REGISTER ANALYSIS
IN ACTION FIGURE TRADING FORUM ON *KASKUS*

THESIS

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ABSTRACT

Wardhana, Ramadhita Adhitya. 2013. **Register Analysis in Action Figure Trading Forum on *Kaskus***. Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Isti Purwaningtyas; Co-supervisor: Yuni Astuti

Keywords: register, action figure trading forum, *Kaskus*.

The internet eases social interaction. Besides, it becomes a medium to build community and people use social network to create certain groups. But still, they use language to deal with it. In communication purpose, people intentionally use a specific language variety namely register in their own community. The register can make people who do not belong to the member misinterpret the meaning because they do not know about the three kinds of variation which construct the context of register itself; they are field, mode and tenor. This study uses Halliday's theory to analyze the register which is used by action figure trading member on *Kaskus*. There are two research problems in this research: (1) what are the registers used by the members of action figure trading forum on *Kaskus*? and (2) how are the register variables which consist of field, mode, and tenor applied in statements or conversation made by the members of action figure trading forum on *Kaskus*?

This study uses qualitative approach to make it clear and systematic to analyze. As the data, the writer uses action figure trading terms from *Kaskus* as keywords to find the register applications in action figure trading forum on *Kaskus* through the activities. This study uses content or document analysis as the research design to identify specified characteristics of the materials.

The finding shows 14 registers found. The language variety belongs to register because it is only used and can only be understood by the members. The register consists of 10 terms which similar with ordinary words form and the rest 4 terms are not familiarly used in common language. The register only has particular meaning. The terms use is determined by the context which influences the activities because the situational factors like field, mode and tenor are the main factors to determine the purpose in using register. The register helps the members to simplify the language, to recognize the member and to decrease certain probability of deceit. Then the members always use informal talk and they always intend to build a seller-customer and a customer-customer relationship.

As a conclusion, the writer realizes that register variables consist of field, mode and tenor are not the only device to analyze the register phenomenon. Moreover, he focuses this research only on the vocabulary meaning. Therefore, he suggests the next researcher to use another way to analyze a register phenomenon and conduct a research in a different social network in many different points of view.

ABSTRAK

Wardhana, Ramadhita Adhitya. 2013. **Analisis Register di dalam Forum Jual Beli Mainan di *Kaskus***. Program S-1 Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Isti Purwaningtyas (II) Yuni Astuti

Kata Kunci: register, forum jual beli mainan, *Kaskus*.

Internet memudahkan interaksi sosial. Di sisi lain, internet juga menjadi sarana membangun komunitas dan banyak orang menggunakan jejaring sosial untuk membuat kelompok. Meski demikian, mereka tetap membutuhkan bahasa untuk melakukannya. Dalam berkomunikasi, orang-orang cenderung mengguna-kan sebuah variasi bahasa khusus yaitu register di dalam komunitas mereka sendiri. Register itu dapat membuat orang-orang di luar kelompok mereka salah menaf-sirkannya karena tidak memahami tiga variabel yang menentukan konteks dari register itu sendiri yaitu medan, sarana dan pelibat. Penelitian ini menggunakan teori Halliday untuk menganalisis penggunaan register oleh anggota jual beli mainan di *Kaskus*. Terdapat dua rumusan masalah: (1) Register apa sajakah yang digunakan oleh para anggota forum jual beli mainan di *Kaskus*? dan (2) bagaimanakah variabel register yang terdiri dari; medan, sarana dan pelibat digunakan dalam kalimat atau percakapan yang dilakukan oleh para anggota forum jual beli mainan di *Kaskus*?

Pendekatan kualitatif digunakan agar analisisnya jelas dan sistematis. Sebagai datanya, penulis menggunakan istilah jual beli mainan di *Kaskus* sebagai kata kunci untuk mencari penggunaan register melalui aktifitas di forum jual beli mainan di *Kaskus*. Analisis konten atau dokumen digunakan sebagai metode penelitian untuk mengidentifikasi sifat tertentu dari objek penelitian.

Hasil menunjukkan ada 14 register, variasi bahasanya termasuk register karena variasi itu hanya bisa dipahami anggota forum tersebut. Register itu terdiri dari 10 istilah yang mirip dengan kata yang umum digunakan dan 4 sisanya tidak pernah digunakan dalam bahasa yang umum. Register itu hanya memiliki arti yang khusus. Penggunaan istilah itu ditentukan oleh konteks yang mempengaruhi aktifitasnya karena faktor situasional seperti medan, sarana dan pelibat menentukan tujuan penggunaan register. Register itu membantu anggota forum itu menyederhanakan bahasa, mengenali anggota dan mengurangi kemungkinan penipuan. Anggota forum tersebut selalu menggunakan percakapan tidak resmi dan cenderung membangun hubungan penjual-pembeli dan pembeli-pembeli.

Kesimpulannya, penulis sadar bahwa variabel register yaitu medan, sarana dan pelibat bukanlah satu-satunya cara menganalisis fenomena register. Lagipula, penulis memfokuskan penelitian ini pada arti perbendaharaannya saja. Sehingga, Penulis berharap peneliti selanjutnya dapat menggunakan cara lain dalam menganalisis fenomena register dan meneliti jejaring sosial yang lain dengan sudut pandang berbeda.

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