that need major edits. You don't want your content to sound like a ministry circular on social media — or to write “korang” to a procurement officer.

## Why this workflow matters

The formality range in Malaysian marketing is wider than in other regional markets. The same SME might post a TikTok caption, reply to a customer in Manglish, and submit a government tender proposal.

### So what does “register” actually mean?

When you see the term “register” with prompts and AI, it refers to linguistic register — the level of formality. It's about how the generated content should sound. For example, if you're writing an email to a customer explaining a support delay, you can ask the AI tool to use a formal register in crafting the reply.

English has well-defined registers, but in Bahasa Melayu, register is signaled sharply by pronoun choice alone (“anda” vs “awak” vs “korang”). Using the wrong pronoun doesn't read as a typo; it suggests you don't know your audience. As a marketer, you don't want to damage your brand identity by using the wrong messaging style with the wrong audience.

LLMs handle registers well when you provide the right instructions — you don't want your brand messaging distributed on the default setting. The multilingual pipeline carries per-asset register lines, and this workflow is the documented map that decides which voice goes where. Once it exists, you never have to re-decide registers for every campaign.

## The workflow at a glance

|   |                                                         |               |
|---|---------------------------------------------------------|---------------|
| 1 | Map your real audiences × platforms                     | 20 min · once |
| 2 | Write the register table with example lines             | 30 min · once |
| 3 | Attach to every drafting prompt alongside the voice doc | —             |
| 4 | AI drafts at the specified register per asset           | —             |
| 5 | Spot-check: pronouns, particles, sentence length        | 2 min/asset   |
| 6 | Review when a new audience or platform appears          | —             |

The generative AI **executes** the registers; it never **chooses** them. Every prompt names registers from the table you've built.

### Step 1: Map the combinations you use (20 minutes)

List every audience–platform combination your content touches. Most SMEs have five to seven:

- Consumers on TikTok/IG
- Consumers on FB
- Leads on WhatsApp
- Corporate buyers via email/LinkedIn
- Government or GLC audiences via formal documents
- Press via releases

A register defined for an audience you don't engage with is clutter. The power of a register table is that it's short, straight to the point, and meant to be obeyed.

## Step 2: Write the register table (30 minutes)

Each row carries the audience, the register name, the mechanical rules, and — most importantly — one example line: the same message rendered at that register.

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== REGISTER TABLE — [BRAND], v1 ==
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Message used in all examples: “our promo ends Friday”

R1 FORMAL BM (gov/GLC/corporate docs)

“anda” · full bahasa baku · zero loanwords where a BM term exists · no contractions, no emoji  
→ “Promosi ini akan berakhir pada hari Jumaat ini.”

R2 SEMI-FORMAL (email, WhatsApp to leads, landing pages)

“anda” · natural sentence flow · English product terms fine · warm but not chummy  
→ “Promosi kami berakhir Jumaat ini – sempat lagi kalau nak.”

R3 CASUAL SOCIAL (FB/IG)

“anda/awak” flexible · light rojak where natural · particles ok (“kan”, “je”) · max one emoji  
→ “Promo tinggal sampai Jumaat je! Jangan tunggu lama-lama.”

R4 FULL COLLOQUIAL (TikTok, memes)

“korang” · rojak freely · reads like a creator, not a brand  
→ “Korang, Jumaat ni last day promo. Serious tak tipu.”

EN equivalents: R1 formal-professional → R4 punchy-casual, same ladder, same rows.

HARD LINES:

- Anything entering a tender, proposal, or official letter: R1 only, no exceptions, regardless of how “friendly” the contact is.
- Complaint responses: never above R2 casualness. A breezy reply to an angry customer reads as mockery.
- Religious or festive greeting content: R1-R2 only.

The HARD LINES section is where you encode your judgment. Discuss and argue about these with your team once, for documentation purposes — not at every campaign review.

## Step 3: Wire it into the prompts (5 minutes if your pipeline exists)

If you’re running a multilingual pipeline, the register instruction in the adaptation prompt references table rows instead of ad hoc descriptions — for example, “Asset 4: R4 as per the register table” in the Master Brief Pipeline.

The result: shorter prompts, zero drift between campaigns, and a new team member who can inherit the whole system by reading one page.

## Step 4: The spot-check (2 minutes per asset)

You don't need to check the whole piece. Formality mistakes are easy to discover and fix — check these three things and move on:

- **Pronouns.** A single casual word like “korang” in a formal (R2) email instantly breaks the tone.
- **Particles and slang.** It comes down to density — R3 uses slang lightly, like seasoning in a dish. R4 is drenched in it.
- **Sentence length.** R1 writes in long, complete sentences. R4 writes in short fragments. A piece can use all the right words and still feel wrong if the rhythm doesn't match.

If something fails the check, don't prompt with vague feedback like “the tone feels off”. Point out the specific rule: “This reads as R3, but the brief said R2.” Keep it to the point.

## The math

Setting up this workflow takes thirty minutes — one time. The payoff comes in two forms:

**The small payoff: less editing.** Fixing the formality level is one of the most common corrections humans make to AI drafts. A prompt built on your register table removes most of those fixes, saving close to an hour per campaign.

**The big payoff: avoiding the disaster scenario.** The real risk is the embarrassing mismatch that someone finds, screenshots, and shares — rough street Malay in a formal context, or stiff government-style Malay aimed at teenagers. That mistake becomes joke material on other people's feeds, and because the damage never appears in your analytics dashboard, teams overlook it and fail to prevent it.

## Where this workflow breaks

There are four common ways teams get this wrong:

**Letting the AI guess the register.** The exact failure the whole workflow exists to prevent. When the AI guesses, you get bland, inconsistent language that offends nobody but connects with nobody.

**Over-complicating the table.** Adding rows for audiences you don't actually have turns a simple table into a final-year thesis.

**Forcing casual slang everywhere as “brand personality”.** For most brands, slang looks like borrowed clothing. The audience can tell right away it doesn't fit.

**Treating the table as done forever.** Language moves. The casual English–Malay mix that sounded natural last year can come off as try-hard this year. If your spot-checks keep flagging the same row, update it.

You don't have to complicate the register table. If something feels wrong, recheck the key parts of the workflow and update them as needed.

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