



PROCEEDING AISELT

(Annual International Seminar on English Language Teaching)

Available online at <https://jurnal.untirta.ac.id/index.php/aiselt>

ELT IN A GLOBALIZED WORLD: THE BOUNDARIES AND BEYOND

Registers in Facebook Postings Used by Online Marketers in West Borneo

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APA Citation:

Agung, ASSN., Surtikanti, MW., & Maiza, M. (2021). Registers in Facebook Postings Used by Online Marketers in West Borneo. *PROCEEDING AISELT (Annual International Seminar on English Language Teaching)*, 6(1), 136-143

Abstract

The present study aims to describe the registers used by online marketers in three-private Facebook fan pages in West Borneo. Different from the previous research of registers in online marketing on Facebook, the present study scrutinizes the linguistic features including the form and function of lexical marking of the used registers using domain, taxonomy, and componential data analysis proposed by Spradley (1980) and Santosa (2017). The domain analysis classifies the types of the sold goods namely electronics, fashion, food and beverages, properties, and vehicles. Using descriptive qualitative research method, the researcher describes what registers used in promoting and asking for the goods in Facebook postings. Thus, the postings were gingerly observed as the objects of this study. The analysis of the registers found 70 registers consisting of 48 words and 22 phrases used in online trading. According to the domain and function of the registers, the study found the clustered registers. In the domain of properties, there are 20 registers: 15 as offering, 1 as bargaining, and 4 as dealing. In the domain of vehicles, there are 19 registers: 9 as offering, 4 as interest, 4 as bargaining, and 2 as dealing. In the domain of fashion, there are only 13 registers as offering. In the domain of food and beverages, there are only 11 registers as offering. And in the domain of electronics there are 7 registers: 4 as offering, 1 as interest, and 2 as bargaining. Thus, the function of register found in the analysis was dominated by offering. The result of analysis also revealed that most of the registers were dominated by code mixing considering the structure of the two or more languages used in the same utterances. Those would be very beneficial relating to the business world.

Keywords: Facebook; online marketing; register; West Borneo

Introduction

Language has its own characteristics on its use by the groups of people with the same interest. Those who belong into the same group maintain certain terms of language which are reflected on the use of words, phrases, and clauses. The variation of language is unique. Bieber (1998) considered it as register, a lexical-grammatical pattern which can be used as predictor to investigate the use of language. Wardaugh (2006) described register as the use certain vocabulary related to kinds of job or certain social group. The register is the result of the use, the situations, and the context understood by the interplay users (Cuzzolin, 2014). On the same hand, clearer definition of register has been made previously. Holmes (2013) stated clearly that register is the language of groups having common interests.

Research on register in marketing is an interesting topic for the linguists since Indonesian people is relatively to be consumptive. According to the Consumer Confidence Index, Indonesia indicates a

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high level of customer confidence of shopping and willingness to spend their money (Bismo et al., 2020). Everything is sold in Indonesia. There is a wide spread of market variation in Indonesia. It creates tons of chances to develop such research of register on marketing.

Previous study from Purnanto (2002) investigated register used by group of vehicles' sellers in Surakarta. He distinguished register in the context of trading transactions, calculating value, stating types and legality, pricing, and functioning the vehicles. Still in Surakarta, (Rustiyono, 2009) described register used in bird trading in the bird market. He divided his register into linguistics form (noun, verb, and adjectives) and meanings. Moved to Minangkabau, Nuraini et al. (2017) analysed register in a colloquial conversation not only based on the linguistics form but also using SFL. This study examined linguistic features on the aspects of field, tenor, and mode of discourse. The field released the experiential domain on noun, verb, idiomatic expression and word blending. The tenor showed equal agent stand on non-hierarchic and minimal social distance. The mode was characterized by constitutive and ancillary language role formed in simple present, past, and future. Somehow, those studies mentioned previous conducted in public places within direct conversation.

Online marketing is now popular. More and more people do it digitally. (Herttua et al., 2016) agreed that digital marketing is needed by modern marketers because of its effectivity. Lund, S., & Manyika, (2016) agree that business transactions and interaction are now simplified using digital platforms. One of them is Facebook. Facebook is popular because of its major users in digital marketing (Kamal, 2016). Facebook is user friendly and low-cost budget. Nowadays, its popularity mesmerizes people in urban area including millennial traders. According to Agung et al., (2021) promoting in Facebook trading group is ubiquitous in West Borneo. These groups then were the objects of this study on how the registers were used.

The trend of register study in marketing has a great evolution in this modern era. Lubis et al., (2016) categorized register in online shops in Facebook. The study found 100 registers clustered into its linguistics form (abbreviation, clipping, coinages, acronym, compounding, borrowing, and phrase) and function (consultative, deliberative, casual, intimate, and oratorical). Marpaung (2019) investigated register used in online shop on Facebook. The analysis of the register was on linguistics form (noun, verb, adjective, compound, abbreviation, and noun phrase) and meanings (lexical and contextual meaning). Rahmah, et al., (2020) analysed register in Facebook online trading in Banten. They classified the register on form of abbreviation (abbreviation, acronym, fragment, and letter symbol) and language functions (instrumental, representational, interactional, personal and heuristic).

Considering to the previous studies, there is a trend on investigating register in digital media. This study took the same path by investigating register under the domain of sellers in online trading groups. Moreover, the present study investigates register in trading of social media using domain, taxonomy, and componential (Spradley, 1980; Santosa, 2017). Through the model of analysis, the study can reveal the pattern or characteristics of register found in each domain. Sociolinguistics' perspective

considers the language differentiation particularly on the relationship between language and society (Holmes, 2013). In line with it, the members of online groups are considered as society because they share the same interest and uniqueness in delivering meaning represented in their marketing communication.

In regard to language in society, the form of the language can serve specific function (Mu'in, et al., 2019). Each form of language represents the purpose. Mu'in et al. (2019) divided the purpose of language into four categories, namely giving information to audiences, delivering questions, delivering command, expressing feeling. In the case of trading the functions of register can be identified from the purpose covering it. It is in line with Purnanto (2002) stating that the register in trading can be categorized based on the purpose in the context. According to him there were some functions of register viewed from the characteristics of trading discourse such as offering, bargaining, and dealing. This reveals that in trading society there are some certain lexical used in the interaction between seller and buyer for certain purpose.

Research Methodology

The register exploration in this study were analysed along the context of the situation. Holmes (2013) claimed that the use of register was developed by its context including participants, setting, topic, and function. The present study employed model of analysis proposed by Spradley (1980) and Santosa (200) covering analysis of domain, taxonomy, and componential. This study exclusively signifies the analysis of register on its domain and function. The domain was categorized by the following categorization: electronics, fashion, food and beverages, properties, and vehicles. Meanwhile, the classifications of the function were clustered into: offering, interest, bargaining, and dealing. Those functions were derived from the bottom-up analysis of the data set viewed from the purpose of the register following the concept of Purnanto (2020).

The data of content analysis in this study were gathered from the post in Facebook trading groups namely namely “*Jual-Beli Ngabang*” and “*Ngabang Jual Beli*”. Previous study from Agung et al. (2021) clearly stated that they were very popular Facebook- trading group in West Borneo when capturing the use of error buzzwords. These groups were the objects of this study on how the registers were used.

The framework of this study was described in the schematic way of thinking. Table 1 hands over the blueprint of the research procedure in this study.

Table 1: Blueprint of Research Procedure on Register

Stages	Action	Result
Pre-Observation	Observing Facebook trading groups	Target groups marked
Observation	Monitoring & recording posts	Raw data founded
Clustering	Clustering register	Clustered register
Classification	Classifying register on domain &function	Classified register

Analysis	Analyzing the classified register	Analyzed register
Triangulation	Focus Group Discussion	Triangulated data
Conclusion	Interpreting triangulated data	Findings

The pre-observation was done through observing the Facebook trading groups. The researchers selected the most popular Facebook trading groups in West Borneo to be the source of the data. After selected the groups, the researchers observed the data found in the Facebook trading groups to gain the raw data. Next, the researchers clustered the register found in the groups and tabulated it in the table of register by giving code. After the sorted registers were clustered, the researchers classify the registers into the table of domain, taxonomy the function of register, and gathered in the componential table (Spradley, 1980; Santosa, 2007). The data was analysed using theories in sociolinguistics from Holmes (2001), Wardaugh (1998), and Purnanto (2002). To get the validity of the data, the researchers did a triangulation data by having focus group discussion with the expert in register of sociolinguistics. Finally, after getting some reviews, the researchers did the final interpretation and drew the findings of the study.

Data and Data Collection

This study captured data from the Facebook posts in “*Jual-Beli Ngabang*” and “*Ngabang Jual Beli*” from January to April 2021. Seventy registers consisting of 48 words and 22 phrases were able to be clustered. Analysing the data, the researchers classified register based on its domain and function. Based on the bottom-up analysis toward the data set, it revealed that there were five domains in terms of electronics, fashion, food and beverages, properties, and vehicles seller. Moreover, the register phenomena revealed there are four register functions namely offering, interest, bargaining, and dealing. Table 2 exposes the data analysis covering up domain and taxonomy of the present study.

Table 2. Data Analysis

Domain	Frequency	Function			
		Offering	Interest	Bargaining	Dealing
Electronics					
Fashion					
Food & Beverages					
Properties					
Vehicles					

Findings and Interpretation

Interpreting the final data collection, this study found the classification of register on its domain and function representing how the register used in the investigated groups. The study revealed there were 70 registers consisting of 48 words and 22 phrases. The analysis of the classification of register belongs to domain engendered the pursuance on its function. The aphoristic category of the findings of this study was summarized squarely in table 3.

Table 3. Data Findings

Domain	Frequency	Function			
		Offering	Interest	Bargaining	Dealing
Electronics	7	4	1	2	-
Fashion	13	13	-	-	-
Food & Beverages	11	11	-	-	-
Properties	20	15	-	1	4
Vehicles	19	9	4	4	2
Total	70				

According to the domain of electronics, 7 registers were found in different function: 4 as offering, 1 as interest, and 2 as bargaining. Their classification was described in table 4.

Table 4. Registers in Electronics

Domain	Function			
	Offering	Interest	Bargaining	Dealing
Electronics	<i>fullset</i> <i>hot deal</i> <i>spek/ spec</i> <i>TT</i>	<i>cht me</i>	<i>cincai</i> <i>nego tipis</i>	-

Dealing with the domain of fashion, 13 registers were found. All of them were considered as offering which described in table 5.

Table 5. Registers in Fashion

Domain	Function			
	Offering	Interest	Bargaining	Dealing
Fashion	<i>all size</i> <i>available</i> <i>COD</i> <i>Discount</i> <i>flash sale</i> <i>hot sale</i> <i>new arrival</i> <i>ori</i> <i>premium</i> <i>promo</i> <i>real pict</i> <i>recommended</i> <i>seller</i> <i>reseller welcome</i>	-	-	-

Dealing with the domain of food and beverages, 11 registers were found. All of them were established as offering which described in table 6.

Table 6. Registers in Food and Beverages

Domain	Function			
	Offering	Interest	Bargaining	Dealing
Food and Beverages	<i>best seller</i> <i>fast response</i> <i>free delivery</i> <i>grade A</i> <i>murmer</i> <i>open order</i> <i>PO</i> <i>ready: order now</i> <i>recap</i> <i>standby</i> <i>full kita ready-kan</i>	-	-	-

Conforming with the domain of properties, 20 registers were found representing various function: 15 as offering, 1 as bargaining, and 4 as dealing represented in table 7.

Table 7. Registers in Properties

Domain	Function			
	Offering	Interest	Bargaining	Dealing
Properties	<i>admin</i> <i>bank checking</i> <i>BF</i> <i>big sale</i> <i>booking unit</i> <i>dibantu sampai</i> <i>approve</i> <i>DP min</i> <i>fasum</i> <i>free admin</i> <i>free akad</i> <i>free design</i> <i>free registration</i> <i>hook</i> <i>Letter U/L</i> <i>SHM</i> <i>slow res</i> <i>sold out</i>	-	<i>take over</i>	<i>booked</i> <i>cancel</i>

Referring to the domain of vehicles, 19 registers were found and represented their function variously: 9 as offering, 4 as interest, 4 as bargaining, and 2 as dealing. Table 8 summarized them.

Table 8. Registers in Vehicles

Domain	Function			
	Offering	Interest	Bargaining	Dealing

Vehicles	<i>BU</i>	<i>call me</i>	<i>kurang</i>	<i>cash</i>
	<i>full paper</i>	<i>cont me</i>	<i>low budget</i>	<i>cash tempo</i>
	<i>limited unit</i>	<i>inbox</i>	<i>nego</i>	<i>cashback</i>
	<i>noken</i>	<i>kenmor</i>	<i>TT</i>	
	<i>pajak off</i>			
	<i>safe</i>			
	<i>srt ready</i>			
	<i>ss</i>			

Conclusion and Suggestion

Register analysis in Facebook-online trading in West Borneo revealed that the domain of vehicles and properties gave the two-richest register production. The produced-taxonomy function was 20 in vehicles and 19 in properties. The lowest register production was in the domain of electronics by giving 7 register variation. Meanwhile, the average register production set the domain of food and beverages with 11 register variation. Slightly different, the domain of fashion inaugurated 13 register variation. Thus, it revealed that the most dominant function of register in the Facebook trading group in West Borneo was offering.

This study also found similar register used in the domain of electronics and vehicles to describe “Trade In” namely “*TT*” or “*Tukar Tambah*”. In electronics it was used as offering and in vehicles it functioned as bargaining. The finding is in line with Wardaugh’s statement (1983) saying that there are some factors influencing the function of language namely setting, participants, and topic. A certain lexical can be found in some settings. However, the functions can be different according to the context of circumstances, participant, and the topic. In spite of the findings revealed new phenomena in the register study, the present study remains some limitation. Further research may investigate a wider scope of the data source in terms of the interaction between seller and buyer, the characteristics of the buyer’s language, and many more using another research approach.

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