

ONLINE SHOPPING REGISTERS ON SOCIAL MEDIA APPLICATIONS (REGISTER JUAL BELI ONLINE PADA APLIKASI MEDIA SOSIAL)

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Abstract

Online Shopping Registers on Social Media Applications. *Registers is a variation of language used in a particular field in which applied in the use of selling and purchasing transaction language. Therefore, this study examines (1) the process of morphology registers in online shopping, (2) the registers syntax structure in online shopping, and (3) the variations of registers stylistic form in the online shopping on social media application. This research uses qualitative descriptive approach. Data and source of data of this research is in a written speech form which taken from sellers and buyers who communicate during online shopping transaction. Data collection technique uses observation method through intensive reading and writing techniques. Data analysis techniques of this research are through three steps such as reduction data, presentation data and conclusion. The results obtained are as follows. First, the morphology process found in the registers includes (1) affixation, (2) reduplication, (3) composition, and (4) abbreviation. Second, the syntactic structure found in the register is in the form of ellipsis sentences with the subject delegation, predicate and subject with predicate. Third, the form of stylistic variations found in the registers include (1) code mixing, (2) interference, and (3) the use of casual variety.*

Key words: registers, registers morphology, registers syntax, variations of registers stylistic

Abstrak

Register Jual Beli Online pada Aplikasi Media Sosial. *Register merupakan variasi bahasa yang digunakan dalam bidang tertentu yang salah satunya penggunaan bahasa dalam jual beli. Oleh sebab itu, penelitian ini mengkaji tentang (1) proses morfologis register jual beli online, (2) struktur sintaksis register jual beli online, dan (3) wujud variasi stilistik register jual beli online pada beberapa aplikasi media sosial. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Data dan sumber data penelitian ini ialah tuturan tertulis dari penjual dan pembeli yang berkomunikasi selama proses jual beli online berlangsung. Teknik pengumpulan data menggunakan metode simak melalui teknik pembacaan intensif dan pencatatan. Teknik analisis data melalui langkah reduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian yang diperoleh adalah sebagai berikut. Pertama, proses morfologis yang ditemukan meliputi; (1) afiksasi, (2) reduplikasi, (3) komposisi, dan (4) abreviasi. Kedua, struktur sintaksis yang ditemukan berupa kalimat elipsis dengan pelepasan subjek, predikat serta subjek dan predikat. Ketiga, wujud variasi stilistik yang ditemukan meliputi; (1) campur kode, (2) interferensi, dan (3) penggunaan ragam santai.*

Kata-kata kunci: register, morfologis register, sintaksis register, variasi stilistik register

INTRODUCTION

Language has a very important and absolute role in a communication. Language becomes a tool in communication. Language and communication have an inseparable connection to each other. Language is an interpretation of something that delivered by communicators to communicatee. The use of good and understandable language will have an impact on the effectiveness that goes well. Therefore, language is used as a communication tool in daily activities.

The language used in trading varies. However, the variety of language used depends on the trading transactions conducted, whether the selling happens on a direct way (conventional) or not (online). Online shopping is a selling and purchasing activity in the form of online transactions of goods offering by the seller and goods demand by buyers by utilizing internet technology such as social media. Through social media, interaction among users may happens, or even establish business relationships (trading) with people from various circles to any part of the world because social media is loved by people nowadays, both of Indonesian society and the world, among children even to adults. Therefore, the use of language based on the diversity of certain social factors of the members and situational factors in the community led to the emergence of interesting language diversity to be examined in every online shopping transaction, especially the register in sociolinguistic studies. The basic framework of sociolinguistic theory is that the use of language in general and in written language in particular is never homogeneous and monotonous but always varies. Language variations are more likely to appear in the language of online shopping transactions compared to direct selling (conventional).

The use of language by a group of people is characterized by the selection of certain vocabularies according to a particular group or profession called the register (Wardhaugh, 1986:48). In relation to that opinion, Wilkins (Rafiek, 2007:77) defines the variety of languages called registers is the use of language associated with one's work. Thus, the variation of language in terms of usage is most apparent in terms of vocabulary. In addition, Wardhaugh (1986:48) also reveals "Registers are sets of vocabulary items associated with discrete occupational or social groups." This means that the register is a set of vocabulary that has its own characteristics in each social group or field, e.g. military registers, journalism registers, medical registers, and so on, because the register arises due to the typical characteristics of the needs of the communicators. Based on the concept of the register, the research on this register is focused on the morphological process, syntactic structure and the form of stylistic variation in online shopping transaction on social media application.

In the field of linguistics, morphology studies the composition of the parts of the word grammatically. Kridalaksana (2008:142) defines morphology as a linguistic field that studies the morphemes and their combinations, part of the language structure that includes the word and parts of the word, namely morpheme. The morphological process according to Kridalaksana (1989:12) includes affixation, reduplication, composition, abbreviation, metanalysis, reverse derivation, and morphophonemic. In this study not all morphological processes discussed, instead only focuses on the process of affixation, reduplication, composition (blending), and abbreviation (shortening).

Syntax according to Miller (1968:45) is "syntax has to do with how phrases are put together to build clauses or bigger phrases how clauses are put together to build sentences". Agreeing with that, Suhardi (2008:32) argues that syntax is a part or branch of linguistics that talks about the ins

and out of discourses, sentences, clauses, and phrases. So, from both opinions it can be seen that syntax is a branch of linguistics that talks about the smallest unit in syntax namely word, group of words or phrases, clauses, sentences, and discourse. The study of syntactic elements in this study is devoted to ellipsis sentences contained in the seller and buyer's speech during the process of trading transactions took place, because the discussion of the sentence already includes both phrases and clauses.

Talking about sentences, Tarigan (1983:8) argues that the sentence is viewed in terms of the internal structure of the main clause which there is a perfect sentence and incomplete sentences. Perfect sentence is a sentence whose element consists of a minimum of S and P function, while the incomplete sentence is a sentence that does not contain the S and P function in it (Suhardi, 2008:154).

According to Halliday and Hasan (1976:142) ellipsis can be regarded as substitution by zero. It can be interpreted if the ellipsis is the context of omission by an empty element which is then confirmed in the statement below.

The starting point of the discussion of ellipsis can be the familiar notion that is 'something left unsaid'. There is no implication here that it is unsaid is not understood; on the contrary, 'unsaid' implies 'but understood nevertheless', and another way of referring to ellipsis is in fact as something understood, where understood is used in the special sense of 'going without saying'.

The ellipsis also exist on the online shopping discourse which happens during trading transaction takes place, as both the seller and the buyer already know the essence of the talk during the transaction therefore the ellipsis sentence often appears in the spoken speech.

In presenting or expressing an idea, instruction, message, or experience, a writer will usually use a different way. Similarly, a discourse, in order to be easily understood by the reader, the discourse writer also has a different way that may differ from other writers. One of the ways shown is the stylistic variation. Stylistic variations arise because of the use of different languages. According to Supardo (1989: 3) the term of stylistic relates to a style which means a personal style embodied in speech or writing according to the use of the language. In connection with the written discourse, the stylistic variations that appear will be different between one to the other discourse. Variations used in this study are mixed code, interference, and unofficial or casual variety.

The language used in online shopping transactions on social media applications is a form of casual variety. According to Purwanto (2011: 4) language communication in the business field is emphasized on the achievement of the purpose on delivering the business messages concerned. A communicator must understand well how to compose words that can form a certain meaning, how to change the situation becomes more interesting, how to invite participants to play an active role in the discussion, how to involve humor that can turn the atmosphere, and how to choose the right media communication.

As said before the events of online shopping on social media applications is a form of written trading transactions, in this case the seller and the buyer did not meet in person. Therefore, the seller must be smart to choose and compose words in promoting the goods which sold in the shop. The seller must be able to influence the buyer's interest to buy the goods they offer, and then the seller must also be smart using words that left the impression of familiarity to the buyer even though they have not known each other.

METHOD

This research uses qualitative research type along with descriptive approach. According to Bogdan and Taylor (Moleong, 2014:4) qualitative research is a research procedure that produces descriptive data in the form of written or oral words and behavior that can be observed. This research is directed to those background and individual holistically (whole). The descriptive approach according to Whitney (1960:160) is the fact finding with the right interpretation. Thus, the descriptive data used in this study are words or speeches written on the register (variations of the language) spoken by the seller and the buyer on the shopping online transaction. The collected data are analyzed based on language variations related to morphological processes, syntactic structures, and the forms of stylistic variations used by online sellers and buyers, as the aim of this research is to describe the empirical reality behind the phenomenon in depth, detail and thoroughness.

Data and source of data on this research include written speech form which taken from sellers and buyers from 6 online shops that use language variety (register) during online shopping transaction on social media applications. The social media used include Facebook (fb), Blackberry Messenger (BBM), Instagram (IG), WhatsApp (WA) and Line. Technique of data collecting of this research is obtained through observation method, with intensive reading and recording technique (Mahsun, 2014: 92). During the observation process, researcher uses supporting tool namely Screen Grabber applications. Data analysis techniques applied in this research is through data reduction, data presentation and conclusions.

Researcher becomes the main instrument of the research started from field observation, data retrieval process, data sorting, and data analysis. The other instruments in this research are data cards and screen grabber sheets. The data card consists of 1 (one) letter and 3 (three) numbers which are equipped with codes that include speech codes and data numbers. Here's an example of data usage.

SELLERS AND BUYERS SPEECH CODE			
NO	CODE	SPEECH	APPLICATIONS
1	T ₁ .001	Ready Kaftan Swarovski nya ... 2,3jt yang mau liat bisa langsung krmah yach cantik.... Barang cuman satu buruan...	FB
2	T ₂ .001	Pb: yg hitam2 adkh yi combednya? Pj: ini say hitam nya banyak	FB
3	T ₂ .002	Pb: Brpa sis? Pj: yg mana ya sis?	BBM

Explanation

Code : T₁ is an info or promotional speech done by the seller.

T₂ is a seller and buyer's speech

The last three digits are the serial number of the data.

Online Shopping Register Morphology Analysis Code on Social Media Applications																										
No	DT	Morphology Structure																				Ekp.				
		Af.			Red.		Kom.		Abbreviation																	
		A ₁	A ₂	A ₃	R ₁	R ₂	K ₁	K ₂	Ab ₁							Ab ₂			Ab ₃		Ab ₄			Ab ₅		
									1 a	1 b	1 c	1 d	1 e	1 f	1 g	2 a	2 b	2 c	3 a	3 b	4 a	4 b	4 c	5 a	5 b	5 c
1																										
2																										
3																										

Explanation

Affixation	Reduplication	Composition
A ₁ : Prefix	R ₁ : Whole basic word form reduplication	K ₁ : Noun
A ₂ : Suffix	R ₂ : Partial basic word form reduplication	K ₂ : Adjective
A ₃ : Confix		

Abbreviation

Ab1 : Abbreviation

- 1a : Preserve the first letter of each component of the word
- 1b : Preserve the first two letters of the word
- 1c : Preserve the first and the last letter of the word
- 1d : Preserve the first letter of the first word and the first letter of the second word of combined word
- 1e : Preserve the first letter of the first syllable and the first and the last letter of the second syllable of the word
- 1f : Preserve the first letter of each syllable
- 1g : Preserve the irregular letter

Ab2 : Fragment

- 2a : Preserve the first syllable of a word
- 2b : Preserve the last syllable of a word
- 2c : Preserve the first three letters of a word

Ab3 : Acronym

- 3a : Preserve the first combined letter of each component
- 3b : Preserve combined syllable

Ab4 : Contraction

- 4a : Preserve the first three letters of each component
- 4b : Preserve the first letter of the first component and the first three letters of the second

component

4c : Omit the syllable

Ab5 : Symbols

5a : The letter symbol states the size

5b : The letter symbol states the number

5c : The letter symbol states the currency

Online Shopping Register Syntax Structure Analysis Code on Media Social Applications											
No	Speech Data	Ellipsis Sentences								Omitting Type	Function Explanation
		Omitted		Contained							
		S	P	S	P	O	K	PeI	K		
1											
2											
3											

Explanation

S : Subject

P : Predicate

O : Object

K : Adverb

Online Shopping Register Stylistics Variety Form Analysis Code on Social Media Applications											
No	Speech Data	Stylistic Variety									
		Code Mixing			Interference		Unofficial Variety Usage (Casual)				
		a	b	C	d	e	f	G	h	i	J
1											
2											
3											

Explanation

a : Words

b : Phrase

c : Clause

d : Mixed language structure

e : Excessive use of letters

f : Excessive use of punctuation

g : The use of emoticons

h : Different variations of greetings / calls

I : The use of capital letters

J : The use of onomatopoeia

RESULTS AND DISCUSSION

Results

This research results is gained from a written speech between the seller and the buyer during the process of Online shopping transaction. The research data is taken from six (6) online shop sellers placed on social media application such as Facebook, Instagram, Black Berry Messenger, WhatsApp and Line. Based on the research result conducted on the use of a typical language online shopping register on social media, obtained the research result on the morphological process of affixation, reduplication, composition and abbreviation, on the syntactic structure there is the use of ellipsis sentences, and in the form of stylistic variation there is the use of local and foreign languages code mixing in the form of words, phrases and clauses, as well as the use of casual variations characterized by the structure of language interference, excessive use of letters, excessive use of punctuation, the use of emoticons, variety in greeting, lack of capitalization, and the use of an artificial sound (onomatopoeia).

Discussion

In the morphological process there are affixations such as affixing suffix *-an*, in English vocabulary, affixing prefix of *ma-* and *-ba*, suffix *-i*, *-an* and *-kah*, confix *meny-* and *-kan* on Banjarese vocabulary, and affixing prefix *di-* and *ter-*, suffix *-an*, and *-kan*, confix *pe-* and *ke-* on Indonesian language vocabulary. Reduplication found in the form; (1) the repetition of the whole basic form of the word and (2) the repetition of the partial basic form of the word. The compositions found are; (1) the noun composition and (2) the adjective composition. And abbreviation found in the form of: (1) abbreviation, (2) fragment, (3) acronyms, (4) contraction, and (5) symbols.

Abbreviation is formed through 7 kinds of processes, namely; a) preserving the first letter of each component of the word, b) preserving the first two letter of the word, c) preserving first and the last letter of the word, d) preserving first letter of the first word and first letter of the second word of combined words, e) preserving first letter of the first syllable and the first and last letters of the second syllable of the word, f) preserving the first letter of each syllable, and g) preserving irregular letter. *Fragment* is formed through 3 kinds of processes, namely; a) preserving the first syllable of a word, b) preserving the last syllable of a word, and c) preserving the first three letters of the word. *Acronym* is formed through two kinds of processes, namely; a) preserving the first combined letter of each component, and b) preserving combined syllable. *Contraction* is formed through 3 kinds of processes, namely; a) preserving the first three letters of each component, b) preserving the first two letters of the first component and the first three letters of the second component, and c) omitting the first syllable. *Symbol* is formed through 3 kinds of processes, namely; a) the symbol represents the size, b) the symbol represents the number, and c) the symbol represents the currency.

The Research Result of Online Shopping Register Morphological Process on Media Social Applications				
No	Morphological Process		Vocabulary	Analysis
1	Affixation	Prefix (<i>ma-</i> , <i>ba-</i> , <i>di-</i> , <i>ter-</i>)	<i>Maolah</i> <i>Betambah</i> <i>Dibeli</i> <i>Tersedia</i>	<i>maolah</i> : <i>ma-</i> + <i>olah</i> <i>batambah</i> : <i>ba-</i> + <i>tambah</i> <i>dibeli</i> : <i>di-</i> + <i>beli</i> <i>tersedia</i> : <i>ter-</i> + <i>sedia</i>
		Suffix (<i>-an</i> , <i>-i</i> , <i>-kah</i> , <i>-kan</i> , <i>-an</i> , <i>-nya</i>)	<i>Orderan</i> <i>Atari</i> <i>Mudahan</i> <i>Kawakah</i> <i>Pesanan</i> <i>Kurirnya</i> <i>Sertakan</i>	<i>orderan</i> : <i>order</i> + <i>-an</i> <i>atari</i> : <i>atar</i> + <i>-i</i> <i>mudahan</i> : <i>mudah</i> + <i>-an</i> <i>kawakah</i> : <i>kawa</i> + <i>-kah</i> <i>Pesanan</i> : <i>pesan</i> + <i>-an</i> <i>Kurirnya</i> : <i>kurir</i> + <i>-nya</i> <i>Sertakan</i> : <i>serta</i> + <i>-kan</i>
		Confix (<i>meny-akan</i> , <i>pe-an</i> , <i>ke-an</i>)	<i>Menyenangkan</i> <i>Pemesanan</i> <i>Kehabisan</i>	<i>menyenangkan</i> : <i>meny-</i> + <i>senang</i> + <i>-akan</i> <i>pemesanan</i> : <i>pe-</i> + <i>pesan</i> + <i>-an</i> <i>kehabisan</i> : <i>ke-</i> + <i>habis</i> + <i>-an</i>
2	Reduplication	Whole	<i>Foto-foto</i>	Serves to promote merchandise
		Partial	<i>Dipilih-pilih</i> <i>Betakun-takun</i>	Words appeared on Online shopping transaction
3	Composition	Noun	<i>Harga ekonomis</i>	Offer a low price
		Adjective	<i>Murah meriah</i>	Words appeared to attract the buyers attention
4	Abbreviation	Abbreviation	COD Uk Yg IG Bju Sy Trnsfr	COD : <u>C</u> ash <u>o</u> n <u>D</u> elivery Uk : <u>u</u> kuran Yg : <u>y</u> ang IG : <u>I</u> nstagram Bju : <u>b</u> aju Sy : <u>s</u> aya Trnsfr : <u>t</u> rans <u>f</u> er
			No Gan Say	No : <u>n</u> omor Gan : <u>p</u> elanggan Say : <u>s</u> ayang
			PING Stokist	PING : <u>P</u> acket <u>I</u> nternet <u>G</u> opher Stokist : <u>s</u> tock <u>L</u> ist
			Ongkir Opder Gak	Ongkir : <u>o</u> ngkos <u>k</u> irim Opder : <u>o</u> pen <u>o</u> der Gak : <u>e</u> ngg <u>a</u> k
			XL 2 pcs 10K	Clothing size Amount size Currency

From the four parts of the morphological process above, abbreviation is the most commonly found result in online shopping speech transaction. This is due to the online shopping process is limited by phone. The narrowness of phone screens and the limited space for writing require sellers and buyers to be more creative in creating more efficient communication in order to be understood

between each other.

In the syntactic structure section, ellipse sentences are found on the seller and buyer's speech during the online shopping transaction. There are three types of ellipsis sentences that are found, namely (1) ellipsis sentence with omitting subject on P, PO, PK, POKPel and PPEL pattern, (2) ellipsis sentence with omitting predicate on SKOPel pattern, and (3) ellipse sentence omitting subject and predicate with Pel, OpelK, O and K pattern.

The Research Result of Online Shopping Register Ellipses Sentences On Media Social Applications		
No	Ellipsis	Analysis
1	Subject	Subject – Predicate
		Subject – Predicate – Object
		Subject – Predicate – Adverb
		Subject – Predicate – Object – Adverb – Complement
		Subject – Predicate – Complement
2	Predicate	Subject – Adverb - Predicate – Object – Complement
3	Subject and Predicate	Subject – Predicate – Object
		Subject – Predicate– Adverb
		Subject – Predicate – Compliment
		Subject – Predicate – Object – Compliment – Adverb

From syntax structure research result on the ellipsis sentence that has been found, there are nine subject (S) omitted, one predicate (P) omitted, and 6 subject and predicate (S + P) omitted. Omitting subject is the most widely-found result in a seller's and buyer's speech on online shopping transaction.

As for research result of the form of online shopping register stylistic variety on social media applications include; (1) local and foreign languages code mixing in the form of words, phrases and clauses, (2) mixed language structure interference, and (3) unofficial (casual) variety usage form.

Foreign language code mixing found is English and Arabic, while the local language code mixing found is Banjarese and Javanese. The code mixing event is dominated by English because there is a specific language that has been specified as the language variation namely registers which used on online shopping language. The mixed language structure interference used is the foreign language that interfered by Indonesian and Indonesian interfered by local language. *Unofficial variety* is characterized by using excessive phoneme, excessive punctuation, emoticons, varied greeting words, capitalization that appears in the middle of the sentences, onomatopoeia.

The Research Result of Online Shopping Register Stylistic Variety Form on Social Media Applications				
No	Stylistics Variety Form			Example
1	Code Mixing	Foreign Language	Word	Besok <i>ready</i> lgi ka
			Phrase	Untuk sementara <i>close order</i> dlu bju cwe neng
			Clause	<i>Happy 1st anniversary</i>
		Local Language	Word	<i>Sbting</i> uln lah bu
			Phrase	Esok wilayah Gambut-Bjm siapa yg <i>hdk mnta atari</i> bingka, bisa lapor sekarang....
2	Interference	Foreign + Local Language		<i>Alhamdulillah betambah orderan</i> lumpur surga dunia akhirat <i>olons</i> ,
3	Unofficial Variety	Excessive of Phoneme		<i>Ok siiippp</i>
		Excessive of Punctuation		Ooo enggehh, jmlhx 42 sdh lwn ongkir..
		The use of <i>emoticon</i>		Alhamdulillah bnyak yg syukaaa 🥰🥰🥰 🥰🥰🥰🥰🥰 Yuk di order gengs Minat CP ana yaa
		Varied greeting words		Say yg merah sold out udh mau gnti atau 1 za ok kmna u meantr <i>ding</i>
		Capitalization in the middle of the sentence		Kalo mau pesan. Format ny <i>Cuma</i> nama sama orderan aja ya?
		The use of Onomatopoeia		Ak cwo mba... <i>wkwkw</i> d kira cwe ya..

From the research result of stylistics variety form, unofficial variety speech more widely used by sellers and buyers during the process of online shopping transaction compared to code mixing and interference. This is done by the seller in order to attract buyers' attention so that buyers feel close to the seller even though they do not know each other.

Three main points, namely the register morphological process, the register syntactic structure and the register stylistic variety form have been used by online shopping sellers and buyers. From the research results, the registers morphological process and the register stylistics variety form resulted in almost identical findings; while the findings on syntactic structure are much less because online shopping transactions pays more attention to and prioritize in understanding the intended purpose than the sentence structure of the speech.

Five (5) social media applications used by sellers and buyers for online shopping transactions show different language variations. WhatsApp is a more commonly used application and has more dominant language variations than other social media applications. While the language variations that appear the least is on Line.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The register morphological process found in the seller and buyer's speech during the process of online shopping transactions; (a) affixations of suffix *-an* in the English vocabulary, affixation of prefix *ma-* and *ba-*, suffix *-i*, *-an* and *-kah*, confix *meny-akan* on Banjarese vocabulary, and prefix *di-* and *ter-* suffix *-an*, *-nya* and *-kan*, confix *pe-an* and *ke-an* on Indonesian vocabulary; (b) reduplication in the form of repetition of all basic forms of the word and partial repetition of the basic form of the words; (c) the composition of noun and adjective form, and (d) abbreviations, fragments, acronyms, contractions, and symbols.

The syntactic structure found in the seller's and buyer's speech during the online shopping transaction is in the form of an ellipsis sentence. There are three types of ellipsis sentences found, namely; (a) ellipsis sentences with omitting the subject on P, PO, PK, POKPel and PPel patterns; (b) ellipse sentence with omitting predicate on SKSDel pattern and (c) the ellipsis sentence with omitting the subject and predicate on Pel, OpelK, O and K patterns.

The register stylistics variety form found in the seller and buyer's speech during the online shopping transactions are; (a) foreign language and local language code mixing in the form of words, phrases, and clauses; (b) mixed language structure interference; and (c) variety usage form.

Suggestion

The research on the use of register on online shopping transactions on social media applications needs to be reviewed in depth, because this research only discuss the morphological process, syntactic structure, and the form of stylistic variation. Furthermore, it can examine the register, but on the use of different fields, such as registers in medical, agriculture, and others. Problem identification may be the same, but in different social media applications, such as Shopee, Bukalapak, Blibli, Olx, and so on.

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