

**REGISTER USED IN ONLINE SHOP INSTAGRAM : A SOCIO-LINGUISTICS  
PERSPECTIVE**



**Submitted as a Partial Fulfillment of the Requirement for Getting Bachelor Degree of  
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Surakarta, 29 June 2020

The writer



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# REGISTER USED IN ONLINE SHOP INSTAGRAM : A SOCIOLINGUISTICS PERSPECTIVE

## Abstrak

Penelitian ini di buat bertujuan untuk menggambarkan tipe register dan juga tipe makna yang digunakan dalam belanja online di Instagram. Halaman ini ditangani oleh pemeliharaan yang selalu diperbarui tentang berita belanja online. Ada kata-kata baru dalam belanja online yang tidak semua orang tahu apa artinya. Data berisi kata-kata dan kalimat yang digunakan pada halaman media instagram. Sumber data ada di media sosial Instagram. Jenis penelitian ini adalah deskriptif kualitatif. Objek penelitian ada di beberapa akun resmi belanja online Instagram. Peneliti mengumpulkan postingan pada halaman di halaman akun belanja online, penulis membaca posting dengan hati-hati, dan menuliskan kata-kata dan frasa dari daftar, dan memberikan kode data. Dalam menganalisis data, peneliti mengklasifikasikan data ke dalam kategori sebagai register, menganalisis data dengan mengidentifikasi bentuk linguistik dari register, menganalisis jenis-jenis tipe register berdasarkan pada teori Finch dan Joos. Berdasarkan analisis, peneliti menemukan bahwa dalam tipe register ada 17 kata register konsultatif ( 80%), dan 3 kata register kasual (20%). Dan peneliti juga menemukan tipe makna ada 18 makna afektif (85%), dan 2 makna cerminan (15%).

**Kata Kunci** : belanja online, Instagram, makna, register.

## Abstract

This research was made to study the meaning of the type of register and also the type of meaning used in online shopping on Instagram. This page discusses maintenance which is constantly updated about online shopping news. There are new words in online shopping that not everyone knows what they mean. Data contains words and sentences used on instagram media pages. The data source is on Instagram social media. This type of research is descriptive qualitative. The object of research is in several official online shopping Instagram accounts. The researcher collects posts on the page on the online shopping account page, the author reads the post carefully, and translates words and phrases from the list, and provides the data code. In analyzing data, the researcher classifies data into categories as registers, analyzes data by understanding the linguistic form of registers, analyzes the types of registers based on Finch and Joos theory. Based on the analysis, researchers found that in this type of register there were 17 consultative register words (80%), and 3 casual register words (20%). And researchers also found that there are 18 affective meanings (85%), and 2 reflected meanings (15%).

**Keyword**:Instagram, meaning, online shopping, register

## 1. INTRODUCTION

Everyone is always and obliged to use language to interact with social beings. Language is a communication system needed to help people carry out their activities in the community, such as in markets, schools, offices, church sermons, diplomatic meetings, family dinners, sports broadcasts, or lovers and even socialite groups on social media.

Language is the most important aspect that we use every day, we need it and also use it for every day, because language is an important role in communication and language is the main important tool in our communication both face to face and on social media.

The phenomenon of register means the variety of languages that are considered appropriate for certain types and situations. That way, various types of registers, say in markets, schools, offices, church sermons, diplomatic meetings, family dinners, sports broadcasts, or lovers and even socialite groups on social media, have to adapt the right type of language to one of the situations that as different as this situation might be insulting, entertaining, ridiculous, or confusing. Sometimes even certain conversation situations often have different meaning effects on the speech used by the speaker to the audience because the use of the speech itself can vary depending on the knowledge of the speaker and audience. Because this condition even the language in a sports group can also be different meanings, adding insight into the register is very useful for social life.

Therefore, researchers examined a register that is used in online shop Instagram community on the social media page. The writer examines a register on this Instagram page because it is interesting to study, because there are so many words and language registers in online shop and not everyone knows the slang language, and Instagram social media is very easy to reach wherever and whenever.

In this research, the researcher proposed is to add insight and enrich knowledge about registers in online shop. In this research, the writer focuses on register analysis which looks for specific words or a kind of language variation in a sociolinguistic perspective. The writer uses the online shop on Instagram because in this era many people use social media, especially social media Instagram and they think it makes it easy to get information. Also, the writer found many registers on online shop pages, such as reseller, shipping, launching, pre order and etc. Because many have researched about registers, but in the online shop branch there are still very few, therefore this topic is very important to discuss as well to add insight and enrich knowledge about registers.

The first study is from Pierluigi Cuzzolin (2014) The attempts at defining the notion of register aimed at establishing a clear-cut distinction between the linguistic variation according to the user and the linguistic variation according to its use; the register would thus automatically result from the interplay of the user, the use, and the situation, or the context; such terms occur in the definitions of register given below.

The second theory is from Hoffmann Thomas (2015) argues that more attention need to be paid to social and physical context factors. The purpose of this study is to discuss

sociolinguistic problems in a use-based approach: in a developing field of Cognitive Sociolinguistics researcher have, of course, already tried to incorporate a wide variety of sociolinguistic phenomena into their cognitive analyses.

The third previous study is from Douglas Bieber (1998). Bieber found that the register as a predictor of linguistic variation assumes that it can underlie that the lexical – grammatical pattern of use in English is used to investigate the use of words, grammatical features, and registers. The differences from the study is because this study compares two common corpus approaches namely language use : variation and text-linguistics two approaches that give advantages to each linguistics.

The fourth study is from Lewandowski (2010), Lewandowski suggest the social varieties of language discuss the two main dimensions of sociolinguistics variation and explore the concept of sociolects and registers, focusing primarily on definition, control variable, methodological frameworks, and typologies. And explain some types of variation and new methodological solutions that can be applied in the study of sociolinguistics variation.

The last study is from Mariia Rubtcova and Oleg Pavenkov (2016) Systemic Functional Linguistics as a Macro-sociolinguistics Framework 477 Disappointed with Marxist linguistics (as it was called), He “deferred” political Activism in order to work on his Own theory Of language – though This for Halliday was not so much a theory of Language as a theory of language in social life and hence a theory of how society work.

## **2. METHOD**

In conducting this research, the writer uses qualitative research because it analyzes and clarifies information from images and information in uploading variations of online shop on Instagram. In this case, the writer analyzes the words included in the register on the online shop page on Instagram to explain the use, type of register, and type of meaning of the register. According to Saryono (2011) qualitative researchers are also very dependent on natural attractions, while researchers are key instruments. This research paper discusses the phenomenon of what is being discussed by research subjects regarding behavior, perception, motivation, action, etc. holistically, and by means of descriptions in the form of words and language, in a special natural context and by using various natural methods.

## **3. FINDING AND DISCUSSION**

After analyzing all the data, researchers finally found several findings. This finding is the Register Type Used in Online Shop on Instagram by the Sociolinguistic Perspective and

the percentage of linguistic forms used in this study.

Table 1. An Analysis of a Register Used in Online Shop Instagram by the Sociolinguistic Perspective and its register type

NO	Types of Register	Example	$\Sigma$	%
1	Consultative Register	Review Complain Order Flash Sale Sold Out Free Ongkir COD Endorse Pre Order Shipping Supervisor Delivery Style Stay tuned Premium Expedition Louching	17	80%
2	Casual Register	Booked Available Cnancelled	3	20%
			20	100%

Table 2. Types of Meaning of Register Used in Online Shop of Instagram by Sociolinguistic Prespective

NO	Register	Meaning	Types of Meaning	$\Sigma$	%
1	Review	Examination, report, explaining or evaluation products	Affective or Emotive Meaning	18	85%
2	Open Order	That is to be executed when	Affective or Emotive		



		an, as yet unmet requirements has been met before it is cancelled by it customers or expire	Meaning		
3	Complain	Express dissatisfaction or annoyance about something	Afective or Emotive Meaning		
4	Sold Out	The products or something not available	Afective or Emotive Meaning		
5	Booked	Often tied to some form of contract between your company and customers.	Afective or Emotive Meaning		
6	Free Ongkir	Without cost	Afective or Emotive Meaning		
7	COD	Type of transaction in which the recipient makes payment for a good at the time.	Afective or Emotive Meaning		
8	Endorse	To inscribe on a check bill, or note	Afective or Emotive Meaning		
9	PO	Order before it is available with the understanding that it will e shipped later	Afective or Emotive Meaning		
10	Shipping	The process of sending the products from the seller to the buyer address	Afective or Emotive Meaning		
11	Delivery	Direct delivery of ordered items	Afective or Emotive Meaning		
12	Available	Product are still available and can be ordered by customers	Afective or Emotive Meaning		
13	Cancelled	Items that have been ordered are not in order	Afective or Emotive Meaning		
14	Style	Fashion, style or style of language	Afective or Emotive Meaning		

15	Stay tuned	Stay and not move from an event or story	Affective or Emotive Meaning		
16	Premium	Good quality	Affective or Emotive Meaning		
17	Expedition	Container for shipping ordered products	Affective or Emotive Meaning		
18	Launching	Launch or inaugurate	Affective or Emotive Meaning		
19	Discount	An amount or percentage deducted from normal	Reflected Meaning	2	15%
20	Supervisor	Who his given as assignment in a company association as the power and authority to issue orders to subordinate colleagues	Reflected Meaning		
				20	100%

### 3.1 Type of Register

Based on the table 1 of the five types of register, namely 1. formal registers, 2. consultative registers, 3. casual registers, 4. intimate registers, and 5. frozen registers, there are only two types in research paper, there are consultative registers 17/80%, and casual registers 3/20%. This finding is supported by the theory Rinaaghna (2012) who says that classify the register into five Rinaaghna provides a distinguished register function classification which can be used as a parameter of the function of inferred speech.

This finding is also in line with research conducted by Hoffman (2015) that Hoffman said in his research that football matches and song sung by fans at this match might at first seem trivial. However, this supposedly trivial phenomenon allows researchers to have a unique insight into human behavior that from a linguistics perspective football song must be analyzed as pairs of meaning form that show typical features of construction.

In finding on the table 1 the most frequently occurring types is the consultative register type. There are 17 data from 20 data, 80%. This means that in the online shop on Instagram is often used in type of consultative register because in the use consultative type the conversation is relax, easy and informal.

### 3.2 Type of Meaning

Based on the table 2 of the seven types of meaning , namely: 1. Conceptual Meaning, 2. Social Meaning, 3. Affective Meaning, 4. Reflected Meaning, 5. Connotative Meaning, 6. Collocative Meaning, and 7. Thematic Meaning , there are only two types of the research paper, there are Affective or Emotive Meaning 18/85% and Reflected Meaning 2/15%. This finding is supported by Geoffrey Leech (1981) who says that type of meaning are terms used to refer to a kind of meaning that is seen from a certain perspective.

The finding is also in line with the study conducted by Maria Rubtcova and Oleg Pavenkov (2016) who reported that analysis of language in the context of social inequality. He draws a picture of dominant language in the country that provides access to academic knowledge and all human rights.

In finding in table 2 there are only two types in reseach paper there are Affective or Emotive Meaning (85%), and Reflected Meaning (15%). The most frequently occurring type of Affective or Emotive meaning. There are 18 data from 20 data, 85%. This means that in Online Shop on instagram the sentence is often used the type of Affective or Emotive meaning.

## 4. CONCLUSION

From the above finding of the five types of registers, there are only two types of registers function that the writer found in this research paper, among them Consultative Register (80%), and Casual Register (20%). The writer find the high frequency data of type of register are in Consulative Register by 80%. Because Consulative register which is often used in Online Shop on Instagram. Based on data and also discussion of findings, finally the writers can conclude that the type of register from used in Online Shop on instagram are Affective or Emotive Meaning (85%), and Reflected Meaning (15%). The writers find the high frequency data of type of meaning are in Affective or Emotive Meaning by 85%. Because Affective or Emotive Meaning which is often used in Online Shop on Instagram.

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