Analysis of Formation of Register Language Word on Selling and Purchase of Phones on Social Media Instagram @pst0re

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Abstract

This study aims to describe the process of word formation and the function of register language in seller captions and discussions that occur in the comments column on Pst0re's Instagram social media. This research uses descriptive qualitative method. The data collection technique in this research is using the technique of simak libat cakap and the technique of free simak libat cakap. The validity of the research is carried out using investigative techniques by comparing individual opinions with parties who have expertise in accordance with their fields. Data analysis uses the commensurate method technique. This is a method with determining tools related to parts outside the language and with determining tools of the language elements themselves. The result of this research, there are 3 word formation processes (1) affixation (2) reduplication and (3) abbreviation. Then there are 4 functions of register language, including (a) instrumental function, (b) representational function, (c) heuristic function, and (d) interactional function.

Keywords: novel, readers responses, experimental receptions

1. Introduction

Language is very important for humans as social beings. As social creatures, humans use language socially with each other, conveying information and thoughts to create good interactions. For example, in everyday communication, humans need communication tools to relate to others when they ask for help or help.

Language as a means of communication in interactive life has undergone many changes and additions. This can happen because the language is arbitrary. The word arbitrary means arbitrary. The meaning of Manasuka means that there is no relationship between a language and its physical form, and only based on the consent of the speakers of the language-speaking community. That is why many new languages appear from time to time to adapt to people's communication needs. Differences in social interaction can also cause their communication languages to differ.

Differences in communication that occur in society cause variations in language. Language variations can be understood by other groups and some are not understood by other groups. Language is therefore the subject of sociolinguistics. Many social interaction activities are carried out in various fields of work. The number of kinds of work results in the emergence of social groups that have distinctive characteristics in the use of words, either in the form of new terms or words or terms that already exist but are given new meanings. Differences in language variation in each social group are usually marked by registers.

Registers can be found through social interactions carried out by special groups related to the profession. The variety of professions makes a social group use different languages and only certain social groups understand it. The goal is to familiarize group members with language communication or terms that other groups do not understand.

Registers can be found in social activities related to the profession through the sophistication of information and communication technology as it is today. One of the activities that can be done in social media is buying and selling. Usually, people carry out buying and selling activities directly. One of the buying and selling activities that is widely carried out, namely buying and selling mobile phones. People buy and sell by meeting face to face, bargaining, and transactions with spoken language. But with the sophistication of technology, people can easily carry out mobile phone buying and selling activities. Through the internet, humans do a lot of work activities such as buying and selling mobile phones through social media. One of the social media that is widely used today, namely Instagram.

Instagram is an application that we can use to upload photos and videos. Through Instagram, sellers and buyers can carry out mobile phone buying and selling activities. The use of Instagram is done by the seller by offering the mobile phone products he sells, the seller writes the specifications of the mobile phone he sells in the caption or photos and videos uploaded, discusses with buyers through the comment column, and makes transactions. In the analysis, researchers refer to the captions uploaded by sellers, comments and discussions made by sellers and buyers in the comment column on the Pst0re Instagram account. Researchers use the PSt0re Instagram account, because this account is the first mobile phone seller account on Instagram Indonesia. The large number of followers makes this account visited a lot and makes many mobile phone buying and selling transactions. In the forum for buying and selling mobile phones written by sellers and buyers on social media, Instagram has a distinctive characteristic. They use a lot of special terms. This particular term can be seen in the process of word formation used. The process of word formation can be affixation, reduplication, and abservation. One example of word formation in buying and selling activities, namely:

1) the word TF which means Transfer
2) the word storage which means storage,
3) the word DM which means Direct Messenger.

The terms TF, storage, DM in the example above show typical terms used in the field of buying and selling on social media. One of the buying and selling that uses a typical term in the example above is buying and selling mobile phones carried out on Instagram social media. Not all people understand the term word used in buying and selling mobile phones as mentioned above. The vocabulary used in buying and selling mobile phones on Instagram sounds less common in everyday people's ears. Some users even use short forms that make it difficult for others to understand their meaning. In addition, the vocabulary used in this activity also includes many foreign words or regions that may sound foreign to the ear for many people. Linguistically, this phenomenon of vocabulary use is very attractive to readers who are active on the Instagram platform.

Researchers are interested in examining the register language used in mobile phone buying and selling forums on Instagram social media, because there are differences in the vocabulary used compared to buying and selling directly. This is important so that social media users who have just switched to Instagram to buy and sell mobile phones can understand the meaning of the terms used, making it easier for them to transact. In addition, this study is expected to complement previous research that still uses Blackberry Messenger social media which is no longer used. The focus of this study was only on buying and selling mobile phones on PSt0re's Instagram, and researchers have not found previous research on register language in this context.

Based on the problems described above, researchers took the title "Analysis of Register Language Word Formation in Buying and Selling Handphones on Social Media Instagram @pst0re".

1.2. Theoretical Studies
a. Sociolinguistic Theory
According to Chaer and Agustina (2010: 2), sociolinguistics is a scientific discipline that involves two fields of science, namely sociology and linguistics. Sociology is an objective scientific study of humans in society and social institutions, as well as various processes that occur in society. Meanwhile, linguistics is a scientific discipline that studies language or takes language as its object of study. Thus, sociolinguistics is a combination of the two fields, which discusses the use of language in social contexts and how language plays a role in society.

Thus, sociolinguistics is an interdisciplinary science that studies language and deals with its use in society. This expression can be seen as the beginning of the emergence of sociologists, derived from the interdisciplinary science between sociology and linguistics. Therefore, sociolinguistics is a linguistic science that studies society in the context of language variations that occur in a language with social factors of its society.

b. Language Variation Theory

Halliday (in Aslinda and Syafyahya, 2014: 17) distinguishes language variations based on users (dialects) and usage (registers). Correspondingly, these language variations are distinguished based on their use, namely dialects and registers. Dialect deals with the language spoken by whom, where and when (regional variations of the language), while the register relates to what language it is used for.

c. Register Theory

According to some experts, Nababan (in Chaer and Agustina, 2010: 68) argues that the variety of languages is called functional, variety or register related to its use, use or function. These variants are usually discussed in terms of usage, style or level of formality, and usage patterns. Scope-based language variation refers to which language is used for a particular purpose or situation. In this sense, it shows that language diversity is two things that cannot be separated. Registers are one form of social phenomenon in which language changes due to differences in purpose and where language will be used.

d. Theory of the process of word formation

   1. Affixation

Rohmadi and friends. (2020: 40-41) explains that affixation refers to adding affixes to word forms, both singular and complex, to form new words. Indonesian has several different types of suffixes as follows.

   a. Prefix

Additional letters are placed before the root word. These additional letters are commonly referred to as initial affixes or prefixes. The types of prefixes in Indonesian include di- me-, ter-, ber-, se-, per-, ke-, pe-, pre-, para-, and others.

   b. Infixes

One form of the affix type placed in the root word. Because it is located in the middle of the root word, this type of affix is often referred to as an insert affix or insert only. In Indonesian there are several types of inserts/infixes, such as -el, -em, and -er, which have their own uniqueness.

   c. Sufixes

affixes placed after the root word. Suffixes are also known as end-of-affixes or suffixes. There are several types of suffixes in Indonesian, such as -i, -kan, -nya, -wan, -wati, -man, -is, and others.

   d. Confix or simulfix

A type of affix consisting of a combination of a prefix and a suffix. These two types of affixes are placed simultaneously at the front and back of the base word. Experts Indonesian call this form of combined affix a simulfix.

   2. Reduplication

According to Ramlan (2009), reduplication is the process of repeating pragmatic units, either in whole or in part, with or without phoneme variations. The result of this repetition process is known as a reword, with the repeated units being the basic form. There are four types of reduplication, namely: a) complete repetition, as in the words "houses", "eat", "early in the morning"; b) partial repetition, that is, repetition that occurs in the first quarter of the lexeme, as in the words "neighbor", "man", "guest", "sesame"; c) repetition combined with affixes, as in the words "first of all", "slowly", "once in a while"; and d) repetition with phoneme changes, as in the words "pacing", "pontang-panting", "back and forth".

   3. Abreviation

According to Kridalaksana (2010) explained that abreviation is a process in which one or several parts of a lexeme are removed so as to produce a new form which is a word. Abreviation can also be referred to as shortening and the result of the process is called shortening.

e. Theory of Language Functions

Halliday (in Kunjana, 2009:6-7) points out seven functions of language. The following are described the functions of language according to Halliday.

1) Istrumental Function

The instrumental function of language refers to the ability of language to act as a tool that can meet communicative needs in a social environment. In this case, language has the potential to produce certain effects, both in the form of communicative actions and the conditions of communication created. Language can also be used to create certain events, as well as influence the behavior and thoughts of others. As a result, the use of

appropriate language can play an important role in achieving communicative goals and building effective social relationships.

2) Regulatory Functions

The regulative function is the ability of language to monitor and regulate certain events in society. The main purpose of this regulative function is to regulate the use of language in controlling and also regulating people's behavior. Examples of regulative functions are traffic signs such as "turn left continue" that can be found at various intersections.

3) Representational Functions

Representational function is the ability of language to express or show facts and knowledge, explain events, and report something. The goal is to provide an image or or represent a thing.

4) Interactional Functions

Interactional function is the ability of language to facilitate interaction and strengthen communication between individuals. Language is used to ensure interaction and strengthen social relations within society.

5) Personal Functions

Personal function is the ability of language to show personal expressions and feelings, such as the expression of emotions or other expressions of personal intent. Language is used to express personal feelings and intentions individually.

6) Heuristic Functions

Heuristic functions are related to language skills in learning, knowledge exploration, technology development, and the delivery of questions or formulations that focus on knowledge exploration.

7) Imaginative Functions

Imaginative function is the ability of language to create imagination or imagination. This function of language is reflected in the use of language to tell stories, create fantasies, or even dream something.

f.   Understanding Instagram

Atmoko (2012: 10) revealed that Instagram is a special application for social media on smartphones that has a function similar to Twitter. The difference lies in the feature of taking and sharing photos as a medium of information to users. So, it can be concluded that Instagram is a social media application that functions to display and share photos or videos, and allows users to take photos or videos and share related information from these media to the public.

2. Research Methods

Descriptive qualitative method is a series of procedures that aim to make a picture that is carried out according to existing reality with data sources through observation or experiments on speakers, and data obtained in the form of writing or speech of speakers. The data collection and analysis is carried out by stages of equalizing the caption and discussion in the comment column between sellers and buyers by means of screen shots using mobile phones. Then carry out the recording stage of the results of the equation with screenhoot obtained into written form, and identify the process of word formation and the function of the register language in buying and selling mobile phones on PSt0re's Instagram social media.

3. Results and Discussion

This research data was collected using observation techniques, documentation techniques, and free listening techniques, proficient involvement and recording techniques on the seller's caption speech and discussions in the comment column between sellers and mobile phone buyers on PSt0re's Instagram social media. The collection process is carried out around January - February 2020. Based on the data obtained through data collection, 82 data were found. Then the data is reduced to 80 data. The data findings are in the form of Affixation as many as 20 data; Reduplication of 5 data; Abreviation of 23 data; Instrumental functions of 5 data; Representational functions of 10 data; Heuristic functions of 16 data; Intratractional function as much as 1 data. The following is the frequency of finding data on the process of word formation and the function of the register language in buying and selling mobile phones on social media intagram PSt0re.

Table 1. Research Data

No.	Types of Word Formation Processes	Code	Amount of Data
1	Affixation	A	20
2	Reduplication	R	5
3	Abreviation	P	23
	Amount of Data		**48**
No.	**Register Language Functions**	**Code**	**Amount of Data**
1	Instrumental Functions	IM	5
2	Heuristic Functions	H	16
3	Representational Functions	Rep	10
4	Interactional Functions	IS	1
	Amount of Data		**32**

The author will analyze the research data in accordance with the classification of the word formation process and the function of the register language in buying and selling mobile phones on PSt0re Instagram social media.

3.1. Affixation Analysis

Data (4)	
Data Code	TC2TB2602A
Data	Diorder
Data Context	... Special price : 1.699ribu OFFICIAL WARRANTY 1 YEAR free shipping gratisss throughout Indonesia Beloved express can be 'diorder' at Shope click the link in Bio

Based on the context of the data, the use of the word 'diorder' in the caption of the upload can be analyzed as follows.

Analysis

The word '*diorder'* What is contained in the description of the upload in terms of the formation process is a affix word, because the word above uses the prefix di- which is formed from the word order and affixed with the affix di-. The process of forming the word is ordered, which is as follows.

> *di- + order = diorder*

In the process of forming the word order, prefixation is done by placing the prefix in- in front of the word order so as to form the word ordered. The same opinion was expressed by Rohmadi and his colleagues (2020: 46) that prefixes are affixes attached to the front of the basic form of words, also called prefixes. In this case, the prefix in- must be written fused with the lexeme that forms its base. The function of the prefix is only one, which is to form passive verbs. Thus, the word ordered is the result of the affixation process.
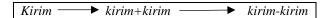
3.2. Reduplication Analysis

Data (5)	
Data Code	TD5TB601R
Data	"Kirim-kirim "
Data Context	Yudha_resqi: "Sis, how do you get the message" Pstore_batam: "If it's a promo, we can't *"kirim-kirim"* brother" Yudha_resqi: "oh yes, makasi sis"

Based on the context of the data, the use of the word *"kirim-kirim"* in the caption of the upload can be analyzed as follows.

Analysis

In the context of the caption on the upload, the word send-send is formed through a reword process because there is a repetition of the basic form of the word. The process of forming a *'kirim-kirim'* word can be explained as follows.

$$Kirim \longrightarrow kirim+kirim \longrightarrow kirim\text{-}kirim$$

According to an analysis of word usage data in an upload caption, the word *'kirim-kirim'* can be categorized as a reword because the base word "kirim" is repeated in its entirety. This interpretation is in line with Ramlan's view (2009: 69) which suggests that the repetition of the whole occurs when the basic form of a word is repeated without changing phonemes and without being followed by the process of giving affixes. In the word *'kirim-kirim'*, the basic form of "kirim" is repeated but does not undergo phoneme changes or affixations. The repetition of the word in the context of the use of the word is intended to emphasize that promo items can only be purchased directly in stores. Thus, it can be concluded that *'kirim-kirim'* is an example of a reduplication process in word formation.

3.3. Abreviation Analysis

Data (21)	
Data Code	TC1TB2702P
Data	AMOLED
Context Data	*Samsung S7 edge layar super AMOLED 32GB dual sim TOP GLOBAL hanya…….1550ribuuu fullset joss*

Based on the context of the data, the use of the word AMOLED in the caption of the upload can be analyzed as follows.

Analysis

The word AMOLED contained in the description of the upload, judging from the formation process is a form of shortening, because the word above has been shortened, namely an acronym. The process of forming the word AMOLED, which is as follows.

In the description, the word AMOLED is categorized as an acronym because it comes from the abbreviation Active Matrix Organic Light Emitting Diode in English which refers to thin organic screen technology that produces a sharp display. The formation of the acronym AMOLED is done by retaining the first letter of each component of the word so that A+M+O+L+E+D forms the word AMOLED. The process of forming this acronym is in accordance with the definition submitted by Kridalaksana (2010: 162), which is the process of combining abbreviations or pieces of words written and pronounced as one word that obeys the rules of phonotactic Indonesian. The word AMOLED itself is used by sellers to describe the latest and best display feature specifications on Android phones sold. Therefore, the word AMOLED in that context is the result of the process of forming acronyms.

3.4. Instrumental Functions

Data (4)
Data Code: TC2TB601IM
Data:
HATI-HATI BANYAK AKUN PALSU

Analysis

Based on these data, it can be stated that the word "*HATI-HATI*" has an instrumental function in language, which means that the word is used as an appeal or warning to someone. This can be seen from the context of the data above, where the account owner appeals to buyers to be careful in making online purchases because of the rise of fake accounts on behalf of the account owner. This view is in line with Halliday's theory (in Kunjana, 2009: 6) which states that language can be used to meet the communicative needs of the social environment. Language can also be used to influence or change the behavior of others. In this case, the sentence contains a message or appeal conveyed to buyers so that they do not become victims of fraud by fake accounts. Therefore, it can be concluded that the data reflect the functions of instrumental languages.

4. Conclusion

Based on the results of research on the analysis of word formation in register language in mobile phone buying and selling transactions on PSt0re Instagram, several conclusions were found. A total of 20 data used the affixation process, 5 data used the reduplication process, and 23 data used the abreviation process. In addition, there are 5 data with instrumental functions, 10 data with representational functions, 16 data with heuristic functions, and only 1 data with interactional functions.

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