CHAPTER I

INTRODUCTION

1.1 Background of the Study

In today's digital age, the human space is increasingly easy with the presence of online technology that facilitates human activities in several sectors. One of them is the trading sector, where in this digital era, people can make buy and sell transactions without having to come face to face (offline) but only enough through their gadgets that are connected to the Internet network (online). This online trading Platform is called by e-commerce or marketplace. In Indonesia, there are several major marketplace and one of them called Tokopedia. The same thing with the offline trading system that required communication or questioning between the buyer and the seller, trading through the online system is also like that. But in practice, in the online buy-and-sell activities many appear to use new words or terms to communicate that differentiate it with offline buy and sell activities. This phenomenon is part of a variety of languages in society and the specific terms that arise from the variety of languages are called registers. The use of registers will generally be used and understood by certain people and groups who have similar interests or activities on one thing.

Language variation is a reflection of diversity in language speakers that is extensive. According to Hudson (in Wardaugh, 1998:21), a set of linguistics items with similar distributionis called a variety of language. The languages spoken by a

group of people will be different from what other people used. For example, older people will talk more about living and teaching advice, while children will talk about the desire of buying new toys, or enjoyable activities while they are in school. So does language diversity as a journalist would be different from a variety of a language used by a teacher. A journalist would be talking about things related to the world of politics, crime, issues, and other actual news, while teachers would talk about the problems of teaching and educating students in school. So speakers should be able to choose a variety of a language that is appropriate to their needs which in Sociolinguistics it is labelled as register. (Hudson, 1980).

Mansoer Pateda (1990:64), suggests registers as the use of language associated with a person's work. The term register here refers to a particular language use in a group of people or community who have similar interests or hobby, jobs, or the native tongue spoken in the situation associated with the group of people. For supporting idea, Halliday (1989:44) argued that term register refers to specific lexical and grammatical choices made by speakers who rely on the situational setting, the members of the conversation and the language function in the speech. This study analyses register in relation to its functional variation or certain purposes. Using one of the biggest E-Commerce in Indonesia, Tokopedia, as the data source focusing on the register of online sellers and buyers of sport equipments products. The discussion on sport equipment was selected because based on the writer observation, many specific words and terms appear in the

conversation or discussion among buyers and sellers. For example such as *gan, atc, uk, oz, head heavy, flex stiff, retur, and freeong.*

The aims of this research are to identify the linguistics forms, to ilustrate the meanings, and to define the functions of the register used by sellers and buyers in Tokopedia online trading. **Frank (1972) theory** is applied *to identify the linguistics forms of the register analysed*. In this stage, the register found are classified as word and phrase. Furthermore, the vocabulary features of the register will be discovered in various kind such as verb, noun, adjective, compounding, borrowing, abbreviation, noun phrase, and etc. In addition, **Larson (1984) theory** is used *to identify the meaning of the register based on their lexical meaning or contextual meaning*. In the last stage, **theory of Pateda (1987)** is used *to identify the functions of register found*. Pateda stated that register functions belong to five categories as follows: deliberative, consulative, oratorical, intimate, and casual function. The three theories mentioned above are the main theories used for each research question. Furthermore, the major theories will be supported by several supporting theories from several linguists to further clarify the results of this research.

At this very moment, the presence of the internet strongly influences social life. One of internet's big influences is in the field of trade or online trading. Online trading, or commonly known as online shopping, is the purchasing activity or process of commodities (goods) or services from vendors selling their goods or services over the internet. In online trading, between the seller and the buyer neither have any physical contact or face-to-face contact. In addition, Irwantoko

(2012) states, that "Online trading is a process of purchasing goods or services by consumers to realtime sellers, without a servant, and over the internet. This virtual store changes a paradigm process of buying goods or services that is bounded by walls, retailers, and malls."

To sell his good, the seller will offer it through the display on their web store or online store. Usually these display contain images, product description, price info, and how to order. After that, the buyer can choose what goods or services they want and make a purchase process. The buyer does not need to go to the physical store where sometimes it can be a waste of time. The buyer only needs to wait a few days to receive the item purchased because it has to go through the delivery process. In doing online shopping, it is said to be quick, easy, comfortable, and sometimes even cheaper. The seller and buyer just make deals through their cell phones or PC that have internet connection. That is some of the ease and advantage offered by the online trading system. Even though there is not a system that completely perfect, but there is a lot of people that have give testimonials or reviews about ease and security in doing online shopping.

One of the product categories that many interest in online trading is sports products. It is not to be denied that the enthusiasm of Indonesian society is very high in sports. Some sports that have never been deserted as an example are football, futsal, badminton, running, gymnastic, and others. With the presence of an online buying and selling system, it will be very easy for sports activists to meet their needs for the sports equipment they are in need. Some reasons appear why many people are interested in spending sports equipment needs through e-

commerce or marketplace including; Obviously because it is more energy saving and time, it is easier to find the goods they want, can find the best prices, many discounts or offers offered by the seller or service provider of e-commerce itself. With some advantages and convenience that is why now many people are more interested in shopping their sport needs through online trading than having to transact directly to the store that is certainly time consuming and energy.

There are several previous studies about language and register.A study conducted by Ulfah (2010) titled *Register Analysis in English Movie Advertisements of www.21-cineplex.com (A Sociolinguistics Study)*investigated the characteristics of the register of English movie advertisement of www.21-cineplex.com. She listed the linguistics factors of the register. The second previous study is conducted by Rahmawati (2014), *A Sociolinguistics Analysis of Register Used in Soccer Page of Social Media Facebook*. Her research aims to describe the linguistics form and the meaning of register used in soccer page of social media facebook. Still another study conducted by Pamungkas (2016) titled *Registers in FJB (Forum Jual Beli) Trading Forum Online in Kaskus.co.id: A Sociolinguistics Perspective*. The study results show that the register's linguistic forms are divided into two: word (noun, verb , adjective) and word compound. Also the meaning of the registers has many varieties. While a study by Lubis, et al (2016) titled *A Register Analysis in Online Shop Term Facebook*reveal the termsused in online shops community in Facebook which belong to register.So in the previous studies mention above, mostly the researcher only focus in two stage of identify. Mostly just identify the linguistic form or characteristic and the

meaning of the register. The rest just identify the linguistic form and the functions of the register. While in this recent study, the researcher will complement the result by identifying three important stage: Linguistic forms, meaning, and function of the register. So the result of this study will be more complete than the other previous studies. In the other hand, the researcher sure that this study will be the first study that use E-Commerce as the object or data source. Because there is not a lot of research on the register analysis especially the ones using E-Commerce as the object of the research. Hopefully that the outcome of this research can be useful as a further reference for studying the field of Sociolinguistics, especially for those interested in analyzing registers or language variations.

1.2 The Statements of the Problem

According to the background of the study, the researcher have formulated the problems in the question below:

1.   What are the linguistics forms of the register used by sellers and buyers in Tokopedia online trading?

2.   What are the meanings of the register used by sellers and buyers in Tokopedia online trading?

3.   What are the functions of the register used by sellers and buyers in Tokopedia online trading?

1.3 Objective of the Study

According to the statements of the problem, the researcher formulate the objectives of the study as follows :

1.   to identify the linguistic forms of the register used by sellers and buyers in Tokopedia online trading.

2.   to ilustrate the meaning of the register used by sellers and buyers in Tokopedia online trading.

3.   to define the functions of the register used by sellers and buyers in Tokopedia online trading.

1.4 The Significance of the Study

The writer expects this study to be able to make theoretical and practical contributions to the Sociolinguistic field by doing this research. Theoretically, the researcher expected this research to contribute to the Sociolinguistic field, especially on the discussion about register. Meanwhile, the practical contribution is that the results of this research is useful for online buyers and sellers to ease their communication and avoid misunderstanding by knowing the register commonly used in sport equipment products

1.5 Scope and Limitation

This research will focus on the register used by sellers and buyers in Tokopedia online trading. It consists of three broad levels of analysis which are the analysis oflinguistics forms, functions, and meanings of the register used. There are three theories used for this research; This research uses the theory of Frank (1972) to identify the linguistic forms of the register. Also identifying the meaning of the register (lexical and contextual meaning) according to Larson's theory (1984). Then identifying the functions of the register according to Pateda's theory (1987).

1.6 Definition of Key Terms

Register: Refers as the use of language associated with a person's work or interest. There are also five types of registers, namely frozen registers, formal registers, casual registers, consultative registers, and intimate registers. (Pateda, 1990:64).

Linguistic Form: A meaningful unit of speech. The type of linguistic form, divided into four, is word , phrase, clause and sentence. (Frank, 1972: 6-235)

Register Meaning: Transferring the meaning of the SL (source language) into the TL (target language). (Larson, 1984:3)

Register Function: The function of register to influence people to arrange the proper language style or function while interacting and communicating with others. (Pateda, 1987).

Online Trading: A process of purchasing goods or services by consumers to realtime sellers, without a servant, and over the internet (Irwantoko, 2012).