CHAPTER I
INTRODUCTION

A. Background of the Study

Language is very important for human life. Language is always used for everyday conversation by everyone. Language is a communication tool that is useful for conveying ideas, expressions, feelings, opinions, and desires. So, with language can understand the meaning of one another. Fasold(2015) stated that language is composed of separate sounds, words, sentences and other utterance units. Each language is equally "functional" at meeting the communicative needs of its own speech community. Language is the ability to construct and interpret the words of that language.

Humans are social objects that have a variety of language utterances. The diversity of language utterances can come from differences in social groups, educational backgrounds, economic levels, and also differences in the place of birth of certain individuals. Language and society are two things that cannot be separated because they are interrelated. This happens because people are brought together in groups for a specific purpose. The relationships between language and society is called sociolinguistics.

Fasold(2015) states that "sociolinguistics is the study of language in its social context". Sociolinguistics is the study of language use within or among groups of speakers. People can group together for one or more reasons such as social, religious, political, cultural, familial, vocational, avocational, etc (Wardaugh, 2006). The correlation between language and society can be studied through sociolinguistics. Therefore, sociolinguistics

can be desribe as the study of language in use and its special focus is on the relationship between language and society.

In sociolinguistics, there are some language varieties. According to Alwasilah in Aziza (2022) "there are six terms of language variation, namely style, slang, colloquial, jargon, argot, and register". At the present time, many social groups or communities are formed which are accompanied by the appearance of various terms in society. Language variations according to the user are called registers. In linguistics, register is a variety of language used for a specific purpose or in a particular social setting. Register occurs in any situation in society such as members of cummunity or certain profesion such as what happen in the online shopping world. Registers are sets of vocabulary items associated with discrete occupational or social group.

The example of register is "check out" word that have different meaning in different place. First, check out can be defined as the last part the people to complete the purchase in online shopping application. At this step, the buyer can choose a shipping method and a payment method. Buyers can also double-check the items ordered, shipping address, buyer's cellphone number, and more. In that sense, checkout is used in terms of online shopping. Then, "check out" also can be defined as when guests carry out the process of removing goods from the room while paying bills. In that sense, checkout is used in hotel terms. The different of each word are realted with the context of situation.

One of group that use register is online shopping community. Online shopping is defined as a shopping activity that is done through the internet, buyers can view photos in the online shop but buyers cannot hold the product directly. There are many specific terms in the world of online shopping. Usually this term is only known by people who make

transactions through online shop applications. Here the examples of register terms in online shopping community :

a. Voucher : a form or check indicating a credit against future purchases or expenditures.
b. Discount : term for making a deduction than usual for cash or immediate payment.

Currently, the online shopping community is growing rapidly. One of the communities that focuses on online shopping is Somethinc Official. Somethinc Official is one of the shop names on Lazada application that sells various kinds of skincare products. In the product posts, the seller includes the term register both in the photo post and the caption.

The researcher used online shop term as research because the researcher find a lot of register in the world of online shopping. There are also many children, teenagers, and adults using online shopping sites. In addition, the world of buying and selling was growing rapidly. In Indonesia, online shopping was first developed by Andrew Darwis in 1999 by establishing a buying and selling forum called Kaskus (Beni Somantri, 2021). Therefore, people from the Baby Boomer generation to the millennial generation must adapt to language developments in the marketplace in today's era.

Based on the explanation, the researcher chose to conduct a research on analyzing the register words in the one of online shopping application and the researcher took the title about **"AN ANALYSIS OF REGISTER USED ON SOMETHINC OFFICIAL IN LAZADA APPLICATION".**

B. Limitation of the Problem

In understanding further on register, this study limits the objects and focus on analyzing register of online shopping term used in feed of Somethinc Official store uploaded from May 2022 – May 2023.

C. Problem Statements

From the background above, the problem statements of the research are :

1. What are the linguistic forms of register on Somethinc Official Store in Lazada Application?
2. What are the meaning of register on Somethinc Official Store in Lazada Application?

D. Objective of the Study

Based on the problem statements above, the researcher would like to present the purpose of the study as followed :

1. To clasify the forms of register on Somethinc Official Store in Lazada Application.
2. To describe the meaning of register on Somethinc Official Store in Lazada Application.

E. Benefit of the Study

The researcher expects that this result of the research could give benefits to others. The benefit of writing this research are as the following:

1. Theoretical Perspective

This research is expected to significance sociolinguistics development, especially about register which is one of language variation.

2. Practical Perspective

    a. For the researcher

The researcher hopes that with this research the researcher will understand more deeply about registers.
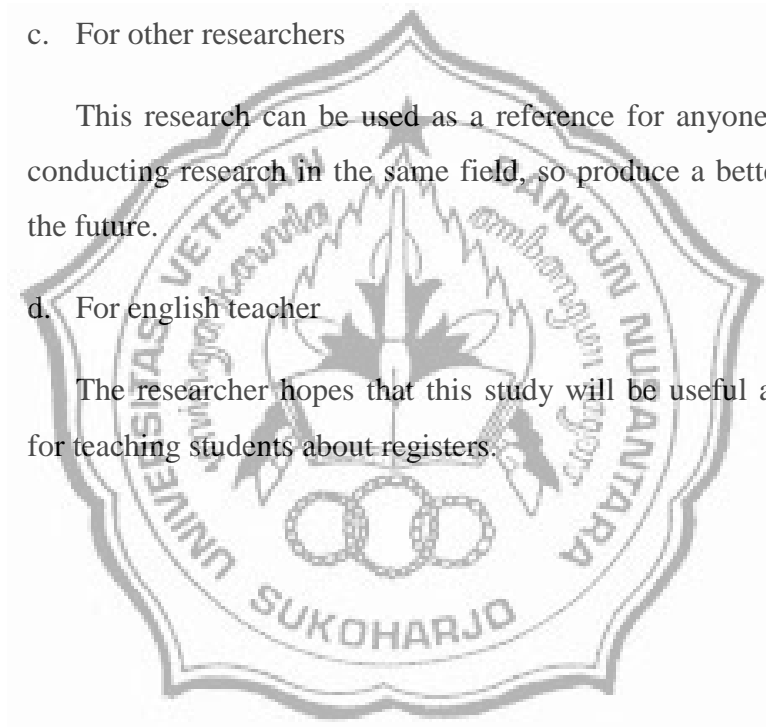
    b. For the readers

The researcher hopes that the readers can understand about register term in online shopping.

    c. For other researchers

This research can be used as a reference for anyone interested in conducting research in the same field, so produce a better research in the future.

    d. For english teacher

The researcher hopes that this study will be useful as a reference for teaching students about registers.

CHAPTER II
THEORETICAL REVIEW

In conducting research, there are several theories that support the reserach. The theoretical review contains several studies related to this reserach and it is described in this chapter.

A. Sociolinguistics

Language is important thing in communication. Language and society are inseparable, so both are studied in sociolinguistics. Sociolinguistics is a branch of linguistics which has relationships between language and society. In accordance with the opinion of Wardaugh & Fuller(2015) "Sociolinguistics is the study of our everyday lives and how language works in our casual conversations and the media we are exposed to. Sociolinguistic is a study of language which is associated with social conditions and takes language as an object of the study".

Holmes and Wilson(2006) also stated that "sociolinguistics is the study of language variation and that the purpose of such study is to find out what variation tells us about language and speakers' 'knowledge' of language. sociolinguistics study the relationship between language and society". That are interested in explaining why we speak differently in different social contexts, and with identifying the social functions of language and the ways it is used to convey social meaning.

It can be concluded that sociolinguistics is a field of study in the relationship between language, its use, and society. Sociolinguistics focuses on how people use language differently in different social contexts.

B. Language Variety

Variety always exist in a language. Language and society are two things that can not separate and every society has certain language. Based on Aswadi and Susilawati(2018) language variation occurs because every community has a language and they use it only in their community so the language used is different compared to the languages in other communities.

According to Alwasilah (1985 in Aziza, 2022) implies that there are six types of language variation, namely :

1. Style

Language style can be summed up as the words one uses when speaking. To put it another way, it means people will use language differently depending on the situation and context they find themselves in (Purba et al., 2021). In these different contexts, people can express themselves informally, scholarly, wordy, etc. Here is the example of style :

a. He is a liar.
b. He is a bit careless about his fact.

2. Slang

Slang in Indonesian is referred to as *bahasa gaul*. Slang mainly used by young people and slang belongs to an informal style. According to Budiasa(2021) "Slang is a phenomenon of using language variations that arise due to language development and a social dynamic in society in the realm of language". Slang can be new words, shortened or modified words, or words that have a meaning other than their original definition. Some examples of slang words are :

a) Salty

    Slang meaning   : annoyed or hateful

    Dictionary meaning   : salty taste

b) Slay

    Slang meaning   : cool

    Dictionary meaning   : kill

3. Colloquial

The word colloquial comes from the Latin "colloquium", which means "conversation". Usually, colloquial use in a conversation not in a writtenform. According Cambridge dictionary colloquial is an informal word or expression which is more suitable for using it in speech than in writing. Then, based on Merriam Webster dictionary colloquial is used when people are speaking in an informal way or style. The meaning in the two dictionaries is in accordance with Hasanah (2020) who said that "Informal English is called colloquialism since it is often used in daily communication". Example of colloquialism are y'all, I'd, we'll, gotcha, etc.

4. Jargon

According to Dr. Alex(2018), jargon is a specific vocabulary that is used in certain areas of life, but not used and often not understood by people as a whole. Jargon is a variety of language whose use is limited to certain social groups. Jargon usually aims to show about community groups. For example, jargon related to computers, namely hard disk, RAM, VGA cards, SSD, and so on.

5. **Argot**

Argot can be said as a synonym of jargon. Both of these words refer to a specific vocabulary that is used by a certain group of people and may not be understood by the whole person. Iaroslav (2015) states that "argot is any specialized vocabulary or set of expressions used by a particular group or class and not widely understood by mainstream society". Argot is used to describe specific vocabulary, whereas jargon is a more general term that refers to any language or vocabulary. An example of argot is medical personnel using argot to communicate with each other.

6. **Register**

Holmes(2013) states that register is the language of groups of people with common interests or jobs, or the language used in situations associated with such groups. This means that the speakers use language differently in different situations. People tend to use different registers when talking to strangers or in a formal rather than informal setting. For example, a professor used formal or academic register during professional classes or lectures. Meanwhile, best friends used informal registers when sharing secrets that might be known by other people.

In this research, the researcher focuses on one variation of language, namely register, because the researcher is interested in word terms formed by a social group in the fields of business, education, law, and so on, so that new word terms are formed that are not understood by people. who do not belong to a group.

C. Definition of Register

Register is variation of language concerned with the use, usage or its function. Based on Hammam (2021) "register is the use of language used at a certain time or associated with certain social groups used in situations related to that group". This shows that people communicate with each other repeatedly. Furthermore, they agreed to use the term register to make it easier for them to communicate according to each community.

According to Wardaugh(2006) registers are sets of language items associated with discrete occupational or social groups. Surgeons, airline pilots, bank managers, sales clerks, and jazz fans employ different registers. People will always adapt to new communities because they use different languages and that makes it easy for them to communicate with each other according to work and social conditions.

Holmes (1992 in Haryani & Putry, 2021) defines that register is a language used in a group of people with common interest or job in any situational accosiated with such groups. The term register can be find in several areas of community activity. In a community there are registers that are different from other communities. This happens because of their entrenched habits in certain fields. So, they choose to create a term of their own vocabulary, language, or style.

It can be concluded that register is the way speakers convey information to listeners or readers according to the social context in certain situations. For example registers used in occupational groups, such as surgeons, airline pilots, bank managers, lawyers etc.

D. Linguistics form

Susiyati (2023) stated that linguistics is the scientific study of language. Linguistics can improve people communication skills. According to MacWhinney (2005), there are four forms of linguistic forms, namely Word, Phrase, Clause, and Sentence. Then, according to Frank (1972 in Afrilia, 2022) type of linguistics form classified into four, they are word, phrase, clause, and sentence.

1. Word

Word is one of the most important elements of language (Ramadhan, 2020). Frank (1972 in Afrilia, 2022) stated that word is the smallest meaningful linguistics unit that can be used on its own. Each word that is arranged will become a complete language and it can be understood by other person. According to Eastwood (1999) there are eight different kinds of word in English. They are called "word classes" or "parts of speech". The word classes are as follows :

a. Noun

Noun is a word that represents a person, thing, concept, or place. A noun has a function as a subject or object in the sentence. Example : book, coffee, party

b. Verb

Verb is the action words that describe what the subject is doing in a sentence. A verb has a function as a predicate in the sentence.Example : run, steal, walk, go, play

c. Adjective

Adjective is a word that modifies or describes a noun or pronoun. Example : important, busy, good, young

d. Adverb

Adverb is a word that can describe a verb, adjective, other adverb, or a whole sentence. Example : since, here, then, rather

e. Preposition

Preposition is a word that indicates the relationship between a noun and the other words of a sentence. Example : at, to, in, on

f. Determiner

Determiner is a word or group of words that is placed in front of a noun to limit the meaning of the noun. Example : an, this, our, the

g. Pronoun

Pronouns are words that are used to replace nouns. In this case, nouns can be a person, an object, a place, or even an action. Example : I, it, you, he, she, this, that

h. Conjunction

Conjunction is a part of speech that is used to connect phrases, clauses, or sentences. Example: so, and, because

2. Phrase

Roberts (2011) stated that phrase is a sequence of words that can function as a constituent in the structure of sentences. Accroding to Roberts (2011) there are five types of phrases :

a. Noun Phrase

Noun phrase is all the subjects we have looked at have one thing in common, they all contain and are centred on category of word noun. Noun phrase is a phrase with a noun as the headword.

Example **:** I have a *cute cat*.

b. Verb Phrase

Verb phrase is the phrases functioning as predicates, on the other hand, all contain and are centred on a verb. Verb Phrase is a phrase with a verb as the headword, usually consists of auxiliary and verb.

Example **:** He *is playing* badminton now.

c. Adjective Phrase

Adjective phrases are centred on adjectives. Adjective phrase is a phrase with an adjective as the headword.

Example: The motorbike is *so expensive*.

d. Adverb Phrase

Adverbial phrase is a group of words consisting of adverbs with qualifiers (too, very, so, enough, etc). Adverb phrase is a phrase with an adverb as the headword.

Example **:** He drives *very quickly*.

e. Preposition Phrase

Preposition phrase is a phrase with a preposition as the headword. Prepositions are generally short words that express relations.

Example: The vase is *on the table*.

3. Clause

Huddleston and Pullum in Sumardiono(2013) stated that a clause is larger sentence unit which consists of a subject followed by a predicate. In the simplest case, the subject is a noun or noun phrase and the predicate is a verb or verb phrase. Based on Sumardiono (2013)there are four different clauses:

a. Adjective Clause

Adjective clause is a clause which performs the function of an adjective in the sentence structure. Usually begin with words such as when, where, that, etc.

b. Noun Clause

Noun clause is a partial clause and performs the function of a noun.

c. Adverbial Clause

Adverbial clause is a sub-clause or dependent clause functioning as adverb in the sentence structure to indicate time, place, condition, contrast, concession, reason, purpose, or result. An adverbial clause consists of a subject and predicate introduced by a subordinate conjunction like when, although, because, if, etc

d. Appositive Clause

An appositive is a noun, noun phrase, or series of nouns placed next to another word or phrase to identify or rename it. But, appositive clause is an appositive in form of clause.

4. Sentence

Sentences consist of words (Roberts, 2011). A sentence is a group of words that has a subject and a verb and states a complete idea, beginning with a capital letter and ends in period.

a. Simple Sentence

Simple sentence is a sentence only has one clause with a subject and a verb.

Example : We (S) are (V) college students.

b. Compound Sentence

Compound sentences is a sentence that consists of two independence clauses joined by a coordinating conjunction. Because it has two clauses, it also has two Subjects and Verbs.

Example : You (S) can (V) use my car, *or* you (S) may (V) stay here until tomorrow.

c. Complex Sentence

A complex sentence consists of two clauses; an independent clause and a dependent clause joined by a subordinating conjunction. Because it has two clauses, it has two subjects and verbs.

Example : Although he (S) came (V) from a poor family, he (S) never gave up (V) achieving his dream.

d. Compoud-Complex Sentence

A sentence which has mixed clauses (compound and complex). A compound complex has at least three clauses.

Example : *When* the result of the test is announced, the selected applicants should register immediately, *or* they can register by email.

E. Word Meaning

Meaning is a concept, definition, or explanation of something. According to Chaer (in Ponno et al., 2019) there are two types of meaning, namely lexical and contextual meaning. Further, Parera (1990 in Syahfitri, 2021) also stated that linguistics meaning is divided into two, lexical and contextual meaning.

1. Lexical meaning

   Lexical meaning is the meaning that contain in a word though without any content. Another definition of lexical meaning is the actual meaning, according to the observations of our senses or the meaning that can be obtained from the dictionary. The example of lexical meaning :

   a. Cat (an animal with fur, four legs, a tail, and claws)

   b. Pen (a long, thin object used for writig or drawing with ink)

2. Contextual meaning

   Contextual meaning is the meaning of word in a context. Contextual meaning is related to the situation, such as the place, time and environment of the language users. So, when the word is used in other context, it may have another meaning.

Table 2.1 Example Contextual Meaning

Word	The meaning in context A	The meaning in context B
Bro	Brother as an object	Call name for man in a young society
Watch	Watch as an object	Direct the senses of sight to something

Based on the statement above, the definition of meaning is an explanation of something that has a specific meaning. There are two types of word meaning, namely lexical and contextual meaning. In terms of online shopping, there are vocabulary that should be interpreted according

to contextual meaning, not just lexically. If it is only interpreted lexically, the term of online shopping would be misunderstood by the readers.

F. Somethinc Official in Lazada Application

Lazada application is an online shopping center that offers various types of products such as Electronics, Women's and Men's Fashion, Home Appliances, Health and Beauty, Babies and Toys, Sports and Travel, Automotive and Media. In the lazada application there are various names for beauty brand store, the one is Somethinc Official store. Somethinc Official is a local beauty brand. It sells various types of skincare. In the Somethinc Official post, there were some specific terms in the world of online shopping. Terms in online shopping were like the way sellers promote their goods with discounts, vouchers, freebies, and so on.

G. Previous Study

Previous research is a comparison with research that is being carried out by researchers. Researchers used previous research as a reference for researchers in conducting research. The existence of previous research allows researchers to enrich the use of theory in research have conducted. Researcher used two studies as references in enriching study material in research. There are two references of study related this research.

The first previous research from Dandy Yudia Rizky (2021) with the title "Analysis of Register Used in Ojol Community of Social Media Gojek". This research discusses about register terms in the ojol community. The purpose of this study is to describe the types and functions of registers in the ojol community. Then, this study uses a qualitative descriptive method. The result is that the most dominant register is the consultative register.

The second previous research from Tut Yani (2019) with the title An Analysis of Register in The Conversation of Police Members of Gowa Police Resort. This study discusses register at the conversation on police members community. This research aims to describe the types and identify the function of the registers contained in the conversation of traffic unit members of Gowa Police Resort. This type of research is descriptive qualitative. As a result, the researcher found frozen register, formal register, consultative register, and casual register. There is one language register is not found, it is intimate register. Then, the researcher found the function of the register are emotive function, directive function, referential function, and phatic function. The are two functions that the researcher did not found, that are metalinguistics function and poetic function.

Based on the reserach above, the researcher found several similarities and differences in the two previous studies. The similarities, the two studies wants to examine the type and function of register in language used. There are differences in the objects studied, namely examining registers in the ojol community and police member.