Register of Online Transactions in the Field of Beauty on Social Media Instagram

Fitqi Sintiadi[1], Rinda Roshita Dewi[2], Eva Utami Durahman[3]

fitqi.sintiadi799@gmail.com[1], rindaroshita@gmail.com[2], utamieva08@gmail.com

Sekolah Tinggi Ilmu Bahasa Asing Invada

Abstract

This current research aimed to find out and describe the form of registers that are in the online buying and selling in the beauty field and to find out how the registers are formed. The online beauty shop was chosen because it considers a lot of enthusiasts and interactions between sellers and buyers in the buying and selling process. With the development of online beauty shops, it is possible has variations in the register used. Based on that reason, the author are interested in analyzing more about the register term found in the online beauty shop. The method used in this research is descriptive qualitative and data collection techniques used in this research are documentation. The data of this research are the register terms in two beauty online shops on Instagram. The source of data is written utterances from sellers and buyers that communicate during the online buying and selling process. The result of this research indicates that there are thirty five out of forty register terms which include in word formation process among others are ten register terms as abbreviations, one register terms as back formation, five register terms as clipping, six register terms as compounding, one register terms as inflection, four register terms as derivation, and the last is seven register terms as Indonesian affixation + English morpheme. The usage of register terms is influenced by the age, educational levels, and occupation of buyers.

Keywords: register, online shop, sociolinguistics.

Introduction

In fact, real conversations with online conversations are different. Buying and selling transactions in online stores in this millennial era cannot be separated from communication and social, especially sociolinguistics.

Sociolinguistics examines the relationship of language and society, which relates two fields that can be studied separately, namely the formal structure of language by sociology and the structure of society (Wardhaugh 1986: 4; Holmes 1992: 1; Hudson 1996: 2). The languages of people in society are different from each other. Each of them has its characteristics, this can occur because of differences in social class, educational levels, gender, and age.

Technological development is not only limited or measured by the development of electronic goods and so on, but this technological development can also increase a sizable business, a business can also be run via the internet which is called online business. This business model relies on or uses the internet as a means of communication carried out by consumers and buyers.

Examples of such communication processes are the process of offering goods, ordering, to the approval of prices and payments, it is a communication process that relies on the internet. Buyers do not need to go far, to go to the grocery store, do not need to

leave the house just enough or queue to pay in cash or jostle with people to choose or by goods just to buy or get the desired item. It can be said, the buyer just simply sits quietly at home or wherever they are and the desired item will be sent directly to the buyer's place.

In the selling process between buyers and seller that occur, there is the use of language, both in the form of offers/promotions of goods sold and forms of conversation between sellers and buyers. In the use of this language, several vocabularies can be found that are online trading transactions and their formation process.

In January 2018, the Snapcart research institute surveyed 6,123 respondents conducted through the Snapcart application utilizing Optical Character Recognition (OCR) technology. Revealed that millennial generation is the most shopper in the e-commerce sector, which is 50 percent (25-34 years). The majority of online shopping consumers by gender are women with 65 percent. When combined with generation Z (15-24 years) the number of shoppers from the younger generation reaches around 80 percent. Which means millennial and z generation dominates the online market. This happens because millennials are the first generation to see the internet as a great discovery and change everything while Generation Z is a generation that was born when the internet and social media have become daily. In addition, the demographic bonus in Indonesia at a productive age is very high, productive age in Indonesia is the millennial generation and generation z.

Many linguists mention about the register that it is as a language style whose choice of vocabulary depends on context. Usually, every activity must have a unique language register. Register is also a variation of the language concerned with its use, usage or function. The occurrence of language variations is caused not only because the speakers are not homogeneous and live in a very wide area, but because of the diversity of social interaction activities of the speakers. The more human interaction activities, the more variations in language will occur.

In this research, the author focuses on sociolinguistic analysis studying the register as a kind of language variation. The purpose of this research is to find out and describe the form of registers that are in the online buying and selling in the beauty field and to find out how the registers are formed. The author uses the online beauty shop especially Instagram because today a lot of people use this platform and it makes more efficient in shopping activity. The online beauty shop was chosen because it considers a lot of enthusiasts and interactions between sellers and buyers in the buying and selling process. With the development of online beauty shops, from the things discussed earlier also have variations. Based on that reason, the author are interested in analyzing more about the register term found in the online beauty shop.

Theory and Method

Sociolinguistics is a branch of linguistics belonging to macro linguistics. Sociolinguistics is a combination of sociology and linguistics but they are closely related. The object used as a study in sociolinguistics is a language not sociology (the science of the nature, behaviour, and development of society). Sociolinguistics and social linguistics are two disciplines with different objects of study. One studies language and the other studies social conditions. According to Abdul Chaer (1994), sociolinguistics is a linguistic sub-discipline that studies language in the context of its use in society. The subject discussed in sociolinguistics is the use and use of language, the place of language use, grammar levels, the various consequences of contacting two or more languages, and the variety and timing of the use of different languages.

Register is a variation of language that the appearance of variation by various factors that influence it. According to Halliday (1994:25), registers are the language in use today,

depending on what is being done. In addition, the nature of the activity reflects other aspects of the social level that usually involve people. Mesthrie (2009) argues that the most reason fundamental for the emergence of language variations closely related to social networking. It is stated with people tend to talk like the people they talk to most of the time.

Register as a form of language variation due to the specific nature of the wearer's needs. Register, in other words, can be interpreted as an ordinary language used today, the language that depends on what someone does and usual social level involving certain communities (Suwito, 1985:25).

Based on the concept of this research register it refers to the morphological process, the form of language style variations in online shopping transactions on social media. In linguistics, morphology studies the composition of parts of words in the correct grammar. Kridalaksana (2008: 142) defines morphology as a linguistic field that studies morphemes and their combinations, parts of the structure of this language that encompass words and parts of words, namely morphemes.

Morphological processes according to Kridalaksana (1989:12), which include affixation, reduplication, composition, abbreviations, metanalysis, back-derivation and morphophonemic. In this research not all morphological processes are discussed in just a few.

The word formation process is the formation of new words to give new meaning by adding a prefix or suffix to a word. According to Lieber (2009:6) word formation or lexeme formation is a morphological study of the process of forming new words from the old, which can change word categories and add importance, or simply change word categories but do not add importance to them, and vice versa.

The language used in online shopping transactions on social media is a form of casual variation. According to Purwanto (2011:4) Language communication in business that emphasizes the achievement of sending messages to consumers. Communicators must understand and master how to arrange words that can attract buyers and how to choose the right communication in the media.

Online shopping events on social media are written forms of trade transactions, in this case, there are no face-to-face meetings or meetings between sellers and buyers directly. Therefore, the seller must be able to sort and make interesting words or promotions, the seller must be able to influence the buyer's interest through words made or promotions made by the seller.

Online shopping is a process where the buyer directly buys various items, services, and others from sellers. The buyers can visit several platforms such as Instagram, Facebook, Twitter, Shopee, Lazada, etc. with their mobile phone or computer by connecting to the internet. A lot of words are created or the meaning has change depends on the context in any platform especially at online shops.

This research uses a qualitative descriptive study. The data of this research are the register terms in two beauty online shops on Instagram. The source of data is written utterances from sellers and buyers that communicate during the online buying and selling process.

To collect the data, the author used documentation. The author takes the following steps to analyze the data collecting technique. First, the author classified the register form of written utterance between the seller and buyer in communicating during the buying and selling process in two online shops (bss_stuff and princessbeautystore) because both online shops are already trusted and have numerous Instagram followers. Second, classifying the data that include register used in the beauty field based on the trade registers. Third, after

obtaining the trade register in the beauty field the author analyzes the data by identifying the word formation processes that occur in register at online stores in the beauty field.

Findings and Discussion

From the data collected the author found forty register terms that are used in the two online shops. These registers are included in the register commonly used in the buying and selling process. Here is the following a description of the analysis carried out:

Table 1. Register Terms

	Register Terms		
1.	Sis	21.	DP
2.	Order	22.	PAP
3.	Blacklist	23.	PP
4.	Price	24.	KW
5.	Update	25.	OTW
6.	Keep	26.	Beb
7.	Trusted	27.	Testi
8.	All Size	28.	Promote
9.	Restock	29.	Endorse
10.	Size	30.	Pick Up
11.	Ready	31.	Review
12.	Variant	32.	Fee
13.	Sold Out	33.	Chat
14.	Reseller	34.	Ori
15.	Customer	35.	Ready Stock
16.	TF	36.	Best Seller
17.	PO	37.	Slow Respon
18.	DM	38.	Promo
19.	WA	39.	Upload
20.	COD	40.	Stock

The author also analyzes the word formation processes in forty register terms. The result shows that there are thirty four words that encountered the word formation processes because it has the process of creating new word and terms from the use of old words. The data contains ten register terms as abbreviations, one register terms as back formation, five register terms as clipping, six register terms as compoundings, one register terms as inflection, four register terms as derivation, and the last is seven register terms as Indonesian affixation + English morpheme. While six register terms (*price, size, ready, variant, fee, and upload*) don't have the process to create a new word. Here is the following is a description of the analysis carried out :

1. Abbreviation
   There are ten register terms that classified as abbreviation.
   1. TF, derived from the word Transfer.
   2. PO, derived from the word Pre-Order.
   3. DM, derived from the word Direct Message.
   4. WA, derived from the word Whatsapp.
   5. COD, derived from the word Cash On Delivery.

6. DP, derived from the word Down Payment.
7. PAP, derived from the word Post A Picture.
8. PP, derived from the word Paid Promote.
9. KW, derived from the word Kwalitas/Kualitas.
10. OTW, derived from the word On The Way.

The word TF is taken from the first sound in each syllable (**Trans**f**er), the word PO is taken from the first sound in each syllable (**P**re-**O**rder), the word DM is taken from the first sound in each syllable (**D**irect **M**essage), the word WA is taken from the syllable W and A (**Wha**tsapp), the word COD is taken from the first sound in each syllable (**C**ash **O**n **D**elivery), the word DP is taken from the first sound in each syllable (**D**own **P**ayment), the word PAP is taken from the first sound in each syllable (**P**ost **A P**icture), PP is taken from the first sound in each syllable (**P**aid **P**romote), the word KW is taken from the first and second words (**Kw**alitas), the word OTW is taken from the first sound in each syllable (**O**n **T**he **W**ay).

2. Back Formation
There is one register term classified as back formation.
1. Promote, derived from the word Promotion.

The word *promotion* undergoes a process of shortening by cutting off a suffix to form a new word. *Promote* ← *promotion*.

3. Clipping
There are five register terms classified as clipping.
1. Beb, derived from the word baby.
2. Sis, derived from the word sister.
3. Reg, derived from the word regular.
4. Ori, derived from the word original.
5. Testi, derived from the word testimony.

The word *baby* is reduced to a shorter form *beb*, the word *sister* is reduced to a shorter form *sis*, the word *regular* is reduced to a shorter form *reg*, the word *original* is reduced to a shorter form *ori*, the word *testimony* is reduced to a shorter form *testi*.

4. Compounding
There are six register terms classified as compounding.
1. Sold Out
2. All Size
3. Ready Stock
4. Best Seller
5. Slow Respon
6. Blacklist

The word *sold + out* are combined then produces *sold out*, the word *all + size* are combined then produces *all size*, the word *ready + stock* are combined then produces *ready stock*, the word *best + seller* are combined then produces *best seller*, the word *slow + respon(se)* are combined then produces *slow respon*, the word *black + list* are combined then produces *blacklist*.

5. Inflection
   There is one register term that classified as inflection.
   1. Trusted

There is a word modification process that is done because of grammatical interest (*trust → trusted*).

6. Derivation
   There are four register terms classified as derivation.
   1. Reseller
   2. Restock
   3. Review
   4. Customer

Reseller is a new word that created by adding prefix re-, Restock is a new word that created by adding prefix re-, Review is a new word that created by adding prefix re-, Customer is a new word that created by adding the suffix –er.

7. Indonesian affixation + English morpheme
   There are seven register terms classified as Indonesian affixation + English morpheme.
   1. Order*an*
   2. *Di*endorse
   3. *Nge*keep
   4. *Nge*chat
   5. Promo*in*
   6. *Nge*stock
   7. Update*an*

Orderan is a word from English Morpheme *order* mixed by Indonesian suffix –an, *Diendorse* is a word from English Morpheme *endorse* mixed by Indonesian prefix di-, *Ngekeep* is a word from Englsih morpheme *keep* mixed by Indonesian prefix nge-, *Ngechat* is a word from English Morpheme *chat* mixed by Indonesian prefix nge-, *Promoin* is a word from English Morpheme *promo* mixed by Indonesian suffix –in, *Ngestock* is a word from English Morpheme *stock* mixed by Indonesian prefix nge-, *Updatean* is a word from English Morpheme *update* mixed by Indonesian suffix –an.

Base on the data above, the author found the high frequency data of word formation process are in abbreviation and Indonesian affixation + English morpheme. It relates to the user of the internet that are mostly from millennial and Z generation. The occurrence of the use of abbreviation or mixing Indonesian affixation + English morpheme is influenced by factors, among others: social, educational level, age, gender, topic conveyed, and goals to be achieved. This happens because buyers come from various regions with different social status, educational levels, and ages.

Conclusion

The usage of register terms is influenced by the age, educational levels, and occupation of buyers. Most of the buyers use the abbreviation and Indonesian affixation + English morpheme. This was proven from the data that the author found a seven word

formation process, among others ten register terms as an abbreviation, one register terms as back formation, five register terms as clipping, six register terms as compounding, one register terms as inflection, four register terms as derivation, and the last is seven register terms as Indonesian affixation + English morpheme.

References

Chaer, Abdul. (1994). *Linguistik Umum*. Jakarta: Rineka Cipta.

Halliday, M.A.K. (1994). *On Language and Linguistic*. New York: Continuum.

Hima, R. (2017). *Register Istilah Dalam Bidang Pemasaran*. Jurnal stilistika. Volume 2, No. 1, February 2017. Halaman 69-76.

Hudson, R.A. (1996). *Sociolinguistics*. Cambridge: Cambridge University Press.

Holmes, J. (1992). *An Introduction to Sociolinguistics*. UK: Longman Group Ltd.

Kridalaksana, H. (1989). *Pembentukan Kata Dalam Bahasa Indonesia*. Jakarta: PT. Gramedia Pustaka Utama.

Kridalaksana, H. (2008). *Kamus Linguistik*. Jakarta: PT. Gramedia Pustaka Utama.

Lieber, R. (2009). *Introducing Morphology* (Cambridge Introductions to Language and Linguistics). Cambridge: Cambridge University.

Mesthrie, R., Swann, J., Deumert, A., & Leap., W.L. (2009). *Introducing Sociolinguistics*. Edinburgh: Edinburgh University Press.

Purwanto, D. (2011). *Komunikasi Bisnis*. Jakarta: Erlangga.

Rahmawati, A. (2014). *A Sociolinguistics of Register Used In Soccer Page of Social Media Facebook*. Muhammadiyah University of Surakarta.

Snapcart. (2018). *Survei Belanja Online Indonesia 2018*. Retrieved May 20, 2020, from https://snapcart.global/survei-belanja-online-indonesia-2018/

Suwito. (1985). *Sosiolingustik: Pengantar Awal*. Surakarta: Henary Offset.

Wardaugh, R. (1986). *An Introduction to Sociolinguistics*. Cambridge: Blackwell Publisher.