

**ANALYSIS OF ONLINE SHOP REGISTER USED
BY NETIZENS IN SOCIAL MEDIA**



**Submitted as a Partial Fulfillment of Requirement
for Getting Bachelor Degree of Education
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APPROVAL

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IN SOCIAL MEDIA (INSTAGRAM)**

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ANALYSIS OF ONLINE SHOP REGISTER USED BY NETIZENS IN SOCIAL MEDIA

Abstrak

Tujuan dari penelitian ini adalah: 1) Untuk mengidentifikasi tipe register dalam toko online yang digunakan oleh netizen di Instagram; dan 2) Untuk mendeskripsikan arti register yang digunakan oleh netizen di toko online di Instagram. Dalam melakukan penelitian ini, peneliti menggunakan tipe kualitatif deskriptif. Penulis menemukan 2 tipe register. Tipe pertama adalah informal kedua ialah formal. Dalam tipe informal, penulis menemukan 28 kata. Sedangkan untuk tipe formal, penulis menemukan 7 kata. Arti register yang digunakan di toko online dianalisis berdasarkan makna dari situasinya. *Field* disini yaitu percakapan antara pemilik toko online dan pelanggan. Hubungan yang terjadi pada penjual dan pembeli dalam percakapan merupakan hubungan yang sangat dekat, sehingga mereka membuat percakapan secara pribadi. *Mode* yaitu instagram dan pesan langsung yang digunakan sebagai tempat promosi. *Tenor* dalam konteks situasi adalah mereka yang memiliki status sederajat.

Kata kunci: register, toko online, netizens

Abstract

The objectives of the study are: 1) To identify the type of online shop register used by netizens in online shop at Instagram; and 2) To describe the meaning of register word used by netizens in online shop at Instagram. In doing this research, the researcher uses descriptive qualitative type. The writer finds two types of register. The first type is Informal register, second is formal register. Researcher finds 28 words that classified to informal register. While for formal register, researcher finds 7 words. The meaning of register used by netizens in online shop is related to the context of situation. The field is conversation between online shop owner and customer. The relationship of the seller and customer in the conversation is close relationship, and they make personal conversation. The mode is instagram feed for the IG promotion text and Direct Message (DM). The tenor of the situational context are they have (almost) equal power.

Keywords: register, online shop, netizens

1. INTRODUCTION

Holmes (1992:246) states that register describes the language of groups of people with common interest or jobs, or the language used in situational with such group. It means that register can appear in several fields, such as office, market, sport, media online and etc. The relation about language and society can be associated with sociolinguistics. According to Wardaugh (2006:13), sociolinguistics concerns with investigating the relationship between language and society with the goal of being a better understanding of the structure of language and how language functions in

communication and sociology of language will be discover how social can be better understood through the study of language.

Along with the development of technology, internet becomes a necessary for many people. People can run business using their smartphone which is called business online. Instagram is one of social media where people can be addictive because of any facilities which are offered. Instagram has become familiar with netizens. It has multifunctional uses such as for entertainment, bussiness, making friends, finding recipes, finding tfavourite artisst and anything else. One of facility used for business is online shop.

Online shopping is defined as the process by which customers buy services or products through the internet. In other words, consumers may at his or her leisure buy from the comfort of their own home products from an online store. This concept was first demonstrated before the World Wide Web (WWW) was in used with real time transactions are processed from domestic television (Jusoh & Ling, 2012). In the online shop, seller and buyer do transaction use many terms as known by register. This terms of register used for seller and buyer to make communication easier. There are many register terms that can be found in online shop such as *Cash On Delivery (COD)*, *Pre-Order (PO)*, *Sista or Sister (Sis)* and so on (Purnomo & Salzabila, 2016).

One of media used by online shopping is Instagram. Most people from teenagers until adults have Instagram on their mobile phone. It becomes a chance used by netizen especially sellers who want to develop their product and show it to entire the world. The sellers should make an account for their online shop on Instagram and promote their product to make the customer interested. Online shops appear to facilitate costumers who want to buy anything without leaving their home. They can buy items available on the online stores using some clicks from their home via mobile phone. They do not have go to the store to give a payment. They can transfer their money to the owner of the online store via banking transfer. In other words, the existence of online shops makes people life easier. But in fact, many customers do not understand with the meaning of the register terms. This misunderstanding sometimes makes sellers get some difficulties to give service to the

customers. One of examples is the the term '*Cash On Delivery (COD)*' in conversation below:

A : I want this scarf. How much it is?

B : It is Rp 50.000,00, Sis.

A : How about the payment?

B : We offer the payment via banking transfer or *COD* at Solo Grandmall.

A : That's great! Can't wait to see my scarf.

B : I will be there tomorrow at 10.00 am. Thank you for your order 😊

COD means sellers and customers need to meet up in location with an agreement to do payment, not send it via banking transfer or pay it to the store.

Sociolinguistics is a developing branch of linguistics and sociology which examines the individual and social variation of language. Just as regional variation of language can give a lot of information about the place the speaker is from, social variation tells about the roles performed by a given speaker within one community (Spolsky, 2010). Sociolinguistics is a practical, scientific discipline which researches into the language that is actually used in order to formulate theories about language change.

According to Hudson (1996:4) stated that sociolinguistics is study of language in relation to society. Wardaugh (1986:12) stated that sociolinguistics is the study concerned with investigating the relationship between language and society with the goal of a better understanding of the structure of language and how languages function in communication. So the relation between language and society are meaningful. The function of language itself is as a tool of communication used by society either in the form of sound symbol to convey information, to complain, or ways of addressing people. In short, sociolinguistics is a discipline that makes a link between sociology and linguistics. It is a branch of sociology and as a concept it is concerned with how language use is a determinant of a given society's linguistic requirements.

Wardaugh states that registers are sets of language items associated with discrete occupational or social groups (2006:52). Bieber & Finegan said that register is a language variety viewed with respect to its context of use (1994:4). Register are usually characterized solely by vocabulary differences; either by the use of particular words, or by the use. Another definition of register from Bieber & Finegan that is a communication situation that recurs regularly in a society (in terms of participants, setting, communicative functions, and so forth) will tend over time to develop identifying markers of language structure and language use, different from the language of other communication situations (1994:20). Register can be classified into four types i.e: familiar, formal, informal, and ceremonial.

Familiar: the register which is normally used between people who know each other well. Features of this register show a lack of grammar, spelling, punctuation and usually contains slang and jargon. For example: *Hey; Will arrive evening; Did not catch bus; Later; John.*

Formal: A formal register is neither colloquial nor personal and is the register that is mostly used in academic writing. It is a type of register used by people who are not familiar with another and communication is expected to be respectful. It is a register where strong opinions can be expressed objectively, it does not break any of the rules of written grammar and often has a set of rules of what not to do when using this register (Crystal, 1997).

Informal: It is a type of register used by people who has close relation. In the informal register, slang are used more often. Generally journalism and occasionally academic writing use this register. When using an informal register, there is usually a close relationship between the writer, audience and topic with a degree of casualness. However, care must be taken in order not to mistake informal for familiar registers. The features of this register are different from the familiar register as more care is taken with grammar etc. However, the tone is conversational, using colloquial language, compared to the formal register.

Ceremonial: Modern academic writing rarely uses this register. Sometimes, it may be encountered when reading transcripts of speeches or historical documents. Often, misunderstandings in recognising the difference between ceremonial and

formal registers occur when writers are experimenting with new vocabulary. A dictionary will help you make the right choices and reading academic texts will help you become more familiar with the appropriate choices.

2. METHOD

In doing this research, the researcher uses descriptive qualitative type. It is because in doing this research, she only collects the data, makes an analysis and finally makes a conclusion. The subject of the research is online shop in Instagram. The object of the research is the use of register words, the linguistic forms and the meaning of register words in in online shop from Instagram. The data are vocabularies taken from conversation between the seller and the buyers of online shop in Instagram. The data source is taken from trusted online shop in Instagram. It helps the customer to satisfy their fashion needs by selling dresses, shoes, bag, trousers, shirts, T-shirts, socks, veils etc.

3. RESULTS AND DISCUSSION

3.1 Results

3.1.1 Type of register

The finding shows that there are two types of register in online shop used by netizens, i.e formal and informal register. This finding is supported by Crystal's theory (1997) which classified into four types i.e: familiar, formal, informal, and ceremonial. This finding is in line with Moreno & Skorzynska's study (2013).

3.1.2 Meaning of register

The finding shows that the meaning of register used by netizens in online shop is related to the context of situation. The field is conversation between online shop owner and customer. The relationship of the seller and customer in the conversation is close relationship, and they make personal conversation. The mode is instagram feed for the IG promotion text and Direct Message (DM). The tenor of the situational context are they have (almost) equal power. The finding is supported by Biber's theory (1994) about the relation of text and

context and Halliday's theory (1978) about frameworks for situational determinants of registers i.e field, mode, mode and tenor.

3.2 Discussion

3.2.1 Type of register

The finding shows that there are two types of register in online shop used by netizens, i.e formal and informal register. This finding is supported by Crystal's theory (1997) which classified into four types i.e: familiar, formal, informal, and ceremonial. This finding is in line with Moreno & Skorczynska's study (2013). The study is aimed to review the development of research on register variation (RV) over the last century to the present, emphasizing the influence of corpus analyses on its greatest advances and also on its major weaknesses and ambiguities. The result of the study shows that register variation is mostly dominated by informal register which showing commitment, involvement, and closeness around 60%. The formal register is used to show deference, neutrality, and objectivity around 40%. The tone used by the participants not only fluctuates on the scale from professional formal to casual but also incorporates instances of other neighbouring registers (e.g. social or amicable).

3.2.2 Meaning of register

The finding as presented in Table 4.2 shows that the meaning of register used by netizens in online shop is related to the context of situation. The field is conversation between online shop owner and customer. The relationship of the seller and customer in the conversation is close relationship, and they make personal conversation. The mode is instagram feed for the IG promotion text and Direct Message (DM). The tenor of the situational context are they have (almost) equal power. The finding is supported by Biber's theory (1994) about the relation of text and context and Halliday's theory (1978) about frameworks for situational determinants of registers i.e field, mode, mode and tenor. This finding is in line with Nurani's study (2014) and Wijayanti's study (2013).

4 CONCLUSION

4.1 Type of register

There are two types of register in online shop used by netizens, i.e formal and informal register. There 28 data (80.00%) of informal register and 7 data (20.00%) of formal register. The online shop register is applying more informal style rather than formal style in the taglines of his promotion. The informal style, in the onlineshop promotion, seems to build best impression to the target consumers through the taglines.

4.2 Meaning of register

The meaning of register used by netizens in online shop is related to the context of situation. The field is conversation between online shop owner and customer. The relationship of the seller and customer in the conversation is close relationship, and they make personal conversation. The mode is instagram feed for the IG promotion text and Direct Message (DM). The tenor of the situational context are they have (almost) equal power.

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