Register of Online Shop In Blackberry Messenger

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Abstrak

Penulisan ini fokus pada bahasa *register* di online shop yang sering di gunakan oleh para penjual dan pembeli. Register adalah sebuah variasi bahasa yang ditentukan oleh sebuah situasi atau konteks. Register mempunyai tiga variabel konteks yaitu topik pembicaraan (*field*), penutur dan mitra tutur (*tenor*), dan media bahasa atau cara pemakaian bahasa, lisan atau tertulis (*mode*). Sample data menggunakan *purposively* sampling. Metode pengumpulan data menggunakan, observasi, dokumentasi dan metode indentifikasi. Hasil analisis pada penulisan ini adalah *addresing*, *code-mixing*, *acronym*, *blending* and *phrase*. Pejual dan pembeli menggunakan register untuk memudahkan dalam berkomunikasi di era yang baru.
Key words*: register, field, tenor, mode, addressing, code-mixing, acronym, phrase*

I.   Introduction

One of the characteristics of language is social. It means that language has strong correlation with society. As Holmes (1992:1) stated, sociolinguistics is a major role in language and society. It indicates that sociolinguistics views language as a communication system in society and culture. There are some context situations (such as participants, setting, topic) affecting the use of register. Register will be different if the participants involved are different too such as age, sex, profession. Setting also influences the use of register (e.g. formal situation). Topic of discussion is a role to determine the use register such as topic in Management class different with English class.

Sociolinguistics causes language variations that occur in the realm of business. To attract the customers, sellers use language variation to make customers interested. Unfortunately, not everyone knows about the meaning, the language variation becomes language problem. We can call it register.

Since there are so many online shops in internet, the writer just wants to focus on online shop in Blackberry Messenger on the writer's device. Furthermore, the writer just wants to analyze the register of clothes online shop conversation.

The purpose of te study in this paper are to identify what the meaning of register and the form of register.

There are two previous researchs related to register. First, the research was done by Lulu Zahrotul (2008) in Diponegoro University. This research explained *register of garment industry (a case study of mail order document)*. She used random sampling for the sample, the collecting data used descriptive qualitative and the analyzing data used *metode padan* referential. This research needs more explanation about the register in variable of context. The second research was written by Wida Fahmanwati (2011) in Diponegoro University. This reseach explained *the register used by police in brigade mobile*. The writer used descriptive qualitative and total sampling for the methodology. Unfortunately, for the discussion, she must to explained what the register that she found.

Definiton of register is a language variations used by a couple of groups of community to share the same interest, profession, and also used in different situation which suits with the group (Holmes, 1992:276). According to Halliday (1994:32), register is defined as what a speaker is speaking or writing determined by what the speaker doing at the time. He also said that register is recognizable as a particular selection of word and structure. Then, by Eggins's point of view (1994:55), register is like a situation having an effect on the language that we used. She also suggested that register has three aspects of context in many situation, they are field, mode and tenor. Halliday and Hasan (1992: 53) also agree with Eggins's that register can be described as a compound of meanings which have a particular relation with a certain situation; they are field, mode, tenor. However, register is also an expression to show lexico-grammatical and phonological characteristics. He adds register is a reflection of another aspect from social level; social process that involves many people.

From a book of Halliday and Hasan (1992:53-54), kinds of register are divided into two.

1.   Close Register

A language variation is only known by a few people and usually for a secret mission, such as the soldiers in World War II or the flight crew for international flight language.

2.   Open Register

A language variation is more known by common people for some groups, such as for medical students, between doctor and patient, and between lecturer and student.

Form of register is heard by us who are often shopping in the Blackberry Messenger or internet, such as sellers and customers used. They are:

1. Addressing is an reflection of the complex social relation of individuals in speech community. (Salihu, 2014:48)
2. Blending is a process of word coinage in which two or more word put together to make a new word. (Gries, 2004:415)
3. Code-mixing refers to the speaker changes a language to another languages with the same utterence either in spoken or written. (Yee Hoo, 2007:1)
4. Acronym is a more specific compound than its base. (Bat-el, 2010:3)
5. Phrase is a couple of word that have no subject and verb (Azar, 1989:257)

Eggins (1994:52) said that there are context of situations as variable of register. They are field, tenor, and mode. The writer will explain the three aspects of context.

1. Field of Discourse

   Martin's opinion (1992:536) that field is a social activity is more useful in situation where language is accompanying action. Eggins (1994: 52) adds that field in a language usage right now depends on situation.

2. Tenor

   According to Eggins (1994:63), tenor is who is taking part of that context or language. She also said that wherever the social roles are playing in a situation, will have an effect to the language.

3. Mode

   Doughty et al (1972:185-186) described that mode is the way participants choose their communication, whether they use spoken or written communication.

Methodology

Sample is the representative of the population research which was described by Arikunto (1992:184). The sample in this paper is purposively sampling which will be chosen purposively because not all online shop conversation contains register. Just the online shop conversation that contains the register will be analyzed and become the data of this research.

In linguistic research, population is the object of research which is those people who are include in a particular group in terms of language (Subroto, 1992:32). The population of this research is all of the clothes online shop. The writer only wants to analyze the clothes online shop in blackberry messenger.

According to Soehartono (1999:70), collecting data is a systematic and standard procedure to obtain the data which is needed. The technique of collecting data that will be used is participant observation and documentation technique. The writer chats with the owner of online shop then the writer will capture the chat both linguistically and non-linguistically. Therefore, the writer can often recheck the data if it is needed. The data will be collected by identification method. The data, which contains the register of online shop, will be transcribed and classified according to the addressing, blending, acronym, code mixing, and phrase.

According to Sudaryanto (1993:6) analysis is a research effort to directly address issues contained in the data. The collected data in this paper were analyzed by using a *Metode Padan* and Contextual Meaning Method. In this paper, the writer used two techniques: referential and translational techniques. Referential technique analyzes the register of online shop that the online shoppers used. This research told about addressing and blending which mostly happen in register of online shop. Then, translation technique shows the process of translating from Indonesian conversation to English version. Contextual meaning method analyzes the data according the concept of register such as, field, tenor and mode.

II. Findings and Discussion

The notion of register is a language variation that is depended on use of situation or context (Flores, 2006:2357). In the writer analysis by several of samples containing conversations in online shop, she found five forms of register which often occurred in a conversation between sellers and customers.

1. Addresing

This form of register describes how to call someone or people by names, titles or other word which reference to address (Chao in Qin, 2008:1). The example of addressing can be found below.

Emma (customer)   : Gimana udah di booked belum *cin*?
Irris (seller)   : Udah *say*, tapi biasa nunggu yang lain dulu.
Emma (customer)   : Have you already booked *cin*?
Irris (seller)   : Already *say*, but waiting for the others first.

. The words "*cin*" and "*say*" are addressing terms to both of them. In indonesian, the word "*cin*" is from "*cinta*" and the word "*say*" is from "*sayang*". The meaning of words "*cinta*" and "*sayang*" are an expression to call a person that the speaker loved, may be it is girlfriend, boyfriend, husband, wife, bestfriend, or son/daughter. Even though they do not recognize each other, they keep calling like that rather than calling their name. Sometimes they prefer to call "*sist*" or "*sista*". The purpose of addresing above is to show the closeness between seller and customer

This conversation has three aspects of context that the writer analyzed by using Eggins's books. There are tenor, mode and field which happen in this conversation:

a. Tenor : Emma (customer) and Irris (seller).
b. Mode : Written, because the interaction happened in text.
c. Field : Asking about the clarity of the goods that Emma wants.

2. Blending

This form of register describes a process in which two different words are joined together to denote one thing by taking only part of words. The example of blending can be found below.

Valentriarossi	: Tronya Navy masih *restock* ga?
Adorable Project	: Maaf saat ini udah out of stock.
Valentriarossi	: Have Tronya Navy already done *restock*?
Adorable Project	: Sorry, it's now out of stock.

In conversation above, the purpose of blending is to get a new vocabulary for seller and customer. The word "*restock*" is the form of *ready* + *stock*. Ready references to the stuff which has already to ship, while stock tends to the availability of the stuff. Ready stock is an availability of the stuff that has already to ship to the customer. However, some people who do not have experience buying in online shop, they have different meaning. They notice that restock is adding the number of stuff. The form of word *restock* that they know is from *re* + *stock*. It is a past knowledge that would be changed. Customers who have ever shopping in online shop always use this form of register for asking the availability of the goods to the sellers.

The three aspects of the context in this conversation according to Eggins are:

a. Tenor : Valentria Rossi and Adorable Project
b. Mode : Written, because it happened in text.
c. Field : Asking the availability of the goods.

Another example of blending that always heard in conversation of online shop is shown below:

Adorable project (on one of online shop status) : *free ongkir !!*

Ongkir is from Indonesian word that the sellers blend from **ongkos** + **kirim** or shipping cost. Online shops usually put the goods price and the shipping price. In this context, shipping cost is used when the online shop and customer have a long distance relation. For example, the online shop is in Bandung while

the customer is in Semarang, so they hire an delivery service to connect in both of their city. If on online shop status written "*free ongkir*", it means that the customers free on the shipping cost. They have no add the shipping cost in total online shop's payment. Based on the writer' opinion, *free ongkir* is an promo to attract customers buying in this oline shop.

The three aspects of context in online shop's status are:

      a. Tenor : Adorable Project and all of its Blackberry Messenger

      b. Mode : Written, because the owner wrote it on her BBM status

      c. Field : Giving information of an promo in her online shop.

3. Code-Mixing

The term of code mixing is a mixing word where elements from two languages appear in the same sentence (Deuchar, 2005:1). The phenomenon of code-mixing always happens in conversation of online shop. The example of code-mixing is shown below.

> Irris   : Yang di grup tulisannya ***ready*** *say*. Yang kode itu udah ***sold*** semua.
> Emma : Oh oke deh.
> Irris   : In the group that is written ***ready*** *say*. These codes are ***sold.***
> Emma : OK

From the example above, the sentence is a code-mixing between Indonesian and English. All of the structure and lexeme of those sentences are Indonesian except words "***ready***" and "***sold***". Code-mixing becomes a new style of language for communication between sellers and customers. It seems like a must to use this form of register. They prefer to choose that words than use Indonesian.

The three aspects of context in the conversation above have done analyze by the writer. It will be shown below.

      a. Tenor : Irris dan Emma

      b. Mode : Written, because this conversation happened in text.

      c. Field : Explaining of the existence of the goods.

Another example of code mixing which is also often used is shown below.

Irris (on her status)   : 1,2,4 **onbooked last** no 3 yuk siapa mau?
Irris (on her status)   : 1,2,4 are **onbooked, last** no.3, wanna?

The words "**onbooked**" and "**las**t" are adapted to English. Sellers use code-mixing to attract customers' purchasing power. Those words also often used by them. In Indonesian, we can say "*sudah habis dipesan*" dan "*sisa*". According to sellers, code-mixing is also good to facilitate communication to get more customers.

The three aspects of context in this coversation are

    a. Tenor   : Irris and all of the customers in her blackberry messenger contact

    b. Mode   : Written, because she wrote on her status.

    c. Field   : Warning the stuff are would be run out.

There is one more example that we often encountered in online shop

Ayesha (on her status): 68.000 matt twiscone (white onbooked) cek grup dear
Ayesha (on her status): 68.000 matt twiscone (white onbooked) please check the group dear

The word "matt" actually is an abbreviation of material. However the writer analyzed that this word is include in code-mixing. We can see that Ayesha's status, there is a sentence which consists of two languages. Material is an English word, while cek grup are Indonesian.

The three aspects of context in the Ayesha's status are:

    a. Tenor : Ayesha and all of her BBM contact.

    b. Mode   : Written, because she wrote on her status

    c. Field   : Giving information about the quality of her stuff.

4. Acronym

This form of register explains the abbreviation formed by taking the initial sounds (letters) of the words of a phrase and uniting them to form a pronouncable word. An example below is acronyms which often occurred in coneversation of online shop.

Sakinata Diah: Open *PO!* New arrival yang mau ikut *PM* yaa
Sakinata Diah : Open *PO*! New arrival, want to join? please *PM*

The word "*PO*" is an abbreviation of Pre Order. *PO* means that the stuff which we buy do not really exist actually. There are two possibilities, the stuff must be made before they were shipped or the sellers have not yet booked the stuff from abroad, such as from Korea and Thailand. After their customers booked them, they will book it to the whole seller.

The word "*PM*" is an abbreviation of personal message in Blackberry Messenger. The word *PM* just we found in blackberry messenger which means text personally sent.

Based on Eggins (1994:67), in the text above, the field of this context is the seller offering pre order and whoever want, is invited to text her. Then the tenor of this context is the seller. While the mode in this context, which was described by Halliday (1994:64), is written.

Another example of acronym which usually heard in conversation is shown below.

Emma : Jangan lupa dikirim ya *say*
Rizka : Iya pasti *say.* Ini nunggu yang satu belum *TF2*
Emma : Don't forget to shipp, *say*
Rizka : Sure. I am waiting for another who has not *TF* yet

The word "*TF*" is an abbreviation of transfer. *TF* means transferring the cost of the stuff which has booked to the seller. The phenomenon above often happens between seller and customer in their conversation. Without explaination, customers who had no experience of buying in online shop confobulate what the TF means. By time goes, the customers understand what it is. It proves that register is a variation of languages that determined by use a situation and context.

Actually, sellers using acronyms in this conversation are to give a variation of language in daily use conversation of online shop. They want to increase the customers by doing register trick such as those acronyms.

The three aspects of contex tin this conversation has done analyzed, that:

    a. Tenor : Emma (customer) and Rizka (seller)

    b. Mode : Written, it happened in text

    c. Field : Reminding to ship the goods immediately.

5. Phrase

A phrase is a group of words that express a concept and is used as a unit within a sentence. The example is below.

Group BBM MM Shop Description : Cheap stuff. Ready. *No hit n run*. Serious only.

From the analysis of the writer, "*no hit n run*" is an adverbial phrase. Adverbial phrase is a couple of word that can be modified to some of a sentence telling the reader or listener how, when, where, or why (Young, 2012:4). The function phrase "*no hit n run*" is an abverb to show how to good order in this online shop. It addresses to customer in order not to book, then leave without clarity. Sellers warn customers not to do an irresponsible order.

There are three aspects of context that happened in the conversation.

a. Tenor   : The owner of MM Shop group and all of her customers

b. Mode   : Written, baceuse she wrote on her BBM group description.

c. Field   : Description about the rule to buy in MM Shop.

III.   Conclusion

From the discussion in the previous chapter, the writer concludes that register is language variation used by groups of community to share the same interest, passion and business in different situation which suits with the group. In this paper proved that register is laguage vaariotion used by a group of sellers and customers to share the same passion and business in online shop.

There are three variables related to the context of situation of register, field, tenor and mode of discourse. Field of discourse explains what happening on discussion, when the discussion occurs or maybe where it happens. Tenor of discourse describes the people taking part, absolute sellers and customers. The last one, mode of discourse is about what kind of the interaction, is it spoken or written.
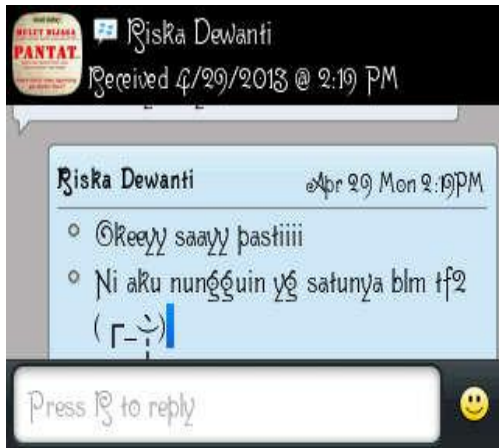
From the observation, the writer found some forms of register such as addressing, blending, acronym, code-mixing and phrase. It indicates that terms of register are creative. To attract the customers' purchasing power, sellers use this language variation.

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Appendices

Contact Profile
PIN: 3147267C
PIN Barcode: Show
Bubble Color:
Personal Message:
Open PO ! New arrival 💄 yg mau ikut PM yaa 😊
Status: ⛔ Busy

Contact Profile
Bubble Color:
Personal Message:
Adiba love black IDR 135.000 - 37 38 39 40 - readystock 😊💄
Status: Free ongkir !! 😃
Location:
Time Zone: Bangkok (+7)
Local Time: 1:23PM

Contact Profile
PIN: 2AB2BCCC
PIN Barcode: Show
Bubble Color:
Personal Message:
«--Barbie T-Shirt😊,Wanna?~🌹
Status: KEEP NO CANCEL
Facebook

Contact Profile
Bubble Color:
Personal Message:
«--TOTEBAG Stripe Lips❤, Wanna?~🌹
Status: OPEN ORDER
Facebook
Research In Motion Limited

Novie Dayanti | @duffkraftw...
Received @ 10:35 AM
Novie Dayanti | @duffkraftwerk   10:35 AM
○ Open order ..
Lace legging summer collection for baby n' kids..
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Novie Dayanti | @duffkraftw...
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(Lace Korea) 65k
Ready broken white, blue, black, baby pink..
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Press R to reply 😊