

# CHAPTER I

## INTRODUCTION

The chapter presents the introduction. It covers the background of the study, the research questions, the definition of the key terms, the objectives of the study, the significances of the study, and organization of the thesis.

### **A. Background of the Study**

Sociolinguistics is study of the relationship between language and society. Language and society are concerned with identifying the social functions of language and the ways. It is used to convey social meaning. Language and society is interested in explain why we speak differently in different social contexts (Holmes, 2013: 1)

The relationship between language and society can be learned in sociolinguistics. Wardhaugh (2006: 13) states that sociolinguistics concern with investigating the relationships between language and society with the goal being a better understanding of the structure of language and of how language function in communication. The above definition can be concluded that language and society so closely related.

Everyone will communicate to the other people. They can communicate with businessman, doctors, merchants or with others. For examples, when a person selling goods in social media the first time, there are many things he or she may not know before. Surely, this is a problem for him or her. He or she will be understand first to communicated with other person.

According to Holmes (2001:246), an occupational style using specialized or technical jargon, that describes the language of groups of people with common interests or jobs, or the language used in situations associated with such groups, such as the language of doctors, engineers, journals, legalese, etc is called register. It means that when there is a group of people and has the same interest or job, and they have their own jargon or specialized words of their terms used in their communication, it can be concluded that they have a register.

The language of the online shop in social media is not same as the language of when the people shopping in the market or traditional market. It has different language usage entirely because online shop use their own kind of register.

In this research, the writer discusses about the register of the online shop in social media. It is a shopping made online, where there are sellers and buyers who make transactions online. Where people use applications to sell goods, then they also use the application to negotiate prices or other things.

Online shopping is the process of buying goods and services from merchants who sell their merchandise on the internet. Shopper can visit web store or online shop from their home by connecting to the internet with a personal computer. Consumers buy a variety of items such as shoes, bags, clothes, foods and others. A lot of new words are created in that group especially at online shop. In online shop's languages, online shop is

acted as the field, buyers, and sellers as tenors or term payers made in spoken or written language. The language used in online shopping differs from the language used when people buy and sell directly. The difference can be seen when the author has analyzed the language used. For examples: *COD* (*cash on delivery*), *PM* (*private message*), like *PO*: abbreviation of Pre Order, ie pre-order. Usually this method is used by those who sell imported goods or custom (custom). In short, a new item will be made or ordered after the PO expires, then later sent to the buyer.

According to Chris Brogan (2010: 11), social media is a new set of communication and collaboration tools to enable many types of interactions that are not available to the common person. social media is a term that refers to a number of web-based applications through which users interact with one another. Interactively is what distinguishes social networking sites from traditional website. Social media applications encourage users to share their experiences, opinions, knowledge, and sometimes their locations. These connections can contribute to a sense of engagement or loyalty among social media users. Social media is now widely used for online business by selling various kinds of goods. Examples of social media applications that are often used in buying and selling transactions are: Facebook, Instagram, WhatsApp and more. Where the application is used to share pictures then when there are people who are interested in what is offered, the buyer can contact the seller through the application with the owner's number listed. Here are so many benefits

of social media that have been in great demand by people, besides being able to exchange information on social media applications, it has also long been used for buying and selling online. From this research can provide benefits for consumers or readers to better know the language used in social media, especially when shopping online. The problem is often encountered by consumers that consumers do not understand the English terms used when consumers will buy product. Consumers also need to know the language differences that are used daily and which are used in social media, many of language terms that are still difficult to understand by many people. And the used register in social media it is very easier and simple when the consumers to buy and sell transactions.

The writer chooses the register of the online shop in social media especially as data it has special things. First because the language used in online shop is different from the language used in daily life. Second is many registers like unique abbreviation when used online transaction with the owner shop. Third is to make know better the English term used in the online shop bthe consumers, so they can be easierfor them to conduct sale and purchase transactions.

Based on the backgorund above, the writer proposes the research title “The Register of the Online Shop in Social Media”.

## **B. Reseacrh Question**

Related to research question previously mentioned, “Howare the use ofthe online shop in social media?”

## **C. Deifinition of the Key Terms**

To avoid misunderstanding, the key terms in this research are explained below:

### **1. Register**

According to Holmes (2001:246), an occupational style using specialized or technical jargon, that describes the language of groups of people with common interests or jobs, or the language used in situations associated with such groups, such as the language of doctors, engineers, journals, legalese, etc is called register. It means that when there is a group of people and has the same interest or job, and they have their own jargon or specialized words of their terms used in their communication, it can be concluded that they have a register.

### **2. Online Shop**

Haubl (2000: 13) define shopping through internet media as a buying or selling activity by a consumer through a computer interface as a base, where the consumer's computer is connected to the internet and can interact with retailers or virtual stores that sell products or services over a network .

### 3. Social Media

According to Chris Brogan (2010: 11) in his book *Social Media 101 Tactic and Tips to Develop Your Business Online* defines Social media as follows: "Social media is a new set of communication and collaboration tools that enable many types of interactions that are not available to the common person". (Social media is a new set of communications and collaboration tools that allow many types of interactions that were not previously available to ordinary people).

#### **D. The objective of the Study**

Related to research question previously mentioned, there are objectives of the study to find out the use of the online shop in social media.

#### **E. Significances of the Study**

The writer expects that the result of the study will be beneficial:

##### 1. Theoretically

The result of this study is expected as references to the other researcher who wants to study more about the theory of online shop in socialmedia development of linguistic theory. In addition, hopefully this research will be beneficial for the other researchers in organizing research lists.

##### 2. Practically

Educators and lecturers will gain meaning from information list used between online shop and daily language in social media.

The results of the study are contributed to:

a. Lecturer

Hopefully this research is useful for lecturer to enrich the reference list found onlineshop language in socialmedia.

b. The Writer

From this study the writer more understandthe type of registers of the online shop in social media and and the reader know about the different with daily language in social media.

c. The Reader

For every educator who reads this research, hopefully the writer canbring enlightenment and information on the list.

3. Pedagogically

The result of this study can help the English teacher or lecturer to append the theory about sociolinguistics and also can be a comparation of other exist theory. Then afterward they can enlarge the theory of Sociolinguistics.

## **F. Organization of the Thesis**

The writer categories the thesis into five chapters, namely: introduction, review of related literature, method of investigation, findings and interpretation, conclusion and suggestions. Chapter I is introduction. It consists of six suc chapters. Those are background of the study, research question, definition of the key term, objective of the study, significances of the study, and organization of the thesis. Chapter II is review of related

literature. It consists of theoretical study, previous studies, and theoretical framework. Chapter III presents method of investigation. It contains four subchapters. Those are research design, the source of data, technique of data collection, and technique of data analysis. Chapter IV is findings and interpretation. Chapter V is conclusion and suggestions.