

SKRIPSI



**Register on Selling and Buying Through Online Shop of
Shopee in 2022**

**By
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NIM 201832102**

**ENGLISH EDUCATION DEPARTMENT
TEACHER TRAINING AND EDUCATION FACULTY
MURIA KUDUS UNIVERSITY
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MOTTO AND DEDICATION

Motto:

- Failure is a foothold for a success in the future.
- Don't be afraid to try new things that are in front of you, because the opportunity won't come twice.
- Don't give up because there are many people we have to make proud.
- Leave toxic people and find a positive environment around you that can build your character better.

Dedication

This skripsi is dedicated with a grateful heart to:

- Allah SWT who always gives His mercies and blessing.
- My beloved parents (Mr. Sutiyono and Mrs. Sumaryani) who always love me, whoever I am.
- All of my family always encourage me to finish my study.
- My beloved friends who always supported me in completing my study.
- All people who supported and helped me in finishing this skripsi.

ABSTRACT

Tityan Sari Hati 2022. “*Register on Selling and Buying Through Online Shop of Shopee in 2022*”. Skripsi, English Education Department, Teacher Training and Education Faculty, Muria Kudus University. Advisor (1) Dr.Ahdi Riyono,S.S, M.Hum. (2) Dr.Sri Surachmi W, M.Pd.

Keywords: Register, Selling and Buying, Shopee

Register is a variations of language that connected to social context. Register in selling and buying is one of the interesting sociolinguistic discussions to study. One form of registers in selling and buying interactions can be through promotions and bargaining dialogues between sellers and buyers. Because of the unique variation language that can be found in the register of selling and buying on the online shop platform.

The purpose of this study is to find what registers are used in the online shop platform Shopee 2022. This study used sociolinguistic theory. The focus of this research is the lingual form register and the social function of the register.

This research is exploratory qualitative research. The writer used documentation and observation to collect data. The data took in the form of paragraphs, sentences, and words contained in the Shopee caption.

The results showed that the lingual form register at Shopee 2022 obtained 53% in the form of words and 47% in the form of phrases. In the social function, there are three aspects found, namely the persuasive function, the informing function, and the reminding function. The percentage that the researcher gets from the social function is 58% using the persuasive function, 32% using the informing function and 10% using the reminding function.

It can be conclude that the registers used in Shopee are mostly found in the persuasive function, because the purpose of the function is to get the customer's attention with the word register so that customers are interested and buy the product.

ABSTRAK

Tityan Sari Hati 2022. “*Register on Selling and Buying Through Online Shop of Shopee in 2022*”. Skripsi, English Education Department, Teacher Training and Education Faculty, Muria Kudus University. Advisor (1) Dr.Ahdi Riyono,S.S, M.Hum. (2) Dr.Sri Surachmi W, M.Pd.

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Register merupakan variasi bahasa yang terhubung dengan konteks sosial. Register dalam jual beli merupakan salah satu pembahasan sosiolinguistik yang menarik untuk dikaji. Salah satu bentuk register dalam interaksi jual beli dapat melalui promosi dan dialog tawar menawar antara penjual dan pembeli. Karena bahasa variasi yang unik dapat ditemukan dalam register jual beli di platform toko online.

Tujuan dari penelitian ini adalah untuk mengetahui register apa saja yang digunakan pada platform online shop Shopee 2022. Penelitian ini menggunakan teori sosiolinguistik. Fokus penelitian ini adalah register bentuk lingual dan fungsi sosial register.

Penelitian ini merupakan penelitian kualitatif eksploratif. Penulis menggunakan dokumentasi dan observasi untuk mengumpulkan data. Data tersebut berupa paragraf, kalimat, dan kata-kata yang terdapat pada caption Shopee.

Hasil penelitian menunjukkan bahwa register bentuk lingual di Shopee 2022 diperoleh 53% berupa kata-kata dan 47% berupa frase. Dalam fungsi sosial terdapat tiga aspek yang ditemukan, yaitu fungsi persuasif, fungsi menginformasikan, dan fungsi mengingatkan. Persentase yang peneliti dapatkan dari fungsi sosial adalah 58% menggunakan fungsi persuasif, 32% menggunakan fungsi menginformasikan dan 10% menggunakan fungsi mengingatkan.

Dapat disimpulkan bahwa register yang digunakan di Shopee banyak terdapat pada fungsi persuasif, karena tujuan dari fungsi tersebut adalah untuk menarik perhatian pelanggan dengan kata register agar pelanggan tertarik dan membeli produk tersebut.

ADVISORS' APPROVAL

This is to certify that the *Skripsi* of Tityan Sari Hati (201832102) has been approved by the *skripsi* advisors for further approval by the Examining committee.

Kudus, August 10th, 2022

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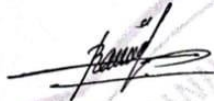
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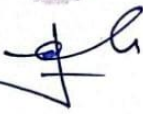
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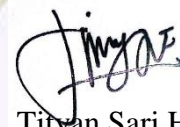
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Kudus, 10th August 2022

The Writer



Tityan Sari Hati



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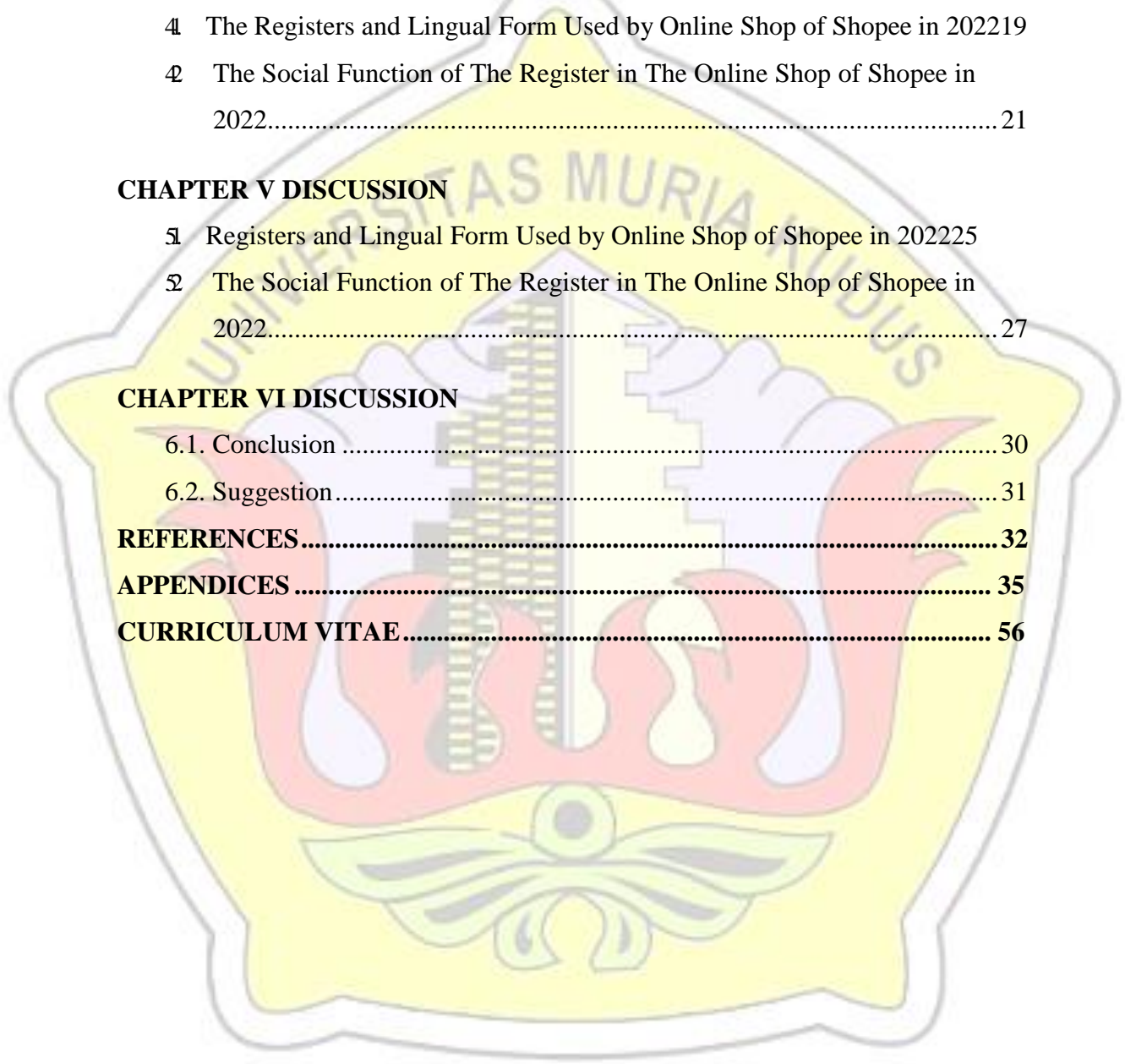
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