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Linguistic Analysis Of Register Used In Tiktokshop

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Abstract

Penelitian ini berdasarkan Analisis Linguistik Register yang Digunakan di Toko Tiktok. Bahasa yang digunakan di toko online berbeda dengan bahasa yang digunakan orang dalam percakapan sehari-hari. Ada istilah khusus untuk menjelaskan peristiwa yang terjadi di toko online. Banyak register yang digunakan di toko online dapat ditemukan terutama dalam bahasa Inggris. Dalam hal ini, penelitian ini menganalisis bentuk linguistik dan makna register yang digunakan di toko online. Penelitian ini dilakukan dengan menggunakan metode kualitatif deskriptif. Peneliti mengambil penelitian kualitatif untuk penelitian ini untuk mengidentifikasi bentuk linguistik register dan makna kata register yang digunakan di toko online dan untuk menggambarkan makna register yang digunakan di Toko TikTok.

Berdasarkan analisis data penelitian, bentuk linguistik ditemukan dalam status dan komentar, seperti kata benda (8 data), kata kerja (5 data), kata sifat (2 data), kata majemuk (5 data), singkatan (5 data) dan frasa (5 data) pada daftar toko Tiktok. Ada 11 data makna leksikal dan 19 data makna kontekstual.

Kata Kunci: Variasi bahasa, Register, Toko Tiktok

Abstract

This research is based on Linguistic Analysis of Register Used in Tiktok Shop. Language used in online shop was different from that used by people in daily conversation. There were specific terms to explain the event that happens in online shop. Many registers used in online shop could be found especially in English. In this case, this research analyzed the linguistic form and the meaning of register used in online shop. This research was conducted using a descriptive qualitative method. The researcher was taken a qualitative research for this study to identify the linguistic form of the registers and the meaning of the word registers are using in the online store and to describe the meaning of the registers was used in TikTok Shop. Based on the analysis of research data, linguistic forms were found in statuses and comments, such as nouns (8 data), verbs (5 data), adjectives (2 data), compound words (5 data), abbreviations (5 data) and phrases (5 data) Tiktok store listings. There are 11 lexical meaning data and 19 contextual meaning data.

Keywords: *Language variation, Register, Tiktok Shop*

INTRODUCTION

Register is a variety of language uses for a particular purpose or in a particular communicative situation. Variety means that the language uses depend on the speaker, speaker uses variety on a geographical area or social group. The register perspective combines an analysis of linguistic characteristics that are common in a text variety with analysis of the situation of use of the variety. The underlying assumption of the register perspective is that core linguistic features (e.g., pronouns and verbs) serve communicative functions.

(Holmes, 2013) states that the term register here describes the language of groups of people with common interest or jobs, or the language uses in situational associated with such groups. The differences of each language relate with the context of situation, which consist of field, mode, and tenor. There are many new words made in online stores but not all users can understand the true meaning, the existence of a new word in an online shop or symbols uses by researchers trying to develop or introduce language science about registers, that every word uses can be analyze. Technology has a very fast development era so it is undeniable that it makes language develop too. Progress is not only in the field of education but also in buying and selling transactions. Buying and selling is usually done in traditional markets or at malls by having to meet face-to-face between sellers and buyers, but with technological advances, this can be changed with various applications, one of which is called TikTok Shop.

Tiktok Shop is an online shopping or e-commerce application to make it easier for consumers to find goods or products. TikTok Shop is present in Indonesia on September

2021, the application makes it easy for buyers and sellers because buyers can see the items to be purchased without having to meet the seller and in each item there is a product description that displays reviews about the products offered, so it will not disappoint the buyer. Registering in the TikTok shop application is a problem that researchers want to study, this is because TikTok is an application that has a variety of language usage, different backgrounds of sellers and buyers, and TikTok is one of the online media places used by many people from various regions.

From the statement above there are problems found such as the large number of people currently using social media, in social media shopping activities and the number of registers used by sellers and buyers in online shop transactions at TikTok stores and many online shop users who do not know the meaning of the word. Language in abbreviated words such as for example in COD (Cash on delivery), PO (Pre-order), PM (Private message). Maybe for online shop users this is not important, but for language users it is very important to deal with the forms of words found in online shops. The reason the researcher chose the title is : first, because so interest in analyzing and discussing the registers used by TikTok Shop in Indonesia. Second, For the other reason for taking this topic is because not many people understand the variety of languages especially at the register and dig deeper into the use of language spoken by buyers to sellers on TikTok Shop.

From this research, we can know what is the register and meaning of the register used by TikTok Shop. The language produces technical terms in certain languages there are so many new words or special languages in online shop. The researcher believes that registering at the TikTok Shop is very useful to be known by other researchers for the teaching and learning process and becomes a reference for researchers to seek new research. Therefore the researchers tried to analyze the registers used in the TikTok shop.

RESEARCH METHOD

This research will be conducted using a descriptive qualitative method. Creswell (1994) states that qualitative is descriptive in that the researcher interest in process, meaning and understanding gain through words or pictures. The researcher was taken a qualitative research for this study to identify the linguistic form of the registers and the meaning of the word registers are using in the online store and to describe the meaning of the registers was be used used in TikTok Shop. The objects the research are the linguistic form and meaning of the register find in TikTok Shop. This study has some data to analyze. The research data are TikTok store users who appear on the author's TikTok homepage. There are thirty statuses taken on TikTok. The time of this research in this study occur for 2 weeks from the

issuance of the research permit by UMSU. The research data will be collected through the following steps: The research collecting references relate to the study. The research opening a TikTok shop account and looking for an online shop seller. The research reading posts online shop sellers and dialog that occur during the transaction process at the online shop. The research reading the status post by the online shop seller who sold and give a sign to the register and phrase use in the TikTok Shop.

RESULTS AND DISCUSSION

The datas were taken from online shop in Tiktok Shop. The researcher analyzed the status of the seller and the comments of the buyer. The researcher obtained 30 of the status from sellers and comment from buyers online shop in Tiktok shop. After that, the researcher analyzed register through sorting words section based on linguistic form and the meaning of each register.

Linguistic form of the words register

Firstly, the researcher divided and distinguished two types of data taken, namely words and phrases. The researchers found 45 datas that were divided into 39 datas of words and 6 datas of phrases. Data words were classified based on the content and the formation of words.

Words

A. Noun

A noun is a word used to name abstract people, things, animals, places, and concepts. There are some nouns of forms such as Concrete nouns are tangible nouns that can be seen or touched, e.g. silver, diamond, ring, necklace. Abstract nouns are nouns that cannot be seen or touched, e.g. approval, wellness. There are some register in Football Fans Page, which used nouns e.g. team, squad, score, round, season, etc. There were some register in online shop which used nouns:

- (1) Sist, sist abbreviation of "sister" (Designation for online shopping buyers/sellers (women)). Sist Clipped word from sister, because clipping is the process of shortening a longer word.
- (2) Supplier, (a person or company that sells materials that other companies will process into ready-to-sell products. From the word supply was verb) Supply (verb) + (ier) affixation process = Supplier
- (3) Owner, (the term used to mention the name of the owner of the online shop) The word owner word form "own", the word own was adjective. Own-er = owner (suffix ~ er) can occur either at the end of an adjective (adjective) to become word noun.

- (4) Item, the number of items you wanted to sell.
- (5) Sale,(act of selling or being sold)
- (6) Customer, (person who buys in a shop). The word customer is formed from the word "custom" Custom generally aspected behavior among members of a social group. suffix~(er) were used the custom+ er . These two words are the forms of nouns
- (7) Testimony, (formal statement of truth).The word testimony was of noun
- (8) Cashback,(cash prizes or can be in the form of points given by a company after someone makes a purchase of goods or services at that company). The first words was cash. Cash (noun) + back (noun) = Compond noun and meaning did not changed.

Based on the data above that every nouns if analysis based on word formation researchers found clipping words,affixation (ier),(suffix- er),suffix (y),prefix (-dis),and compound noun.'

Verb

Verb is a word that functions to show the action of the subject, to indicate an event or situation. There are some verbs of forms: Present is the basic verb used to form simple present tense sentences. Past tense is a sentence used to declare that an event has taken place in the past. Past participle is a verb that has several uses, amongwhich are used to form the sentence perfect tenses (present perfect, past perfect or future perfect) and form passive sentences.

- (9) *Keep*, in online shopping is save. so that they are not taken/purchased. The words from Keep was of verb.
- (10) Order, means is an order, or a request for the purchase of goods or services to the seller. The wordsfrom Order ware of verb.
- (11) *Cancel*, in online shopping is an item that has been order to be cancel. The words from Cancel ware of verb.
- (12) *Boking*, to keep the goods for a specific buyer and for certain period oftime. The words Boking ware verb.
- (13) *Transfer*, send money or direct payment to the account. The words Transfer ware verb

Adjectives

Adjectives are words that are used to describe or modify nouns or pronouns. There are some adjectives of forms: Descriptive adjective is an adjective form or anadjective describing the shape or nature of an object. Distributive adjective is an adjective or adjective form in English, which has the nature, or form of division. Possessive adjective is an adjective form or adjective in English that is used to expressownership. Demonstrative adjective is an adjective form or adjective in English that isused to

indicate the position of an object. Interrogative adjectives are used to ask a thing or thing.

- (14) *Ready*, are products that are sold already exist or are available. in online shop. The word Ready ware adjective.
- (15) *Random*, online shop can mean random, arbitrary, erratic.. The word ready ware adjective. Compound
Compounding, composition or nominal composition is the process of word formation that creates compound lexemes. That is in familiar terms, compounding occurs when two or more words or sign are joined to make one longer word or sign.
- (16) *Restock*, The meaning restock in online shop that the item being sold is in an empty position. However, the seller will immediately prepare the stock of goods again. The explanation word from the prefix was a word or group of words which is located at the beginning of a word and forms the meaning of a word and new meaning from the original. Re (prefix+Stock(noun) Compound noun
- (17) *Allsize*, in the online shop can be defined as the standard sized of a clothing product made in special Asian regions (China, Korea and Japan). The first word of all (determiner) and the second word ware size (noun), so the word allsize was compound noun.
- (18) *Sold out*, Sold out usually refers to the availability of goods that have run out. The first words was sold form II sell (verb) + out (adverb) Compound noun and meaning did not changed.
- (19) *Reseller*, in the online shop people who resell other people's products for a profit of a few percent of the price of the original product. The explanation word from the prefix was a word or group of words which is located at the beginning of a word and forms the meaning of a word and new meaning from the original ,Re (prefix) + Seller (noun) Compound noun
- (20) *Dropship*, in the online shop a sales method in which the seller only needs to market and sell goods belonging to other parties without the need to buy or stock the goods. Dropship divide into words, the first words was drop. drop (verb) + ship (noun) Compound noun and from both of these words after being combined into different meanings.

Abbreviation

Abbreviation is the word formation process in which a word or phrase is shortened. Initialisms are a type of abbreviation formed by the initial letters of a word or phrase.

- (1) *OL (online)*, controlled by or connected to a mobile phone and internet in the online

shop facebook. The word online was adjective

- (2) *PO (Pre-order)*, a sales system where a seller receives an order for a product, and you must make a payment as a sign of ordering the product. Pre-order divide into words, the first words was pre. Pre (prefix) the meaning before + order (verb).
- (3) *COD (Cash on delivery)* In the online shop cod used as payment system made when the customer and seller meet directly. COD cod consists of 3 words, Cash (noun)+ on (preposition) + delivery (noun)
- (4) *PCS (Pieces)*, Sheets that indicate units of items more than one. Piece (noun)
- (5) *ORI (Original)*, goods sold in online shop were genuine perfect not imitation.

Phrase

Noun phrases are phrases (English phrases) because of combining nouns, pronouns (pronouns), or numbers with one or more modifiers.

- (1) *Slow respon*, in the online shop is a term that is often used to describe the situation of someone who is often late in responding to something. Head (adjective) Slow + (noun) Response
- (2) *Free ongkir* (Free post+age) the buyer does not need to pay special costs beyond the price of the product they buy. Head (adjective) Free + (noun) Postage
- (3) *Ready stocks*, is a seller's term to convince buyers that the stock of goods or products is sufficient. Head (adjective) + Ready and head (noun) stock.
- (4) *Full payment*, the system is by having to pay directly the entire total price. Head (adjective) Full + (noun) payment.
- (5) *Real picture*, In online buying and selling transactions, real pict means that the product sold is in accordance with the photo or image displayed. Head (adjective) Real + (noun) picture

Based on the explanation of the identification and grouping of these words, the authors found that the data on the number of words mostly consisted of 8 linguistic nouns. The writer found 8 data of nouns, for example owner, goods, sales, customers and data of 5 verbs and 5 abbreviations of data, 5 data of compound words, 5 data of phrases of (noun phrase), and 2 data of adjectives. Nouns appear more frequently in online store conversations. Because the new vocabulary in the online shop is formed by combining the word delivery. After analyzing the data, it was found that there are linguistic forms in the statuses and comments, such as nouns (8 data), verbs (5 data), adjectives (2 data), compound words (5 data), abbreviations (5 data) and phrases (5 data) Tiktok shop list. The total number of word lists is 30 words in the Tiktok shop status. In addition, register meaning

is divided based on its type, namely lexical meaning and contextual meaning. There are 11 lexical meaning data and 19 contextual meaning data.

The findings show that the word and the meaning of the register used by online shop users, namely the tiktok shop, have meaning in English because register is one of the language variations that is influenced by context. Nouns often appear in online store conversation because many words use nouns in the tiktok store by sister, supplier, stock, owner, goods,, sales, customer, retailer, delivery and testimony. Contextual meanings often appear too because there are several new words created in trade conversations in online stores that are needed.

CONCLUSSION

Based on the result of the data analysis, the writer draw some conclusionsas follows:

1. Tiktok Shop uses various registers to show their relationship with each other other.
2. The writer found the linguistics form of words and phrases. There were two kinds of data in the form of word, namely the content of word such as noun (8 data), verbs (5 data), adjectives (2 data), compound words (5 data), abbreviations (5 data) and phrases (5 data) Tiktok shop listings. The total number of wordlists is 30 words in Tiktok shop status. In addition, register meaning is divided based on its type, namely lexical meaning and contextual meaning. There are 11 lexical meaning data and 19 contextual meaning data.
3. Many people still don't know how to use the register properly. they feel hesitate to use the right sentence. They are afraid to use such words. However, experimenting with the registers will help us figure out how to use them properly register.

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