

## A REGISTER ANALYSIS IN *ONLINE SHOP TERM* FACEBOOK

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### *Abstract*

*The aims of this research are to find out the terms that are categorized as register used in Online shops community in social media. The method of this research is descriptive qualitative research where the writer describes holistically the use of the register by the online shops in facebook. The object of this research is the register used in online shops. Based on the analysis the researcher finds the data the result of the study show the total amount of register found in this research is 100 register in the found online shops facebook. There are 11 register identified as abbreviations, 13 for clippings, 3 coinages, 2 acronyms, 8 compoundings, 35 borrowings, 28 phrase, 45 registers functioned as consultative, 16 register as deliberative, 14 register as casual, 6 register as intimate, 2 register as oratorical or frozen. Consultative and deliberative are the dominant functions of the register used by the online shops but consultative is the most dominant function according to research. As stated in the problem statements, those of the matters relating to the business world would be very easy to find. For example ongkir, disc, call, etc.*

**Keywords :** *Register, Register Functioned, Consultative and Deliberative, Online Shops ( Facebook )*

## INTRODUCTION

According to Wardaugh( 1992:8 ) who states that Language allows people to say things to each other and expresses communicate needs. in short, language is constantly used by humans in their daily life as a means of communication. By communication people can interact with different people in other place, country, continent, etc. people use spoken and written language in the daily life to facilitate in communication. Every human being when they communicate they have words based on their needs. Besides as an individual creature, human beings is as social creatures who need other people to survive. Hence, human being is as a social creature and as an individual always interacts with other people. To have this kind of interaction, someone requires a certain kinds means of communication. Related to this, the most effective tool is language in daily life. According to Holmes (1992:1) states that language and society are interest in explaining why we speak differently in different social, context, and it concern with identifying the social functions of language and the ways

it is used to convey social meaning. Sociolinguistics also studies the language variation that occurs in this world.

There are several definitions about the language variation. Hudson (in Wardaugh, 1998:21) defines a variety of language as a set of linguistics items with similar distribution. That there are six terms of language variation, namely Style, Slang, Colloquial, Jargon, Argot and Register. The languages of people in society are different from each other. For example, the language that is used by the teacher and the doctor are different. Each of them has its characteristics, in Sociolinguistics it is called Register. Holmes ( 1992:246) states that the term register here describe the language of groups of people with common interest or jobs, or the language used in situational with such groups. The writer takes sources of data is give commented in postings between the buyer and seller in online shops especially of commented in online shop. Register as known as language used in specific terms. According to Holmes( 1992:276) that terms “ Register ” here describes the language of groups of people with common interest of job in certain situation. Register is set of language items associated with discrete occupational or social groups.

Register is another complicating factor in any study of language varieties. Registers are sets of language items associated with discrete occupational or social groups. Surgeons, airline pilots, bank managers, sales clerks, jazz fans, and pimps employ different registers. As Ferguson (1994, p. 20) says, “People participating in recurrent communication situations tend to develop similar vocabularies, similar features of intonation, and characteristic bits of syntax and phonology that they use in these situations ”. This kind of variety is a register. Ferguson adds that its ‘special terms for recurrent objects and events, and formulaic sequences or “routines,” seem to facilitate speedy communication; other features apparently serve to mark the register, establish feelings of rapport, and serve other purposes similar to the accommodation that influences dialect formation.

The function of register on communication can simplify the process of communication among the communicators because they have their own words about certain terms. According to Pateda (1987: 65) the function of register are casual, deliberate, consultative, oratorical, and intimate.

The forms of register are also derived from the word formation such as compounding, coinage, abbreviation, clipping, blending, etc. According to Parker-Hall, (2009).Online shopping is defined as the process a customer takes to purchase a service or product over the internet. In other words, a consumer 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 use with real time transaction processed from a domestic television. The technology used was called Videotext and was first demonstrated in 1979 by M. Aldrick who designed and installed systems in the United Kingdom. By 1990 T. Berners-Lee created the first WWW server and browser and by 1995 Amazon expanded its online shopping experiences. In BusinessDictionary.com, Online Shop's is the act of purchasing products or services over the Internet. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in longlines or search from store to store for a particular item

## **METHODOLOGY**

This type of study is descriptive qualitative research. Descriptive research studies are designed to obtain information concerning the current status of phenomenon. It can be seen from the data which are collected. It contains words and sentences rather than number. The researcher takes qualitative research because this research is to identify the register word and definitions & functions register used in online shops in facebook. According to Cresswell, (1992:175) state that a qualitative research is a research collect data themselves through document.

The object of the research is the register in oline shop exactly of the language that found commented in the postings when they offer their product online shop term in their postings and other facebook users who give comments in the postings. It is stated by Arikunto( 2013:22 ) that data sources are the subject where the data are collected. In this research, the sources of the data were taken from the observation and documentation of the language used by the online shops term in facebook on May unti July 2016.

The sources are data register words included commented in postings used in Women dresses online shops. The sources of data were collected from written sources give commented in the postings products women dresses online shops term facebook. In collecting data, the data collecting technique is very important thing to be used, therefore it is a technique to get and to collect the data. And technique collecting data divide two technique observation and documentation. The steps of data analysis are as follows: Firstly, In collecting the data, the writer collected them by taking the original documents from the postings in the groups of Facebook and trading forums on Facebook.

The writer took picture of each posting on Facebook groups and pages. After the data was collected, they were compiled into a complete table of data. These data results also served in the attachment of the research. Secondly, In this section, the writer identified the parts of the postings that will be examined from the results of data collection. This identification process resulted in the raw data of register. There three stages of the identification process. The first was to determine the object of the research; those are the words in the postings that belong to register. After that step was to break down the sentences or the utterances that appeared in postings into several words and phrases that included to the register category and then the researcher put the data that had been collected in a separated list of words and phrases that had the relation to register that were used by the Online Shop's. Third, In data reduction, the researcher reduced the number of words that have been identified from the selected postings and only focused on the terms that were belonged to register. This process is important because it is the state where the words that are categorized as register are separated. The writer put aside the words and phrase that are not included into registers. The final data only consist of words and phrase that included register used by the Online Shop's on Facebook. . Fourth, The writer clarified the words that were identified in several lists of words based on the particular type of register theory. Each register differ in the features and characteristics will be classified into several groups according to the theory of the registers or other linguistic theories. Those clarifications are according to the type, the content, the form, and the function of the register. Fifth, Data analysis is the next step of analysis method and the core of these processes in analyzing the data all at once. The writer analyzed the registers found in the posts and classified them from the types and functions. This process is the deepening process of the clarification of the research process. The writer described each word or phrase of registers much deeper according to their classification in order to derive the accurate and detail results. Finally, the writer concluded the registers found on Facebook including their types and their function, and verify the accuracy based on theory. This stage is the final part of conclusions and suggestions.

## **RESULTS**

The result of the study show the total amount of register found in this research is 100 register. The terms that are categorized as register used in Online Shop's in Facebook are:

*Table 1. Data Collection of Register Used by the Online Shop's in Facebook*

<b>Register ALFABETH</b>	<b>Number</b>
A-E	18
F-J	11
K-O	17
P-T	32
U-Z	22
<b>Total</b>	<b>100</b>

The total amounts of registers found in this research are 100 registers. Those consist of single words, phrases, and sentences. The main point of this research is that the writer found several words that are included into new words, whether they are in abbreviation, blending, clipping, acronyms, etc.

Some of the words are Noun, and some others are Verb, Adjective, Adverb, and exclamation. From this finding of the research, the data shows that there are code mixing and code switching used by the Facebook users. Those are Bahasa Indonesia, and English. In this finding, the data will be explained later in the next discussion.

### **Word Formation**

Before the discussion comes to the definition and function of each register, here is the table of the types of them according to the word formation:

*Table 2. Registers Used by the Online Shop's in Facebook in the of Words Formations*

<b>Words Formations</b>	<b>Number of clause</b>
Abbreviation	11
Clipping	13
Coinage	3
Compounding	8
Borrowing	35

Acronym

2

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**Total**

72

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### Abbreviation

Abbreviation is the process of reducing certain word and using its first letter as the initials. An *abbreviation* is a shortened form of a word or phrase, such as *Jan.* for *January*. The abbreviated form of the word *abbreviationis abbr.--or*, less commonly, *abbrv.* or *abbrev.* Abbreviation same with acronym.

For example :

- COD ( Cash On Delivery )

### Clipping

Clipping is the element of reduction which is noticeable in blending is even more apparent in the process described. *clipping* is the process of forming a new word by dropping one or more syllables from a polysyllabic word, such as *cell* from *cellular phone*. Also known as a *clipped form*, *clipped word*, *shortening*, and *truncation*.

For example :

- Original = Ori

So Original of reduction became of Ori.

### Coinage

Coinage is the invention of totally new words. Strictly speaking it refers to a word which has been invented and did not previously exist in any language. *immoment* (by Shakespeare), and *robotics* (by Isaac Asimov),

For examples.

Coinage also refers to the making of words from specific reference to a more general one: e.g. *aspirin*, *nylon*, *zipper*, *kleenex*, *xerox*, *jeep*, and *kodak*.

### Compounding

Compounding is the process of combining of two separate words to produce a single form.. There are many compound words used by people in the social media.

For example :

- Buyback = Buy-Back

### Borrowing

Borrowing refers to the taking over of words from other words. When words from another language enter a language, it is known as borrowing. English has taken many words from other languages.

Some examples are: *leak, yacht* (Dutch); *barbecue, cockroach* (Spanish); *piano, concerto* (Italian), *cash, rice, teak* (Malayalam), and *admiral, adobe, alcohol, average, caliber, chemistry, cotton, elixir, lute, magazine, monsoon, nadir, ream, sash, satin, sofa, tariff, zero* (Arabic). Borrowing refers to the process of speakers adopting words from a source language into their native language.

### Acronym

Acronym is a word that made up of abbreviation that can be pronounced as word, and it is not only a list of letter like the abbreviated words.

For example :

- Olshop ( online shop /the term used in naming certain online shop)

### Phrase Formation

Phrase is a group of words which is part rather than the whole of a sentence. The registers used by the online shops in the form of phrase are explained as below:

*Table 3. Registers Used by the Online Shop's in Facebook in the of Phrase Formations*

Pharase Formations	Number of clause
AdjP	10
AdvP	2
VP	10
NP	8
Adjective	1
Exlacmation	1
<b>Total</b>	<b>32</b>

## DISCUSSION

### The Definition and The Function of the Registers Used by the Online Shop's in Facebook

Here are the definitions and functions of each term that are categorized as register used in Online Shop's in Facebook. The researcher analyzed 100 register in online shops.

#### Functions of Registers Used by the online shop's term in Facebook

Here is the table of each function of registers used by the online shop's in Facebook:

*Table 4. Functions of Registers Used by the online shop's term in Facebook*

Functions of Register	Number of clause
Deliberative	16
Consultative	45
Oratorical	2
Casual	14
Intimate	5
<b>Total</b>	<b>82</b>

#### Deliberative Function

Deliberative is the function of register in order to make the conversation more formal. This is used to attract more viewers from any kinds of social background and age. The 16 terms above are the registers that identified as deliberative registers. It means that those words are common words used by the online shop's that can also be used in any occasion and condition.

For example :

- Booked
- Album

#### Consultative Function

Consultative is the function of register that has the connection with the trading activities or enterprise. It can be seen that there are 45 register have the function as consultative.

For example :

- All size



### **Oratorical/Frozen Function**

Oratorical is another function of register as the indication that the conversation flows in a frozen way such like the speaking of the orators in their speeches. As illustrated in the table above, there only 2 registers that classified as oratorical register.

For example :

Valid = because It means that there only few postings consist of register delivered in oratorical way. This is a common registers that usually used in the communication as the confirmation and conviction of certain idea.

### **Casual Function**

Casual is the function of register to make the conversation become more relax. It is intended to make the communication not too formal so that there will be more people get involved in the discussion. In this research, the writer found 14 register as casual function. Some of the casual registers that are used in the online shop's facebook community as asserted above are also used in the other communities on Facebook.

For example :

- Pls ( please ) In the sample sentences above, the use of the casual registers is to create informal, kind and creative dialog

### **Intimate Function**

In order to make the conversation become more familiar, one of the types of the registers function is intimate. There are 5 registers that have the function as intimate in this research.

For example :

- Gan

### **The Implication of Register Used by The Online Shop's in Facebook**

From the analysis above, it can be derived that there are five function of register in the Online Shop's in Facebook. Deliberative is the dominant category of function that found from the observation. There are 16 registers that included into the deliberative group. Consultative is the most dominant function according to the research. As stated in the problem statements, those of the matters relating to the business world would be very easy to find. There are 45 registers of data that classified as a consultative. Those are the words

with a clear and straightforward characteristics directly addressed to the business objectives, such as the following words: ongkir, disc, call, psg, pack, set, pasang, kw,order, net, deliver. In the rest of the data classification, the total amount of the registers that have the casual function are 14 words, intimate are 6 words, and 2 registers that has the function as oratorical or frozen. Those are the words such as: gan, agan, sist, pre-launch, pls, tq.

In this research, the registers that are used by the Online shop's in Facebook are 100 items. It consists of single words, phrases, or sentences. Here the writer found some words that categorized as new words that have not been included in the dictionary. It is found that the people tend to make new terms in explaining what they are talking about in order to make the conversation simpler. Those kinds of the categories to identify the kinds of registers are clipping, blending, coinage, abbreviation, acronym, borrowing, and compounding.

The detail number of each of them are 11 registers for abbreviation, 13 registers for clipping, 3 registers for coinage, 8 registers for compounding, 35 registers for borrowing, 2 registers for acronym, 28 registers for phrases and exclamation 1. Furthermore, in the kinds of the function of the registers, there are 16 registers identified have the function as deliberative, 45 registers has the function as consultative, 2 registers have the function as oratorical or frozen, 6 registers have the function as intimate, and the last is 14 registers have the function as casual.

Consultative is the dominant function of the registers, and it is in line with the object of the study, that is the register used by the online shop's in the social media (Facebook). It is because consultative is the function of register that used in trade activity as explained in the second chapter of this graduating study.

Hopefully this research of register used by the Online Shop's can support the use of register theory by the teachers, lecturers, and the students.. The detail data of the research has been compiled in the data presentation and in the attachment in order to make the readers will not find any obstacles in reading and comprehending this graduating paper.

It is also beneficial for the other researchers to enrich the vocabulary in register by conducting more researches in the other field. Furthermore, any people can use this research as one of their references and the guidance in studying the dynamics of online activities. It will help them especially for the new people who are still not expert in online world. The last point is specialized for the Online Shop's who want to find any references of register used in the online exactly women dresses especially in Facebook, hopefully this research can help as much as possible for them.

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