

REGISTERS IN “SHOPEE & LAZADA”: SOCIOLINGUISTICS AND SEMANTICS STUDY

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ABSTRACT

Register is the special terminologies or vocabularies used by particular occupation or social groups. It makes the communication is going more interesting because they communicate through special register without its meaning is known by others. There are many registers can be found both written and spoken form, one of them in the online shopping. This research is entitled “Register in ”Shopee and Lazada”: Sociolinguistics and Semantics study”. The aims of this study are 1) to analyze the functions of registers found in “Shopee &Lazada”, 2) to analyze the meanings appeared in “Shopee & Lazada”. The method used for this research is qualitative-descriptive. The data were taken from “Shopee & Lazada” through online as many as 32. The theory used for analyzing the function of register is Holmes (2013), whereas the theory of register’s meaning based on Catford (1965) and Downing (2006). The findings of this research indicate that the functions of register are divided into 4 types which are, directive, referential, phatic and expressive. The meaning of register are lexical and contextual, and idiomatic.

Keywords: Sociolinguistic, Register, Meaning, Shopee & Lazada.

1. Introduction

One of the language characteristics is dynamic which means language can change and develop. People communicate with each other even in different group using language variation. Factors that encourage language variation are age, addressee, gender, religion, culture, occupation, and social status. Halliday (1989) categorized variation of language into two main types which are, social and Functional. Dialects are characterized by social or regional variation, whereas register concerns functional variation. The languages used by group of people in society are different from others. For example, the language which is used by the teacher and the doctor are definitely different. They have own terminologies in communicating with their colleagues. In sociolinguistic it is called as register.

Group in community certainly used register to communicate with each other. Wardaugh (2009:52) states that register are sets of language items associated with discrete occupational or social groups. Surgeons, airplane pilots, bank managers, sales clerk, jazz fans, and pimps employ different registers. In other words, Register is use of terminologies or vocabularies by particular group or occupational to communicate with other and only them who know the meaning of its terminologies. Use of registers can be found anywhere both in verbal and written form. One of them is in the online shopping application.

Nowadays online shopping has become a lifestyle of modern society. Ranging from teenagers to adults must have tried shopping by online since it helps them to buy something easily and quickly. The process is practical due to the buyer just open an online shopping application and look for the items needed. The goods will be sent 3 days after the payment process. There are several well-known online shopping applications namely *Tokopedia, Lazada, Shopee. Zalora,*

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Blibli.com and others. The online store sells a variety of items ranging from clothing to souvenirs, and some even serve bill payments such as cable TV, electricity, data packages, and purchase of event tickets.

In 2019, *Shopee* and *Lazada* became a popular e-commerce in Southeast Asia because of the large number of users downloading its application. *Shopee* and *Lazada* achievement in Southeast Asia is supported by its local versions of applications in Indonesia, Malaysia, Singapore, Thailand, Vietnam, Taiwan and the Philippines. The rapid development of online shopping is the background of the emergence of new terms. The existence of special terms are very beneficial for the process of interaction between seller and buyer. In sociolinguistic studies, the term used by particular group or occupational is a register. Each register has its own meaning related to the promotion system in "*Shopee & Lazada*" online shopping. Registers that are used can attract customers to shop, because customers and buyers use each other specific terms related to shopping activities. Therefore the writer interested in analyzing the functions and meanings of registers in "*Shopee & Lazada*".

2. Literature Review

People interaction is the dominant factor that causes language variations. Due to each group or community has its own terminology or vocabulary. According to Wardaugh, Ronald (2009:52) asserts that registers are sets of language items associated with discrete occupational or social groups. Holmes (1992:246) states that the term register here describes the language of groups of people with common interest or jobs, or the language used in situational associated with such groups. The differences of each language are related with the context of situation, which consist of field, mode, and tenor. Trudgill, Peter (2012:12) Registers are known as kinds of language that reflect the subject being talked or written about. These, too, have most often got to do with vocabulary. Based on the theories above, the register can be understood as variety of language which used by groups of people with common interest or jobs exactly the groups use particular language or vocabularies to communicate with each other.

Function of register can simplify the process of communication between communicators because they used certain terms. Holmes (2013:275) categorizes the function of register into 6 types, which are :

1. Directive, utterances attempt to get someone to do something.
2. Referential, utterances provide information.
3. Phatic, utterances express solidarity and empathy with others.
4. Expressive, utterances express the speaker's feelings.
5. Metalinguistic, utterances comment on language itself.
6. Poetic, utterances focus on aesthetic features of language

Register is part of language variations used by certain groups. Each register has certain meaning that is only understood by particular group. In linguistic the study which explicated meaning of language is semantics. According to Saeed, John (2011:1) that semantics is the study of meaning communicated through language. In other words that semantics is the study of the meaning of a language that is seen from its structure both words, and sentences. Catford (1965) and Downing (2006) categorize meaning into :

1. Lexical Meaning is the meaning of individual words and it can be seen in the dictionary.
2. Contextual Meaning, the contextual meaning of an item is the groupment of relevant situational features with which it is related.
3. Grammatical Meaning is a meaningful relationship between the important things of the grammatical structure that is well structured in every part.
4. Idiomatic Meaning is a meaning that is difficult to predict, not the true meaning, and exceeds the semi-idiomatic meaning.

3. Methodology

The method used in this research is qualitative descriptive. According to Djajasudarma (cited in Ingguae Leksi, 2015: 9) states " In a qualitative method, the data collected is not in the form of numbers, but in the form of words or pictures about something and it is based on people's utterances naturally.". Concerned with the title "Register in Shopee & Lazada" the data were taken from shopee and Lazada through daring (online). Doing the research by following the steps: collect and take a note the data which is registers used in Shopee & Lazada application, sort out the statements from tweets and story of Shopee and Lazada in social media official which containing the using of register, look for the theory related to the data especially function of register and types of meaning, classify the data based on function and meaning of register, analyze the data based on the theories, and draw conclusions. There are two research questions which are what are the functions of register and meanings of registers used in "Shopee & Lazada" that will be discussed in findings and result section.

4. Findings and Result

There are 32 data found in "Shopee & Lazada" identified as register which is classified into 4 groups based on its function.

1. Directive Function

Data 1

Calling out to our Kpop-fans. It's that time of the year again. **Preorder** your favorite artist's 2020 Season's Greetings here on Shopee!

(@shopee_sg, November 28, 2019)

The word *preorder* in data 1 is a register used in Shopee. *Preorder* is a term referred to an item delivery system which only available in online shop. The function of the term *preorder* is directive, because the statement conveyed by shopee aims to influence the customers through the command given to them. By the statement "Calling out to our K-pop fans" shows that shopees specifically call K-pop fans to buy their favorite artist products through the preorder system "*Preorder your favorite artist's 2020 Season's Greetings here on Shopee!*".

The term *preorder* has lexical meaning, because its meaning does not depend on the sentence context and it can be seen on the dictionary. Based on Cambridge Dictionary, *preorder* is to order (request to buy) a product before it has become available. This term is often used in online shopping, because the preorder system is in great demand by customers, especially for those who like to buy products from abroad, because it is difficult to get the item. It can be said that, the meaning of *preorder* in data is to order goods before it is produced with a waiting period until the goods are available.

2. Referential Function

Data 2

Our **Flash Sale** is happening this Thursday, July 7! If you see something you like, better camp for it because stocks are VERY LIMITED!

(@shopee_sg, July 4, 2016)

The term of *flash sale* in data 2 is the register used in shopee as the one of promotions. The function of term *flash sale* is referential, because the statement conveyed by shopee contains the concrete and objective information to be known by the customers. By the statement "our *flash sale* is happening this Thursday, July 7" indicates that the concrete information is about the flash sale come into force at Thursday, 7th July. The purpose of shopee provide concrete information about the flash sale, so that customers are interested in shopping and not miss the information because the products offered during the flash sale period are limited with a limited time.

flash sale has lexical meaning, because its meaning does not depend on the sentence context and It can be seen in the dictionary. Based on the Shopee Help Centre, *flash sale* is products curated by shopee that are available at a promotional price for a limited time only. Flash sale promotion time at shopee is limited to 6-12 hours (12: 00-18.00, 18.00-00.00, 00.00-12.00). Therefore, buyers must compete to buy products that are promoted in a flash sale with limited stock and time. It can be said that the meaning of *flash sale* based on the data is a promotion system of goods that have been chosen by shopee with a limited amount in limited time.

3. Phatic Function

Data 3

Hi *shopeeholics*! Our #MobileShoppingDay on 9.9 is coming soon!
(@shopee_sg, September 8, 2016)

The term of *shopeeholic* in data 3 is the register only used by shopee as the appellation for their customers. The function of those register is phatic, because the statement conveyed by shopee to show solidarity and maintain communication (interaction). Through the statement "Hi *shopeeholic*! Mobile Shopping Day is coming soon" indicates that shopee only wants to say hello and start the conversation start interaction with *shopeeholics* without providing concrete information about the celebration of Mobile Shopping Day. It can be said that, the term *shopeeholic* was coined to indicate closeness between customer and seller.

shopeeholic has lexical meaning, because its meaning does not depend on the sentence context and It can be seen in the dictionary. The term *shopeeholic* is the combination of word shopee and holic. Based on the Cambridge Dictionary, holic is commonly applied to words to indicate addiction. The meaning of *shopeeholic* in the data refers to the mention of customers who like to shop at shopee. So, every customer who likes or ever shopped at shopee belongs to the shopeeholic group. It can be said that, the meaning of shopeeholic in data refers to people who like to shop at shopee

4. Expressive Function

Data 4

Thank you for your tremendous support during the Shopee 9.9 Super Shopping Day. It has been our biggest the Shopee 9.9 *Super Shopping Day* ever and we couldn't have done it without you guys! We thank you for helping us break our all past 9.9 records reach a total 50 million Shopee LIVE views and also, a total of 35 milion online views for our commercial with Cristiano Ronaldo.
(@shopee_sg, December 13, 2018)

The term of *Super Shopping Day* in data 4 is the register used in online shopping shopee. The function of term *Super Shopping Day* is expressive, because the statement expresses the emotions or feelings toward the amazing event of *Super Shopping Day*. By the statement "It has been our biggest the Shopee 9.9 *Super Shopping Day* ever and we couldn't have done it without you guys" is happy expression of shopee toward *Super Shopping Day* event. Supported by the statement "We thank you for helping us break our all past 9.9 records" indicates that the shopee was happy because of the support of her customers, so that the 9.9 celebration exceeded the old record.

Super Shopping Day has lexical meaning, because its meaning does not change based on its sentence context and It can be seen in the dictionary. The meaning of super based on Cambridge Dictionary is excellent, while shopping is the activity of buying things from the shops. From the data, the meaning of *Super Shopping Day* is an annual shopping festival organized by shopee to attract the customers attention by providing many promotions.

5. Conclusion

Register is the term used by particular group or occupation in communicating that is known by them. The function of register is to simplify the communication process between communicators. Based on the data analysis, the functions of

register are classified into 4 categories which are referential function as many as (27 data/84,3%), Directive (3 data/9,37%), Phatic (1 data/3,12%), and Expressive (1 data/3,12%). The most dominant register function used in data is referential, because the use of registers in "Shopee & Lazada" aims to provide concrete information to the customers to buy something in "Shopee and Lazada". In addition, the register used as a promotional technique to attract customer interest

Speaker who use register in communication deliver meaning to the listener. Based on the data, meanings are classified into 3 groups which are, Lexical meaning as many as (26 data/81,25%), Contextual Meaning (3 data/9,37%), and idiomatic meaning (3 data/9,37%). The most dominant meaning of the register found is lexical, because the term used by "Shopee & Lazada" is easily understood by its customers. Thus, the emergence of new terms used by "Shopee & Lazada" can facilitate communication between sellers and customers.

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