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Registers Analysis on Tiktok Women Fashion Shop Live

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Abstract

This study investigates the language registers used by women's clothes sellers during TikTok Live sessions, with an emphasis on the specific usage of words and phrases to promote communication in a fast-paced sales setting. A qualitative investigation of live-stream interactions finds that nouns (41.86%) are utilized to offer precise product descriptions, followed by verbs, adjectives, abbreviations, and compound words. Nouns are very useful for expressing product information like stock availability, sizes, and materials. The study differentiates between lexical and contextual meanings, with lexical meanings (60.47%) taking precedence, providing precise definitions that improve intelligibility for potential purchasers. Contextual meanings, while less common, are essential for sustaining dynamic connections with the audience. Contextual meanings, while less common, are essential for sustaining dynamic connections with the audience. The findings emphasize how vendors use clear product information and casual language to increase engagement and purchases. This study suggests that the language methods used on TikTok Lives are highly flexible, combining product clarity with audience engagement in order to maximize the sales process.

Keywords: *Register, Sociolinguistics, Shop, Tiktok*

Abstrak

Penelitian ini menyelidiki register bahasa yang digunakan oleh penjual pakaian wanita selama sesi TikTok Live, dengan penekanan pada penggunaan kata dan frasa tertentu untuk mempromosikan komunikasi dalam lingkungan penjualan yang serba cepat. Investigasi kualitatif terhadap interaksi siaran langsung menemukan bahwa kata benda (41,86%) digunakan untuk memberikan deskripsi produk yang tepat, diikuti oleh kata kerja, kata sifat, singkatan, dan kata majemuk. Kata benda sangat berguna untuk mengekspresikan informasi produk seperti ketersediaan stok, ukuran, dan bahan. Studi ini membedakan antara makna leksikal dan kontekstual, dengan makna leksikal (60,47%) lebih diutamakan, memberikan definisi yang tepat yang meningkatkan kejelasan bagi calon pembeli. Makna kontekstual, meskipun kurang umum, sangat penting untuk mempertahankan hubungan yang dinamis dengan audiens. Makna kontekstual, meskipun kurang umum, sangat penting untuk mempertahankan hubungan yang dinamis dengan audiens. Temuan ini menekankan bagaimana vendor menggunakan informasi produk yang jelas dan bahasa yang santai untuk meningkatkan keterlibatan dan pembelian. Studi ini menunjukkan bahwa metode bahasa yang digunakan di TikTok Lives sangat fleksibel, menggabungkan kejelasan produk dengan keterlibatan audiens untuk memaksimalkan proses penjualan.

Kata Kunci: *Register, Sociolinguistik, Toko, Tiktok*

INTRODUCTION

Sociolinguistics is the study of language change and change in social contexts. This study aims to examine the relationship between language and society, focusing on the influence of factors such as region, class, gender, ethnicity, age and social relations in influencing the way people talk. Anthropologists study sociolinguistics, the use of language in different social contexts, and the creation of social structures for language behavior. The study also explores questions such as language identity, multilingualism, language change and the global impact of language use. By understanding these dynamics, sociolinguistics explores linguistic diversity and social diversity.

According to (William Labov) sociolinguistic is the study of the systematic co-variation of language and society. It explores how language varies across different social groups and how social structures influence linguistic behavior. Key aspects include understanding regional dialects, the role of social factors like class, age, ethnicity, and gender, as well as how language evolves within specific communities. Sociolinguistics seeks to uncover patterns of language use, addressing issues such as linguistic identity, social stratification, and the effects of social change on language practices, thus highlighting the intricate connection between language and social life.

Each sociolinguistic expert has a different definition of the meaning of sociolinguistics (Chaer and Agustina, 2004: 3) suggests that the study of language with a social dimension is called sociolinguistics. Fishman defines sociolinguistics as the study of the characteristics of language variation, the functions of language variation, and language use because these three elements always interact, change, and change each other in a speech community, while Apple states that sociolinguistics is the study of language and its use. In a social and cultural context (in Chaer and Agustina, 2004: 3).

Based on many of the opinions of sociolinguistics above, it can be concluded that sociolinguistic is a sub-branch of linguistics that examines the relationship between language in in society. Sociolinguistics studies everything related to language that people use to establish social relationships and social life.

Social media has transformed global connections, sharing, and interaction, and has emerged as a key component of contemporary communication. The lines between personal and professional contacts have blurred because to platforms like Facebook, Instagram, Twitter, and TikTok, which enable influencers, companies, and individuals to interact with audiences in real time. Social media's influence on language, culture, and society is profound, introducing new linguistic forms, communication styles, and social norms. Social media has changed communication into a fast-paced, constantly-evolving phenomena that continues to affect how people interact with the outside world. Examples of this include the quick spread of memes and the worldwide reach of influencers.

TikTok is a globally popular social media platform known for its short-form videos, ranging from 15 seconds to 10 minutes in length. Launched in 2016 by the Chinese tech company ByteDance, TikTok has quickly become a cultural phenomenon, particularly among younger generations. Its algorithm-driven "For You" page (FYP) offers users a personalized feed of videos based on their interests, enabling viral trends, challenges, and content to spread rapidly.

Users of the platform can make and share videos in a variety of genres, such as comedy, dance, lip-syncing, teaching, and more. TikTok offers a plethora of services for content creators to improve their work, including editing tools, filters, and a large music collection. With the help of TikTok Lives, a live-streaming feature, creators and their audiences can communicate in real time, making for a more intimate and dynamic experience.

Not only for making videos, the TikTok platform also provides a Live feature. With the help of TikTok Live, users may broadcast in real-time, facilitating communication between

consumers and content creators. Viewers can participate in a TikTok Live session by leaving comments, giving virtual gifts, or posing questions, which fosters a lively and unplanned dialogue atmosphere. This tool is frequently used by creators to foster closer relationships with their fans, hold Q&A sessions, offer tutorials, or reveal behind-the-scenes photos.

TikTok for Shopping, also known as TikTok Shop, is a feature that enables e-commerce integration within the app, making it easier for users to discover and purchase products directly through TikTok. This functionality allows brands, influencers, and creators to showcase products in their videos, livestreams, and on their profiles with embedded shopping links or product tags.

One of the most innovative aspects of TikTok Shopping is its seamless combination of entertainment and commerce.

Creators can review or demonstrate products in engaging, creative ways while providing direct links for viewers to make purchases without leaving the app. TikTok also collaborates with brands to facilitate “shoppable” livestreams, where products are highlighted during live broadcasts, offering exclusive deals or promotions.

According to linguistic theory, a register is any variation in speech or writing that takes place according to the audience, purpose, and social context. These registers can vary in TikTok Lives from informal, conversational tones to more performative or instructive types of communication. Because TikTok Lives are dynamic and informal, they provide a rich linguistic environment where producers can modify their language to suit the tastes of different audiences, reply to criticisms in real time, and change it to suit the material that is being offered.

The article “Linguistics Form of Registers Found in the TikTok Lives” explores the various linguistic registers used during live broadcasts on TikTok, examining how creators adapt their language to suit different contexts, audiences, and purposes. It highlights the informal and interactive nature of TikTok lives, showcasing features such as slang, emojis, and casual speech that reflect broader social and cultural trends, particularly among younger users. By analyzing these linguistic variations, the article contributes to the understanding of digital communication and its evolving forms, offering insights valuable to linguists and media studies scholars alike.

METHOD

This study utilizes a qualitative descriptive method with a sociolinguistic approach, aiming to explore the linguistic forms of register words used in the language of online shops on TikTok live. According to Moleong (1990:2), "Qualitative research is a type of research that does not involve calculations or numerical data." The research also seeks to describe the meanings of these register words. Data collection was conducted through observation and documentation. The researcher observed 15 women's fashion shops on TikTok, closely listening to buyer-seller interactions and reading the sellers' comments. Register words and phrases were then documented. The data analysis process involved several steps. First, classifying the collected words and phrases as register items. Then, identifying their linguistic forms and analyzing the situational context in which these terms were used. Next, distinguishing between lexical and contextual meanings using Larson's theory. Finally, Drawing conclusions and providing recommendations based on the analysis

RESULTS AND DISCUSSION

A. Research Finding

In this register analysis, the writers categorize the language used by women's clothing sellers on TikTok during live streams into two main linguistic forms: words and phrases. The category of words encompasses various forms, including nouns, verbs, adjectives, abbreviations, and compound words, while the phrases are restricted to noun phrases. Beyond merely classifying these registers by their linguistic form, the authors also explore the meanings associated with them, which they divide into two categories: lexical meaning and contextual meaning.

This analysis not only highlights the different linguistic elements used by sellers but also sheds light on how these elements function in communication, revealing both their inherent meanings and the meanings shaped by their context in the selling environment.

The writers identified 43 data, consisting of 18 nouns, 4 verbs, 7 adjectives, 8 abbreviations, 5 compounds, and 1 noun phrase. Nouns were the most frequent, as sellers often need to mention product details like stock quantities, samples, and payment methods. Additionally, the writers classified the data into lexical and contextual meanings, with 26 instances of lexical meaning and 16 of contextual meaning. Lexical meanings were used more frequently, as they provide clear, direct definitions of products, making it easier for potential buyers to understand the items being sold.

B. Discussion

In this register analysis, the writers categorize the language used by women's clothing sellers on TikTok during live streams into two main linguistic forms: words and phrases. The category of words encompasses various forms, including nouns, verbs, adjectives, abbreviations, and compound words, while the phrases are restricted to noun phrases. Beyond merely classifying these registers by their linguistic form, the authors also explore the meanings associated with them, which they divide into two categories: lexical meaning and contextual meaning.

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Table 1. Linguistics Form of Registers Found in the Tiktok Lives

No	Linguistics Form	Register	Data Σ	%
1	Word			
	a. Noun	Stock	18	41,86 %
		Estimasi		
		Review		
		Testimony		
		Payment		
		Look		
		Premium		
		Bahan		
		Sample		
		Top		
		Bundle		
		Refund		
		Unisex		
		Promo		
		Piece(s)		
		Kakak		
		Size		
		Etalase		
	b. Verb	Spill	4	9,30 %
		Keep		

	Order			
	Restock			
c. Adjective	Sayang	7	16,28%	
	Ready			
	Cakep			
	Inner			
	Outer			
	Available			
	Trusted			
d. Abbreviation	CO	8	18,60%	
	LD			
	LP			
	TB			
	BB			
	PO			
	TF			
	COD			
e. Compound	Checkout	5	11,63%	
	Flash Sale			
	Cashback			
	Allsize			
	Best Seller			
2. Phrase				
a. Noun Phrase	Keranjang Kuning	1	2,33%	
		43	100%	

Based on the table above, 18 (41,86%) data of nouns, 4 (9,30%) of verbs, 7 (16,28%) of adjectives, 8 (18,60%) of abbreviations, 5 (11,63%) of compounds, and 1 (2,33%) of noun phrases were identified. Nouns appeared the most often in the speech of sellers during their live TikTok sessions. Nouns are commonly used because sellers need to mention the details of their products such as the amount of stocks, product samples, payment methods,

and other key details that directly relate to what they are selling. Nouns help identify what is being offered, such as the product's name, materials they use, and available sizes, which are essential for clear communication with potential buyers.

Based on the data gathered, here are the analysis:

1. Register : Stock
Meaning (lexical) : The goods or merchandise kept on the premises of a business or warehouse and available for sale or distribution.
Analysis : In this context, sellers often tell potential buyers the number of items they are selling, for example "stoknya sisa 8 lagi ya kakak, ayok langsung dicheckout aja!" ("there are only 8 left in stock, sis, let's just checkout"). So the use of this register is in accordance with its lexical meaning.
2. Register : Estimasi
Meaning (lexical) : A rough calculation of the value, number, quantity, or extent of something.
Analysis : The word estimasi in this context is used when sellers tell buyers how long it will take for the goods to arrive in out-of-town shipping. For example "estimasi sampai ke medan itu 3 hri ya" ("Estimated arrival time to Medan is approximately 3 days). So the use of this register is based on its lexical meaning.
3. Register : Review
Meaning (contextual) : The act of showcasing products and providing information about them.
Analysis : Different from its lexical meaning which means a formal assessment or examination of something with the possibility or intention of instituting change if necessary. In this context, the word review refers to the seller's action in showing the goods being sold along with information about them. Example when a prospective buyer asks the seller to review the product "kak, tolong review etalase 3!" ("Sis, please review display case 3!"). So this register refers to the contextual meaning.
4. Register : Testimoni
Meaning (contextual) : A statement from the buyer about the products.
Analysis : Other than its lexical meaning which is "a formal written or spoken statement, especially one given in a court of law." Testimoni in this context refers to the buyer's testimony of the goods that have been purchased. The buyer will give a statement about the goods that he has purchased and use to attract the

attention of other potential buyers. Example: "kalau gak percaya, cek aja sendiri testimoninya!" ("if you don't believe it, you can check the testimony yourself!").

5. Register : Payment
Meaning (contextual) : Refers to the method of payment.
Analysis : In this context, payment refers to the payment method that will be made by the prospective buyer. For example, "untuk payment, bisa dari Dana ya!" ("for payment, you can use Dana!"). So, rather than its lexical meaning which is "The action or process of paying someone or something, or of being paid.", payment as a register here is used more based on the context.
6. Register : Look
Meaning (lexical) : Direct one's gaze toward someone or something or the appearance or style of someone or something.
Analysis : Like its lexical meaning. This register refers to the style that can be produced from the product. For example, "ini look pertama yang bisa kalian kreasikan lagi, blouse ini bagus banget kalau dipaduin sama baggy jeans!" ("this is the first look that you can recreate, this blouse is really good when combined with baggy jeans!").
7. Register : Premium
Meaning (lexical) : An amount to be paid for an insurance policy; also means something of superior quality or value.
Analysis : Same as its lexical meaning. Premium refers to the quality of the material used in the product. Indicates that the product is made of good, high-quality material, is not easily damaged or is comfortable to wear. For example when the seller wants to explain the item they are selling "ini bahannya premium ya kak, adem tapi gak nerawang!" ("this is made of premium material, sis, it's cool but not see-through!").
8. Register : Bahan
Meaning (lexical) : The matter from which a thing is or can be made.
Analysis : As its lexical meaning, bahan in this context refers to what material a product being sold is made of. For example, in a live broadcast, the seller explains the material of their product "ini terbuat dari katun premium ya kak, jadi adem banget dan nyerap keringat" ("this is made of premium cotton, so it's really cool and absorbs sweat").
9. Register : Sample

Meaning (lexical) : A small portion of a product used to represent the whole, often provided to allow buyers to evaluate the quality before purchasing larger quantities.

Analysis : Sample here refers to a product displayed so that buyers can see the original form of the product displayed in the catalog/display case. Example "ini sample untuk etalase 35 ya!" ("this is a sample for display case 35!"). Then the meaning of this register refers to its lexical meaning.

10. Register : Top

Meaning (lexical) : The highest or uppermost part of something; also refers to a garment worn on the upper part of the body.

Analysis : Top here refers to the top of the clothing that is being sold. Example: "ini top nya lucu-lucu banget ayok dicheckout" ("This top is really cute, go check out"). Then this register refers to its lexical meaning.

11. Register : Bundle

Meaning (contextual) : A collection of different products sold together at a lower price than when sold separately.

Analysis : Based on context. The use of register bundle is different from its lexical meaning which is "A collection of things or quantities of material tied or wrapped up together." In this context bundle refers to a group of different items sold together at a lower price than sold separately. For example a bundle containing a set of shirt, pants, and hijab. Example sentence "ayoo checkout bundle nya aja, lebih murah! Cuma 150 ribu rupiah" ("let's just check out the bundle, it's cheaper! Only 150 thousand rupiah").

12. Register : Refund

Meaning (lexical) : A repayment of a sum of money, typically to a dissatisfied customer.

Analysis : Refund in this context is not far from its lexical meaning. When a customer is not satisfied with the item they purchased, or if there is an error in the delivery of the product, for example, the product ordered does not match the one that arrives, then the customer can request a refund. An example in the sentence "kalau bajunya gak sesuai sama yang difoto atau dipajang di sini boleh direfund aja sayang!" ("if the clothes do not match the ones displayed here, you can just refund them, dear!")

13. Register : Unisex

Meaning (lexical) : Designed to be suitable for both sexes.

- Analysis : According to its lexical meaning, unisex here refers to clothing that can be worn by all genders. Eexample "ini bajunya unisex ya sayang, jadi mau laki-laki atau perempuan semua bisa pakai! Desainnya gak terlalu maskulin tapi juga tidak feminin." ("this shirt is unisex, dear, so both men and women can wear it! The design is not too masculine but also not feminine.").
14. Register : Promo
- Meaning (lexical) : Short for promotion; a special offer or discount for a product or service.
- Analysis : The use of the word promo in this context refers to discounts or price cuts. According to its lexical meaning. Example "langsung di-co aja kak lagi promo diskon 15%!" ("just go CO, sis, there's a 15% discount promo!").
15. Register : Piece
- Meaning (lexical) : An individual item or part of something.
- Analysis : The word piece in the context of buying and selling on tiktok refers to the unit of the product they are selling. Usually used to explain the price per piece of clothing, for example "ini satu piece harganya 90 ribu rupiah aja" ("this one piece costs only 90 thousand rupiah"). Its use is according to its lexical meaning.
16. Register : Kakak
- Meaning (contextual) : A term used by sellers to address potential buyers.
- Analysis : In the context of buying and selling on TikTok, the word kakak does not refer to a term of address for an older sibling. However, the word kakak is more of a term of address given by sellers to their buyers, which is a manifestation of the seller's politeness towards the buyer, for example "size M nya masih avalaivle ya kakak" ("size M is still available, sister!). So the meaning refers more to the contextual meaning.
17. Register : Size
- Meaning (contextual) : The measurements of each product.
- Analysis : The word size in the context of buying and selling on TikTok is the size of each product that potential buyers can choose according to their body to reduce cases of clothes being too small/too big. Example "ayo kak diborong, size S nya masih banyak" ("come on sis, buy it all, there are still a lot of size S"). So the meaning of this register is contextual meaning, because size in this context only refers to the size of the clothes being sold.

18. Register : Spill
 Meaning (contextual) : When potential buyers ask for the product's price.
 Analysis : Spill in this context is not the cause or allow (liquid) to flow over the edge of its container, especially unintentionally. But spill refers to a potential buyer's request to the seller to tell the price of the product being sold, for example "oke aku spill ya ini harganya 75 ribu aja. Kalian udah dapat kualitas yang premium banget dengan harga segini doang" ("okay I spill this, the price is only 75 thousand rupiahs. You can get very premium quality for this price"). Then this is a contextual meaning.
19. Register : Keep
 Meaning (contextual) : A term for reserving a product for one buyer when they request it.
 Analysis : In this context, keep does not mean Have or retain possession of. But keep refers more to a potential buyer's request to the seller to keep the product that they will later buy so that it is not bought by someone else. Such as a reservation. For example, "kak aku keep yang di etalase 2 ya" ("sis, I'll keep the one in the display case 2"). Then the meaning of this is contextual meaning.
20. Register : Order
 Meaning (contextual) : Product purchased or product purchasing process.
 Analysis : In contextual meaning, order refers to the term of the products purchased or the activity of purchasing the product. For example, "silahkan di-order kakak" ("please order, sister.")
21. Register : Restock
 Meaning (lexical) : Refill the stock of goods or supplies.
 Analysis : As its lexical meaning, the use of this word also refers to the action when the seller refills their product supplies. For example in the sentence, As its lexical meaning, the use of this word also refers to the action when the seller refills their product supplies. For example in the sentence, "this has just been restocked, sis, let's try it" ("this has just been restocked, sis, let's checkout!")
22. Register : Sayang
 Meaning (contextual) : Another term used by sellers to address potential buyers.
 Analysis : The use of the word of sayang which is the term of endearment here rather than showing affection and love to someone who is called,

but more as a form of politeness from the seller to the potential buyer. For example, "Ayo segera diorder sayang!" ("Let's order now, dear!").

23. Register : Ready
Meaning (contextual) : Products available for purchase.
Analysis : Instead of showing its lexical meaning, the word ready is used to state that a certain product is available for sale. For example, "warna Beigenya ready ya kak" ("the Beige color is ready, sis").
24. Register : Cakep
Meaning (contextual) : Refers to a product with good design or quality.
Analysis : The word cakep here does refer to something that is beautiful or interesting to look at, but in this context it refers more to a good product design and good material. For example, "ini kainnya cakep banget kak buat dipake kondangan cocok banget!" ("this fabric is really cute, sis, it's really suitable for wearing to a party!").
25. Register : Inner
Meaning (contextual) : Undergarments like tank tops.
Analysis : Inner here is not something Situated inside or further in; internal, but inner refers to clothing worn under the main clothing, such as tank tops. For example, "Beli cardigan ini udah sekalian dapat innernya ya kak!" ("Buy this cardigan and get the inner too, sis!").
26. Register : Outer
Meaning (contextual) : Outerwear items like cardigans
Analysis : Just like inner, outer here also refers to the type of clothing. Outer is clothing that is worn as an outer layer such as a blazer. For example in the sentence, "kemeja ini juga cocok banget dijadiin outer!" ("this shirt is also very suitable to be used as an outer!").
27. Register : Available
Meaning (contextual) : Products ready for sale.
Analysis : Available here based on the context refers to a product that is available for sale. For example, "celana kargonya available ya" ("the cargo pants are available!").
28. Register : Trusted
Meaning (contextual) : When the product quality matches how it is promoted.

Analysis : In this context, trusted refers to when the seller tries to lure potential buyers to buy their products. Trusted means that the items sold will be exactly the same as those in the catalog or displayed live. Therefore, they say that their store is "trusted" which means they are trusted to sell products honestly. For example, "toko ini trusted kok kak, bisa cek testimoninya. Barang sesuai sama yang difoto!" ("this store is trusted, sis, you can check the testimonials. The items match the ones in the photo!").

29. Register : Checkout

Meaning (lexical) : The action of paying for goods or services in a store or online.

Analysis : Similar to its lexical meaning, the use of the word checkout does refer to the action of paying for the product to be purchased. For example, "ayo kak buru dicheckout!" ("come on, sis, hurry up and check out!").

30. Register : Flash Sale

Meaning (lexical) : A discount or promotion that is offered for a short period of time.

Analysis : The term Flash Sale in tiktok buying and selling activities is the same as others, flash sale refers to discounts offered but within a certain/short period of time. For example, "Buru dicheckout selagi ada flash sale!" ("Hurry up and check out while there is a flash sale!").

31. Register : Cashback

Meaning (lexical) : A refund of part of the amount spent on an item.

Analysis : Just like flash sale, the term cashback is also not much different in its usage. Like its lexical meaning, cashback in this context refers to a refund of part or even the entire price of a purchased product. For example, "langsung checkout aja kakak biar langsung dapat cashback 15%" ("just check out, sister, so you can get 15% cashback right away.")

32. Register : Allsize

Meaning (lexical) : A term implying that a product is designed to fit people of all sizes.

Analysis : As its lexical meaning, allsize does refer to the size of clothing that can be worn by people with all body sizes. For example, "Ayo diborong kaos Allsizenya kakak!" ("Come on, buy all of the Allsize shirts, sister!").

33. Register : Best Seller

Meaning (lexical) : A product that is among the top-selling items in a particular market or category.

- Analysis : Best seller also in the context of buying and selling on tiktok refers to the product that is most purchased from the others. For example, "ini best sellernya ya kakak" ("this is the best seller, sister").
34. Register : TB
- Meaning (lexical) : Refers to body height.
- Analysis : TB is short for "Tinggi Badan" which refers to a person's height. Height in this context is a reference for buyers in buying clothes. For example, "Untuk tinggi badan 164cm bisa pakai celana yang ukuran 28 ya!" ("For a height of 164cm, you can wear pants size 28!").
35. Register : BB
- Meaning (lexical) : Refers to body weight..
- Analysis : BB is short for "Berat Badan" or body weight, which refers to the amount of weight of a person, in this context weight is also used as a reference in finding the right size of clothes to buy. For example, "untuk BB 45 bisa pakai ukuran S ya" ("for a body weight of 45 kg can wear size S!").
36. Register : LD
- Meaning (lexical) : Refers to chest size.
- Analysis : LD is also an abbreviation, which stands for "Lingkar Dada". Chest size in this context refers to the measurement of a person's chest circumference, chest circumference can help buyers find the right size for them. For example, "untuk lingkar dada 85cm bisa pakai ukuran M ya" ("for a chest circumference of 85cm, you can wear size M").
37. Register : LP
- Meaning (lexical) : Refers to waist size.
- Analysis : LP is also an abbreviation, which stands for "Lingkar Pinggang". LP or waist size refers to the size of a person's waist circumference, waist circumference can help buyers find the right size of pants for them. For example, "untuk lingkar pinggang 72cm bisa pakai ukuran M ya" ("for a waist circumference of 72cm, you can wear size M").
38. Register : PO
- Meaning (lexical) : Refers to the process of ordering a product before it becomes available for general sale.

- Analysis : PO stands for "Pre-order" this term refers to the act of ordering a product before it is available for sale. This term is also used as with that meaning, for example "ini sistemnya PO ya kak" ("the order system is PO system, sis").
39. Register : CO
- Meaning (lexical) : The final step in the purchasing process where customers confirm their order and proceed with payment, finalizing the transaction.
- Analysis : CO is an abbreviation of "checkout" the use of the abbreviation co here is only to shorten the pronunciation. There is no shift in meaning. For example, "langsung di-co aja kakak" ("just check it out, sister").
40. Register : TF
- Meaning (lexical) : Refers to the transfer of funds, typically through a bank, from the buyer to the seller as a method of payment.
- Analysis : TF stands for "Transfer", in the context of buying and selling, transfer refers to one of the payment methods in this buying and selling transaction. For example, "langsung TF aja kak lewat Dana" ("just TF via Dana, sis")
41. Register : COD
- Meaning (lexical) : A method of payment where the buyer pays when the product is delivered.
- Analysis : COD stands for "Cash On Delivery" which is one of the payment methods in buying and selling transactions on TikTok. Like its lexical meaning, this payment method is by paying directly for the product given when the product is already in the hands of the buyer via the delivery person. For example, "paymentnya bisa COD ya kak" ("payment can be COD, sis").
42. Register : Keranjang Kuning
- Meaning (contextual) : A catalog containing a list of products for sale.
- Analysis : Keranjang Kuning or yellow basket in the context of buying and selling on tiktok is a term that refers to the catalog listed on the screen when the seller holds a Live where buyers can see a list of products for sale, the catalog has a yellow basket symbol so it is called "Keranjang Kuning". For example, "langsung cek aja kak keranjang kuningnya" ("just check the yellow basket sis").
43. Register : Etalase
- Meaning (contextual) : A display of individual products along with their prices.
- Analysis : "Etalase" or display case in tiktok terms is not literally an object where the seller places the item being sold. But the meaning is not far from

there. Etalase in this context refers to something displayed in the Keranjang Kuning, like a catalog where sellers put one by one the products they sell per number along with their prices to make it easier for buyers to see the products that the seller will display on live. Usually buyers will ask for one of the products in the display case to be shown and "reviewed" by the seller. For example, "kak tolong review etalase 12" ("Sis, please review display case number 12").

Table 2. The Meaning of the Registers

No.	Register	Meaning	Type of meaning	
			Lexical	Contextual
1.	Stock	The goods or merchandise kept on the premises of a business or warehouse and available for sale or distribution.	V	
2.	Estimasi	A rough calculation of the value, number, quantity, or extent of something.	V	
3.	Review	The act of showcasing products and providing information about them.		V
4.	Testimoni	A statement from the buyer about the products.		V
5.	Payment	Refers to the method of payment.		V
6. 6	Look	Direct one's gaze toward someone or something or the appearance or style of someone or something.	V	
7.	Premium	An amount to be paid for an insurance policy; also means something of superior quality or value.	V	
8.	Bahan	The matter from which a thing is or can be made.	V	
9.	Sample	A small portion of a product used to represent the whole, often provided to allow buyers to evaluate the quality before purchasing larger quantities.	V	
10.	Top	The highest or uppermost part of something; also refers to a garment worn on the upper part of the body.	V	
11.	Bundle	A collection of different products sold together at a lower price than when sold separately.		V
12.	Refund	A repayment of a sum of money, typically to a dissatisfied customer.	V	
13.	Unisex	Designed to be suitable for both sexes.	V	
14.	Promo	Short for promotion; a special offer or discount for a product or service.	V	

15.	Piece	An individual item or part of something.	V
16.	kakak	A term used by sellers to address potential buyers.	V
17.	Size	The measurements of each product.	V
18.	Spill	When potential buyers ask for the product's price.	V
19.	Keep	A term for reserving a product for one buyer when they request it.	V
20.	Order	Product purchased or product purchasing process.	V
21.	Restock	Refill the stock of goods or supplies.	V
22.	Sayang	Another term used by sellers to address potential buyers.	V
23.	Ready	Products available for purchase.	V
24.	Cakep	Refers to a product with good design or quality.	V
25.	Inner	Undergarments like tank tops.	V
26.	Outer	Outerwear items like cardigans.	V
27.	Available	Products ready for sale.	V
28.	Trusted	When the product quality matches how it is promoted.	V
29.	Checkout	The action of paying for goods or services in a store or online.	V
30.	Flash sale	A discount or promotion that is offered for a short period of time.	V
31.	Cashback	A refund of part of the amount spent on an item.	V
32.	Allsize	A term implying that a product is designed to fit people of all sizes.	V
33.	Best seller	A product that is among the top-selling items in a particular market or category.	V
34.	TB	Refers to body height.	V
35.	BB	Refers to body weight..	V
36.	LD	Refers to chest size.	V
37.	LP	Refers to waist size.	V
38.	PO	Refers to the process of ordering a product before it becomes available for general sale.	V
39.	CO	The final step in the purchasing process where customers confirm their order and proceed with payment, finalizing the transaction.	V
40.	TF	Refers to the transfer of funds, typically through a	V

		bank, from the buyer to the seller as a method of payment.		
41.	COD	A method of payment where the buyer pays when the product is delivered.	V	
42.	Keranjang Kuning	A catalog containing a list of products for sale.		V
43.	Etalase	A display of individual products along with their prices.		V
Σ Data			26	17
%			60,47%	39,53%

Based on the table and analysis presented, the writers identified 26 (60,47%) data of lexical meaning and 16 (39,53%) data of contextual meaning. The use of lexical meaning is frequently used. The terms with Lexical meanings are frequently used by TikTok sellers during live sessions because they provide clear, direct definitions of products, making it easier for potential buyers to understand what is being sold. This straightforward communication helps to convey essential details about the product features, benefits, and uses quickly, which is crucial in a fast-paced sales environment. Clarity and simplicity can enhance customer confidence and encourage purchases.

CONCLUSION

The analysis of linguistic registers used by women's fashion sellers during TikTok Live sessions reveals a dynamic and context-specific use of language. The majority of the language used consists of nouns (40.48%) to convey product details, while other forms like verbs, adjectives, abbreviations, and compound words are also significant. Nouns are crucial for providing clarity about products, helping potential buyers quickly understand what is being offered. The analysis shows a clear distinction between lexical (61.90%) and contextual meanings (38.10%), with the lexical meanings being predominant. Lexical meanings are often employed to ensure clarity and precision in communication, allowing sellers to efficiently describe products, materials, sizes, and other key features. Contextual meanings, although less frequent, are still important for adapting communication to the live sales environment, where the interaction is fast-paced and spontaneous. Overall, the use of registers in TikTok Lives demonstrates how sellers tailor their language for effective communication, blending clear product descriptions with more informal or engaging terms to maintain a connection with their audience. The combination of lexical precision

and contextual adaptability plays a crucial role in facilitating smooth buyer-seller interactions, ultimately supporting the selling process

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