



Investigating Register of Conversational Ticketing Company between Salespersons and Costumers

Gino Ali¹ and Vina Fathira²

Sekolah Tinggi Bahasa Asing Persada Bunda^{1,2}

*ginoaja96@gmail.com*¹, *vinafathira@gmail.com*²

ABSTRACT

Language registers are significant because they offer several options for language and subject conditioning. This study aimed to explain the use of formal and informal registers used by salesmen and customers in the Muhibbah Tour and Travel Company found in their interaction through WhatsApp. The research method used in this thesis research was a qualitative. The data was collected by taking screenshots of the WhatsApp chats between the salesmen and the customers. The results of this study indicated that there were 59 chats by salesmen and 73 chats by customers. From these results it was found that the use of formal registers referred to several categories, namely: passive voice (salesmen 10%, customers 8%), no abbreviation (salesmen 13%, customers 19%), politeness words (salesmen 20%, customers 15%), facts or references (salesmen 15%, customers 0%), and technical / business vocabularies (salesmen 8%, customers 5%). Meanwhile, the use of informal registers also referred to several categories, including: active voice (salesmen 10%, customers 16%), abbreviation (salesmen 33%, customers 34%), rapport or familiarity speech (salesmen 6%, customers 13%), and expressing opinions (salesmen 6%, customers 6%). For the context of the situation of using registers, the researcher found: field (asking and giving information, ordering, and getting confirmation), tenor (social status, relative status, and social distance), and mode (written mode). The use of formal and informal registers on WhatsApp chats between marketing employees of the Muhibbah Tour and Travel Company was quite balanced, where the chats seemed neither rude nor stiff.

KEYWORDS

Register, Formal, informal, Situational Contexts

ABSTRAK

Register bahasa sangat penting karena mereka menawarkan beberapa pilihan untuk pengkondisian bahasa dan mata

KATA KUNCI

Register; Formal;

pelajaran. Penelitian ini bertujuan untuk menjelaskan penggunaan register formal dan tidak formal yang digunakan oleh pegawai pemasaran dan pelanggan di perusahaan Muhibbah Tour dan Travel melalui interaksi mereka di aplikasi WhatsApp. Metode penelitian yang digunakan dalam penelitian skripsi ini adalah metode penelitian kualitatif. Data di kumpulkan melalui pengambilan gambar semua obrolan WhatsApp. Hasil dari penelitian ini memaparkan bahwa ada 59 obrolan oleh pegawai pemasaran dan 73 obrolan oleh pelanggan. Dari hasil tersebut ditemukan penggunaan register formal merujuk pada beberapa kategori yaitu: *passive voice* (pegawai pemasaran 10%, pelanggan 8%), *no abbreviation* (pegawai pemasaran 13%, pelanggan 19%), *politeness words* (pegawai pemasaran 20%, pelanggan 15%), *facts or references* (pegawai pemasaran 15%, pelanggan 0%), dan *technical/business vocabularies* (pegawai pemasaran 8%, pelanggan 5%). Sementara penggunaan register informal merujuk pada beberapa kategori juga, antara lain: *active voice* (pegawai pemasaran 10%, pelanggan 16%), *abbreviation* (pegawai pemasaran 33%, pelanggan 34%), *rapport* atau *familiarity speech* (pegawai pemasaran 6%, pelanggan 13%), dan *expressing opinions* (pegawai pemasaran 6%, pelanggan 0%). Untuk konteks situasi dari penggunaan register, peneliti menemukan: *field* (meminta dan memberi informasi, memesan, dan mendapatkan konfirmasi), *tenor* (status sosial, status relatif, dan jarak sosial), dan *mode* (mode tertulis). Penggunaan register formal dan informal pada obrolan WhatsApp antara pegawai pemasaran perusahaan Muhibbah Tour and Travel cukup berimbang, dimana obrolan terkesan tidak kasar dan tidak juga kaku.

Informal, Konteks
situasi

INTRODUCTION

Language has so many variants in linguistics that a person can speak with other person in a distinct language. In linguistics, sociolinguistics examines language variety. Sociolinguistics is concerned with the structural characteristics that separate one language variation from another (Denham and Lobeck, 2012:408). There is a linguistic variant designed at a specific goal that is distinct from social or regional dialect. The term “register” refers to the way language is used in relation to the circumstance, participants, and function. In sociolinguistics, register refers to a language variant utilized for a certain purpose or occasion (Holmes, 2013). This register can be used in an educational setting to assess the flexibility with which individuals in a school or education institution communicate with one another.

The usage of a register may be found in a variety of situations. The usage of register has done by several previous researchers. Ulfah (2010) found out characteristics of register in English movie advertisement like diction, language variety and figures of speech. Febrayadi (2017) studied about register in a movie, to find social identities, situation type,

and function of register of utterances on “In the Heart of the Sea” movie. Next, Alfi et al. (2013) analyzed register used in online shop of social media. In the field of marketing, for example, these features and goals of language may be noticed. The world of marketing is a commercial realm. The importance of marketing in determining the success of a company cannot be overstated. In marketing, salespersons are always a vital part of the team. If a salesperson fails to meet the company’s objective and expectations, it will have an impact on the company’s revenue. They only have one responsibility to sell the company’s product. They must be persuasive in order for costumers to be interested in purchasing the goods. To entice clients, salesperson must have excellent communication skills. It implies that they must be able to communicate effectively.

A salesperson should also be able to create a nice environment for consumers to feel at ease. Because the salesperson is the major communicator in a product’s promotion, it will all need the usage of acceptable marketing language. It is critical for salesperson(s) to communicate effectively in order to avoid offending customers. Appropriate communications are widely employed, such as formal and casual registers. The quality of service can be determined by both formal and informal registers. The salesperson can change his/her language from formal to informal which depend on the customers. It is common for salesperson(s) to be obliged to use both formal and informal register. Salespersons will utilize the formal register to create a welcoming environment for clients. Then, when salespersons meet with consumers who have similar backgrounds, such as the same university, birthplace, or career, they may utilize an informal register. Salespersons must use both formal and casual register to persuade clients to trust what they say.

The researcher is interested in discussing this issue based on the given description. The researcher and the researcher especially employed between salesperson(s) and consumers while chatting over WhatsApp of the Ticketing Company. In this research, the purpose of the problem was aimed to investigate formal and informal register used by salesperson(s) and customers in ticketing company via WhatsApp Chat. The reason found the use both formal and informal registers and customers come from various backgrounds, and so the salesperson(s) adapt their way in serving depends on customer’s backgrounds.

Sociolinguistics

Sociolinguistics is a discipline of linguistics that studies the relationship between language and social factors. Wardhaugh and Fuller (2015:14) described sociolinguistics as the study of language use in society with the goal of analyzing language as a social element. Sociolinguistics explores language in relation to society (Georgieva, 2014:4; Holmes: 2013). This implies that it is concerned with the use of language for communication among various social groups and in various social settings. Language and society are the themes of sociolinguistics since speaking is a social behavior, and studying it without relation to society is pointless. In addition to, Jendra (2010) expresses the same sentiment when he describes sociolinguistics as a discipline of both linguistics and sociology that studies the relationship between language and the people who use it (Jendra, 2010:9). It investigates the impact of

language on social elements such as regional, social class, occupational, and gender disparities. It may be observed in the development of slang phrases and jargons in a particular field.

Following the previous explanations regarding sociolinguistics, it will serve as a guide and provide a theoretical framework for language use in social life. Language and society are intimately connected since language is produced by social circumstances. Language is the result of individuals in a society's social bonds. Sociolinguistics attempts to comprehend how language differs from one location to the next.

Register

Purnomo and Salzabila (2016:144) defined register as a type of linguistic situation that differs from one another in three ways: first, it deals with what happened; second, it has to do with language functions; and third, it has to do with who speaks the language. These three factors, when combined, define the meaning intended and the forms in which it is expressed. Law registers, for example, differ from medical registers, which differ from architecture registers, and so on. Typically, registers are distinguished simply by changes in vocabulary, either via the use of specific words or the use of words with specific meanings.

Other than that, Halliday (2016:74) defined register as a linguistic variant that is related to the situation's context. In spoken or written language, register can be found. Language used in narrative texts, for example, differs from language used in persuasive texts. The distinction is based on the circumstances. It is impossible when narrative writings employ persuasive terminology, and it's also impossible when persuasive texts do not use narrative vocabulary. It is evident from this explanation that the term "registration" should be used.

The type of speech employed in any situation for a certain purpose is referred to as a register, according to Budiarsa (2015:8). In phonological, syntactic, or lexical objects, different registers can be distinguished. In a spoken context, register serves a certain purpose. Formal arrangements may include formal registers, which are identified by certain vocabularies and tones. There are also informal contexts that can be portrayed in informal registers that use less formal languages. Biber and Finegan (2001:239) described register as a linguistic variant with distinct characteristics in terms of use conditions. In this example, the situation of usage comprises the location, the interlocutor's social standing, the amount of acquaintance and mutual background of the interlocutor, as well as the topic, goal, and other elements. Both spoken and written registers are affected by these characteristics. The phrase "Once upon a time" in written register, for example, denotes the start of a narrative piece.

Those languages have distinct features. The linguistic variant is known as register because of these qualities. According to Chaika (2007:42), register is a functional linguistic variation connected with a certain social occasion. It indicates that each register has its own aim and is dependent on the environment of a particular scenario, such as a job. In a word, registers are linguistic changes that are related to the occasion and condition. In terms of

intent, this linguistic variety is often utilized. Formal and informal registers are the two types of registers. This study was focused on those registrations. However, before going into detail concerning formal and informal registers, the researcher provided some background information.

Formal Register

The usage of formal register will be frequent in formal communication. Formal register was described by Tirta and Abidin in Jupriono, et al., (2015:77) as standard language or official language used in official communications and situations. Formal communication, also known as official communication or academic communication, is communication in an academic setting that involves the use of a range of spoken and written languages. Sheika and Inkpen (2011:189) divided formal communication into several characteristics, such as using impersonal pronouns and the passive voice frequently, using complex words and sentences, not using contractions, not using many abbreviations, using appropriate and clear expressions, business, and technical vocabulary, using politeness words, using an objective style, using facts and references to support an argument, and not using vague expressions and expressions. Many statements with such features may be found in formal register, such as “Improvements cannot be implemented owing to financing constraints” or “The results are not thought to be accurate.”

Jendra also believes that formal register is a sort of linguistic variety that includes, among other things, the variety used in writing letters, government paperwork, business meetings, college lectures, and academic seminars (Jendra, 2010:42). When communicating with authorities, writing sympathy letters, or chatting with those who are supposed to be regarded socially, this language might be considered formal. Formal register, according to Hymes (2004:65), is a collection of languages/dialects that are allowed for usage in official contexts and are regarded the best to use, such as in legislation, official correspondence, public speaking, and everyday communication in the classroom. Formal communication methods often follow the organizational structure’s authority lines (Effendy, 2005:78) . It may also be described academically as communication that is dependent on the structure of an organization, such as downward and upward communication, as well as horizontal communication. There are qualities to formal language. According to Blake and Haroldsen (2005:40), formal language in communication has two characteristics: (1) it serves as a standard for all reports originating from diverse sources, allowing them to be verified, and (2) as the source of the message can be recognized and certainly can be trusted. The researcher would take the explanation from Sheika and Inkpen about formal register as part of linguistic diversity in communication since their explanation about formal register was detailed. They went through the features of formal language in communication in great detail.

Informal Register

In general, informal register refers to spontaneous communication that frequently deviates from formal organizational structure. This type of language emerges from social

interaction among society's members. Informal register, according to Romli (2011:02), is a mode of communication that is accepted by society as casual language. The informal register is geared at the members of the organization rather than the organization itself. Sheika and Inkpen (2011:189) describes the features of informal communication registers. They include the use of personal pronouns and the active voice, the use of short simple words and sentences, the use of contractions (example: "won't"), the use of many abbreviations (example: "TV"), the use of many phrasal verbs, the use of words that express rapport and familiarity are frequently used in speech (example: brother or buddy), the use of a subjective style, expressing opinions and feelings, and the use "I don't believe the results are accurate," "The balloon was inflated up for the experiment," and more examples of informal register may be found. Jendra (2010:44) defined informal register as a casual or colloquial manner of discourse. In spoken language, casual or colloquial terms are more prevalent than in written language.

Informal register may be classified as horizontal and diagonal language, whereas formal register can be classified as downward and upward language. According to Ivancevich et al. (2006:121), informal register is classified as horizontal language since it is used to exchange information among members of an organization or society. They go on to say that it is classified as diagonal language since members of an organization or society want to convey information that transcends functional boundaries with people who are not superiors or subordinates.

METHOD

This research was qualitative research. Creswell (2014) defined qualitative research as a research that focused on rationalizing any experiences by using researcher's own perspective and own language. Qualitative researcher relied on the participants to offer deep response about how they had constructed and understood their experiences. Therefore, from the explanation above, the researcher conducted this study to describe the phenomenon of register in general, and the phenomenon of informal and formal language in marketing in specific. This research was purposed to describe the phenomenon of informal and formal language used by salesman in Muhibah Travel Company.

Source of Data

The primary data in this research was the chats of between the salesmen and the customers of Muhibah Tour and Travel Company via WhatsApp. The data that would be analyzed was the formal and informal register used by salesmen and customers to make the client persuaded, and how the customers responded to those words. This data was the collection of journals and text books which were related to the study. They were used as related theories and as previous study. They were the foundations to analyze and describe this study. The setting of this research was in Muhibbah Tour and Travel Company.

Technique of Collecting Data

The data in this research was collected through documentation. This research used smartphone to document all chats related to formal and informal registers. The documentation was used to collect the data. In short, there were several steps used in this

research to collect. They were done by first, documenting the conversation between the salesmen and the customers in Muhibah Travel Company via WhatsApp, and second, listing the chats that were categorized as formal or informal.

Technique of Analyzing Data

Technique of analyzing data in this research was descriptive data. It was because after data was collected, the researcher started to analyze and to describe those data to figure out the nature of the phenomena that the researcher was about to discuss. Sequentially, the researcher would do several steps. First, reading all the documented data of the conversation between the salesmen and the customers via WhatsApp. Second, sorting out which conversations that are informal and formal words. Third, describing them to find context situation types; field, tenor, and mode.

FINDING AND DISCUSSION

In this chapter, the researcher found the results and described register used by salesperson and customer in Ticketing Company. In this chapter, the researcher would use Sheika's and Inkpen's theory about formal and informal communication of register. Register were found within conversation between the salesperson and the customers in Ticketing Company to some categories according to the theories that were used by researcher to conduct this research. Communications among them were particularly divided into formal and informal registers.

Formal Register

From the results of chatting in WhatsApp it was seen that salesperson more used three categories; passive voice, facts or references, and technical vocabulary. On the other hand customers more use this two categories; no abbreviation and politeness words. The results of each category would be presented in the descriptions below.

Passive Voice

In the first category of formal register, it was only a limited chat by the salesperson and by the customer. It could be said that normally both parties tended to use active voice rather than passive voice. The indicators to determine passive voice were based on grammar terms of Bahasa. The indicators were: 1) Object of a sentence turned its position to be Subject, 2) Verb was initially by affixes "di-" or "ter-".

Data C: Sisa yang mesti dilunasi berapa lagi, Pak? (How much is left to pay off, sir?)

S: Harga paket ditentukan di tahun keberangkatan. (The package price is determined in the year of departure.)

The passive voice from the underlined chat was "harga paket ditentukan/the package price is determine," which the object turned to be the subject was "harga", and the verb was "ditentukan."

Data C: Kalau yang promo itu bedanya 16-26 Mar 2020 bedanya apa ya mas? (What's the difference between promotions on 16-26 March 2020 what's the difference, bro?)

S: (Promo) boleh diupgrade ke kamar berdua 26,5 juta (It can be upgraded to 26,5 million for two rooms.)

The passive voice from the underlined chat was "(promo) boleh di upgrade/it can be upgraded)," which the object turned to be the subject was "promo", and the verb was "diupgrade."

The chats above showed conversations between the salesperson(s) (S) and the customers (C) of Ticketing Company. The underlined chats were chats written by the salesperson(s)

indicating passive voice. As stated above one of the salespersons delivered his statement by using passive voice. His statement fulfilled the condition, which Subject (Harga paket/Package price) was followed by an action done by unknown person/thing. Despite the sentence was quite long, but the important aspect thus this sentence was considered as passive voice was the words: “Harga paket ditentukan... (Package price is determined)...”.

No abbreviation

According to Sheika and Inkpen, abbreviation determined a communication formally or informally. Abbreviation was a shortened word of a word or phrase. In order to a communication was considered as formal, then it should not have abbreviation in a sentence or phrase. From the findings, the results showed in the below explanation.

Data C: Apa berita Umroh yang tertunda? (Is there any news about the delayed Umrah?)

S: Belum ada kepastian kapan visa Umrah di buka lagi, semoga secepatnya visa umrah dibuka lagi di Indonesia. (There is no certainty when the Umrah visa will be reopened again, I hope that the Umrah visa will reopen in Indonesia as soon as possible)

Data C: Kalau yang promo itu bedanya 16-26 Mar 2020 bedanya apa ya mas? (What's the difference between promotions on 16-26 March 2020 what's the difference, brother?)

S: Pesawatnya Scoot/Air Asia/Malaysia Airlines. (The planes were Scoot/Air Asia/Malaysia Airlines)

The underlined chat showed that there was no abbreviation found in any words used by the customer.

The underlined chats were belonging to the customers. It was shown that the customers used no abbreviation. As stated in data above, the customer, in order to make an interrogative sentence, did not use abbreviation to shorten his sentence. Like the salesperson(s) in the previous data, the customer was not minded to take a quite time to write clear sentence.

Politeness Words

It was common knowledge that formal communication had to be polite, especially in business occasions. The results were assessed from the basic standard used by most Indonesian to assess communication as polite. The indicator the researcher use to assess the politeness words was from the use of formal honorific along with question tags, like “ya pak?” or “ya buk?”. The findings, however, showed a quite shame results which the customers had higher percentages than the salesperson in using politeness words. It was a common knowledge that a salesperson should be more polite than his customer because the salesperson is in charge of selling goods. However, salesperson in Ticketing Company tended to ignore it. The results were 1% by the salesperson and 6% by the customers. The exact numbers were 1 chat from the salesperson(s) and 5 chats from the customers.

Data C: Ada mas Itinerarynya? (Is there an itinerary, brother?)

S: Besok saya kirim, ya Pak. (I will send it tomorrow, yes sir.)

The underlined chat showed that the salesperson used politeness words by using question tags, “ya pak/yes sir.”

In the chat above, the salesperson(s) used polite language. They used the term address “Buk” or “Pak” to the other person with question tags. It was obvious that they as the persons providing information tried to give this information with respect to the customers. However,

the number of chat that was considered as polite words was really few because from 59 chats, there was only 1 chat that the salesperson used.

Data C: Senin boleh saya pastikan, ya pak? (On Monday I will confirm, yes sir?)

S: boleh. (You may)

Facts or References

Facts or references referred to objective information that were given by someone to the others. It should not be confused with opinion because it was subjective. Regarding to facts or references, it was salesperson(s) that commonly provided facts or references like prices of a product, or about the product itself. Customers were rarely to give facts or references except for certain reason like trying to compare prices, but mostly customer was only asking about products. The findings showed unsurprised results which in Ticketing Company it was almost zero a customer tried to use facts or references. The indicators to determine facts or references were the objective information that it was true. There should not be any personal thoughts or feelings. The company's policies or rules would be the references, like the prices, the schedules, the availability of seats, and so on. To see the clear explanation of facts or reference found in Ticketing Chatting via WhatsApp in the following.

Data C: Sisa yang mesti dilunasi berapa lagi, Pak? (How much is left to pay off, sir?)

S: Harga paket ditentukan ditahun keberangkatan, karena harga tiket pesawat dan hotel biasanya berobah2 tetapi harga maktab cenderung naik terus. (The package price is determined in the year of departure, because the price of airplane ticket and hotels usually fluctuate but the maktab price tends to continue to rise.)

The underlined chat was response the salesperson gave to a customer's question. The statement "harga paket ditentukan ditahun keberangkatan/the package price is determined in the year of departure" was a true statement because it was based on the company's policies.

Data C: Mas untuk yg 2x Jumat di bulan Maret 19-29 Mar 2020 untuk yg double harganya berapa, mas? (For the two times Friday on March 19th-29th which was the double, how much brother?)

S: 2100 USD, Pak. (It is 2100 USD, Sir.)

The underlined chat was response the salesperson gave to a customer's question. The statement "2100 USD" was a true statement because it was based on the company's policies.

Data C: Kalau yang promo itu bedanya 16-26 Mar 2020 bedanya apa ya mas? (What's the difference between promotions on 16-26 March 2020, brother?)

S: Boleh di upgrade ke kamar berdua 26,5 juta (It can be upgraded to 26,5 million for two rooms.)

The underlined chat was response the salesperson gave to a customer's question. The statement "boleh diupgrade ke kamar berdua 26,5 juta/ It can be upgraded to 26,5 million for two rooms" was a true statement because it was based on the company's policies.

Technical/Business Vocabularies

Technical/business vocabularies were very common in business world. In fact, because of some business vocabulary, communications was rather formal. Especially, in big company which the employees were forced to understand some business vocabularies. Not only the employee, but customers indirectly should know about those vocabularies too. Some business vocabularies like deposit, exchange rate, or advertisement, were commonly used. It was also found in Ticketing Company which both salesperson and customers quite often to use some

those vocabularies. The results showed that the indicators of technical words were any words or terms that were not commonly used in daily life in the following.

Data C: Kalau yang promo itu bedanya 16-26 Mar 2020 bedanya apa ya mas? (What's the difference between promotions on 16-26 March 2020, brother?)

S: Boleh di upgrade ke kamar berdua 26,5 juta (It can be upgraded to 26,5 million for two rooms.)

The salesperson's word that contained technical/business words was "visa", which it meant an endorsement on a passport indicating that the holder is allowed to enter, leave, or stay for a specified period of time in a country.

Data C: Paspornya baru siap Senin? (Is the passport ready on Monday?)

S: Saya masukin manifest dulu, Pak. (I am going to input the manifest first, Sir)

The salesperson's word that contained technical/business words was "manifest", which it meant a document giving comprehensive details of a ship or plane and its cargo and other contents, passengers, and crew for the use of customs officers.

Data C: Ada masitinerarynya? (Is there the itinerary, brother?)

S: Besok saya kirimin ya Pak. (I will send it tomorrow, Sir.)

From the chats above, one of several technical words that were shown by the underlined above was "itinerary". According to Merriam-Webster dictionary, itinerary meant a planned route or journey. In the itinerary, it usually included a list of destinations, a schedule of activities per day, places to stay, transportation, and other information. Many customers, especially regular customer, who liked to travel had already known about itinerary. It was common diction found in the field of tourism. In this discussion in line with Ulfah (2010) found out most of register in English movie advertisement used formal register.

Informal Register

As it had been shown from the results above, the formal register is not spoken frequently by both the salesperson and the customers. From the findings, the categories were frequently used by active voice, abbreviation, rapport or familiarity speech, expressing opinions and slang words.

Active Voice

From the findings, both the salesperson and the customers in this company used actually did not use the active voice via WhatsApp frequently. The indicators used to determine active voice in the chats were based on grammar terms in Bahasa. The indicators were: 1) Subject became the actor of an activity, 2) Verb was initiated by affix "me-" or "ber-".

The result showed that the customers surpassed the salesperson a little, even though it was not quite significant. In the data presented below, underlined chats were the active voice:

Data C: Paspornya baru siap Senin? (Is the passport ready on Monday?)

S: Saya masukin manifest dulu, Pak (I am going to input the manifest first, Sir)

Data C: Saya berniat mau Umrah di bulan Maret nanti. (I intend to go to Umrah in March)

S: belum daftar ya? (haven't registered yet?)

Active voice from the underlined chat was "saya berniat/I intend", which "saya" was Subject, and "berniat" was Verb.

In short, underlined sentences above indicated chats that were written in the form of active voice, and they were written by the customers. The sentences showed that the customers stressed his sentence to themselves and the action that they would done.

Abbreviations

The use of abbreviations in this company was quite frequent, which both parties consciously or unconsciously very often used. It could be found in many sentences or phrases used by both parties. The most frequent words that were abbreviated were words “Yang (yg)” and “Berapa (brp). It was like those words were normal to be abbreviated along communication via WhatsApp. The salesperson(s) used it 33% with the exact numbers were 20 chats; while the customers used it 34% with the exact numbers were 25 chats. The indicator of the abbreviated words was if a word was shortened by eliminating some vowels or consonants.

Data C: Mas sudah ada contoh itinerarynya? (Brother, is there an example of the itinerary?)

S: Yang tgl 27?(At the 27th?)

There were two words that were abbreviated from the data above. They were “yg” from “yang”, and “tgl” from “tanggal.”

Data C: Kalau yg promo itu bedanya 16-26 March 2020 bedanya apa ya mas? (What’s the difference between promotions on 16-26 March 2020 what’s the difference, bro?)

S: Boleh d upgrade ke kamar berdua 26,5 juta (It can be upgraded to 26,5 million for two rooms.)

All the words underlined were abbreviation used by the salesperson(s). Data above showed one of the words that was abbreviated was the word “yg”. The original form of the word was “yang”. Beside, there were also words like “d” from “di”, “tgl” from “tanggal”. The salesperson(s)’s action indicated that he was trying to save his time while he was typing a chat. He made sure that it was as fast as possible.

Rapport or Familiarity Speech

In Indonesia, calls like this were found between friends or as an effort to get closer. At the Ticketing Company, both salesperson and customers used it. From the findings, this explained that customers in this company tend to prefer to use this kind of informal register in communicating.

Data C: Lah jalan-jalan dinda yo? (You went travelling, aren’t you brother?)

S: Itu waktu Umrah Bulan Desember mah kanda. (It is Umrah time in December, brother)

The rapport/familiarity speech used by the salesperson from the data above was “dinda” and “kanda” which meant brother or big brother.

Data C: Assalamualaikum... pak aji, mau tanya info keberangkatan Umroh tgl 20 ini bagaimana pak, apa ada kendala..? (Assalamualaikum ... Mr. Haji, I want to ask for info on the departure of the Umrah on the 20th, are there any problems..?)

S: Sepertinya di reschedule bu Nora. (It looks like it will be rescheduled Mrs. Nora)

The rapport/familiarity speech used by the customer from the data above was “pak aji” which referred to someone who had fulfilled Hajj.

All the underlined words above were rapport or familiarity used by the customers. Like the customer shown in the data above that he addressed the salesperson by adding word “aji” after the word “Pak”. The word “Aji” was a term of address that Indonesian commonly used to call someone who had went Hajj. It was normally preceded by the word “Pak”. It was

actually informal in the field of marketing to address someone by that name. It indicated that the customer was quite close with the salesperson.

Expressing Opinions

In Ticketing Company, this category was also occurred. Expressing opinions meant giving some information or advices but more in subjective style. It was normally the salesperson who provided the information or advices by giving some opinions. From the findings, it showed that the indicators to tell it was an opinion if the chat contained any personal thoughts/feelings or an inaccurate information.

Data S: Untuk blok seat, takut penuh, sisa seatnya ga banyak lagi. (For the seat blocks, I am afraid they are full, there aren't many seats left)

From the underlined chat above, the key word to determine the salesperson had given opinion was the word "takut/afraid" because it was indicated his feeling.

The underlined chats displayed that the salesperson(s) were giving opinion to customers. They suggested something to the customer, and they added their personal opinion to strengthen their suggestion. In data above the word "takut penuh" indicated personal view about the transaction the salesperson was doing with the customer. In this discussion in line with Rohmah (2019) that use informal register frequently in online shop in social media.

In conclusion, the conversation between the salesperson and the customer had been converted into data obtained from chats between the two parties via WhatsApp. To assess the formal or informal language used by both parties, the researcher assessed each sentence or phrase written by the salesperson and customer. The data used were chats in the form of Bahasa. Even so, in these chats there were also other languages such as English and regional languages. However, formal and informal assessments of registers used were determined through standards of Bahasa.

CONCLUSION

To conclude, the findings of this research were the informal register was used more frequent than the formal register to keep the relationship to customer. This formal register can be used in order to education environment, to see the flexibility in communicating to other among persons in school of education institution. In this research, the formal register found in this research can be seen in the five categories, including: the use of passive voice, no abbreviation, politeness words, the use of facts or references, and technical vocabulary. However, the informal register can be seen in the categories like active voice, abbreviation, rapport or familiarity speech, expressing opinions and slang words. Knowing about register could help readers or future researchers to understand more about the context situations of language. As language could take in certain field scope like in marketing or in medical field, then knowing about register was very important. Many of fields produced certain way of communicating, and certain vocabularies. Having knowledge about register led readers to be aware of what field scope might speaker had taken from utterances they used or simply diction they prefer to use.

For suggestion, it was very important to note, for readers or next researcher, that language could be performed differently depended on the situation. As it had been described in the previous discussions, in many fields, there were different types of language that was spoken or written. It was like language in traditional market would be different with language in companies. It was called register. Especially for future researchers who were interested in discussing the use of language in certain situations, it was very important for them to have

sufficient knowledge about the register theory and how to implement this theory in the chosen object of research in that traditional market as object of the next research.

REFERENCES

- Alfi, N., Farikha, Maryadi and Fatimah, S. (2013). A Sociolinguistics Analysis of Register Used in Online Shop of Social Media (www.facebook.com). *Skripsi thesis*. Unpublished. Universitas Muhammadiyah Surakarta
- Blake, B. and Haroldsen, O. (2005). *Taksonomi Konsep Komunikasi*. Alih Bahasa: Hasan Bahanan, Cetakan Kedua, Papyrus: Surabaya.
- Biber, D. & Finegan, E. (2001). Register Variation and Social Dialect Variation: the Register Axiom. In *Style and Sociolinguistics Variation*, edited by Penople Eckert & John R. Rickford. Cambridge University Press: New York
- Budiarsa, M. (2015). Language, Dialect, and Register in a Sociolinguistics Perspective. *Jurnal Ilmu Bahasa*, 1(2), 379-387.
- Chaika, E. (2007). *Language: The Social Mirror*. Heinle & Heinle Publishers: Boston
- Creswell, John W. 2014. *Research Design: Qualitative, Quantitative, and Mixed Method Approaches*. Washington D.C.: Sage Publication.
- Denham, K., & Lobeck, A. (2013). *Linguistics for Everyone: an Introduction, 2nd Edition*. Boston: Wardsworth.
- Effendy, O. U. (2005). *Ilmu Komunikasi: Teori dan Praktek*. Bandung: Rosdakarya.
- Febrayadi, D. A. (2017). A Sociolinguistics Study of Register in "In the Heart of the Sea" Movie. *Skripsi S1*. Unpublished: The State Islamic Institute of Surakarta.
- Georgieva, M. (2014). *Global English in Bulgarian Context: A Sociolinguistic Perspective*. Varna: Silueti Publishing House.
- Halliday, M.A.K. (2016). *Aspects of Language and Learning*. Ed. Jonathan J. Webster. New York: Springer.
- Holmes, J. (2013). *An Introduction to Sociolinguistics, 4th Edition*. Roulledge: New York
- Hymes, D. (2004). *Foundations in Sociolinguistics: An Ethnographic Approach*. Pennsylvania: University of Pennsylvania Press.
- Ivancevich, J. M.; Konopaske, R.; Matteson, M. (2006). *Perilaku dan Manajemen Organisasi*. Jakarta: Penerbit Erlangga.
- Jendra, M. I. I. (2010). *Sociolinguistics: the Study of Societies' Language*. Yogyakarta: Graha Ilmu.
- Jupriono, D.; Sudawarti; Prasarja, Y. B. A. (2015). Kalimat Efektif dalam Komunikasi Formal. *Parafrase*, 15(1), 77-85.
- Purnomo, B. & Salzabila, R. (2016). Register of Buying and Selling Carnelian Stones: a Sociocultural Linguistic Analysis. *Proceedings of International Conference on Language, Literary and Cultural Studies (ICON LATERALS)*, 142-152.
- Rohmah, N. A. A. (2019). Analysis of Online Shop Register Used by Netizens in Social Media. *Thesis*. Unpublished: Universitas Muhammadiyah Surakarta.

- Romli, K. (2011). *Komunikasi Organisasi Lengkap*. Jakarta: Grasindo.
- Sheika, F. A. & Inkpen, D. (2011). Generation of Formal and Informal Sentence. *Proceedings of the 13th European Workshop on Natural Language Generation (ENLG)*, 187–193,
- Ulfah, Y. F. (2010). Register Analysis in English Movie Advertisements of www.21-Cineplex.Com. *Thesis*. Unpublished: Sebelas Maret University.
- Wardhaugh, R. and Fuller, J. M. (2015). *An Introduction to Sociolinguistics, 7th Edition*. Cambridge: Blackwell Publisher.