CHAPTER I

INTRODUCTION

A. Background of the Study

Language has an important role in human life. Language is used to convey information and to communicate among people throughout the world. Humans as social beings use language as a means to interact. The appearance of language becomes important for life. Without language there will be no communication. The emergence of a group of people will surely bring up a new language that might be different from other communities. There are many different ways to express language between people and other people. According to Chaer and Leonie (1995: 80) the appearance of variations in language is caused by heterogeneous speakers and different interaction activities.

This type of difference in language is called a language variety. People use various types of languages in communication, such as register, jargon, and slang. Wardaugh (2006: 25) states that variations in terms of a set of linguistic items or certain human speech patterns (sounds, words, grammatical features, etc) are related to several external factors (geographical area or social group). It means that language has many variations due to any factor, such as geographical area, social activity, community situation and social background. Yule (1985:90) states that there are three types of varieties of languages; dialects (social dialect, idiolect, and so on), style and register.

Holmes (1992:246) states that register here describes the language of a group of people with the same interests or work, or the language used situationally with the group. It means that registration can appear in several fields, such as offices, markets, sports, online media and others. The relation about language and society can be related to sociolinguistics. According to Wardaugh (2006:13), sociolinguistics concerns with investigating the relationship between language and society with the aim of becoming a better understanding of language structure and how language functions in communication and sociology of language will find out how social can be better understood through the study of language.

Along with the development of technology, the internet has become an important thing for many people. People can run a business using their smartphone called an online business. Instagram is one of the social media where people can be addicted because of whatever facilities are offered. Instagram has become familiar with netizens. It has multifunctional uses such as for entertainment, business, friends, finding recipes, finding favorite artists and whatever. One of the facilities used for business is an online store

Online shopping is defined as the process by which customers buy services or products through the internet. In other words, consumers can happily buy from the comfort of their own home products from online stores. This concept was first demonstrated before the World Wide Web (WWW) was used with real-time transactions processed from domestic television (Jusoh & Ling, 2012). In online stores, sellers and buyers make transactions using many

terms known as register. This terms of register used for sellers and buyers to facilitate communication. There are many register terms that can be found in online stores such as *Cash On Delivery (COD), Pre-Order (PO), Sista or Sister (Sis)* etc. (Purnomo & Salzabila, 2016; Shilviani, Anam, Khazanah, 2016).

One of the media used by online shopping is Instagram. Most people from teens to adults have Instagram on their mobile phones. It is an opportunity used by netizens, especially sellers who want to develop their products and show them to the world. Sellers must create an account for their online store on Instagram and promote their products to attract customers. Online shops seem to facilitate customers who want to buy anything without leaving their homes. They can buy items available at online stores using a few clicks from their homes via cellphones. They do not have to go to the store to make payments. They can transfer their money to online shop owners through bank transfers. In other words, the existence of an online store makes people's lives easier. But in fact, many customers do not understand the meaning of the term register. This misunderstanding sometimes makes it difficult for sellers to provide services to customers. One example is the term 'Cash On Delivery (COD)' in the 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. The study of register has been done by previous researchers, such as Lubis et.al (2016) entitled *A Register Analysis In Online Shop Term Facebook: University of Riau.* Mashaq et.al (2016) who conducted the research entitled *An Analysis of Online Shop Register Terms and The Customers' Response in Some Online Shopping Websites: Jember University.* Eka Pratiwi (2016) who conducted the research entitled *Register Analysis of Indonesian Advertisement: College of Foreign Language Saraswati Denpasar Bali.* Budi Purnomo & Salzabila Rizky (2016) examined the research entitled *Register of Buying and Selling Carnelian Stones: a Sociocultural Linguistic Analysis: Gadjah Mada University Vocational College.* And the last from Nurani Siti (2014) entitled *Register Analysis of The Conversations Among Petroleum Engineers (A Case Study at PT. Dimas Utama): University of Indraprasta PGRI.*

Based on the previous research, this research will analyze about register terms of online shop from the conversation between the seller and the customers in Instagram. The researcher chooses many kinds of online shop which can be classified as register terms.

From explanation above, the researcher chooses the register analysis as her final project because the researcher interested to play with Instagram. And there are too much online shop where the researcher can finds register terms which are has many variations. Based on this reason, the researcher is interested to analyze the register of online shop.

B. Problem Statement

Based on limitation study above, the researcher formulated the problem as follows:

1. What are the linguistic types of of register ?
2. What are the meaning of online shop register ?

C. Objectives of the Study

The researcher elaborates objective of the study related to the problem statement, as follows:

1. To identify the linguistic types of register used by netizens in online shop at Instagram.
2. To describe the meaning of register used by netizens in online shop at Instagram.

D. Benefits of the Study

The researcher hopes this study can give some benefits to the reader or researcher who wants to study about register. The benefit classified into two aspects, those are:

1. Theoretical Benefits
   a. Theoretically, this study can give some contributions in sociolinguistics study especially in register analysis.
   b. The finding can increase the vocabulary about the meaning of register words.

2. Practical Benefit

    a. To the English teachers

    The result of the study can be used for additional materials by teachers in teaching learning linguistic study especially on register analysis.

    b. To the future researcher

    The result of this study hopefully can be additional reference to the future researcher who wants to study about register especially online shop register.