ONLINE SELLING REGISTERS IN FACEBOOK GROUP SELLING AND BUYING ANYTHING AND THE IMPLEMENTATION OF THE LEARNING OF INDONESIAN LANGUAGE IN SMA

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Abstract

The purpose of this study is to describe the form of abreviation and function of the register language in the Facebook group "Buy and Sell Anything Cilegon Serang Banten". The method used in this research is qualitative method. As for the data collected through library study techniques, refer to the basic tapping techniques and advanced techniques of free and accountable, note taking, and documentation techniques. The data obtained are classified based on the form of abreviation and register language functions. Based on the results of the study found 4 forms of abreviation consisting of 1) abbreviations, 2) acronyms, 3) fragments, and 4) letter symbols. In addition, 5 language functions were found consisting of 1) instrumental functions, 2) representational functions, 3) interactional functions, 4) personal functions, and 5) heuristic functions. The results of this study can be implemented in Indonesian language learning in high school, especially in negotiating text learning.

Keywords: *Facebook, register, form of abreviation, language functions*

Abstrak

Tujuan penelitian ini adalah mendeskripsikan bentuk penyimpangan dan fungsi bahasa register pada grup Facebook "Jual Beli Apa Saja Cilegon Serang Banten". Metode yang digunakan dalam penelitian ini adalah metode kualitatif. Adapun data yang dikumpulkan melalui teknik studi pustaka mengacu pada teknik dasar sadap dan teknik lanjutan bebas dan akuntabel, pencatatan, dan teknik dokumentasi. Data yang diperoleh diklasifikasikan berdasarkan bentuk abreviasi dan fungsi bahasa register. Berdasarkan hasil penelitian ditemukan 4 bentuk abreviasi yang terdiri dari 1) singkatan, 2) akronim, 3) fragmen, dan 4) simbol huruf. Selain itu, ditemukan 5 fungsi bahasa yang terdiri dari 1) fungsi instrumental, 2) fungsi representasi, 3) fungsi interaksional, 4) fungsi personal, dan 5) fungsi heuristik. Hasil penelitian ini dapat diimplementasikan dalam pembelajaran bahasa Indonesia di sekolah menengah khususnya dalam pembelajaran teks negosiasi.

Kata kunci: *Facebook, register, bentuk penyimpangan, fungsi bahasa*

1. INTRODUCTION

As time goes by, the development of science and technology (Science and Technology) is increasingly unstoppable every day. There were many effects of these developments that trigger changes in life. In the past, people used to buy and sell by directly looking for goods to be bought at the market or the nearest shops. However, in this day and age, internet technology has penetrated into the social system of society so that the way people do buying and selling also changed a lot.

So far, many buying and selling activities are carried out through online media, for example on social networks Facebook, Twitter and Instagram. In social networks, especially Facebook, people who have similar interests or hobbies will usually form a community, including the buying and selling community. Within the community, they will create their own language variations to facilitate interaction with one another.

Halliday (cited in Aslinda and Syafyahya, 2014) distinguishes language variations based on the use of what he calls dialects and registers. In this study, the language variations to be studied are included in the register section. The register itself can be understood as the use of certain languages in a group that are only understood by members of the group. However, the use of registers in a group can make communication easier; it can also save energy when communicating. For example, speech that was long can be said in a short way by using registers. The appearance of the register is caused by differences in gender, age, class, and social status which results in a variety of language variations. In addition, humans also have an elastic nature and creativity that also supports the emergence of language variations within a group.

Based on this, the present researchers are interested in examining the variations in the language of registers in the online buying and selling group on social media Facebook. Therefore, this research is entitled "Register Buy and Sell Online in the Facebook Group Buy-Sell Any Area Cilegon Serang Banten". The study examines the morphological process. Ramlan (2009, p.21) "morphology studies the intricacies of words as well as the functions of changes in the form of words. In the process of morphology there is the affixing process, the repetition process, the compounding process, and abreviation or abbreviations." Yet, in this study, the researchers only focus on the process of abbreviation. According to Kridalaksana (2010), abbreviation is shortening, while the results of the process are called short. In addition to the morphological process of abbreviation, another thing that was studied was the function of the register language. "Function" refers to whatever purpose the language is used (Aslinda and Syafyahya, 2014, p. 89).

The results of this study can be beneficial for high school teachers as they may be interested adapting the result of this study into their teaching material construction. This study brings the analysis of the form of abbreviation and language functions related to online buying and selling trends so that it can be used in learning language, specifically negotiating texts. This study analyses how online trading registers on the Facebook group "Buy and Sell Any Cilegon Serang Banten Region". The present researchers need appropriate and relevant theory in order to respond the research questions and the objectives of this study. The previous researches which likely discuss similar topic can give clear picture of the distinguished difference of the present study can contribute to the field of register language knowledge. Broadly speaking, this research refers to the concept of using register language. As stated by Halliday and Hasan (1992, p.56) registers can be defined as a "variety of languages based on their usage." In other words, the register is the language used today, depending on what is being done and the nature of its activities. In line with this opinion, according to Wardhaugh (cited in Ardi, 2013) the register refers to the use of a specific set of vocabulary related to a particular work or social group. Furthermore, according to Pateda (Wijayanti. 2016: 40) register is the use of language related to one's work. Register as a form of language variation due to the specific nature of the needs of the user.

Responding the problem in this study, the theory that will be used is the theory of abbreviation proposed by Kridalaksana (2010), abbreviation is the dating of one or several parts of a lexeme or a combination of lexemes so that a new form takes the form of words. Another term for abbreviation is shortening, while the result of the process is called shortening. Furthermore, Kridalaksana (2010, p. 162) classified short form of register into:

a) Abbreviation, which is one of the results of a shortening process in the form of letters or a combination of letters, both spelled letter by letter or not.

b) Acronyms and contractions, which are shortening processes that combine letters or syllables, or other parts written and pronounced. In other words, if all the short abbreviations are written or pronounced as fair words, they are an acronym.

c) Fragment, which is the shortening process that perpetuates one part of the lexeme.

d) Symbols, which are shortening processes that produce one or more letters that describe the basic concepts of quantity, units or elements.

With regard to the above theory, the researchers see the function of language correspond to the research problems of this study. As explained by Halliday (cited in Aslinda and Syafyahya, 2014, p. 91), there are seven language functions, namely interactional, personal, regulatory, instrumental, representational, imaginative, and heuristic functions. In summary, the description of the seven functions is as follows:

a) The instrumental function aims to manipulate the environment producing certain conditions so as to cause an event to occur. In short, language is used to do things. The orientation of this function rests on the speech partners only. According to Sudaryanto (cited in Aslinda and Syafyahya, 2014), this function reminds what is commonly known as commands, requests, appeals, requests, giving attention and seduction.

b) Regulatory function functions as a supervisor or regulator of events. This function is a control of social behavior. The sentence can be a form of prohibition, threat, regulation, approval, rejection, or agreement.

c) The representational function of the function is to make statements, convey the facts, explain or notify real events as seen and experienced by people. The focus of the three functions is the topic or what is conveyed. According to Sudaryanto (cited in Aslinda and Syafyahya, 2014: 91) this third function is reminiscent of what is commonly known as news.

d) Interactional function is a function that refers to the development of maintaining social relations between speakers by maintaining continuity of communication. The orientation of this interactional function lies with the two speech participants, the speaker and the speech partner. Halliday calls this function the me and you function. The expressions used in

interactional functions are patterned, such as when they say goodbye, when they meet, talk about something, or certain cues, such as physical contact, hand waving, shaking hands, and smiling.

e) Personal function is the function of expressing feelings, emotions, and contents of one's heart. This last function orientation is focused on the speaker himself.

f) The heuristic function is called the participant which functions to gain knowledge. The function of this language is used when asking questions, finding facts and explaining facts, and looking for reality.

g) Imaginative functions function as creators of imaginative systems, ideas or stories.

2. RESEARCH METHOD

Methods are indispensable to guide researchers from the beginning to the end of their research, from data collection to data analysis. Given the importance of a method, Sudaryato (2018) explains that the method is a way of working by a researcher to achieve the expected goals. In this research, the method used is descriptive research method. Getting to know more about descriptive research methods, Djajasudarma (2010: 9) elucidates that descriptive research methods are methods that aim at making descriptions; the intention is to make a picture, a systematic, factual, and accurate picture of the data, the characteristics and the relationship of the phenomena under study. In addition, the approach taken by researchers is a qualitative approach. Bogdan and Taylor (2015) define qualitative methods as research procedures that produce descriptive data in the form of written or oral words from people and observed behavior.

In a study, especially language research, research techniques are one element that cannot be abandoned. Therefore it is necessary to use techniques in accordance with the objectives to be achieved. The data collection techniques that the researchers use are literature study techniques; consider techniques, and documentation techniques. In addition, the data analysis method used in this study is the equivalent method and the method of distribution. According to Sudaryanto (2018), the matching method, the determining device is outside, detached, and does not become part of the language (langue) concerned. The *padan* method is related to the assumption that the language under study already has a relationship with things that are outside the language in question (Sudaryanto, 2018; Aryanti & Zulaeha, 2017). This *padan* used by the present researchers to analyze the function of the register language found in the Facebook group "Buy and Sell Anything in the Region of Cilegon Serang Banten".

Different from the equivalent method; the method was the deciding tool is precisely part of the language in question itself (Sudaryanto, 2018). This method is used to analyze the form of register language abbreviation found on Facebook groups. The data analysis technique used is the BUL technique or the technique for direct elements. In the BUL technique the method used in the initial work

of analysis is to divide the lingual unit of data into several parts or elements (Sudaryanto, 2018). The initial workings of the analysis in this study, dividing each element of the data obtained into lingual units in the form of words.

3. RESEARCH FINDINGS & DISCUSSION

This study analyzes the use of the register language in the Facebook group "Buying and Selling Any Region in Cilegon Serang Banten". There are two studies in this research, namely regarding the form of abbreviation and function of register language. The form of abbreviation consists of: (1) abbreviations, (2) acronyms, (3) fragments, and (4) letter symbols. While language functions have 7 kinds of functions, namely: (1) instrumental, (2) regulatory, (3) representational, (4) interactional, (5) personal, (6) heuristic, and (7) imaginative. Based on the findings of the data obtained, the researchers found 66 data, but only 64 data forms were validated. The data stands for 29 data stands, 23 acronyms for data, 7 pieces of data, and 5 letters for symbols. From the same data, 57 data were obtained regarding validated language functions. The 57 data consisted of 7 data instrumental functions, 32 data representational functions, 8 data interactional functions, 9 data personal functions, and 1 data heuristic function. The function of regulatory language and imaginative language functions were not found in this study.

A. Register the Form of Abbreviation in the Facebook Group What are the areas of Cilegon Serang Banten

Abbreviation is the dating of one or several parts of a lexeme or a combination of lexemes and it becomes a new form with a word status. Another term for abbreviation is shortening and the result of the process is called shortening (Kridalaksana, 2010). In this study, there are 64 validated forms of abbreviation registers, consisting of (1) 29 abbreviations of data, (2) acronyms of 23 data, (3) fragments of 7 data, and (4) symbol of letter 5 of data. 1. Abbreviation Form Data. According to Kridalaksana (2010), abbreviation is one of the results of a shortening process in the form of letters or a combination of letters, both spelled letter by letter or not. In this study, 29 data were found consisting of 23 strings of the first letter of each component; 1 conservation of the first two letters of the word; 1 conservation of the first three letters of a word; 2 conservation of the first letter and third letter; 1 conservation of the first letter of each syllable; and 1 conserving the first letter and the fourth letter. Example: a. "I'll give up! And do not harm other consumers. Be careful of BPJS consumers. It is already ordered right, instead it runs away +62 813-1318-1653 wa like it's a lonely girl. " b. "In the old story of CLBK, I bought it. The reality of c2 full set ram is 2 No minus." The example above includes in the form of abbreviated data, it can be seen in the data (a) that there is a register in the form of the word BPJS which is short for Mediocre Soul Social Budget. Abbreviations for this data are taken from the first letter of each

component. The data analysis also shows that: (b) a register is found in the form of the word CLBK which is short for the Old Story Buy Kagak.

1. Acronym Form Data

An acronym is a shortening process that combines letters or syllables, or other parts written and pronounced. In other words, if the entire abbreviation is written or pronounced as a natural word, the abbreviation is an acronym (Kridalaksana, 2010: 162). In this study, 23 acronym data were found, consisting of 1 partial first component word retention and complete word retention, 3 first two letter retention of each component, 13 first three letter retention of each component, 1 conservation of first two letter first component and first three letter component second, and 5 conservation of various letters and syllables that are difficult to formulate.

Example:

a. "Ready stock: 1 remaining size of house size m Direct interest just stay overnight, max ... Rohana (The group only asks) move aside for a moment. For everything. #limited#."

b. "Poslang ... looking for serious, Cash / credit honda vario 125 taon 2013 plate A smooth goods Dp. 2 million until 1,5 million installments of 500 tenor 3taon no Wa 08179111682 .. "

The above examples are included in the abbreviated form data. It can be seen in the data (a) that a register is included in the binding of the first two letters of each component. The word *rohana* is an acronym from the group asking only. Also in the data (b) found a register in the form of words *poslang* which is an acronym of repost. This acronym belongs to the category of preserving various letters and syllables that are difficult to formulate. Called "difficult to formulate" because the formation of the word *poslang* cannot be accommodated in other categories of acronyms.

2. Fragment Form Data

Fragment is a shortening process that perpetuates one part of the lexeme (Kridalaksana, 2010). This study found 7 pieces of data form consisting of 1 fragment of the first syllable of a word, 3 conservation of the last syllable of a word, and 3 conservation of the first three letters of a word.

Example:

a. "Stop by bro-sis to durak shanties near the ginger kebon red light."

b. "Please post again, j2 core no minus. Casan handphone. Still smooth use of girls. 650 negotiable again need lur. Cilegon lur cod. No php. "

The above examples are included in the abbreviated form data; it can be seen in the data (a) there is a fragment in the form of the word *gan* which is short for skipper. The form of abbreviation in this

data is taken from the conservation of the last syllable of a word. Also in the data (b) found fragments in the form of the word lur which is short for *dulur*.

Data Form of the symbol of the Letter Letters symbol, which is a shortening process produces one or more letters that "describe the basic concepts of quantity, units or elements" (Kridalaksana, 2010, p.162). In this study, 5 data forms of letter symbols were found, consisting of 1 marking the size, and 4 letter symbols which marked the city / country / means of transportation. Example: a. "SALAD FRUIT ready size 200ml price = 7k 300ml price = 15k 650ml price = 25k Serious order *wa* 087775106555." b. "I need to go to the park right now." The above examples are included in the abbreviated form data, it can be seen in the data (a) that there is a symbol in the form of the letter K, this symbol K is an abbreviation of the word kilo. Kilo is a word that means size. The letter symbols in this data are taken from the first letter of a word. The word kilo is only taken the first letter, namely K. In addition, in the data (b) found a symbol in the form of the word *srg* which is short for *Serang*. The word Serang is included in the letter symbol that marks a city. The form of abbreviation is taken from the conservation of three consonants. A. Register Language Function on Facebook Groups Anything Buy and Sell Cilegon Serang Banten. According to Sudaryanto (cited in Aslinda and Syafyahya, 2014), the function leads to whatever needs the language is used by humans. Halliday (1978), Aslinda and Syafyahya (2014) explicate seven language functions, namely interactional, personal, regulatory, instrumental, representational, imaginative, and heuristic functions. In this study there are 57 validated language function registers, consisting of (1) 7 instrumental functions, (2) 32 representational functions, (3) interactional functions 8 data, (4) personal functions as much as 9 data, and (5) heuristic function of 1 data.

1. Instrumental Function

According to Sudaryanto (cited in Aslinda and Syafyahya, 2014), this function reminds what is commonly known as commands, requests, appeals, requests, giving attention and seduction. Example: a. "Open PO Siliwangi *Bolu Kukus* Promoooo!!! Retail 32,000 Resellers at least 6 30,000 Purchases above 25box can be less WhatsApp 0812-1333-9438. "b. "*Sok* in the dowry has only fallen to 40 per nutrient, opening at Lok Gunung Sari is mandatory."

The above example is included in the instrumental function can be seen in the data (a) there is a register in the form of the word PO which is short for Pre Order which is included in the instrumental function in the form of an appeal to prospective customers to place an order. Meanwhile, in data (b) a register is obtained in the form of the word PCB which is short for Monitor Match to Purchase, which is included in the instrumental function in the form of a command word.

2. Representational Functions

A representational function is as statement makers, conveyers of facts, explanations or announcers of real events as seen and experienced by people.

Example:

a. "Bt okay ok wa 087777969460."

b. "Silverqueen Only 13 rb uk 65 gr. Order limited stock 081908345404 Lok bum housing 081908345404."

The above example belongs to a representational function. In the data (a) there is a register in the form of the word TT which is short for Exchange Add which belongs to a representational function because it contains an explanatory word. In addition, in data (b) a register is obtained in the form of the word *uk* which is short for size.

3. Interactional Function

According to Halliday (cited in Aslinda and Syafyahya, 2014), Goulart, Gray, Staples,Black, Shelton, et al.(2020), interactional function is a function that refers to coaching to maintain social relations between speakers by maintaining continuity of communication.

Example:

a. "Let's order Bosque coffee perfume and apple perfume there are variants of lemon, bubblegum, cappuccino, apple, bali coffee, greentea for the car *n* the room etc. guaranteed delicious fragrance □ *murmer* Interest in *japri* wa 081316783673 □ for resellers please *japri* □ Cod area *cilegon* thank you □. "

b. "Just put the *curcol* inbox."

The above example belongs to the interactional function. In data (a) there is a register in the form of the word *japri* which is short for private lines that are included in the interactional function because this register is used to direct prospective consumers to a more private path. In addition, in data (b) a register is obtained in the form of the word *curcol* which is short for vent *colongan*. This register is also included in the interactional function because it is often used to maintain the continuity of communication.

4. Personal Function.

According to Halliday (cited in Aslinda and Syafyahya, 2014), personal function is a function of expressing one's feelings, emotions, and heart contents. This last function orientation is focused on the speaker himself. Example: a. "Esdisi ma ... 180 million negotiable. Location. Click Cikane. " b. "Redmi 3s Ram 3/32 Norjay Hp Check All You Can, Fingerprints Only To Tt / Bt Toel Is

Just Worth Selling 800 Negoin Aja, Mobile Phone Seriously No Palkor." The above example is included in the personal function. In data (a) there is a register in the form of the word BU which is short for Need Money. This function is included in the function of personal language as an expression of the contents of the heart because it is as if the seller is telling the conditions that are being pressed. In addition, in data (b) a register is obtained in the form of the word palkor which is short for nutmeg. This register is also included in the personal function because this register is used to express resentment.

5. Heuristic Function.

According to Halliday (1978) Aslinda and Syafyahya (2014), heuristic functions are referred to as participants who function to gain knowledge. This language function is used when asking questions. Example: a. "Block." The above example is included in the heuristic function. In the data (a) there is a register in the form of the word checkbox which is short for location check. This register is included in the heuristic function, because this register is used when asking questions. Closing Based on the results of the study, it can be concluded that the form of data obtained from the Facebook group "Buy and Sell Any Area Cilegon Serang Banten" as much as 64 data with detailed data, 29 abbreviated forms of data, 23 forms of acronym data, 7 pieces of data, and forms of letter 5 data symbol. Of the four data forms of abreviation found, the most dominating data is the abbreviated form data, which is 29 data. While the least amount of data found is the shape of the symbol letters. Meanwhile, the language functions found in the Facebook group "Buying and Selling Any Cilegon Serang Banten Region" amounted to 57 data consisting of 7 instrumental function data, 32 representational function data, 8 interactional function data, 9 personal data, and 1 heuristic data. Of the five classifications of language functions found, representational functions dominate this study the most. In addition, the language function that is least found is the heuristic function. Actually, this language function consists of 7 functions, but in this study there are two functions that are not found, namely the regulatory and imaginative functions.

The findings and analysis in this study can be utilized to support the preparation of the Learning Implementation Plan (RPP) regarding language text learning in high schools such as in learning to write negotiating texts. The excerpts from the findings in this study can be used as teaching material in writing negotiating texts, so students get references of new knowledge in learning.

4. CONCLUSION

This study found that a trading group member uses particular register to communicate that understood either the sellers or the buyers. The data analysis in this study found that there four four types of register that the group members are familiar with, like instrumental, representational, interactional, personal function, and heuristic function, to communicate and interact among the group members.

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