

**ANALYSIS OF ONLINE SHOP REGISTER USED BY NETIZEN IN SOCIAL  
MEDIA (INSTAGRAM)**



**RESEARCH PAPER**

Submitted as a Particular Fulfillment of the Requirements  
for Getting Bachelor Degree of English Education

by

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UNIVERSITAS MUHAMMADIYAH SURAKARTA**

**2019**

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**By:**

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## PRONOUNCEMENT

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Herewith, I testify that there is no plagiarism in this research paper. As far as I know, there is no literary work which has been raised to obtain bachelor degrees of university. Nor there are option masterpiece which have been written or published by others, except those in which the writing are reffered manuscript and mentioned in the literary review and bibliography.

Hence, later, if it is proven that there are some untrue statements in this testimony, I will hold fully responsible.

Surakarta, October 14<sup>th</sup> 2019

The researcher



Nike Ayu Aulia Rohmah

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## **MOTTO**

*“Good things come to those who believe, better things come to those who wait and  
the best things come to those who don’t give up”*

*(thegoodquote)*

## **DEDICATION**

I dedicate my work to all people who love me so much and have special position in my life as a present from God to give me much amazing life.

- My honorable supervisor
- My husband
- My mom
- My 'beloved' baby
- My friends

## **ABSTRAK**

Nike Ayu Aulia Rohmah A320140040. *Analisis Register Toko Online Digunakan oleh Netizen Dalam Sosial Media (Instagram)*. Skripsi. Universitas Muhammadiyah Surakarta 2019.

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*Penelitian ini mengkaji tentang istilah-istilah register pada toko online yang diperoleh dari percakapan antara penjual dan pelanggan di Instagram. Peneliti memilih salah satu toko online yang dapat digolongkan sebagai register. Tujuan dari penelitian ini adalah: 1) untuk mengidentifikasi bentuk register 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**

Nike Ayu Aulia Rohmah A320140040. **Analysis of Online Shop Register Used by Netizens In Social Media (Instagram)**. Research Paper. Muhammadiyah University of Surakarta 2019.

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This research examines about register terms of online shop from the conversation between the seller and the customers in Instagram. The researcher chooses online shop which can be classified as register terms. 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



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The Researcher

Nike Ayu Aulia Rohmah

## TABLE OF CONTENTS

<b>TITLE</b> .....	i
<b>APPROVAL</b> .....	ii
<b>ACCEPTANCE</b> .....	iii
<b>PRONOUNCEMENT</b> .....	iv
<b>MOTTO</b> .....	v
<b>DEDICATION</b> .....	vi
<b>ABSTRAK</b> .....	vii
<b>ABSTRACT</b> .....	viii
<b>ACKNOWLEDGMENT</b> .....	ix
<b>TABLE OF CONTENT</b> .....	x
<b>LIST OF TABLE</b> .....	xii
<b>CHAPTER I INTRODUCTION</b> .....	1
A. Background of the Study .....	1
B. Problem Statement .....	5
C. Objectives of the Study .....	5
D. Benefits of the Study.....	5
<b>CHAPTER II LITERATURE REVIEW</b> .....	7
A. Previous Studies .....	7
B. Underlying Theory .....	9
1. The Notion of Sociolinguistics .....	10
a. The Meanings of Sociolinguistics .....	10
b. Factors Affecting the Way People Speak .....	11
2. The Notion of Register .....	13
a. Language Variation .....	13
b. Definition of Register .....	15
c. Characteristics of Register .....	16
d. Types of Register .....	19
e. Context of Situation .....	22

<b>CHAPTER III RESEARCH METHOD .....</b>	<b>27</b>
A. Type of Research .....	27
B. Object of Research .....	28
C. Data and Data Source .....	28
D. Technique of Collecting Data .....	29
E. Technique for Analyzing Data .....	29
<b>CHAPTER IV DATA ANALYSIS, FINDINGS OF RESEARCH AND</b>	
<b>DISCUSSION .....</b>	<b>30</b>
A. Data Analysis .....	30
B. Research Finding .....	74
1. Types of Register .....	74
2. Meaning of Register .....	76
C. Discussion of Research Findings .....	79
1. Types of Register .....	79
2. Meaning of Register .....	80
<b>CHAPTER V CONCLUSION AND SUGGESTIONS .....</b>	<b>83</b>
A. Conclusion .....	83
1.Types of Register .....	83
2. Meaning of Register.....	83
B. Implication .....	84
1. Theoretical Implication .....	84
2. Practical Implication .....	84
C. Suggestion .....	85
<b>BIBLIOGRAPHY .....</b>	<b>86</b>
<b>APPENDIX .....</b>	<b>89</b>

## **LIST OF TABLES**

Table 2.1 Characteristics of Register .....	18
Table 4.1 Types of Register Used in Online Shops .....	74
Table 4.2 The Meaning of Register Used in Online Shop .....	76