LINGUISTIC ANALYSIS OF REGISTER USED IN TIKTOKSHOP

SKRIPSI

Proposed in Partial Fullment of the Requirements
For the Degree of Sarjana Pendidikan (S.Pd)
English Education Program

By:

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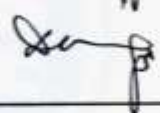Dekan   Ketua Program Studi

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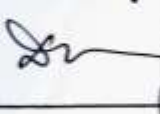**BERITA ACARA BIMBINGAN SKRIPSI**

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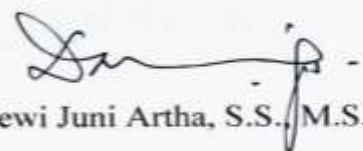| Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
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PERNYATAAN KEASLIAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَٰنِ الرَّحِيمِ

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Dengan ini saya menyatakan bahwa skripsi saya yang berjudul "Linguistic Analysis of Register Used In Tiktokshop" adalah bersifat asli (Original), bukan hasil menyadur mutlak dari karya orang lain.

Bilamana dikemudian hari ditemukan ketidaksesuaian dengan pernyataan ini maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Univesitas Muhammadiyah Sumatera Utara.

Demikian pernytaan ini dengan sesungguhnya dan dengan yang sebenar-benarnya.

Medan,   Juni 2023
Hormat saya
Yang membuat pernyataan,

Putri Handayani

ABSTRACT

Putri Handayani. 1802050027 "Linguistic Analysis of Register Used in Tiktok Shop". Skripsi. English Department, Faculty of Teacher Training and Education. University of Muhammadiyah Sumatera Utara. Medan. 2023.

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 be 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: *Languange variation, Register, Tiktok Shop*

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Medan,   Januari 2023

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TABLE OF CONTENTS

LIST OF APPENDIXES

LIST OF TABLES

LIST OF PICTURES

CHAPTER I

INTRODUCTION

1.1 Background of the Study

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.

Registers very often appear in a context of different circumstances and situations. Register is variety of language based on social context. It means that the way of how use the language which used base on what is being done and the nature of its activities. In certain group or community, the people who live in there usually use the language that is different from others. Linguistic forms a meaningful unit of speech, as a morpheme, word, phrase, sentence, etc. These three parameters can be used to specify the context of situation in which language is used. (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.

Register variation is commonly uses to by diversity of language speakers for specific communication in a particular of context situation. It uses to describing a thing or situation for making it clearly and easier understanding by people. The term of register is not familiar with and unfortunately, there are still many people who do not understand the existence of existing registers. Though the register provides meaning and special characteristics in its scope. The public certainly does not know its meaning due to lack of knowledge about it. An example like this is one of the urgencies of the register variation that makes language foreign to the users of the language itself.

Registers have various languages based on their functions, register patterns that usually follow existing ones. However, they also develop with additions or reductions because registers are so dynamic that they always follow the development of society. 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 researcher 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 :

1. Because so interest in analyzing and discussing the registers used by TikTok Shop in Indonesia.

2. 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.

3.Using Language between buyers and sellers on TikTok Shop is interesting for research because there are differences in the language used in 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.

1.2 The Identification of Problem

Relate to the background above, the problems will identify as follow:

1. The use of register variation made people confused.

2. Many people didn't understand about the various registers.

3. Many people didn't understand what the function of the register is.

1.3 The Scope and Limitation

The scope of this study is about a study of linguistic which. The limitation of this research is about a analysis of register used in TikTok Shop.

1.4 The Formulation of Problem

Based on the background above, the problem of this research was formulated as the follow:

1. What were the linguistic forms of the register used inTikTok shop?

2. What were the meaning of the register used inTikTok shop?

3. How the register function of the register used in TikTok shop?

1.5 The Objective of the Study

Based on the problem of the study, the aims of the study are:

1. Identify the linguistic forms of the register used in TikTokshop

2. Identify the meaning of the register usedin Tiktok shop.

3. Know the register function register used in TikTok shop

1.6 The Significance of the Study

The significance of the study are expected to be useful theoretically and practically,

a. Theoretically

It can be useful for readers, especially students of the English Department to explore about register used in TikTok Shop. This research can be an addition for those who are interested in conducting similar research to explore the theory of Register. And Related to this research, the writer hopes that this research can be used as reference (Harmer, 1998) for other researcher who wants to conduct research about register.

b. Practically

    1. For the lecturer, this research was give some references about register in mediaonline who easy to understand.

    2. For the students, this research was be easy to understand and clear explanation about register and hopefully they can continue this research.

    3. For university, this research was expect to use as a learning material for subject discussions, especially regarding sociolinguistic studies.

CHAPTER II

REVIEW OF LITERATURE

This chapter deals with a review of the related literature. Some of the theories used in this research are important to explain in order to understand certain concepts. There are many related theories as the basis of research.

A. Theoritical Framework

2.1. The Concept of Sociolinguistic

2.1.1.1 Definition of Sociolinguistics

(Holmes, 2013) "An Introduction to Sociolinguistics". Routledge. Sociolinguistics is the study of relationship between language and society. They are interested in explaining why we speak differently in different social contexts, and they are concerned with identifying the social functions of language and the ways it is used to convey social meaning. Sociolinguistics is a study of the relationship between language and society, it examines the way people use language in a different social context, and people signal aspects of their social identity(Romaine, 2000). "Language in Society: An Introduction to Sociolinguistics". Oxford: University Press).

(Wardhaugh, R., & Fuller, 2015). "An Introduction To Sociolinguistics". John Wiley& Sons states sociolinguistics is concerned with investigating the relationship between language and society with the goal being a better understanding of the structure of language and hooow language function in communication. Fishman in (Agustina, L., & Chaer, 2014) Sociolinguistics is the study of the characteristics of language varieties, the characteristics of their

functions, and the characteristics of their speakers as these treeconstantly interact, change one another within a speech community.

Sociolinguistics also studies the understanding of language variations. As a langue form language has systems and subsystems shared by all speakers. However, since the speakers of that language are in a speech society, not a homogeneous set of humans, but a concrete form of language called parole, which makes it uniform. Untilthen, the language becomes diverse and varied. The occurrence of diversity and the cultivation of this language is not only caused by its non homogeneous speakers, butalso because of the variety of social interaction activities they perform.

2.2.2 The Concept of Language Variation

2.2.1 Definition of Language Variation

Variations or variety of language is the main topic in socioinguistics studies, so it's clear that Kridalaksana sociolinguistics as a branch of linguistics that seeks to explain the characteristics of language variations and establish the correlation of the characteristics of these variations language with social characteristics. Then by quoting the opinion of Fishman, Kridalaksana in (Agustina, L., & Chaer, 2014) states that sociolinguistics is the study of the characteristics and functions variety of language variations as well as the relationship between language and those characteristics and functions in language society.

Language variations occur in bilingual or multilingual societies in a particular region so there language deviation contains in it. This will only happen

if there is interaction. Existing social interaction is due to talk activity between speakers and speech partners. The social interaction activities as aforementioned are occurring in various milieu, including social domains such as markets, schools, hospitals, supermarkets, to special places like home. The relationship between situational sociofactor in the use of language, as well as the occurrence of mutual influence between the grammatical rules and the norms of use in are in accordance with their function and situation (Padmadewi et al, 2014) suggests that the fundamental reason for the emergence of language-related variations is very close to social networking. It is stated that "people tend to talk like the people they talk to most of the time". In line with that, (Sunahrowi, 2007) argues that many things can affect language variations in interesting social life to discover.

2.3 The Concept of Register

2.3.1 Definition of Register

(Wardhaugh, R., & Fuller, 2015) states that register is another complicating factor in the study of language varieties besides style. The register is a set of language items that are associated with occupation or social groups. Every profession, such as pilot, bank manager, musician, sales clerk, and sports commentator Employ different registers. (Holmes, 2013) says that people when talking about a sporting event usually use different language. The register also involves features, such as syntactic reduction and inversion of normal word order in the sentence. Looking at the statement above, it is also worth noting that language is always constructed in society. Since the members of the society have different backgrounds and activities, there are also some different languages. The

language of teaching is different from the language of delivering a speech, for example. Each of them has its characteristics that are called register. In linguistic analysis, different styles of language are technically called registers. Register refers to properties within a language variety that associates language with a given situation.

Register is the language used by a certain group of people and only both parties can understand (Agustina, L., & Chaer, 2014). According to (Agustina, L., & Chaer, 2014) registers are related to the problem of what language is used for activities. It can be concluded that register is a variety of language related to job users. For example, the register used by online shop sellers is the word "PO" which stands for "Pre Order" from the word only used by online shop sellers and those who understand the term are online shop users. According to (Alwasilah, 1993) register is a variety of languages whose use is based on the user. So it can be concluded that the register is the language used for a particular purpose and the person who uses or has a work that is in the form of an abbreviation.

2.3.2 Register Situation Type

According to (Martin, J. R. and Rose, 2003), register distinguished into three general types or factor of the dimension that affect register used by the context of situations. The context situations of register are included into Field, Mode and Tenor. These are variation of context situation that affect register in its functions. Below are the types of register according to Martin and Rose :

a) Field

Field refers to what is happening, the nature of the social action that is taking place: what participants are engaged in, in which language figures as some

essential component. It is concerned with generalizing across genres according to the domestic or institutional activity that is going on" (Martin, J. R. and Rose, 2003). From the statement above, the field includes what is the speakers talk about or what are they discuss means. It is about what situation the speakers involved in as well. It is also one of aspect to this type, beside, the speakers" intention in a conversation, "Field refers to what is happening in the situation: (i) the nature of the social and semiotic activity; and (ii) the domain of experience to which this activity is related (the "subject matter" or "topic"). (Halliday, 2014: 33-34). It focuses on the issue that comes up in the dialogues of the speakers. A scenario may bring up a topic that the speakers will discuss. Also, by noticing the topic, the listener can figure out what the point of the talk. "Field" denotes that the situation's goals, or planned outcomes, are concerned with the field, more especially with field development, as in a "expounding" setting, when the speaker's goal is to construct a taxonomy for the addressee, a classification of some kinds of occurrences. When texts work in such contexts, they tend to be structured in terms of field-in terms of the field's structure, much like when a text is arranged according to a taxonomy's classes" (Halliday, M. A. K., & Matthiessen, 2014).

In other words, the field is where we look at the things we are discussing, not the location. Field comprehension is critical for both the speaker and the listener to avoid misinterpretations caused by differences in field knowledge. Even if the speaker and listener are in the same profession or field, there is a danger that misunderstandings and misinterpretations will arise since they may have different levels of expertise or flying hours.

b) Mode

A mode refers to the role that language plays in a situation and what the participants anticipate language to perform for them: the symbolic structuring of the text, its status, and its function in the context" (Martin, J. R. and Rose, 2003). A mode is a type of communication that involves an action component, whether spoken or written. The aspect of the mode that is concerned is how the speaker sends their message. In a discussion, messages are typically sent orally, but this does not rule out the use of written communication; it is simply utilized less frequently depending on the situation at hand.

Simply said, mode refers to the expected behavior of the listener after the utterances have been delivered. Similarly, the manner in which we deliver register, whether the written or spoken. In this case, the ability to understand written form of mode is lower than spoken because we may not know who the speaker and listener are. Therefore we cannot elaborate what the text's intention is and to whom it is intended, with the exception of direct written form such as texting, which does not mean that texting is a free misunderstanding way of written form. The intention of mode is much evident in spoken form, and the risk of misinterpretation is much reduced than in written form.

c) Tenor

Tenor refers to the nature of the participants, their statuses, and roles; the types of roles relationships that develop, including permanent and temporary relationships of one kind with another, as well as the types of socially significant relationships in which they are involved" (Martin, J. R. and Rose, 2003). Tenor is concerned with who is speaking and who is listening. In this style, their place

in the dialogue is likewise a major consideration. It's primarily about the conversation's participants' identities. Tenor displays the participants' relationship by identifying who they are in the dialogue.

According to (Halliday, M. A. K., & Matthiessen, 2014) Involvement (tenor) refers to who plays a role in social events these, the characteristics of the participants, including the social status and roles held. The social roles held by each participant include relationships permanent or temporary status or role. In addition, involved also refers to role language used to express role and status relationships social in it. In the example of teaching that is included in the involvement are participants (teachers and students and their role relationships and social status) as seen in the language they use to express their respective roles and social status).

Participants' identities are the most important component of this type, as stated previously. Tenor includes information on the speakers and listeners, their social statuses and roles, and their influence on the discourse. Every speaker has a position in a previous discourse, implying that they have some influence over it. "Tenor means that the goals of the situation, or intended outcomes, are concerned with tenor, more specifically with the relationship between a speaker and addressee-with maintaining or changing this relationship, as when speakers try to bring their addressees closer to their own positions" (Halliday, M. A. K., & Matthiessen, 2014). This is part of seeing to whom we are talking to. We can see who is the listener and their connection to speaker who are present and participating in the conversation as well.

From this part, it is quite important to see listener to avoid unnecessary

utterances which may lead to confusion due the ignorance of the listener. Taken from the three distinct forms of register listed above, register is concerned not only with the utterances used, but also with the context situation at the time the utterances is made. In a nutshell, a field refers to what is going on and what the participants of the conversation are doing, mode refers to the expected effect of performed utterances on the audience's future actions after the utterances are delivered, and tenor refers to who is speaking and what their status and roles are. To prevent losing sight of register meanings and intents at various times, it is critical to recognize the scenario context.

2.4.3 Register of Linguistic Form

First, the definition of linguistic forms was be given by (Frank, 2013) as a focus of our discussion and analysis at Chapter 4. Frank Theory about the categorization of linguistic forms (Frank, 2013) maintained that the linguistic forms could be categorization into four elements such as word, phrase, clause, and sentence. Later, Frank argued word as the smallest meaningful unit of linguistic that can be stand on its own usage. Further, Frank classify (1972) them into four word classes e.g. noun, verb, adjective, and adverb. In the part of phrase, Frank added that phrase is part of a sentence, which contains of series of word in the absence of verbs. Meanwhile, in the similar way (Macwhinney, 2005) also highlights the four elements of linguistic forms that categorized into word, phrase, clause, and sentence. As our discussion and analysis main focus, this study belong only two elements of linguistic forms that maintained in TikTok shop. The further explanation in the categorization of word and phrase can be seen in each sub parts as follows:

2.4.1. Word

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 FootballFans Page, which used nouns e.g. team, squad, score, round, season, etc.

b. 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, among which are used to form the sentence perfect tenses (present perfect, past perfect or future perfect) and form passive sentences.

c. 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 express ownership. 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.

d. 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.

e. 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 wordor phrase.

2.4.2 Phrase

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

b. Adjective phrases are phrases (English phrases) because of combining nouns,adjective with one or more modifiers.

c. Adverbial phrases are phrases (English phrases) because of combining nouns,adverb with one or more modifiers.

2.5. Functional Varieties of Register

(Halliday, M. A. K., & Matthiessen, 2014) states that the register function includes:

1. Instrumental functions

Namely the language oriented to the listener or interlocutor. The language use to regulate the listener's behavior so that the interlocutor wants to obey or

followwhat is expected by the speaker or writer. This can be done by a speaker or writerby using expressions that express a request, appeal, or seduction.

2. Interaction function

Namely the function of language oriented to contact between parties who are communicating. Register in this case serves to establish and maintain relationships and show feelings of friendship or social solidarity. The expressions used are usually of a fixed pattern, such as when we meet, meet, ask about the situation, ask for farewell, and so forth.

3. Personality or personal functions

Namely the function of languages that are oriented to speakers. Language is usedto bring together things that are personal. In matters relating to him.

4. The problem solver or heuristic

Namely the function of the use of language contained in expressions that ask, according to, or state an answer to a problem or problem. The language used is usually as a tool for learning all things, investigating reality, looking for facts, and explanations. The expressions used in this function are in the form of a question that demands explanation or explanation.

5. Imagination function

Namely the function of using language oriented to the mandate or intention to be conveyed. Language in this function is used to express and convey thoughts or ideas and feelings of a speaker or writer.

6. Information function

Namely the use of language that serves as a tool to provide news or informationso that others can know.

2.6 The Concept of TikTok Shop

In April 2021, TikTok is developing its feature by bringing up the TikTok Shop feature (Taofik, 2022). TikTok Shop is a new feature developed by TikTok whose function is used for buying and selling transactions through the TikTok application directly. Not like the marketplace on Facebook or Instagram Shopping because shoppers can buy what they want directly in the TikTok application without having to visit the website provided by the store or have to download another application. Starting from product catalogs, chat services with sellers until the payment is made directly on the TikTok application (Ardia, 2021).

Actually, many people don't know about this new TikTok feature, but many sellers continue to try to create advertising or promotional content through videos that they are uploaded in the TikTok app itself. Some of the marketing strategies carried out by the seller with the TikTok application is to use hashtags or hashtags (#) when posting videos advertising so that the product is easily found by buyers, buyers can search for the name or type of product that they want by using hashtags, sellers can also make videos advertising their products by following ongoing trends, and it can also be done by collaborating or collaboration with influencers so that products are quickly recognized (Dewa, Chriswardana B. & Safitri, 2021).

TikTok Shop is the shopping function of the TikTok app. Here, users can sell and shop online. This is the method. With the development of technology, Tiktok is now adding an online shopping function called Tiktok Shop. By the dance drop out app announce as the platform with the most users, with a total of more than 2 billion downloads worldwide in the first three months of this year. Tiktok is

becoming more and more popular among many people because it is a multi functional platform with interesting features.

From the name, Tiktok Shop is an online shopping and selling function. Customers can easily shop while accessing the TikTok app. The shopping process in this latest feature is very simple. You just need to make sure that the app downloaded on your phone is the latest version and that you already have a registered account. No need to switch to another app to continue the transaction, making the shopping experience easier. Tiktok Shop also offers various brands and products from MSMEs.

Picture 2.1
Example of TikTok Shop

Smartfren - Stay Safe · 15.25 · 79%

Rp102.795 - 107.795

FLASH SALE
Berakhir dalam 04 : 34 : 31

1/3
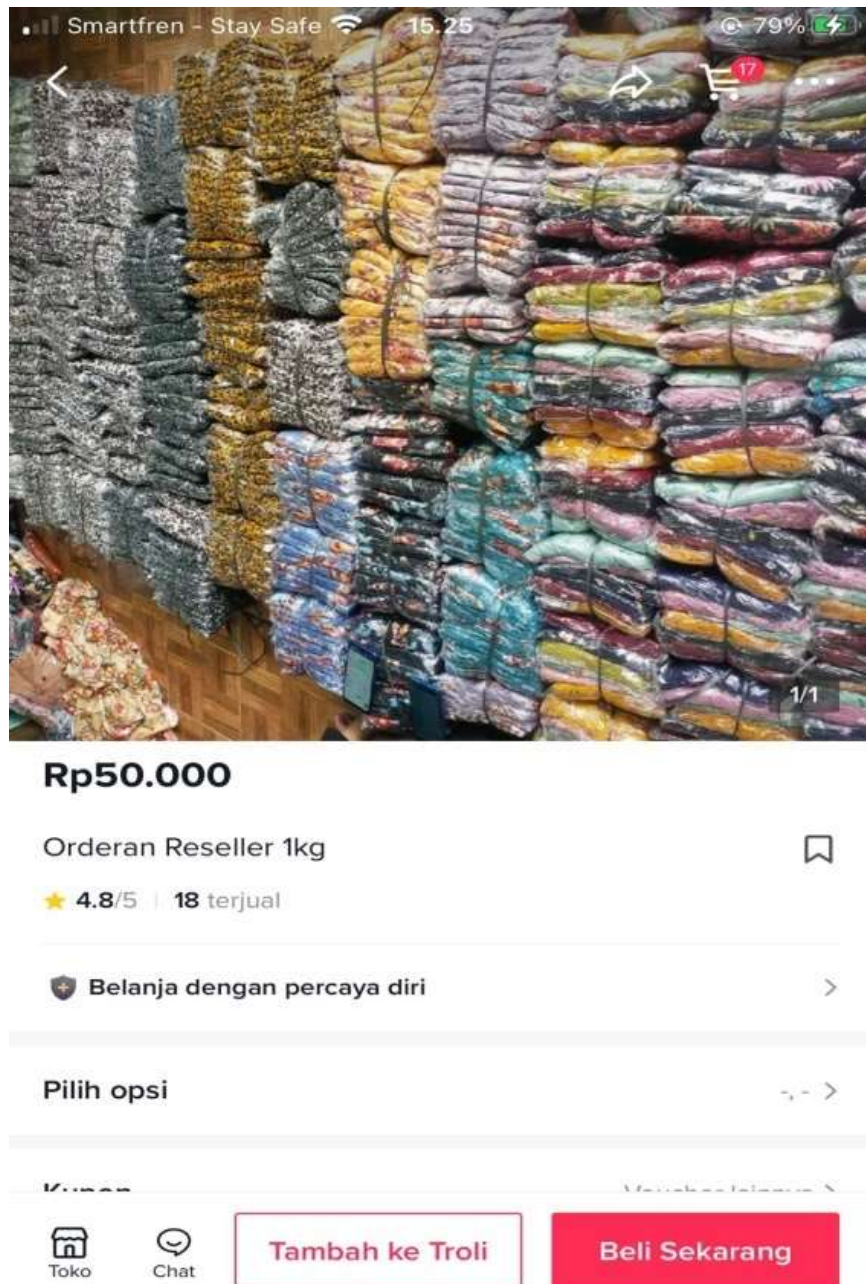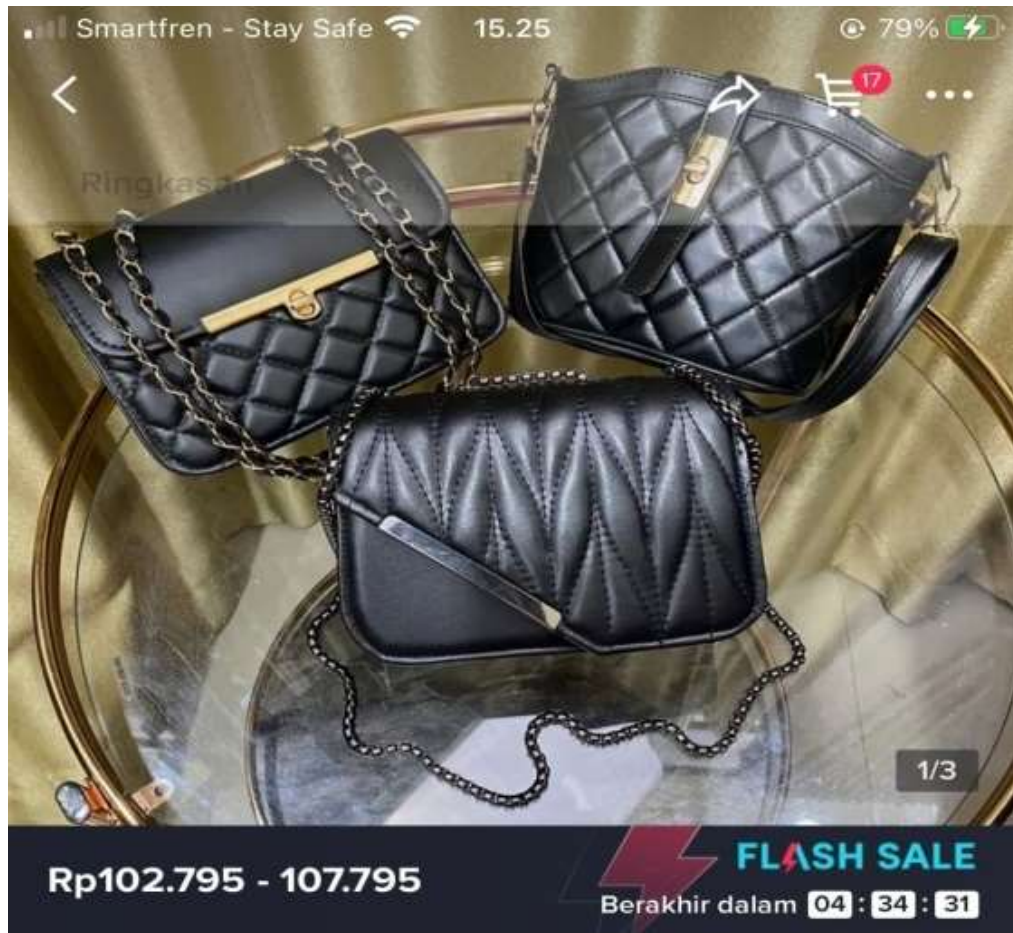
🛍 **Penawaran eksklusif TikTok Shopping Center**

Pre-order CUCI GUDANG PAKET BUNDLING 3 TAS Wanita (Sisilia+Callista+Eve)

⭐ **4.7**/5 | **10,4K** terjual

🛡 Belanja dengan percaya diri ›

Pilih opsi ›

Toko   Chat   **Tambah ke Troli**   **Beli Sekarang**
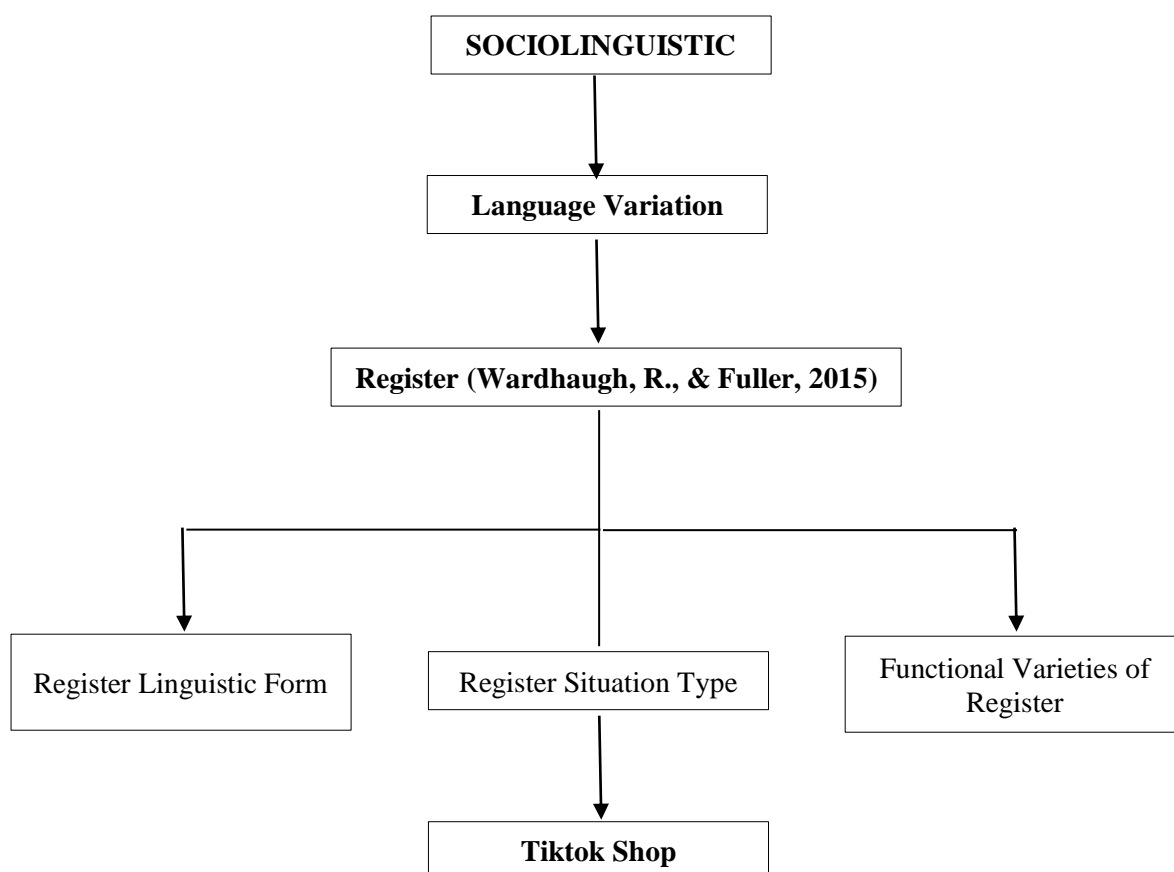
B. Previous Related Studies

The study about register is one of the study that used to to find out the meaning of register that used in TikTok Shop. There are some similar research studies that had been conducted before. The result of the research is described as follows, First, The study has analyzed in the journal by Alis Rahmati. On her tittle journal: A Sociolinguistic Analysis of Register Used in Soccer Page of Social Media Facebook. 2014. The data was collected from status or chat in facebook. The datawas analyzed from claasifying the data which categories as the register. The findings are based on linguistic form based on linguistic form and meaning of register used in soccer page. The next researcher,the study has analyzed in the journal by Faridatul Ulfa. On her tittle journal entitle: Register Analysis in English Movie Advertisements of www.21cineplex.com (A Sociolinguistic Study 2010). The data was conducted to investiges the characteristics of the register English movie Advertisements of www.21-cineplex.com in the point of view both linguistic factors, such asdiction, language variation and figure of speech, and non-linguistic factor that was the movie classification. The Third, the study has analyzed in the journal by Mega. On her tittle journal: A Descriptive Study of Register Used in Ticketing Division at Tanjung Emas Semarang (2012). The data which give information about the linguistic form andthe meaning of English register.

Based on these three studies, the relevance of this research is to continue research on registers used in everyday life. If the first study examines registers in Social Media, the second research examines in the form of films and the third research in the form of Ticketing Division and this research also examines

registers in the form of the linguistic landscape in the online shop contained in the tiktok shop application. This research and previous studies have a close relationship, namely to study in the context of lexical semantics and contextual meaning of a register.

C. Conceptual Framework

The Diagram of conceptual framework

```
┌─────────────────────────┐
│     SOCIOLINGUISTIC     │
└─────────────────────────┘
             │
             ▼
┌─────────────────────────┐
│    Language Variation   │
└─────────────────────────┘
             │
             ▼
┌──────────────────────────────────────┐
│  Register (Wardhaugh, R., & Fuller, 2015)  │
└──────────────────────────────────────┘
```

Register Linguistic Form	Register Situation Type	Functional Varieties of Register

Tiktok Shop

CHAPTER III

METHOD OF RESEARCH

3.1 Research Design

This research was conducted using a descriptive qualitative method. Chreswell (1994) state 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.

3.2 Source of Data

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 Library.

3.3 Technique of Collecting Data

The research data was collected through the following steps:

1. The research collecting references relate to the study.

2. The research opening a TikTok shop account and looking for an online shop seller.

3.The research reading posts online shop sellers and dialog that occur during the

transaction process at the online shop.

4. 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.

3.4 Technique of Analyzing Data

The data analysis technique used in this study is a qualitative data analysis technique (Miles, M.B, Huberman, A.M, dan Saldana, 2014). These steps consist of three streams of activities that occur simultaneously, namely:

1. Data Reduction:

The selection process focuses on simplification, abstraction, and transformation of raw data that emerges from written records in the field. Data reduction takes place continuously during qualitative research. During data collection, the next reduction stage occurs (summarizing, coding, tracing themes, creating clusters, partitioning, creating memos). Data reduction is a form of analysis that sharpens, classifies, directs, eliminates unnecessary, and organizes data in such a way that final conclusions can be drawn and verified. In the analysis of data collection, observations were made, and various documents were based on categorization in accordance with the research problem, then data sharpening was developed through further data tracing and the researcher analyzed the data that would be collected from online shop sellers at Tiktokshop based on this categorization. is in accordance with the research problem.

2. Data Display

The process of presenting it as a structured collection of information that allows

for better conclusions and actions and is the main means of valid qualitative analysis, which includes: various types of matrices, graphs, networks and charts. All of them are designed to combine organized information in an easy form. Thus the analyst can see what is going on, and determine whether to draw the correct conclusion or continue the analysis in accordance with the suggestions narrated by its presentation as something that might be useful. After reducing the data, the next step is displaying the image. The data will be classified by identifying the difference between the lexical meaning and the contextual meaning of the online store on the tiktok shop.

3. Data Conclusion

The final part of the study is to provide a brief summary of the research and to examine the data collected for analysis in verifying the veracity of the data. The final verification process, namely the review of field notes, means that the meaning that emerges from other data must be tested for validity, robustness, suitability, and validity. The final conclusion does not only occur during the data collection process, but needs to be verified so that it can truly be accounted for.

BAB IV

DATA AND DATA ANALYSIS

4.1 Data

In this chapter, the data were collected from the online shop in Tiktok Shop from the chat between the seller and the customer buyer. The data were collected from status in November 2022. There were 30 datas of register online shop in TiktokShop

Tabel 4.1

Register online shop in TiktokShop

NO	DATA
1	Sist
2	Supplier
3	Owner
4	Item
5	Sale
6	Customer
7	Testimony
8	Cashback
9	Keep
10	Order
11	Cancel
12	Booking
13	Transfer
14	Ready
15	Random
16	Restock
17	All Size
18	Sold out
19	Reseller
20	Dropship
21	OL
22	PO
23	COD

24	PCS
25	ORI
26	Ready Stocks
27	Full Payment
28	Free Ongkir
29	Slow Respon
30	Last Stock

4.2 Data Analysis

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.

4.2.1 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.

4.2.1.1 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.'

B. 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, among which are used to form the sentence perfect tenses (present perfect, past perfect or future perfect) and form passive sentences.

(1) *Keep,* in online shopping is save. so that they are not taken/purchased. The words from <u>Keep</u> was of verb.

(2) Order, means is an order, or a request for the purchase of goods or services to the seller. The wordsfrom <u>Order</u> ware of verb.

(3) *Cancel*, in online shopping is an item that has been order to be cancel. The words from <u>Cancel</u> ware of verb.

(4) *Booking*, to keep the goods for a specific buyer and for certain period of time. The words <u>Boking</u> ware verb.

(5) *Transfer,* send money or direct payment to the account. The words <u>Transfer</u> ware verb

C. 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 an adjective 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 express ownership. 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.

(1) *Ready*, are products that are sold already exist or are available. in online shop. The word <u>Ready</u> ware adjective.

(2) *Random,* online shop can mean random, arbitrary, erratic.. The word ready ware adjective.

D. 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.

(1) *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

(2) *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.

(3) *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) → Compond noun and meaning did not changed.

(4) *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

(5) *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.

E. 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 notimitation.

4.2.1.2 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.

4.2.2   Based on the understanding of the register

Researchers was distinguish two types of meaning, namely lexical and contextual meaning. The writer found high frequency data from register meaning in contextual meaning. The researcher found 11 datas in lexical meaning and 19 data in contextual meaning.

In addition, the writer also found meaning based on the context of the situation. It consists of fields, modes, and tenors. Field is the social setting and the purpose of the interaction. Register social settings occur in online stores, namely when buyers ask for goods availability, purchasing systems, and buying and selling systems. It also happens when the seller provides more information about the buying system, trading system, and more information about the merchandise and its specifications. The tenor is the relationship between the participants in the event, the register in the online store is used by both the buyer and the seller. Mode refers to communication media, all registers used in online stores are written. Researchers used lexical and contextual meanings to find the meaning of registers used in online stores. The discussion and understanding of the search register used in online stores is explained in tabular form as follows:

Table of 4.2.2
Linguistics Form of Register in Lexical Meaning Used in Online Shop

Register	Meaning (Lexical)
Supplier	Individual parties or business actors supplying goods or services to other business actors, both individuals and companies.
Sale	The term for offering goods/services at a discount/sale/price reduction.
Transfer	Sending a sum of money by a bank to be paid to a person in another place.
Cancel	Says that something that is already set was not be processed and cancelled.
Order	A request to purchase goods or services from a seller
Sold out	Means sold out and there is no longer a similar product available.
Random	Selection of goods or purchase of goods that may not be the same color or shape
OL	Controlled by or connected to a computer or to the internet.
ORI	The term for mentioning original products on the market is Ori, which stands for original.
Full payment	Which the buyer was make a payment in total against the specified price.
Last stock	Goods that will be sold in stock was soon run out

Table of 4.2 .3
Linguistic Form of Register in Contextual Meaning Used in Online Shop

Register	Meaning (Contextual)
Sist	Stands for sister where the designation is very common for buyers or sellers when shopping online.
Owner	The name of the owner of the online shop, for example, like you have a shop with original products made by yourself.
Items	The number of items to be sold or purchased

Customers	Someone who buys a product from a store or business.
Testimony	Terms for the message and the impression of their partner. Testimonials are usually made evidence to convince other customers based on prior customer recognition.
Keep	To keep the goods for a specific buyer and for certain period of time
Boking	To keep the goods for a specific buyer and for certain period of time.
Ready	The availability of goods for sale by the supplier or the reseller.
Restock	The availability of new goods that have been sold out from the supplier.
All size	The standard size of clothes, shoes, etc or fairly large size that is intended for allsize.
Reseller	A person who sell the goods to the other person in a small quantiites.
Dropship	Sales system where the delivery process conducted by thesupplier but the sender's name uses the reseller's name.
Cashback	Offer where the buyer is given a percentage of cash or virtual cash refund or even given a product but meets certain purchase conditions that have been determined by the organizer of the cashback
PO	Discounted price (usually in the form of a percentage)
COD	Payment system made whenthe customer and seller meet directly.
PCS	Short of pieces, sheets that indicate units of items more than one (plural nouns)
Ready stock	Goods that is available and ready for sale or the goods available from the seller or supplier.
Free ongkir	Purchase goods that are sent free
Slow respon	Receive a message from the buyer because there is something busy with the seller, so the buyer must be patient

Based on the table above, the writer found many types of data meaning registers in contextual meaning. The writer found 26 data in contextual meaning and 19 data in lexical meaning. Contextual meanings appear more frequently due to the large number of new vocabularies that are created in trade conversations at online stores. In addition, it requires a broader understanding of meaning.

4.3 Research Findings

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.

4.4 Discussion

This study aimed to determine the Linguistic Analysis of Registers 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. The total number of wordlists is 30 words in Tiktok store 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.

BAB V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the result of the data analysis, the writer draw some conclusions as 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.

5.2 Suggestion

In relation to the conlusion above :

1. It was suggested that students of English Department should learn more about sociolinguistic regarding to language variation and register, especially that ones that happened in society.

2. It was suggested that other researchers should make further research about register in linguistic form and the meaning of register that possibly appeared later on.

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22. https://vt.tiktok.com/ZS8LdNhvK/ (Accessed Tuesday,17th January 2023)

23. https://vt.tiktok.com/ZS8Ldu93q/ (Accessed Wednesday,18th January 2023)

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25. https://vt.tiktok.com/ZS8LdB4J8/ (Accessed Friday,20th January 2023)

26. https://vt.tiktok.com/ZSL25CKBt/ (Accessed Saturday, 21st January 2023)

27. https://vt.tiktok.com/ZSL25tm3y/ (Accessed Saturday, 21st January 2023)

28. https://vt.tiktok.com/ZSL25XxdN/ (Accessed Saturday, 21st January 2023)

29. https://vt.tiktok.com/ZSL25wsJR/ (Accessed Saturday, 21st January 2023)

30. https://vt.tiktok.com/ZSL25vyDC/ (Accessed Saturday, 21st January 2023)

Some of the pictures below are photos from the Tiktok Shop :

Rp50.000

Orderan Reseller 1kg

⭐ **4.8**/5 | **18** terjual

🛡 Belanja dengan percaya diri ›

Pilih opsi ›

🏠 Toko | 💬 Chat | Tambah ke Troli | **Beli Sekarang**

Rp37.000 - 38.000

12.12 COD- Eyeshadow Rev Make Up Set Lipstick Bedak + Kuas

★ 4.5/5 | 79 terjual

🏆 Teratas · Penjualan terbaik di Set Makeup >

🛡 Belanja dengan percaya diri >

Pilih opsi >

Kupon   Voucher lainnya >

Toko   Chat   Tambah ke Troli   Beli Sekarang

09.52

Rp95.000 - 99.000
Rp230.000 - 250.000

FLASH SALE
Berakhir dalam 02 : 07 : 16

Penawaran eksklusif TikTok Shopping Center

12.12 Tas Wanita Elegan Import Fashion Korea Selempang Trendy

★ 4.7/5 | 15 terjual

Belanja dengan percaya diri

Pilih opsi   Warna >

Toko   Chat   Tambah ke Troli   Beli dengan kupon

13.57

< **Ulasan (44)**

Seperti yang dideskripsikan (5)   Pengiriman bebas repot (5)

Akan membeli lagi (3)   Harga miring (3)

Kemasan berkualitas (2)   Direkomendasikan (1)

| (6) | 5 ★ (34) | 4 ★ (5) | 3 ★ (4) | 2 ★ (1) |

t**8

★★★★★

Hitam

Tasnya udah smpai, trmasuk cepatnya sampai manado. Barangnya real pict, jahitan rapi,ngak ada cacat, suka suka 😍 😍,.perthankan ya ketelitian, pelayanannya yg baik. Next ditunggu ya paket saya yg lain

2-9   • • •   👍 2

H**a U**3

★★★★

Hitam

Tas nya kece abis, barang sesuai pesan, pesanan cepat jg

🏠 Toko   💬 Chat   **Tambah ke Troli**   **Beli Sekarang**

CLEARANCE SALE HAMPIR SOLD OUT‼️

Msmo.men

19.30
◄ WhatsApp

< 　　　　　　　　　　　　　　　 ⤴ 🛒⁴⁶ •••

PAKETAN 1 PCS
LULUR VELL'S BEAUTY

XTRA Voucher Ongkir　　　　　　1/3

Rp40.500　~~Rp75.000~~　-46%

Pre-order [COD]Lulur Lotong Vellsbeauty pre order　🔖

⭐ 4.7 /5 (27.4k) | 150.4K terjual

🏆 Teratas · Penjualan terbaik di Hadiah Spesial untuk Dir... >

💳 Pembayaran aman 🏷️ Pembatalan Instan 💬 Dukungan TikTo >

Pilih opsi　　　　　　　　　　　　　 -, - >

🏠 Toko　　😊 Chat　　| Tambah ke troli |　| Pesan terlebih dahulu |

19.33

46

Rp22.000 – 200.000

1 KG MUAT 10 PCS FREE ONGKIR TERMURAH
MEIDIAN Green Tea Cooling Cleansing Mud Mask
Masker Lumpur Teh Hijau Memutihkan Anti Acne
Terlaris

⭐ **4.6 /5** (125) | **601** terjual

🟫 Pembayaran aman 🟧 Pembatalan Instan 🟠 Dukungan TikTo ›

Pilih opsi　　　　　　　　　　　　　　　Meidian ›

🏠 Toko　　😊 Chat　　**Tambah ke troli**　　**Beli Sekarang**

XTRA Voucher Ongkir

1/8

19.32

Rp34.900 ~~Rp100.000~~ -65%

Jumat Hemat [READY STOCK][BREYLEE] Tea Tree Salicylic Acid Cleaning Pads - Cleanser Pad Breylee Menghilangkan Jerawat & Membersihkan Pori Wajah (40 Pads)

⭐ 4.8 /5 (5k) | 29.1K terjual

💳 Pembayaran aman 💰 Pembatalan Instan 🟠 Dukungan TikTo >

Pilih opsi   Salicylic Acid Cleaning Pads >

🏠 Toko   😊 Chat   Tambah ke troli   Beli Sekarang

19.33

×

46

DAZZLE ME

SMILEY

ORAN-GEE

XTRA Voucher Ongkir

1/3

Rp50.000
Rp240.000 -79%

⚡ **Flash Sale**
Berakhir dalam 2 hari

【Live Flash Sale】 [DAPAT 4 PCS] [BPOM] DAZZLE ME Ink-Licious Lip Tint Bundle – All Shades Fashion Liptint

⭐ **4.9 /5** (458) | **2396** terjual

🏆 **Teratas** · Sedang trending di Lipstick & Lip Gloss ⟩

Pembayaran aman | Pembatalan Instan | Dukungan TikTo ⟩

Pilih opsi   Default ⟩

Toko Chat **Tambah ke troli** **Beli Sekarang**