CHAPTER I

INTRODUCTION

1.1. Background of the Study

Nowadays, the industrial revolution 4.0 is taking place. According to Adebayo, Chaubey and Numb (2019), industry 4.0 led by intelligent manufacturing is regarded as the fourth industry created from the industrial revolution. Industry 4.0 purpose is to connect systems and equipment to support customization and automation of high product, making production more effective, flexible, and efficient. The industry 4.0 goal is to create a highly flexible model for personalized digital products and services in the production phase, allowing real-time interaction between people, product and devices (Adebayo, Chaubey and Numbu 2019). New technology becomes a major impact of the ability of many businesses to be responsive and proactive to the market. Most of businesses, transaction through online selling are easier and simpler than traditional time. The aim of people who involve and participate in online business is to gain profit. In addition to gaining profit, the online business has been launched by the web as a revolutionary way of doing business. To engage in online business, people use internet through many mediums such as computer, tablet, or mobile phone (Ibrahim, Ros, et al. 2014).

Islam, Islam and Mazumde (2010) stated that one of the impacts of this phenomenon is people are habituated to use Mobile Phone and Mobile Application. The use mobile phone and mobile applications is a new and rapidly growing sector.

Nowadays, there are many people who use mobile application to get in touch with friends, browse the internet, create and handle documents, entertain etc. People can use mobile application everywhere and can do many things of their daily and business life. Not only does it have impacts on its users but it also plays an important role in business. Many business companies earn profit from using mobile application.

Mobile applications offer simplicities such as user friendly, inexpensive, downloadable and run-able in most of the mobile phones including inexpensive and entry level phone. The rate of mobile application usage is rising rapidly, not only in the developed countries but also the developing countries. Not only has effect on individuals or business, mobile application also has a great effect on society. The whole society can be facilitated using mobile application. Some issues of social effect are quick communication, saving time and increase productivity, improve IT infrastructure in developing country, increase job vacancy, less power consumption, and considerable cost saving (Islam, Islam and Mazumde 2010).

One of platforms or mobile applications is Fiverr. Fiverr is an online marketplace that provides two-sided platform as buyer and seller to trade a variety of digital services. Fiverr's services start at US$5, and can go up to thousands of dollars with Gig Extras. Each service offered is called 'Gig' (Hoover 2010). Fiverr is based in Tel Aviv, Israel and was founded by Micha Kaufman and Shai Wininger in 2010 (Pfeiffer 2012). Reported by Wauters (2012) in thenextweb.com, the website transaction volume of Fiverr has grown significantly since 2011. Additionally, Fiverr.com has been ranked among the top 100 most popular sites in the United

States and top 200 in the world since the beginning of 2013. Fiverr released their iOS app in the Apple App Store in December 2013 (Bilton 2013), and released their Android app in the Google Play store in March 2014 (Henry 2014).

Services offered by Fiverr include Graphic and Design, Writing and Translation, Video and Animation, Music and Audio, Programming and Tech, Business, and Lifestyle. Each service offered is called 'Gig'. Each service has subcategories. Music and Audio service provides 15 subcategories including Voice Over, Mixing and Mastering, Producers and Composers, Singers and Vocalists, Session Musicians, Songwriters, Podcast Editing, Audiobook Production, Audio Ads Production, Dialogue Editing, Music Transcription, Vocal Tuning, DJ Drops and Tags, Jingles and Intros, and Sound Effects. People can order through seller's gigs or ask for custom gig. Every kind of music, audio, or sound are non-copyright, the buyer gets full rights from the seller and the seller does not get any royalty. These reasons make the users of Fiverr increase every year.

Among those services, Music and Audio service is interesting. In Indonesia, people often illegally use published music and audio without any permission, even for commercial use. This illegal way usually causes their contents being restricted by social media platforms. Therefore, it is expected that this study can help people to make or order the original music for their contents.

Furthermore, the conversations between seller and buyer during the transaction are interesting and are mostly in the form of written text via chat rooms that are provided by Fiverr. Seller and buyers usually use their special terminology

which often time cannot be understood by the outsiders, this phenomenon is considered as a language variety. The language varieties in society are different from each other. Each of them has its characteristics, in sociolinguistics, such phenomenon is called register. According to Holmes (2013), the term register here describes the language variety of groups of people with common interest or jobs, or the language used in situational associated with such groups. The differences of each language variety are related with the context of situation. Therefore, the vocabulary used by certain occupational groups might be difficult for the outsiders of the groups to understand because the group members adopt a specialized terminology to express meaning concisely and precisely based on the context. They use technical terms in order to make the conversation efficient, to the point, and easy to understand.

Holmes (2013) stated that the specialization of register of occupational groups emerges from the need for quick, efficient, and precise communication between people who share similar knowledge, experience, and skills. The use of register depends on the context, that is, it is related to whom, where, and when the language is used. In this study the participants are the seller and the buyers at Fiverr and the communication happens when they are doing transactions. This phenomenon is interesting since the participants are from many different countries, but they use the same terms of music and audio service which are understood by both seller and buyer.

Many studies about register on online platforms have been conducted before. One of them is a research conducted by Lubis, Ashari and Warno (2016). The object

of their research was online shop term Facebook. In their research, they focused on finding the terms that were considered as register and categorized them based on the function. The similar research was conducted by Alfi (2013). He also analyzed the register used in online shop of social media Facebook. The difference only the focus of the study, Alfi (2013) focused on analyzing the linguistics form and the meaning of the register. Another research was conducted by Thufail (2016) who analyzed the register used in selling-buying transaction mobile phone at social media Facebook. Thufail focuses on describing the register, the function of the register, and the factors underlying the use of the register.

The studies above analyzed the register of online business only through Facebook, which is a social media and most of them focused on linguistic forms and the meaning, meanwhile this study analyzed the register used by seller and buyers at Fiverr and focuses on the vocabulary and the use of the vocabulary. There has been little research on register on real business platforms, especially at mobile application. Therefore, the writer is interested to conduct a research on register on real business platform, Fiverr.

Hopefully, this study contributes to theory of register and can help people who want to do music transaction on Fiverr or who want to be seller on Fiverr. Since Fiverr is one of top online business platforms which can be operated through mobile application, this study of register used at Fiverr will support the development of sophisticated technology and give new information related to online business, especially in scope of sociolinguistics.

1.2. Statement of the Problems

Based on the background of the study, Fiverr is considered to have register that is interesting to be studied. The followings are the statements of the problem:

1. What are the vocabulary of the register used by seller and buyers at Fiverr's Music and Audio Gig?

2. How the vocabulary of the register are used by seller and buyers at Fiverr's Music and Audio gig?

1.3. Objectives of the Study

Based on the statements on the problem, the objectives of the study are as follow:

1. To identify the vocabulary of the register used by seller and buyers at Fiverr's Music and Audio Gig.

2. To describe how the vocabulary of the register are used by seller and buyers at Fiverr's Music and Audio gig.

1.4. Significance of the Study

This study is expected to give contribution to the theory of register especially about vocabulary of register, and to broaden readers' knowledge about register. This study can also be a reference for researchers who study the same topic. Meanwhile, for practical contribution, the findings of this study are expected to be beneficial to

help people who want to engage in online business to understand the register used in the conversation between seller and buyers on Fiverr, especially on Music and Audio service. Therefore, people can start selling or buying Music and Audio through mobile application, especially Fiverr.

1.5. Scope and Limitation

This study focuses on analyzing the register used in conversations between seller and buyers at Fiverr business platform, especially Music and Audio service. There are 15 categories of Music and Audio service, but this study choose the top 4 most ordered gigs, those are Mixing and Mastering, Producers and Composers, Jingles and Intros, and Sound Effects. According to Holmes (2013), linguistic features are variations which provide the speaker a selection of expression containing the distinct of vocabulary choices, syntactical patterns, word structure, and pronunciation differences (sound). Since the data are written texts, there is no problem with sentence structure or the pronunciation. Therefore, this study only focuses on vocabulary which distinguishes the register of Fiverr's music and audio gig.

1.6. Definition of Key Terms

Fiverr: An online marketplace that provides

	two-sided platform as buyer and seller to buy and sell a variety of digital services (Hoover 2010).
Music and Audio Gig:	One of the services that is provided by Fiverr.
Register:	The language of groups of people with common interest or jobs, or language used in situation associated with such groups (Holmes 2013).
Vocabulary:	Vocabulary is a stock of meaningful word forms that fit into slots in sentences frames (Read 2000).