

**AN UNDERGRADUATE THESIS**  
**THE REGISTER USED IN FACEBOOK AND INSTAGRAM ONLINE  
SHOP**

**By:**

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**TARBIYAH AND TEACHERS TRAINING FACULTY**  
**ENGLISH EDUCATION DEPARTMENT**

**STATE INSTITUTE FOR ISLAMIC STUDIES OF METRO**  
**1441 H / 2020 M**

**THE REGISTER USED IN FACEBOOK AND INSTAGRAM ONLINE  
SHOP**

Presented as a Partial Fulfillment of the Requirement

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In English Education Department

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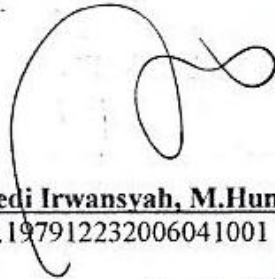
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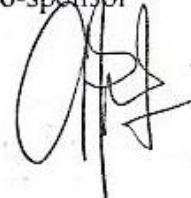
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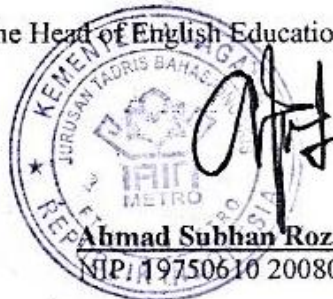
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**RATIFICATION PAGE**

No. *B-2992/11-28-1/D/PP-00-g/11/2020*

An Undergraduate thesis entitled: "THE REGISTER USED IN FACEBOOK AND INSTAGRAM ONLINE SHOP", written by Sunarti, student number 1601070166, English Education Department, had been examined (Munaqosyah) in Tarbiyah and Teaching Training Faculty on Tuesday, November 03<sup>th</sup> 2020 at 09.00- 11:00 a.m.

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# **THE REGISTER USED IN FACEBOOK AND INSTAGRAM ONLINE SHOP**

## **ABSTRACT**

By : Sunarti

The objectives of this study are to investigate about the terms of online shop language used in facebook and instagram and to know about the meaning of the terms of online shop language used in facebook and instagram.

The type of this research was qualitative research. The data were collected through interview, observation and documentation. Interview was conducted to the owner of online shop. The researcher asked about the identity and the background of online shop. Moreover, In observation, the resercher observed the registers used in online shop during the activity in social media. Next, by using documentation, the researcher collected the data related to the registers used in facebook and instagram online shop

The results of this study shows the terms of online shop language used in five online shops. The language term are sale, size, stock, cash, customer, dear (a term used for promotion), delivery, discount, supplier, sister, pcs, pc, price, keep, order, transfer, ready, fit, original, oversize, cash on delivery, pre order, personal message, all size, restock, reseller, sold out, no cancel, no inner, best seller, big sale, real pict, free size, limited stock, no belt, full payment, ready stock, limited edition, high quality, premium quality, good quality, and original picture. The term of online shop language that has the highest frequency is ready stock (37.53%) while the term of online shop language that has the lowest frequency are customer, supplier, transfer, full payment and limited edition (0.07 %).

**Keywords:***registers, online shop, facebook, instagram.*

# ISTILAH YANG DIGUNAKAN DALAM TOKO ONLINE FACEBOOK DAN INSTAGRAM

## ABSTRAK

Oleh : Sunarti

Tujuan dari penelitian ini adalah untuk menyelidiki tentang istilah –istilah bahasa toko online yang digunakan di facebook dan instagram dan untuk mengetahui tentang makna istilah-istilah bahasa toko online yang digunakan di facebook dan instagram.

Jenis penelitian ini adalah penelitian kualitatif. Data dikumpulkan melalui observasi, wawancara dan dokumentasi. Wawancara dilakukan kepada pemilik toko online. Peneliti bertanya tentang identitas dan latar belakang toko online. Selain itu, Dalam observasi, peneliti mengamati tentang register yang digunakan di toko online selama aktivitas di media sosial. Selanjutnya, dengan menggunakan dokumentasi, peneliti mengumpulkan data yang berkaitan dengan register yang digunakan di toko online facebook dan instagram.

Hasil penelitian ini menunjukkan istilah-istilah bahasa toko online yang digunakan di lima toko online. Istilah bahasanya adalah penjualan, ukuran, persediaan, uang tunai, pelanggan, sayang (istilah yang digunakan untuk promosi), pengiriman, potongan, pemasok, saudara, pcs, pc, harga, menyimpan, memesan, pemindahan, dijual, sedia, cocok, asli, kebesaran, bayar di tempat, pesan terlebih dahulu, pesan pribadi, semua ukuran, mengisi kembali, penjual ulang, terjual habis, tidak dibatalkan, tidak dengan bagian dalam, penjual terbaik, penjualan besar, gambar asli, ukuran bebas, stok terbatas, tanpa sabuk, pembayaran penuh, tersedia, edisi terbatas, kualitas tinggi, kualitas premium, kualitas bagus, dan gambar asli. Istilah bahasa toko online yang memiliki frekuensi tertinggi adalah tersedia (37,53%) sedangkan istilah bahasa toko online yang memiliki frekuensi terendah adalah pelanggan, pemasok, pemindahan, pembayaran penuh dan edisi terbatas (0,07%).

**Kata kunci:** *register, toko online , facebook, instagram.*



## STATEMENT OF RESEARCH ORIGINALITY

The Undersigned:

Name : SUNARTI  
NPM : 1601070166  
Study Program : English Education Study Program (TBI)  
Faculty : Tarbiyah

States that this undergraduate thesis is originally the result of the researcher's research, in exception of certain parts which are expected from the bibliography mentioned.

Metro, 9 November 2020  
The Researcher,



**SUNARTI**  
**NPM.1601070166**

## ORISINALITAS PENELITIAN

Yang bertanda tangan dibawah ini :

Nama : SUNARTI  
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Jurusan : Tadris Bahasa Inggris  
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Menyatakan bahwa skripsi ini secara keseluruhan adalah asli hasil penelitian saya kecuali bagian-bagian tertentu yang dirujuk dari sumbernya dan disebutkan dalam daftar pustaka.

Metro, 9 November 2020

Penulis,



**SUNARTI**  
**NPM. 1601070166**

*Motto*

إِنَّ مَعَ الْعُسْرِ يُسْرًا

*“Indeed, with hardship [will be] ease”  
(Al- Insyirah : 6)*

*“You’ll never know until you had tried”  
(Edward Phelps)*

## **DEDICATION PAGE**

This undergraduate thesis is dedicated to:

- ❖ My beloved parents (Sutrisno and Sugiarti) who always pray and support in their endless love. Thanks for understanding me.
- ❖ My brother (Alsen) and sisters (Susanti and Serli). Thanks for your support.
- ❖ My sponsor (Dr. Dedi Irwansyah, M. Hum) and Co-sponsor (Ahmad Subhan Roza, M. Pd) thank you for the guiding.
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- ❖ My beloved friends (Fitria Cusnul Khotimah, Danti Rahmawati, Lailatun Niqma, Berliany Anisa, Melati, Mita Puspitasari, Okta Apriani, Puji Rahmawati, Nurul Istiqomah, Mar'atus solehah and Siti Riska Maisyaroh) always support me.
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- ❖ My Almamater IAIN Metro

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The researcher would like to thank her parent for financial and spiritual support. Her deepest thanks to Dr. Dedi Irwansyah, M. Hum and Ahmad Subhan Roza, M. Pd for their spending time to support and guide the researcher to finish this undergraduate thesis. The researcher also would like to express her thanks to the honorable lecturers of English Education Study Program who help her, the students of English Education Study Program who become a good partner in studying English and also all her friends whenever they are who support and pray for her.

The researcher apologizes for all mistakes of this undergraduate thesis. Hopefully, this writing can be a meaningful benefit for the researcher especially and for our campus and all readers generally.

Metro, November, 09<sup>th</sup> 2020

The writer



**SUNARTI**  
**1601070166**

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# CHAPTER I

## INTRODUCTION

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

Language is a tool of communication that must be owned by individual who have social relationship with other individual. Language has very important role to convey information from one person to another person. By using language we can express our idea and we can communicate with other people in society.

Then, language is used in society can be used as group identity. Each group has distinctive language to communicate. This can be proven by various type of language variations in the world.

Futhermore, language and society have relationship and can not be separated. It is impossible society without language and it is impossible language without a society. Society uses language to communicate with others. Therefore, society and language are explained in sociolinguistics.

Next, sociolinguistics is combination between socio and linguistics. Socio related to the society and linguistics related to the language. In sociolinguistics studies, it will always be considered how to use it in the society.

Then, the use of language is influenced by various social factors in social life. The social factors are based on age, education level, gender, and social status. Moreover, the form of language is influenced by situational factors. There are who speaks, what language, to whom, when, where and what problems. Based on the social and situational factors that influence the use of language. There arises a variety of language or language variation.

Moreover, language variation arises because of speaker`s need for a tool of communication that are appropriate to the situation in society. The variety of language indicates that the use of language is very diverse.

Then, language variation is the subject of sociolinguistic studies. It is a form of language that varies based on the context of usage and it is a form of language usage by different speaker because of certain factor. The occurrence of language variation is not only caused by speaker who are different but it is because social interaction activity that they do very diverse. Differences in language use in each social environment is usually marked by register. Register is one of sociolinguistics studies and it is one of language variations.

Next, register is a variety of language that used for particular purpose or in a particular communicative situation by a group of people or a particular community in accordance with the profession. The language that used by people in society are diverse from each other.

Therefore, in this research, the researcher focuses on the study of register as a kind of variety of language. The researcher uses online shop on facebook and instagram because currently many people uses it to sell their goods through internet.

Moreover, based on the pre survey on October, 28<sup>th</sup> 2019 at the Sri shop. The researcher found registers that used byowner of Sri Shop in promoting the merchandise. Futhermore,the owner of Sri Shop with the name of account Sri Sulastri, beside posting about goods by using registers. It isalso posting about the conversation between customer and the owner of Sri Shop in facebook. The owner also uses registers in conversation. The researcher also ask to the owner of Sri Shop. Based on the interview, the owner of Sri Shop explained that the customers sometimes do not understand about the meaning of words that used by the owner of Sri Shop. Therefore, based on the pre survey, the researcher is interested in researching about the linguistic form of register as a kind of variety of language is used in online shop and the researcher wants to find out the meaning of registers used on online shop.

## **B. Research Questions**

Based on the above background, the research questions are:

1. What are the terms of online shop language used in facebook and instagram?
2. What is the meaning the terms of online shop language used in facebook and instagram?

## **C. The Objectives, Benefits and Implication of the Study**

### **1. Objectives of the Study**

The objectives of the study are to investigate about the term of online shop language used in facebook and instagram and to know about the meaning of the term of online shop language used in facebook and instagram online shop.

### **2. Benefits of the Study**

This research is hoped to be useful for:

#### **a. Readers**

The researcher hopes that the readers can gain information about the register used in facebook and instagram online shop in order to they know about the terms and the meaning of the registers used in facebook and instagram online shop.

### **3. The Implication of the Study**

The implication of the use of register in facebook and instagram online shop to the teaching of english are :

- a. In this research the researcher presents the form of register as a kind of variety of language that used in facebook and instagram online shop. The result of this research can be used by english teacher in teaching vocabulary related to online shop to students so that students understand the meaning of words that students often find in online shop.

- b. The results of this research can also be used in learning english, especially english teacher can introduce registers used in online shop to the students so students can use english words in promoting the merchandise in social media.
- c. The results of this research can be used as a reference for english teachers in learning languages, namely about sociolinguistics, especially about registers used in online shop.

**d. Prior Research**

The researcher takes review of related research from other researcher as principle or comparative in this research are:

1. The research was conducted by Agusta. Based on the research, it can be concluded that many registers used in photografer in social media and gives some information about the linguistics form and the meaning of English registers used in photographer in social media. For example based on research found several English registers used in photographer in social media, namely light (the brightness or lighting in the picture), wardrobe (for the clothes that a person has (costume of model)), and view (something can be seen in the particular situation).<sup>1</sup>
2. The previous research was conducted by Rahmawati. Based on the research, it can be concluded that many registers used in soccer page of social media facebook and gives some information about the linguistics form and the meaning of English registers used in soccer

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<sup>1</sup> Asri Kartika Agusta, "A Sociolinguistics of Register Used in Photographer in Social Media ( fotografer.net)", *Publication Article*, (Department Of English Education School Of Teacher Training And Education Muhammadiyah University of Surakarta, 2013).



page of social media facebook. For example based on research found several register used on soccer page of social media facebook. There are penalty (advantage given to a player or team when the other side breaks a rule), striker (player who attacks the defend area of opponent and scores the goal) and aggregate (total score of each two clubs after play in first and second leg of match).<sup>2</sup>

3. The previous research was conducted by Saputra. Based on the research, it can be concluded that many registers used in football fans in manchester united and manchester city and gives some information about the linguistics form and the meaning of English registers used in football fans in manchester united and manchester city. For example based on research found several English registers used in football fans in manchester united and manchester city, there are:
  - a. “He could **tackle and dribble**”. This chants used and sung by Manchester United Fans to Denis Law (the tribute to the legend of Manchester United).
  - b. “Sign for a **big club**”. It was used and sung by Manchester United fans to all part of the team that Manchester United is one of the big team in the world, and remember to all player which will join with Manchester United.

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<sup>2</sup> Alis Rahmawati, “A Sociolinguistics Analysis of Register Used in Soccer Page of Social Media Facebook”, *Publication Article*, (Department Of English Education School Of Teacher Training And Education Muhammadiyah University of Surakarta, 2014).

- c. “We made the **trophy** turn red”, used and sung by Manchester United fans to all of the part team in Manchester United.<sup>3</sup>
4. The previous research was conducted by Krisnawati. Based on the research, it can be concluded that many fashion registers in cosmo girl magazine and gives some information about the linguistics form and the meaning of fashion registers in cosmo girl magazine. For example based on research found several fashion registers in cosmo girl magazine. There are dress (piece of woman’s clothing made in one piece that covers the body down to the legs), outfit (the clothing that is used for woman), and stylish (design, make or shape style with particular way and has purpose to appear fashionable).<sup>4</sup>
5. The previous research was conducted by Irhana, et. al.. Based on the research, it can be concluded that many English registers in allkpop news articles and gives some information about the linguistics form of English registers in allkpop news articles. For example based on research found several English registers in allkpop news articles. There are bias and debut.<sup>5</sup>

Based on the above research, there are similarities and differences between the previous research and this research. The similarity between

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<sup>3</sup> Adi Manggala Saputra, “A Sociolinguistics Analysis of Register Used in Football Fans in Manchester United and Manchester City”, *Publication Atricle*, (Department Of English Education School Of Teacher Training And Education Muhammadiyah University of Surakarta, 2018).

<sup>4</sup> Noka Leoni Krisnawati, “A Sociolinguistics Analysis Of Fashion Register In Cosmo Girl Magazine”, *Publication Atricle*, (Department Of English Education School Of Teacher Training And Education Muhammadiyah University of Surakarta, 2013).

<sup>5</sup> Amalia Irhana et. al., “English Registers In Allkpop News Articles”. *Jurnal ilmu budaya*, (English Department, Faculty of Cultural Studies Mulawarman University), Vol. 1 No. 1, 2017.

the previous research and this research is equally analyzing about register and some of the previous research is researching in social media. Furthermore, The differences between the previous research and this research is the object of research. In the first previous research, the object is registers used in photographer in social media (fotografer.net). In the second previous research, the object is registers used in soccer page of social media facebook. In the third previous research, the object is registers used in football fans in manchester united and manchester city. Next, the object of the research is fashion registers in cosmo girl magazine and the last, the object of the research is English registers in allkpop news articles.

## CHAPTER II

### THEORITICAL REVIEW

#### A. The Concept of Register

##### 1. Definition of Register

Budiarsa urges that register is the variety of language based on to the use. It means where the language is used as a means of communication for particular purposes.<sup>6</sup> Moreover, Wardhaugh holds that registers are sets of language items related with separate occupational or social groups. Each register helps you to show your identity at a specific time or place that is how you seek to present yourself to others.<sup>7</sup>

Next, Yule states that register is a conventional way of using language that is suitable in a specific context, which may be identified as situational.<sup>8</sup> On the other hand, Santos and Minkyu maintains that the term register is widely used in sociolinguistics to refer to ‘varieties according to use’.<sup>9</sup>

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<sup>6</sup> Made Budiarsa, “Language, Dialect, and Register in a Sociolinguistic Perspective”, *RETORIKA: Jurnal Ilmu Bahasa*, (Universitas Udayana), Vol. 1 No. 2/ 2 Oktober 2015, p. 387.

<sup>7</sup> Ronald Wardhaugh, *An Introduction to Sociolinguistics* (United States of America: Blackwell Publishing, 2006), p.52.

<sup>8</sup> George Yule, *The Study of Language* (United States of America: Cambridge University Press, 2010), p. 259.

<sup>9</sup> Bea Patrizia Santos and Kim Minkyu, *The Varieties of Language and Its Manifestations on the Global Society* (Philippines: University of the East).

Based on the above definition, the researcher can conclude that register is one of language variations which the use of language that appropriate with social context in the society.

## 2. The Characteristics of Register

There are four characteristics of register as follow:

- a. Register studies involve descriptive analysis of actually occurring discourse.
- b. Register studies aim to characterize language varieties.
- c. Register studies present formal linguistic characterizations of language varieties.
- d. Register studies also analyze the situational characteristics of language varieties, and functional or conventional relationships between form and situation are posited.<sup>10</sup>

## 3. The Elements of Register

There are three elements of register as follow:

### a. Field

Field refers to what is happening, to the nature of the social action that is happening: what is being done by the participants, in which language figures as some essential component.

### b. Tenor

Tenor indicates to the who is taking passage, to the nature of participants, their statuses and roles: what types of role relationship

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<sup>10</sup> Yetti Faridatul Ulfah, "Register Analysis In English Movie Advertisements Of Www.21-Cineplex.Com (A Sociolinguistics Study)", *Undergraduated Thesis*, (English Department Faculty Of Letters And Fine Arts Sebelas Maret University Surakarta, 2010), p. 18.

gain, including permanent and temporary relationships of one type or another, both the types of speech roles they are taking on in the dialogue and the whole duster of socially significant relationships in which they are involved.

### c. **Mode**

Mode indicates to what passage language is playing, what it is that the participant are hoping language to do for them in the situation: the symbolic organisation of the text, the status that it has, and its function in the context.<sup>11</sup>

At the end based on the above explanation, the researcher can conclude that field refers to the topic, tenor refers to who is taking part, and modes refers to the what passage language is playing.

## 4. **The Example of Register on Online Shop**

There are several examples of registers on online shop namely ongkir, disc, call, pack, set, kw,order, deliver, COD, buy back, valid, booked, and original.<sup>12</sup>

## B. **The Concept of Social Media**

### 1. **Definition of Social Media**

First of all, Manning states that social media is the term used to refer to new forms of media that implicate interactive

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<sup>11</sup> J. R. Martin and David Rose, *Working With Discourse* (London: Continuum, 2007), p. 297.

<sup>12</sup> Corrie Yuliana, et. al., "A Register Analysis In Online Shop Term Facebook", *JOURNAL ANGLO-SAXON*, (University of Riau), Vol. 7 No. 2/ Desember 2016, p. 167-171.

participation.<sup>13</sup> Second, Wicks holds that social media is not like traditional advertising or marketing. Social media is the technology integration, with social interaction and the sharing of words, images, video and audio.<sup>14</sup> Moreover, Akram and Kumar urges that social media is an online platform that used by people to build social networks or social relations with other people who have the same personal or career interests, activities, backgrounds or real-life connection.<sup>15</sup>

Based on the above definition, the researcher conclude that social media is a medium to socializing with each other by online that allows humans to interact with each other without being limited by space and time.

## **2. Characteristics of Social Media**

Social media is best understood as a group of new types of online media, which share most or all the following characteristics:

### **a. Participation**

Social media encourages contributions and feedback from everybody who is fascinated.

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<sup>13</sup> Jimmie Manning, *Definition and Classes of Social Media* (Nevada: University of Nevada, 2014), p. 1.

<sup>14</sup> Mike Wicks, *An Introduction to Social Media for Small Business* (Victoria: Blue Beetle Books, 2012), p. 6.

<sup>15</sup> Akram and Kumar, "A Study on Positive and Negative Effects of Social Media on Society", *International Journal of Computer Sciences and Engineerin*, (India), Vol. 5, 2017. p. 347.

b. Openness

One of characteristics of social media is openness. The services of social media are open to participation and feedback. They encourage people to comments and the giving of information.

c. Conversation

For the social media is better seen as a two way conversation. While traditional media is about “broadcast” (content transmitted to an audience).

d. Community

Social media allows communities to make a community and communicate effectively. Communities share common interests, such as animal lovers, photographylovers and the nature lovers.

e. Connectedness

Most kinds of social media evolve on their connectedness, for example making use of links to other sites.<sup>16</sup>

Based on explanation above, the researcher can conclude the characteristics of social media. First of all, social media gives feedback for everybody. Second, social media is open to people who want to participate. Social media encourages people to gives opinion about something and sharing information without any barrier. Next, social media is better seen as two ways coversation,

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<sup>16</sup> Antony, *What is Social Media* (Icrossing, 2008), p. 5.



in order to conversation can be done well. Then, social media can make people makes community. For example the community of cat lovers, the music lovers, the nature lovers and others. The last, social media has connectedness between link and site. When we click on the link usually directly connected to a particular site.

### **3. The Common Function of Social Media**

There are several the common functions of social media, namely:

- a. Social media allows people to do their relationships in different ways

It`s mean that people uses facebook, instagram, whatsapp and other to do relation with other people. They can send a picture to the best friend and they are meeting some of their best friends and even spouses through social media.

- b. Social media allows people to perform work functions

Sometimes the social media is their work, such as blog which can be used as work and sometimes people uses social media to promote events.

- c. Social media allow for people to seek information or share ideas<sup>17</sup>

Sometimes social media is used to seek information, idea and others.

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<sup>17</sup> Jimmi Manning, *Definition and Classes*.

Based on above explanation the reseacher can conclude the functions of social media. First, social media can make people to communicate with different ways. In the application of social media, people can share a picture and others. Second, people can use social media to work and the last, in social media people can get information and can share information.

#### **4. Positive Effect of Social Media on Business**

The positive effect of social media on business as follow:

- a. Selleris better to understand the customer requirement with social media.
- b. Social media can help in promoting the business all over the world.
- c. Social media can builds deals and client maintenance through standard connection and auspicious client benefit.
- d. Social media can provides rich customer experiences.
- e. Someonecan gain key information about competitorswith social media.
- f. Sharing contents about the business faster and easier with the help of social media.
- g. Social networking sites can help to get new buyers.
- h. Online networking sites can help to increase market insight and surpass your competitor.

- i. Online networking sites also helps to increase awareness among buyers for better understanding of products.<sup>18</sup>

Based on above explanation, the researcher can conclude that the positive effect of social media in business are social media helps in promoting about the business, social media help in sharing content about our business, social media help in looking the target of customers, social media helps in expanding target market and social media helps people reaches the business.

#### **5. Negative Effect of Social Media on Business**

The negative effects with use social media on business as follow:

- a. Social media is not totally danger free because a significant number of the supporters and fans are allowed to post their feeling on the certain association; the negative comment can cause the association to disappointment.
- b. Negative buyer reviews are harmful.
- c. Highly time spending.
- d. The web is replete with more and more content.
- e. It is hard to rectify a mistake made on social media.
- f. The wrong online brand system can lead ruination an organization, and can gain extradionary losses.
- g. Getting included with social media is highly time consuming.

As an association someone should to determine person to

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<sup>18</sup> Akram and Kumar, "A Study on"., p. 349-350.

dependably support her or his pages and profile with noteworthy content.

- h. Most organizations have problems in measuring the consequences of web-based social networking promoting.<sup>19</sup>

Based on above explanation the researcher can conclude that the negative effect with use social media on business namely first, when we open business in social media and we get negative review or negative comment, it can be harmful for our business. Second, when we run a business in social media, we need enough time to monitoring the business information in social media and the last, when we get negative comment about our business in social media, this can cause our business partner disappointed. Futhermore, the researcher adds about the negative effect with use social media on business namely with open business in social media can make face to face interaction less and make far the closest people, because social media users tend to ignore the closest people.

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<sup>19</sup> Akram and Kumar, "A Study on.", p. 350.

## 6. Common form of Social Media

There are several the common form of social media, which are as follow:

### a) E-mail

E-mail (short for electronic mail) involves users logging into an account in order to send and receive messages to other users.

### b) Texters

Similar to email, a texter is a two-way communication channel that allows individuals to quickly send a message to another person or a group of people.

### c) Blogs

A blog is a webpage where an individual or group can share ideas or information or ideas with a large group of people through the internet.

### d) Social Networking Sites<sup>20</sup>

Social networking sites as web-based services that allow individuals to do several thing. First, develop a public or semi-public profile within a bounded system. Second, social networking sites articulate a list of other users with whom they

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<sup>20</sup> Jimmi Manning, *Definition and Classes*.

share connection, and the last, view their list of connections and those made by others within the system.<sup>21</sup>

There are popular social media sites, namely:

#### (1) Facebook

Facebook is the most popular social media in the world and it is the biggest social media on the internet. Facebook arose on February 4, 2004. Facebook is the best medium for connecting society from around the world with your business. More than 1 million small and medium-sized businesses use Facebook to advertise their business.<sup>22</sup>

#### (2) Instagram

Instagram is a new form of communication where users can easily share their updates by taking photos and changing them using filters. It is the most popular photo capturing and sharing application. It was launched in October 2010. Since its launch, it has attracted more than 150 million active users with an average of 55 million photos uploaded per day by users, and so far, more than 16 billion photos shared (Instagram 2013).<sup>23</sup>

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<sup>21</sup> Danah and Nicole, "Social Network Sites: Definition, History, and Scholarship", *Journal of Computer-Mediated Communication*, (University of California, 2007), p. 211.

<sup>22</sup> Akram and Kumar, "A Study", p. 348-349.

<sup>23</sup> Yuheng Hu, et. al. *What We Instagram: A First Analysis of Instagram Photo Content and User Types* (Department of Computer Science, Arizona State University), p. 1

## (3) Twitter

Twitter is one of social media sites that an information network consisting of 140 character messages.

## (4) Youtube

Youtube is the largest and most well known video-based online networking site. It was built on February 14, 2005, by three previous PayPal workers.

## (5) WhatsApp

WhatsApp Messenger is a application that can used inPCs, smartphones and tablets. WhatsApp Messenger needs internet connection to send texts,pictures, documents, audio messages and video messages to other people that hasapp installed on their devices . It was established in January 2010, WhatsApp Inc was bought by Facebook on February 19, 2004.<sup>24</sup>

## C. The Concept of Online Shopping

### 1. Definition

Cheema states that online shopping is the consumers shopping behavior to shop online. Online shopping shows to the shopping behavior of consumer in an online store or a website used for online purchasing purpose.<sup>25</sup> Moreover, Gupta, et al. maintains that online

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<sup>24</sup> Akram and Kumar, "A Study"., p. 348-349.

<sup>25</sup> Umair Cheema et al, "The Trend Of Online Shopping In 21st Century: Impact Of Enjoyment In Tam Model ", *Asian Journal of Empirical Research* (Department of Management Sciences , The Islamia University of Bahawalpur, Pakistan), p. 132.

shopping is a form of electronic commerce which allows buyers to directly purchase goods or services from a seller through the internet using a web browser. On the other hand, online shopping is also understood by many others name such as electronic webstore, electronics shop, electronics store, internet shop, webshop, webstore, online store, and virtual store.<sup>26</sup>

At the end based on above definition, the researcher can conclude that online shopping is the activity or process of purchasing products or services through the internet.

## **2. The others name of Online Shop**

### **a. E-Shop**

E-Shop or E-Shopping is the another name of online shopping. E-shopping is Electronic Shopping. The term e-shopping (electronic shopping) refers to the B2C segment of e-commerce, where consumers search for product information and/or buy products from virtual stores. Powerful search engines make information gathering about products and services via the internet ever easier. B2C e-commerce is (Business-to-Consumer: e-commerce between firms and households).<sup>27</sup>

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<sup>26</sup> Arjun Gupta, et. al., "Online Shopping: A Shining Future ", *International Journal of Techno-Management Research*, Vol. 1, June 2013, p, 1

<sup>27</sup> Sendy Farag, *E-shopping and its interactions with in-store shopping* (Faculty of Geosciences, Utrecht University, 2006), p. 15



**b. Internet Shop**

Internet shops are places that combine reasonably priced access to the internet with some food and beverage services. These are businesses that offer access to computers and the internet on a drop-in basis for hourly fees.<sup>28</sup>

**c. Web-Shop**

One of the others name of online shopping is web shop. The web is a series of pages. Each webpage has a unique address which when entered in to a web browser will take you directly to that page. Most web addresses begin with the letters www (which stands for World Wide Web).<sup>29</sup>

Shop or shopping is the activity to buy product or goods. Therefore, the researcher can conclude that web shop is the activity to buy product or goods through web or website.

**d. Web-Store**

Web store is another name of online shopping. When we want to buy product or service in social media. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer.<sup>30</sup>

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<sup>28</sup> Jasper Vincent, *Internet Shop Users: Computer Practices and Its Relationship to E-Learning Readiness* (De La Salle University, 2018), p. 2

<sup>29</sup> FailteIreland, *Intoduction To the Web* (National Tourism Development Authority, 2018), p. 4.

<sup>30</sup> Sunitha and Edwin, *Online Shopping – An Overview*, (India), p.1.

#### e. **Online Store**

Online store like a combination of a traditional brick-and-mortar store, warehouse, and consumer magazine. In online store we are able to browse and search for items, as we would in a regular store; there is a wider range of products, sizes, and colors of products, as you would find in a warehouse; and most online stores contain reviews of products by people who have already purchased and tried out the product.<sup>31</sup>

#### f. **Virtual Store**

Virtual store is one of another's name of online shopping. We can buy some products in virtual store. The virtual store is one of the more advanced computer technologies that have been developed to create virtual environments in which people can experience and react to close-to-reality objects.<sup>32</sup>

### 3. **Advantages and Disadvantages of Online Shopping**

#### a. **Advantages of Online Shopping**

There are the advantages of online shopping. The advantages of online shopping as follow:

##### 1) **Comparison Shopping**

Someone can compare prices, models and options more quickly and easily. Moreover, to avoid having to run around several different retail stores. Also there is much of reviews

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<sup>31</sup> Community Workshop Series, *Online Shopping*, 2015, p. 7.

<sup>32</sup> Kunalai, et.al., "Using a Virtual Store As a Research Tool to Investigate Consumer In-store Behavior", *Journal of Visualized Experiments*, p. 13.

and other information available online to help you choose between models and brands. On the other hand, the information available online provides direct side-by-side comparisons of brands and models. This makes choose the right model very easy.

## **2) Better Prices**

The fascinating of online shopping is better prices which someone can gain from online stores because products arrive to you directly from the manufacturer without middlemen involved. Usually many online stores propose discount coupons and rebates which it will reduce the prices further.

## **3) Convenience**

The advantages of online shopping is convenience. Online shopping is available everyday from your PCs or smartphone. Someone can order products from another state or all over the world. Shoppers are no longer limited to products, models and options available from local retailers.

## **4) Send Gifts**

The advantage of online shopping is online shopping make sending gifts to family and friends easy, no matter where ever they live. Therefore, there is no reason to donot send gift like birthday, wedding anniversary, marriage, valentine's day or mother`s day.

### **5) Availability of Express Shipping**

One of advantages of online shopping is for bulky goods this can be big advantage especially if the delivery includes insurance and the costs are very low. For many shoppers delivery is so important that someone will go to the retail shops to check out what someone wants to purchase and the prices offered. After that someone will do some check on the online prices from several retailers and order the items online. Therefore, someone can get the free delivery.

### **6) Variety**

Someone can choose for an amazing product. Someone can gain some brands and products from different sellers at one place so that someone can gain in on the latest international trends without spending money on airfare.

### **7) Compulsive Shopping**

When someone go out on shopping, many times someone end up buying things which someone does not require because of the shop keepers up selling skills. Sometimes someone even compromise on choices because of the lack of choices in those stores.

### **8) Discreet Purchases**

Sometime someone wants to purchase things in private mean someone does not want others to know what really

someone is purchasing. Online stores enable someone to buy without the embarrassment that there are several people watching.

#### **9) Avoid the crowd**

Someone wants to avoid the crowds when someone does the shopping especially during festivals and special events. Therefore, by online shopping someone does not have to take time out of his busy schedule, it is just a few clicks.<sup>33</sup>

Based on above explanation, the researcher can conclude that the advantages of online shopping are the first, we can compare models, prices more quickly and easily. Second, when we buy product through internet, we can get better prices. Third, in online shopping, we can get convenience. We can order product from another country everyday. Then, with online shopping, we can send gift to our friend easier and the last, with online shopping we can avoid crowd. We don't need to jostle in the market to get the items we want.

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<sup>33</sup> Arjun Gupta, et. al., "Online Shopping.", p.5-7.

## **b. Disadvantages of Online Shopping**

There are some disadvantages of online shopping. The advantages of online shopping as follow:

### **1) No Physically Examination**

Online shopping does not provide opportunity to touch and handle the items can't physically examine.

### **2) No Negotiation**

Online shopping does not mean loss of ability to negotiate and haggle about the price, warranty and payment terms with staff in the local retail stores that may offer to defeat any rival's price.

### **3) High Delivery Cost**

Online shopping might have high delivery fee and unknown extras such as delivery insurance and warranties may be expectantly high and far surpass what is quoted on the site.

### **4) Fraudulent sites**

Someone must be beware of the fraudulent sites while doing shopping online because online buying risks are higher, especially with unknown suppliers or due to unreliable, unsafe and fraudulent sites.

### **5) Return Policies**

Returns or damaged items, exchanges can sometimes be difficult and expensive because the buyer has to pay shipping

fee and there may be long delays in resolving the problems. The details about the policies and fine details in warranties and other terms and conditions may be difficult to find online and may be unclear.

#### **6) Spam and Identity Theft Risks**

Online shopping implicates sharing personal information online which can result in stealing of information and later used inappropriately. The more information that provide online such as credit card details, name and address, the higher the risk that someone will steal this information.<sup>34</sup>

Based on above explanation the researcher can conclude that the disadvantages of online shopping are the first, when we order product in online shopping, we can not haggle about the price. Second, usually when we order product through online shopping, we add the shipping fee depend on distance. Next, we need to be careful because there are many fake online shopping in internet and the last when we buy product in the internet, we send our personal data to owner of online shopping. This can result in theft of your information and then used inappropriately.

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<sup>34</sup>*Ibid*, p, 7-8.

## CHAPTER III

### RESEARH METHODOLOGY

#### A. The Type and Characteristic of Research

According to Schreiber and Asner, research is a systematic process of active investigation and discovery through collecting, analyzing, and inferring from data so that someone can understand a given phenomenon in which someone is interested.<sup>35</sup> Qualitative research is the type of this research. Fraenkel and Wallen states that qualitative research is a greater emphasis on holistic description, that is on describing in detail all of what goes on in a certain activity or situation rather than on comparing the effects of a certain treatment (as in experimental research), say, or on describing the attitudes or behaviors of people (as in survey research).<sup>36</sup>

Moreover, Anderson and Arsenault urges that “Qualitative research is a form of inquiry that explores phenomena in their natural settings and uses multi-methods to interpret, understand, explain and bring meaning to them”.<sup>37</sup>

Based on above explanation the researcher can conclude that qualitative research is a kind of research that prioritize on explanation

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<sup>35</sup> James Schreiber and Kimberly Asner, *Educational Research* (United states of America: Joy O’Colleghan, 2011), p. 2.

<sup>36</sup> Jack R. Fraenkel and Normal E. Wallen, *How to Design and Evaluate Research in Education* (New York: Mc Graw-Hill, 2009), p. 422.

<sup>37</sup> Gary Anderson and Nancy Arsenault, *Fundamental of Educational Research*, (USA, Falmer Press, 2005), p.126



rather than numbers in a research. This research emphasizes in social phenomena.

Going to this statement, the researcher applied the qualitative research to analyze and to describe about register used in facebook and instagram online shop.

There are some characteristics of qualitative research namely first, case study takes place in the natural setting. Second, researcher as key instrument. It`s mean that qualitative researchers collect data themselves through examining documents, observing behavior, or interviewing participants. Third, in qualitative research use multiple source of data as observation, interview, and document. Then, in qualitative research , researcher examine the problem holistically. After that, case study is fundamentally interpretative and the last the qualitative research is analyzed their data inductively an deductively.<sup>38</sup>

## **B. Data Resource**

The source of data of this research is online shop in facebook and instagram. The onlineshop in facebook and instagram become the source of data based on the reason that it is many of people uses social media for example facebook and instagram to sell the product. The variety of language in online shop on facebook and instagram is used as the data of this research.

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<sup>38</sup> Creswell, *Research Design: Qualitative, Quantitative, and Mixed Method Approaches* (London: SAGE Publication, 2014), p. 234-235.

This is a list of online shop that are used as data sources in this study:

1. Instagram studies
  - a. shine.jewelery.metro
  - b. sophieparis\_metro
2. Facebook studies
  - a. DeviNr
  - b. Sri Shop
  - c. Kaylashop Id

Researcher conducted the research at online shop post in January, February, march, april, and may, 2020. Moreover, the researcher also took the data from the owner of online shop by conducting an interview to the owner of online shop.

### **C. Data Collection Technique**

To gain the data the researcher used some instruments. Hence, the researcher submitted instruments in collecting the data are follows:

#### **1. Documentation**

Documentation is used as evidence inthe research. It can be shown that the researcher chose the profile of online shop account, the result of interview, the result of screenshot about register in online shop account. As research information, it helped the researcher to proved the data.

## 2. Observation

Creswell highlights that observation is when the researcher takes field notes on the behavior or activities of individuals at the research site <sup>39</sup> The researcher chose activity observation. In activity observations, the researcher observed about the registers used in onlineshop during the activity in social media. Therefore, in conducting this research, the researcher observed at the online shop account. Based on the above statement, the research collected the data related the registers used in facebook and instagram online shop.

## 3. Interview

Creswell maintains that in qualitative interviews, the researcher conduct face-to-face interviews with participants, telephone interviews, or engages in focus group interviews with six to eight interviewees in each group. These interviews involve unstructured and generally open-ended questions that are few in number and intended to elicit views and opinions from the participants. <sup>40</sup>

Interview is a method of data collection by question and answer between the questioner and the answerer. The interview was conducted with the participant. The participant is owner of online shop.

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<sup>39</sup>*Ibid*, p. 239.

<sup>40</sup>*Ibid*, p.239-240.

Based on the above statement, the researcher collected the data by interview with the owner of online shop. The researcher asked about the identity and the background of online shop.

#### D. Data Analysis Technique

The important part of research is analyzing data because the result becomes a conclusion from all of the research. The researcher applied Creswell model to analyze the data. The components of this analysis model are pictured by this figure.

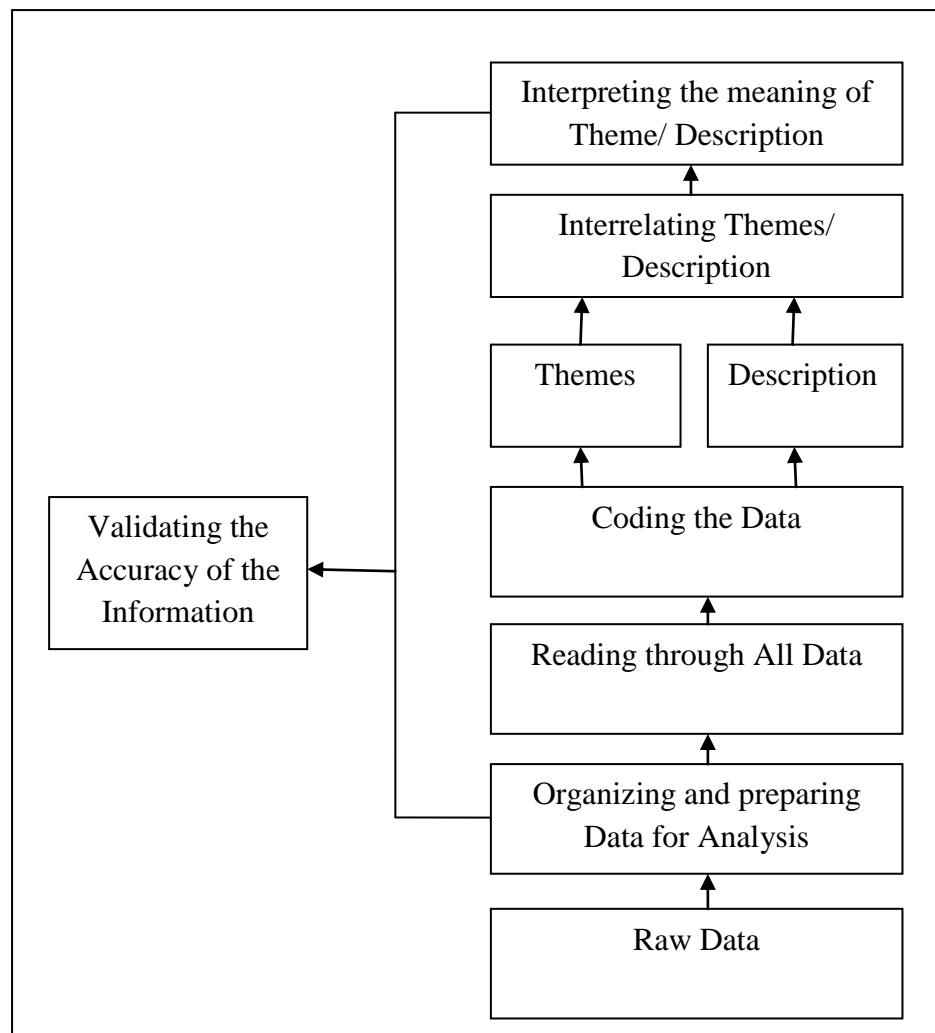


Figure 1. Analysis Component of Creswell

Data analysis by Creswell model conducts the following steps;<sup>41</sup>

1. The researcher prepared the data of analysis. For this step, the researcher was conducted at the online shop.
2. The researcher read all the data. The researcher read the posting in online shop on facebook and instagram.
3. The researcher started coding all of the data. The researcher conducted the coding process with classified the data which can be categories as the register
4. The researcher used the coding process to generate description.
5. The researcher represented the data.
6. The researcher make an interpretation.

The researcher gave example of the analysis of registers used in online shop. The researcher classified the data which can be categories as the register, analyzing the data by identifying the linguistics form of the words and phrases, analyzing the meaning of register. For example “Reseller”. Reseller is one of linguistics form of register. Reseller was categorized as word. The researcher explained about the meaning of the registers. That is for example “Reseller”. In online shop, reseller is a person who resell goods that have been purchased.

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<sup>41</sup> *Ibid*, p. 247-249

## BAB IV

### RESEARCH RESULT AND DISCUSSION

#### A. General Description of Data

##### 1. Instagram Studies

The online shop language in online shop in instagram is explained in the Table 1. bellow:

**Table 1. The Terms of Online Shop Language in Instagram**

No.	The name of online shop	The Linguistic Forms of Registers
1.	Shine jewelery metro	Sale, stock, discount, supplier, sist, pcs, pc ,keep, order, transfer,sold, ready, ori, COD, PO, PM, restock, reseller, sold out, no cancel, big sale, best seller, real pict, full payment and limited stock.
2.	Sophie paris metro	Sale, stock, discount, size, price, dear, order, ready, PO, restock, allsize, limited stock

##### 2. Facebook Studies

The online shop language in online shop in facebook is explained in the Table 2. bellow:

**Table 2. The Terms of Online Shop Language in Facebook**

No.	The name of online shop	The terms of Online Shop Language
1.	DeviNr	sale, stock, cash, order, keep, ready, PO, reseller, and best seller.
2.	Sri sulastri (sri shop)	Sale, stock, customer, delivery, fit, size, order, original, ready, PO, COD, reseller, all size, no belt, real pict, ready stock, limited edition.
3.	Kaylashop Id	Delivery, size, dear, price, order, keep, ready, oversize, HQ, PO, COD, ori, reseller, all size, no belt, free size, best seller, no inner, restock, fit, ready stock, premium quality, good quality, real pict and original picture.

## B. Description of Research Setting

### 1. Shine\_jewelery.metro



**Figure 2. Profile of Shine\_jewelery.metro**

Shine\_jewelery.metro is one of the online shops on Jln. Budi Utomo, Margorejo, Metro selatan. Shine\_jewelery.metro sells bag, shoes, fruits and wallet. The owner of shine.jewelery.metro is Vivi Anjani. She opened an online shop in 2017. First, she sold foods because her hobby is cooking. She looked for a new food and tried to make it. Then, she uploaded the food on social media and many of people is interested. Based on it, she started selling other foods. There are some reasons why she opened an online shop. First, selling is her hobby. Second, work system in online shops is easier. Finally, she opened an online shop because she wanted to increase income.

In building an online shop, the owner of shine.jewelery.metro has difficulties. The first difficulty is finding a buyer because many buyers do not trust her online shop, secondly she must have time to deliver the good to the buyer, it is sometimes from different place and route.

## 2. Sophieparis\_metro



**Figure 3. Profile of Sophieparis\_metro**

Sophieparis\_metro is one of the online shops in 16 C, Metro Barat. Sophieparis\_metro sells various goods namely bag, wallet, clothes and wristwatch. Moreover, She also sells food that is chip and cake. The owner of sophieparis.metro is Annabila Agustiara. She opened an online shop in 2016. There is the reason why she opened an online shop. The reason is because she wanted to get income. She realized that she does not always ask for money from her parents. She wanted to



buyer needs with her own money. In building an online shop, She has difficulties. The first, competition outside is very tight. Second, sometimes some sellers sell their goods by dropping price.

### 3. DeviNr



**Figure 4. Profile of DeviNr**

DeviNr is one of the online shops in Metro and Sukadana, Lampung Timur. At this time the DeviNr facebook account has been changed to Rizi's Boutique. DeviNr sells a variety of goods. The goods that she sells are trinkets that made from filter material, bag, and shoes. The owner of DeviNr is Devi Nurjanah. She opened an online shop in 2017. There are the reasons why she opened an online shop. First, she wanted to look for activity other than studying and finally, she wanted to get income for buying her needs. In opening an online shop,

the owner has difficulty. The difficulty is the buyer wants to buy the perfect goods.

#### 4. Sri Shop



**Figure 5. Profile of Sri Shop**

Srishop is one of the online shops in Metroand Sekampung, Lampung Timur. Sri shop sells various goods namely clothes, home appliances, and accessories. The owner of Srishop is Yulianis Pitaloka. She opened an online shop in 2017. Initially, she opened an online shop because the owner wanted to get income during she is studying. She thought that rather than the time she spent useless, she better open an online shop. The result of selling can add income and it can add tuition fee. Next, the another reason is because she wanted to add friendship relations. Moreover, the most important factor is from her research. She made a mini research with the title "An Investigation of College

Personal Income Students in IAIN Metro". In building an online shop business, the owner has difficulty. The difficulty is sometimes a lot of people do not believe what she sells.

## 5. Kaylashop Id



**Figure 6. Profile of Kaylashop Id**

Kaylashop id is an online shop on Jln. Dr. Sutomo 28 Purwosari, Metro Utara. Kaylashop id sells variety of goods. The goods are clothes, veil, and accessories. Moreover, she also sells food but she is more dominant in selling clothes and accessories. The owner of kaylashop.id is Deah Septiyawati. She opened an online shop because she wanted to get income. She opened an online shop in 2018. First she sold cardigan from olshop in Metro. Then, she offered her merchandise with friends in her class and almost all of them bought cardigan. She only

took profit Rp. 2.000. Next, she continued to upload other good and a lot of people bought her merchandise. After that, she looked for distributor from Tanah Abang. Finally, she got an order 30 pieces cardigan and 20 pieces sweater for high school group.

In running the online shop business she was helped her mother. Her mother as admin of good. In opening an online shop, the owner of Kaylashopid has difficulties. First, the picture of goods is unclear. Second is the lack of consumer understanding of the item that she upload.

### C. Findings

#### 1. The Result of Interview

The interview was conducted to the five persons of the owner of online shop. In this research was conducted codification namely shine\_jewelery.metro (1), sophieparis\_metro (2), DeviNr (3), sri shop (4), and kaylashop id (5). There are six questions that should be answered by the owner of online shop. The six questions and the answer from the owner online shop can be explained in the Table below:

**Table 3. The First Question with the Answer**

Question	Answer
The name of the online shop owner	- Vivi Anjani (1)
	- Annabila Agustiara (2)
	- Devi Nurjanah (3)
	- Yulianis Pitaloka (4)
	- Deah Septiyawati (5)

The Table 3. above refers to the name of the online shop owner. Based on the table 3. above, it can be inferred that the owner of

shine\_jewelery.metro is Vivi Anjani, the owner of sophieparis\_metro is Annabila Agustiar, the owner of DeviNr is Devi Nurjanah, the owner of sri shop is Yulianis Pitaloka, and the owner of kaylashop id is Deah Septiyawati.

**Table 4. The Second Questions with the Answer**

<b>Question</b>	<b>Answer</b>
The address of the online shops	- Jln. Budi Utomo, Margorejo, Metro selatan (1)
	- 16 C, Metro Barat (2)
	- Metro Timur and Sukadana, Lampung Timur (3)
	- Metro Timur and Sekampung, Lampung Timur (4)
	- Jln. Dr. Sutomo 28 Purwosari, Metro Utara (5)

The Table 4. above refers to the address of the five online shops. Based on the table 4. above, it can be inferred that the address of online shops is in Metro City. There are Metro Utara, Metro Barat and Metro Timur. Besides that the address of the online shops is in Lampung Timur that is Sukadana and Sekampung.

**Table 5. The Third Questions with the Answer**

<b>Questions</b>	<b>Answer</b>
The goods that sold in online shop	- Bag, shoes, and wallet (1)
	- Bag, wallet, wristwatch and clothes. (2)
	- Trinkets that made from filter material, bag, and shoes (3)
	- Clothes, home appliances, accessories. (4)
	- Clothes, veil, and accessories (5)

The table 5. above refers to the goods that sold in five online shops. Based on the table 5., it can be inferred that the goods that many sold in

online shop are clothes and bag. Moreover, there are online shop that sell shoes, accessories, wallet, veil, wristwatch, trinkets, and home appliances.

Besides that, based on the interview, the online shop is not only sell the goods but it is also sell foods. The foods that usually sold are chip, fruit salad, cake, and fruits. It is depending on what is selling well in the market.

The reason why the online shop many sell clothes and bag because a lot of people is more interested to sell clothes and bag because it is including the needs of the people. The clothes is one of primer needs.

**Table 6. The Fourth Questions with the Answer**

Questions	Answer
The reason in building online shop	- Selling is my hobby, to get income, work system in online shop is easier. (1)
	- To get income, (2)
	- To get income (3)
	- To get income, to add friendship relations. (4)
	- To get income (5)

The Table 6. above refers to the reason why someone open an online shop. Based on the Table 6., it can be inferred that the common reason why someone open an online shop because someone wants to get income. Getting income becomes the first reason because someone realized that to buy their need, someone is not always to ask to parents. The other reason why someone open an online shop because someone has hobby selling. Based on the hobby someone can get income.

Next the other reason is the work system in online shop is easier. Someone only upload what he/she sell in social media, therefore someone does not need to get around to sell the goods or foods. Buyer can directly order goods in social media without get around in offline store. Someone can sell the goods without being limited by space and time. Beside that, the other reason why someone open an online shop is to add friendship relations. By opening an online shop someone can add friend in another city from social media, from customer can be a friend.

**Table 7. The Fifth Questions with the Answer**

Questions	Answer
Difficulties in building an online shop	- Difficulty in finding a buyer, must has time to deliver the goods to the buyer (1)
	- Competition outside is very tight, some sellers sells their goods by dropping price and the price that they offered make no sense. (2)
	- The buyer wants to buy the perfect goods (3)
	- People do not believe about online shop (4)
	- The picture of goods is unclear, the lack of consumer understanding of the item that has been uploaded.(5)

The Table 7. above refers to the difficulties in building an online shop. Based on the Table 7., it can be inferred that the common difficulty in building an online is difficult to find customer because many people do not believe with the online shop and do not believe what he or she sell in social media. Many people is worry with the fake account, the goods that is not suitable with the customer hopes, customer who want to buy the perfect goods but in online shop is not always perfect .It is depending on the merk and price.

The other difficulty is the lack of consumer understanding of the items that has been uploaded. Sometimes, the owner has been explain about the detail of goods but the customer still ask about the detail. In online shop the goods is not always suitable with the picture that has been uploaded but the customer does not understand with it.

Beside that, the other difficulty is seller must has time to deliver the good to buyer, sometime the seller must deliver goods in different place and different route. For example the buyer in the same city, the seller can deliver goods directly to the buyer or the seller met the buyer in the place that has been agreed by the the buyer and seller but for the buyer in another city, the seller must deliver the goods by using delivery service. The seller must deliver goods directly to the delivery service.

Futhermore, the other difficulty in building an online shop is competition outside very tight because currently many people open an online shop. Sometimes, some seller sell their goods by dropping price and the price that they offer make no sense. The last difficulty in building an online shop is the picture of goods unclear. Sometimes, online seller take goods from the online store and the online seller does not have the original picture of the goods.

**Table 8. The Sixth Questions with the Answer**

Questions	Answer
The brief history of online shops	- First, I opened an online shop in 2017. It is because my hobby. I looked for a new food and tried to make it. Then, I uploaded the food on social media and many of people is interested. Based on it, I started selling other foods. Next, I stopped in selling. After



	that, I tried again to selling and she sold fruit salad and finally I not only sold food but she also sold other goods. (1)
	- I opened an online shop in 2016. I opened an online shop because I wanted to have income. I realized that I does not always ask for money from my parents. I wanted to buying my needs with my money. In building an online shop, I have difficulties. The first, competition outside is very tight. Second, sometimes some sellers sells their goods by dropping price. (2)
	- I opened an online shop in 2017. The brief history because I wanted to look for activity other than studying and finally I opened online shop. (3)
	- I opened an online shop in 2017. The brief history because I wanted to add friendship relations. Then, I opened an online shop because I wanted to get income. I thought that rather than the time I spend useless, I better open an online shop. The result of selling can add income and it can add tuition fee. Moreover, the most important factor is from my research. I made a mini research with the title "An Investigation of College Personal Income Students in IAIN Metro". (4)
	- I opened an online shop in 2018. First I sold cardigan from online shop in Metro. Then, I offered my merchandise with friends in my class and almost all of them bought cardigan. I only took profit Rp. 2.000. Next, I continued to upload other good and a lot of people bought my merchandise. After that, I looked for distributor from Tanah Abang. Finally, I got an order 30 pieces cardigan and 20 pieces sweater for high school group. (5)

The Table 8. above refers to the brief history of online shops. Based on the Table 8., it can be inferred that some of people opened an online shop in 2017 and they have history difference. Some of people open online shop because they want to get income, because of hobby and look for activity other than studying. Beside that, there is someone to open an online shop started by selling foods and then selling

goods. Futhermore, there is someone to open an online shop only sell one type of clothes and then sell wider range of clothes, veil and accessories.

## 2. The Terms of Online Shop Languauge

The terms of online shop language in each online shop is explained in the Table 9. bellow:

**Table 9. The Linguistic Forms of Registers in Five Online Shops**

No.	The name of online shop	The Linguistic Forms of Registers
1.	Shine jewelery metro	Sale, stock, discount, supplier, sist, pcs, pc ,keep, order, transfer,sold, ready, ori, COD, PO, PM, restock, reseller, sold out, no cancel, big sale, best seller, real pict, full payment and limited stock.
2.	Sophie paris metro	Sale, stock, discount, size, price, dear, order, ready, PO, restock, allsize, limited stock
3.	DeviNr	sale, stock, cash, order, keep, ready, PO, reseller, and best seller.
4.	Sri sulastri (sri shop)	Sale, stock, customer, delivery, fit, size, order, original, ready, PO, COD, reseller, all size, no belt, real pict, ready stock, limited edition.
5.	Kaylashop Id	Delivery, size, dear, price, order, keep, ready, oversize, HQ, PO, COD, ori, reseller, all size, no belt, free size, best seller, no inner, restock, fit, ready stock, premium quality, good quality, real pict and original picture.

The data above refers to the terms of online shop language in five online shops. Based on the table ,the researcher concluded the terms of online shop language are sale, size, stock, cash, customer, dear, delivery, discount, supplier, sist, pcs, pc, price, keep, order, transfer, sold, ready, original, fit, oversize, ori, COD, PO, PM, allsize, restock, reseller, sold out , no cancel, no inner, best seller, real pict, big sale, free size, limited stock, no belt, full payment, ready stok, limited edition, HQ, premium quality, good quality, and original picture. The data

above is suitable with the theory by Budiarsa that registers is variety of language based on to the use and the words above is used in online shop field.

Based on the linguistics form, the researcher differentiated two kinds of data namely words and phrases. The data of word is classified based on the content and the formation of word. Based on the content of word, the data contains noun (sale, size, stock, cash, customer, dear, delivery, discount, supplier, and price), verb (keep, order, and transfer), adjective (sold, ready, original, oversize, and fit), abbreviation (pcs, pc, COD, HQ, PO, and PM), clipping (ori and sist), compound (allsize, restock, reseller, sold out, no cancel, no belt, no inner, best seller, free size, and big sale), noun phrase (real pict, limited stock, full payment, ready stok, limited edition, premium quality, good quality, and original picture).

### 3. The Meaning of Register

The meaning of register is explained in the Table 10. below:

**Table 10. The Meaning of Register Used in Facebook and Instagram Online Shop**

No.	Register	The meaning of Register
1.	Sale	Sell goods on a large scale at low prices.
2.	Size	Standard measurement of clothes and shoes.
3.	Stock	Supply of type of goods available to sell.
4.	Cash	Money in the form of coins or notes/bills
5.	Customer	A person who buys goods or services from a shop or business
6.	Dear	The term for online shopping buyers
7.	Delivery	Sending of goods directly.
8.	Discount	Reduction in price.
9.	Supplier	A person or company that sell or supplies goods.
10.	Sist	The nickname of female buyers or sellers. (the short form of "sister").

11.	Pcs	The number of items is more than one item (the short form of "pieces")
12.	Pc	The number of items is one (the short form of "piece")
13.	Price	The amount of money that you have to pay for an item or service
14.	Keep	Keep is usually done by buyers who are certain to buy a product but have not yet made a payment. Order are kept in advance so they are not sold to others.
15.	Order	Ordering an item
16.	Transfer	Transfer is the payment system where sending money by a bank to be paid to a person in another place.
17.	Ready	Ready is the availability of goods for sale by the supplier or the reseller.
18.	Fit	Fit refers to the size of the clothes
19.	Oversize	The clothes is not tight or does not suit the wearer's body size.
20.	Original	To say that the item is original.
21.	COD	Payment system made when the sale and purchase transaction are made face to face directly at the location agreed by the seller and buyer
22.	PO	Non ready stock (Goods made after ordering & payment in the form of down payment).
23.	PM	PM or personal message is a private conversation between the seller and the buyer talking about the goods to be traded.
24.	Allsize	Allsize is not a statement if all sizes are present, but it means the average size of the overall body size of Indonesian and the average size between size M and L.
25.	Big sale	Big sale is a big discountor selling the goods at low price.
26.	Restock	The availability of goods that have been sold out and will be produced again from the supplier.
27.	Reseller	a person who resell goods that have been purchased
28.	Sold Out	It has no more of goods left to sell
29.	No Cancel	To say that something that has been ordered can not be cancelled.
30.	No inner	The clothing sales where the inner are sold separately.
31.	Best seller	To show which product is selling well
32.	Real Pict	Real pict is a real photo of the product being sold. (the short form of "real picture")
33.	Free size	Free size is the average size of the overall body size of Indonesian and the average size between size M and L
34.	Limited Stock	To say that the number of goods is only limited and if it has been sold, the goods will be produced again in the future
35.	No belt	The clothing sales where the belt are sold separately.
36.	Full Payment	Payment system with full money
37.	Ready stock	Goods is available and ready for sale
38.	Limited edition	To say that the number of goods is only limited and if it has been sold, the product will not be produced again.
39.	HQ	To say that the quality of the good is high.
40.	Premium quality	To show good that have the same quality as the original.
41.	Good quality	To say that the quality of the good is good.

42.	Original picture	Original picture is a original photo of the product being sold.
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The table 10. above refers to the meaning of registers in five online shops. The researcher explained the meaning of registers from the words that is used in promoting the merchandise in and based on the conervation between buyer and seller.

Moreover,the resercher also found the meaning based on the context of situation namely field, mode, and tenor. Field refers to the topic, refers to the what is happening in online shop and refers to the content being discussed. In online shop activity discussed about the trading system, the buyer asked about the goods and the payment system. Tenor refers to people involved in communication or refers to who is taking part.In online shop`s languages, the tenor is buyer and seller. Mode refers to the medium of communication. In online shop`s languages, written language as the mode.

#### **D. Discussion**

After analyzing all of the data, the researcher found and arranged sseveral findings. The findings are based on the linguistics form of register and the meaning of the online shop`s language. Based on the terms of online shop`s language, the researcher differentiated two kinds of data, they are words and phrases. The data of word is classified based on the content and the formation of word.

The frequency of the terms of online shop`s language in each online shop is explained in the Table 11. :

**Table 11. Frequency of the Terms of Online Shop`s Language Used in Five Online Shops (January – May, 2020)**

No.	Linguistic forms	Register	The Name of Online Shop					Σ Data	%
			Shine jewelry metro	Sophie paris metro	Devi Nr	Sri Shop	Kayla Shop Id		
1.	Word								
	a. Noun	Sale	6	11	1	1	-	19	1.30 %
		Size	-	9	-	46	79	134	9.18 %
		Stock	3	8	4	4	-	19	1.30 %
		Cash	-	-	2	-	-	2	0.14 %
		Customer	-	-	-	1	-	1	0.07 %
		Dear	-	1	-	-	2	3	0.21 %
		Delivery	-	-	-	4	5	9	0.62 %
		Discount	11	3	-	-	-	14	0.96 %
		Supplier	1	-	-	-	-	1	0.07 %
	Price	-	17	-	-	3	20	1.37 %	
	b. Verb	Keep	2	-	9	-	11	22	1.51 %
		Order	3	6	5	33	17	64	4.38 %
		Transfer	1	-	-	-	-	1	0.07 %
	c. Adjective	Sold	1	-	-	-	-	1	0.07 %
		Ready	5	2	42	1	27	77	5.27 %
		Original	-	-	-	3	-	3	0.21 %
		Oversize	-	-	-	-	7	7	0.48 %
	d. Abbreviation	Fit	-	-	-	31	268	299	20.48 %
		Pcs	3	-	-	-	-	3	0.21 %
		Pc	2	-	-	-	-	2	0.14 %
		PO	1	1	22	2	7	33	2.26 %
		COD	1	-	-	1	5	7	0.48 %
		HQ	-	-	-	-	7	7	0.48 %
	e. Clipping	PM	3	-	-	-	-	3	0.21 %
		Ori	1	-	-	-	4	5	0.34 %
	f. Compound	Sist	3	-	-	-	-	3	0.21 %
		All size	-	1	-	5	45	51	3.49 %
		Restock	5	3	-	-	9	17	1.16 %
		Reseller	1	-	1	5	1	8	0.55 %
Sold out		2	-	-	-	-	1	0.07 %	
No cancel		2	-	-	-	-	2	0.14 %	
No inner		-	-	-	-	2	2	0.14 %	
Best seller		1	-	1	-	4	6	0.41 %	
Free size		-	-	-	-	10	10	0.68 %	
Big sale		10	-	-	-	-	10	0.68 %	
No belt	-	-	-	1	1	2	0.14 %		
2.	Phrase								

a.	Noun phrase	Real pict	2	-	-	1	2	5	0.34 %
		Limited stock	1	3	-	-		4	0.27 %
		Full payment	1	-	-	-		1	0.07 %
		Ready stok	-	-	-	504	44	548	37.53 %
		Limited edition	-	-	-	1		1	0.07 %
		Premium quality	-	-	-	-	2	2	0.14 %
		Good quality	-	-	-	-	29	29	1.99 %
		Original picture	-	-	-	-	2	2	0.14 %
<b>Σ Data</b>		71	65	87	644	593	1460	100 %	

The data above refers to the frequency of the terms of online shop language in each online shop. Based on the table 11. above, the researcher found 44 the linguistics form of register. The linguistic form of registers that has the highest frequency is ready stock (37.53%) while the linguistic form of registers that has the lowest frequency are customer, supplier, transfer, sold, sold out, full payment and limited edition (0.07 %).

Moreover, based on the table 11. above from January – May 2020 can be sorted using registers in five online shops from the largest to the smallest namely first srishop used 644 registers. Second, kaylashop id used 593 registers. Third, DeviNr used 87 registers. Fourth, shine jewelery metro used 71 registers and fifth, sophie Paris Metro used 65 registers.

## CHAPTER V

### CONCLUSION AND SUGGESTION

In this chapter the writer discusses about conclusion and suggestion of this study entitled “The Register Used in Facebook and Instagram Online Shop”. The conclusion is concluded from the finding and discussion that had been analyzed by the researcher. This chapter also shows the suggestion related to the study.

#### A. Conclusion

The results of this study show the registers that is used in five online shops. The registers are sale, size, stock, cash, customer, dear, delivery, discount, supplier, sist, pcs, pc, price, keep, order, transfer, ready, fit, original, oversize, ori, COD, PO, PM, All size, restock, reseller, sold out, no cancel, no inner, best seller, big sale real pict, free size, limited stock, no belt, full payment, ready stock, limited edition, HQ, premium quality, good quality, and original picture.

The researcher conclude that register that has the highest frequency is ready stock (37.53%) while the linguistic form of registers that has the lowest frequency are customer, supplier, transfer, sold out, full payment and limited edition (0.07 %).

Moreover, the researcher find 10 data of noun , 3 data of verb, 4 data of adjective, 6 data of abbreviation, 1 data of clipping. 9 data of compound, and 9 data of noun phrase. Next, based on the analysis from



January – May 2020, the online shop that uses the most registers in promoting the merchandise is sri shop (644) while the online shop that uses the least registers is sophie paris metro that is (65).

## **B. Suggestion**

Based on the result of the research, the researcher give some suggestions to the side that related as follows:

1. For the college students

The researcher suggests that the students should learn about registers because it can help the students to enrich their vocabularies.

2. For the other researchers

The researcher suggests that other researchers to evolve a similar research with different register fields.

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# APPENDIX

**A. Research Instrument**

## 1. Documentation Points at Online Shop

No.	Documentation Points	Availability
1.	The profile of online shop account	√
2.	The result of interview	√
3.	Proof of screenshot about register in online shop account	√

Note.

(√) Tick for each positive availability

## 2. Interview Blueprint

No.	Indicator	Sub Indikator	Number of Item	Sum of Item
1.	Identity	<ul style="list-style-type: none"> <li>- Owner</li> <li>- Place</li> <li>- Goods</li> </ul>	1, 2, 3	3
2.	Background of Online Shop	<ul style="list-style-type: none"> <li>- The reason in building online shop</li> <li>- Difficulties in building online shop</li> <li>- The brief history of online shop</li> </ul>	4, 5, 96	3

### 3. Interview Sheet

#### **Interview Sheet**

#### **(Owner of Online Shop)**

1. Who is the owner of onlineshop?
2. Where is the address of onlineshop?
3. What are the goods that sold in onlineshop?
4. Why do you open an online shopbusiness?
5. What are the difficulties in building your online shopbusiness?
6. Tell us the brief history of your onlineshop?



## 4. Observation Sheet

**Observation Sheet**

The researcher choose activity observation. In activity observations, the researcher observe about the registers used in onlineshop during the activity in social media.

**Table****The Terms of Online Shop's Language Used in Five Online Shops**

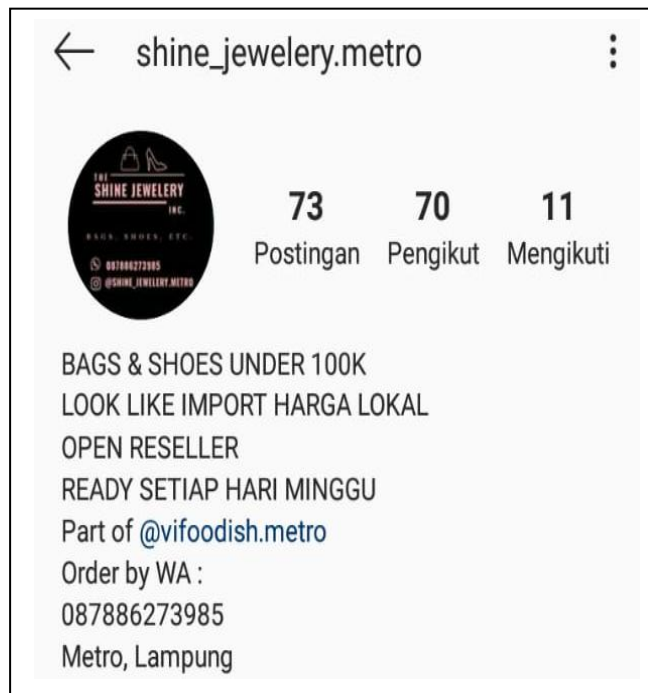
No.	Linguistics Form	Register	Σ Data	%
1.	Word			
	a. Noun			
	b. Verb			
	c. Adjective			
	d. Abbreviation			
	e. Clipping			
	f. Compound			
2.	Phrase			
	a. Noun phrase			
	b. Verb phrase			
	c. Adjective phrase			
	d. Adverbial Phrase			
	Σ All the Data			

The formula to figure out the percentage of each linguistics form is as follows:

$$P = \frac{\Sigma \text{ Data}}{\Sigma \text{ All the Data}} \times 100 \%$$

## B. Research Data

### 1. shine\_jewelery.metro



#### shine\_jewelery.metro Update stocks Sale korea tuspun only 10k

4 Januari • Lihat Terjemahan

#### shine\_jewelery.metro Gelang 5k/pc Ambil smua just 10k

4 Januari

#### shine\_jewelery.metro Gelang/kunciran korea 5k get 2pcs

4 Januari

#### shine\_jewelery.metro Jepit jedai ori 5k

4 Januari

**shine\_jewelery.metro** Gelang yg ready

5 Januari

**shine\_jewelery.metro** Paket hemat only 10k

Minat wa 087886273985

Pembelian min 20k dapat spesial gift 🥰

SOLD = DELETE

.  
.

#aksesoris #aksesorismurah #ringhijab #tuspun  
#bros #ikatrambut #gelang #cincin #peniti  
#aksesorismurahmetro #accessoriesoftheday  
#diskon #bigsale

15 Maret

**shine\_jewelery.metro** Paket hemat only 10k

Minat wa 087886273985

Pembelian min 20k dapat spesial gift 🥰

#aksesoris #aksesorismurah #ringhijab #tuspun  
#bros #ikatrambut #gelang #cincin #peniti  
#aksesorismurahmetro #accessoriesoftheday  
#diskon #bigsale

15 Maret

**shine\_jewelery.metro** Restock

Fy strap

Only 75.000

Minat langsung PM kontak yg di bio sist 😁

5 Mei

**shine\_jewelery.metro** Fayola croco

Bahan croco halus

Uk 21cm

Only 80.000

Lokal rasa import

Ready hari minggu

COD hanya di depan alfa 24 & Taman mulyojati

Keep no cancel!

30 April

**shine\_jewelery.metro** Restock


Marissa fm


Ada tali strap dan ada yg tali rante

Uk 18

Only 75.000

Minat pm kontak di bio, no call!!

Disc 2k/pc khusus yg order 6pcs 

Real pict! Lokal punya tapi look import 

5 Mei

**shine\_jewelery.metro** Ck haura slingbag

Uk 26cm (big)

Handbag and slingbag

Bahan kulit halus

Big promo 80.000

Harga normal 83.000

Full payment. Bayar ketika barang ready.

Order pm kontak dibio

5 Mei

**shine\_jewelery.metro** Open order sist 

Angelie slingbag

Uk 19x15

Bahan kulit

Warna melimpah

Only 75.000

Promooo 

Ready hari minggu

Keep no cancel ya

All item under 100k

Real pict

30 April

**shine\_jewelery.metro** OPEN PO YA SIST..

Ck 2 strap

Lokal rasa import

Material kulit premium

Free 2 tali strap dan tali kulit

Ukuran 21x6

Best seller

Only 80.000

Belum tau bakalan restock kapan jadi klo udh srek

lgsg wa aja ya🙏

Reseller welcome😊

Sold out = delete

30 April

**shine\_jewelery.metro** Restock !!

Fy suede

Uk 18

Only 72.000

Limited dan gatau suplier bakal restock in lagi apa

enggak jd lgsg gercep aja bebku❤️

5 Mei

**shine\_jewelery.metro** Shopper mini

Uk 20 cm

Bahan knvas

Only 75.000

Stock limited. Jgn sampai kehabisan❤️

.

Note :

Barang yg sudah ready dan blum diambil harap di transfer terlebih dahulu.

5 Mei

## 2. sophieparis\_metro



**sophieparis\_metro** Happy anniv JH ke 6 !! Wow! 🥰  
Big promo balik lagi nih dear, jam ini dari harga  
258.000 jdi spesial price 70.000 yah! ❤️

**lintang.aryani** Ready ngga kk

| **sophieparis\_metro** @lintang.aryani PO kak

2 Maret

**sophieparis\_metro** Yeyyyyy daster nya restok lgi 🥰  
❤️

Idr: 87K

22 Maret

**sophieparis\_metro** Kuyyyyy buruan yg mau order bisa  
Ingsng dm ataupun wa ya 😊 stok semakin  
menipissss!!

3 Maret

**sophieparis\_metro** Allsize

Harga 145rb

5 Mei

**sophieparis\_metro** Dengan harga 150rb kalian udh bisa dapetin jam cowok sebgus ini 😍gercep yahhh stok terbatasssss!!! ❤️

22 Maret

---

**sophieparis\_metro** Introducing Beatrice bag from @tas mini imut lucu, dengan segudang fungsionalitas

.  
Terdapat compartment besar untuk menyimpan handphone, 6 sekat untuk menyimpan kartu, 4 sekat besar untuk menyimpan kertas, 1 sekat besar untuk uang kertas, 1 ruang dengan resleting untuk menaruh koin + 2 space untuk foto, menjadikan Beatrice bag tas imut mungil nan lucu dengan segudang fungsionalitas yang luar biasa

.  
Memiliki tali panjang sehingga dapat digunakan sebagai tas selempang (sling bag), dengan bahan kulit sintetis terbaik di kelasnya, sudah pasti Beatrice bag wajib kamu miliki

.  
so, what are you waiting for, ladies? go get your now :)

.  
[#iCarryJH](#) [#JHBeatrice](#) [#Jimshoney](#)

Price : 150 K didiskon Menjadi 80 K ❤️

.  
Details :

BEATRICE :

Size : 11,5 x 17,5 x 3,5 cm

Berat : 275 gr

**sophieparis\_metro** Introducing Vanessa Bag, a bag by .

Terinspirasi dari bentuk tanaman tropis, kaktus, Vanessa Bag menjadi tas yang ikonik dari Jims Honey

.  
Dengan bahan jelly yang unik, butuh effort yang besar untuk memproduksi tas Vanessa ini sehingga kuantitas yg diproduksi tidak bisa sebanyak tas lainnya jangan tanya Should i buy it ? YES !! You Will Never Regret to Buy This Bag 🔥 .

cocok untuk kamu para ladies yang aktif produktif dan berani tampil beda.

Dan Vanessa bag ini walaupun kecil bentuknya tapi muatannya cukup banyak karena bahannya yang elastis cocok dipakai untuk melengkapi OOTD untuk tubuh yang agak berisi loh !!! Dilengkapi dengan tali panjang, menjadikan Vanessa Bag tas yang fleksibel, dapat digunakan juga sebagai tas selempang

.  
Dengan berat tidak lebih dari 320 gram, Vanessa Bag menjadi pilihan terbaik untuk menemani aktivitas harianmu

.  
So, ladies, what are you waiting for?

.  
[#iCarryJH](#) [#JHVanessa](#) [#VanessaBag](#) [#JimsHoney](#)

.  
Size : 18 x 8 x 21 cm

Free Pouch 🛍️

Price : 199 SALE LAUNCHING PERDANA menjadi 149 K

LIMITED STOCK 🍷🍷🍷

30 Mei

**sophieparis\_metro** Introducing Callista Wallet by jimshoney

.  
Dompet bergaya minimalis dengan design dinamis cocok untuk kamu yang berjiwa aktif

.  
Memiliki 2 compartment utama untuk menyimpan uang kertas, 1 compartment besar dibagian belakang yang dilengkapi dengan zipper, 1 compartment berukuran sedang untuk menyimpan kertas + 12 slot untuk card holder 😍 jadi kamu bisa keep kartu kartumu dengan rapi

Berat : 110 gram

.  
Last but not least, Callista wallet juga memungkinkan kamu untuk mengekspresikan diri melalui slot foto. Simpan selfie terbaikmu di slot foto yang terdapat pada Callista wallet

.  
So, ladies, let's get this now

.  
Price : 99 K di SALE menjadi 79 K

[#iCarryJH](#) [#JHCallista](#) [#CallistaWallet](#) [#wallet](#) [#dompet](#)

26 Maret



**sophieparis\_metro** SCARLETT, uniquely designer bag from @ tas pouch dengan bahan kulit jeruk yang dilengkapi dengan tas jelly transparan diluarnya

.  
Ladies, beli tas ini udah berasa dapat 2 tas, karena pouch nya bisa kita gunakan stand-alone alias tanpa tas jelly transparannya

.  
Untuk kemampuan menyimpannya? tidak perlu diragukan lagi, terdapat 1 ruang besar, 1 slot kecil dan 1 ruang kecil didalam tas, benar benar convenience untuk kamu yang ga bisa beranjak tanpa membawa make up atau perintilan kecil lainnya

.  
Dengan Design Padlock Accessories di bagian tas luar serta kombinasi warna yang sangat serasi pada bagian Pouch sangat menambah kesan manis dsn elegant pada tas Scarlett .

ukuran pouch : T : 13,5 cm. P : 17,5 cm. D : 7,5 cm

ukuran tas : T : 17 cm. P : 23 cm. d : 11 cm

berat : 600 gram

So ladies, grab yours today! Arguably the most uniquely designed bag so far from @

.  
Price : 213 K Sale 30% 149 K

[#iCarryJH](#) [#JHScarlett](#) [#Jimshoney](#)[#Scarlettbag](#)

26 Maret

**sophieparis\_metro** Yukkkk gercep yg mau jam promo ini bisa lngsng chat yaaa.. Stok terbatasssss!!!!

12 Mei

**sophieparis\_metro** SCARLETT, uniquely designer bag from @ tas pouch dengan bahan kulit jeruk yang dilengkapi dengan tas jelly transparan diluarnya

Ladies, beli tas ini udah berasa dapat 2 tas, karena pouch nya bisa kita gunakan stand-alone alias tanpa tas jelly transparannya

Untuk kemampuan menyimpannya? tidak perlu diragukan lagi, terdapat 1 ruang besar, 1 slot kecil dan 1 ruang kecil didalam tas, benar benar convenience untuk kamu yang ga bisa beranjak tanpa membawa make up atau perintilan kecil lainnya

Dengan Design Padlock Accessories di bagian tas luar serta kombinasi warna yang sangat serasi pada bagian Pouch sangat menambah kesan manis dsn elegant pada tas Scarlett .

ukuran pouch : T : 13,5 cm. P : 17,5 cm. D : 7,5 cm  
ukuran tas : T : 17 cm. P : 23 cm. d : 11 cm  
berat : 600 gram

So ladies, grab yours today! Arguably the most uniquely designed bag so far from @

Price : 213 K Sale 30% 149 K  
[#iCarryJH](#) [#JHScarlett](#) [#Jimshoney](#)[#Scarlettbag](#)

26 Maret

**sophieparis\_metro** SCARLETT, uniquely designer bag from @ tas pouch dengan bahan kulit jeruk yang dilengkapi dengan tas jelly transparan diluarnya

Ladies, beli tas ini udah berasa dapat 2 tas, karena pouch nya bisa kita gunakan stand-alone alias tanpa tas jelly transparannya

Untuk kemampuan menyimpannya? tidak perlu diragukan lagi, terdapat 1 ruang besar, 1 slot kecil dan 1 ruang kecil didalam tas, benar benar convenience untuk kamu yang ga bisa beranjak tanpa membawa make up atau perintilan kecil lainnya

Dengan Design Padlock Accessories di bagian tas luar serta kombinasi warna yang sangat serasi pada bagian Pouch sangat menambah kesan manis dsn elegant pada tas Scarlett .

ukuran pouch : T : 13,5 cm. P : 17,5 cm. D : 7,5 cm  
ukuran tas : T : 17 cm. P : 23 cm. d : 11 cm  
berat : 600 gram

So ladies, grab yours today! Arguably the most uniquely designed bag so far from @

Price : 213 K Sale 30% 149 K  
[#iCarryJH](#) [#JHScarlett](#) [#Jimshoney](#)[#Scarlettbag](#)

26 Maret

**sophieparis\_metro** Yukkkk yg mau order masker  
gercep ya, karena stok terbatassss!!! ❤️

Harga : 12rb

Bli 3 🖐️ 10rb

27 Maret

**sophieparis\_metro** Yukkkk yg mau order masker  
gercep ya, karena stok terbatassss!!! ❤️

Harga : 12rb

Bli 3 🖐️ 10rb

4 April

**sophieparis\_metro** XAVIER WALLET

Size : 12,5x1,5x9cm

Bahan : kulit sintetis -Terdapat 1 ruang besar untuk  
uang kertas

-terdapat 2 sekat untuk kartu -terdapat 3 slot kartu

-terdapat 1 slot untuk foto -terdapat 1 ruang dompet  
dengan resleting untuk koin .

Berat : 85 gr

1 kg muat 13 pc .

Price 116 SALE

NOW ONLY 70 K 🥰🥰🥰🥰

[#iCarryJH](#) [#JHXavier](#) [#Xavier](#) [#Dompet](#) [#Wallet](#)  
[#jimshoney](#)

30 Mei

•  
#iCarryJH #JHVanessa #VanessaBag #JimsHoney

•  
Size : 18 x 8 x 21 cm

Free Pouch 🧡

Price : 199 SALE LAUNCHING PERDANA menjadi 149  
K

LIMITED STOCK 🙌🙌🙌

30 Mei

---

So, ladies, what are you waiting for? it's about to be yours, soon! Order Zoe Backpack sekarang juga

•  
Size : 32\*32\*13

--Terdapat 1 ruang kecil dengan resleting dibagian samping depan tas -terdapat 2 pouch disamping

kanan kiri tas untuk botol air minum

-terdapat 1 ruang besar di dalam tas dengan 2 sekat untuk hp

-terdapat 1 ruang kecil dengan resleting didalam tas.

-terdapat 2 variasi tali

Berat : 480 gr

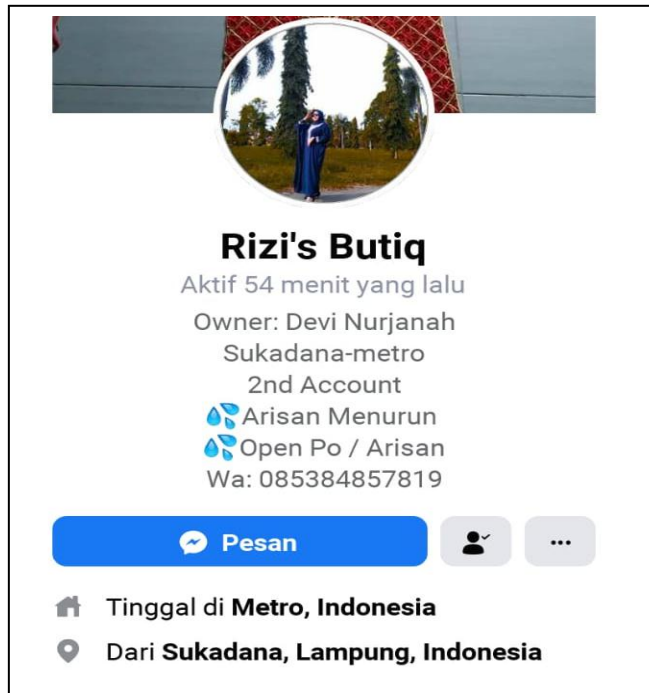
•  
Price : 250

Sale menjadi 170 k .

#iCarryJH #JHZOE #Zoebag #Jimshoney

30 Mei

### 3. DeviNr




 **DeviNr** memposting barang untuk ...  
dijual.  
1 Jan 2020 pukul 20:35 · 🌐

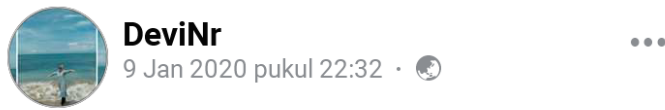
Ready Cluth phyton ukuran S

 **DeviNr** memposting barang untuk ...  
dijual.  
1 Jan 2020 pukul 19:02 · 🌐

Ready ukuran S M L

 **DeviNr** ⋮  
5 Jan 2020 pukul 00:55 · 🌐

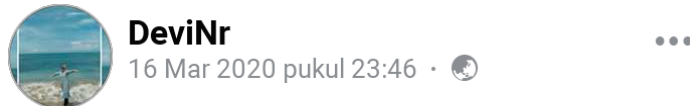
Alhamdulillah sudah sampai 🧡🧡, yg blm  
pnya yukk bruan di keep.

**DeviNr**

9 Jan 2020 pukul 22:32 · 🌐



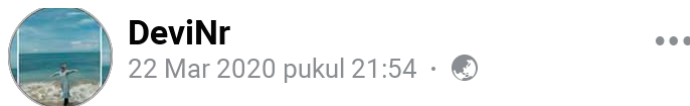
Bisa cash atau arisan ya

**DeviNr**

16 Mar 2020 pukul 23:46 · 🌐



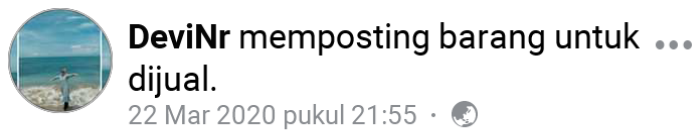
Ready

**DeviNr**

22 Mar 2020 pukul 21:54 · 🌐

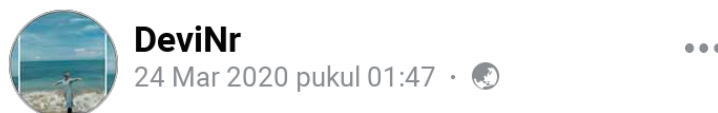


Ready dompet tapis

**DeviNr** memposting barang untuk ...  
dijual.

22 Mar 2020 pukul 21:55 · 🌐

Ready bahan batik tenun ikat

**DeviNr**

24 Mar 2020 pukul 01:47 · 🌐

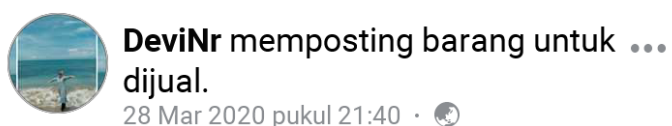


Readyy, masih ada model yg lain ya

**DeviNr** memposting barang untuk ...  
dijual.

27 Mar 2020 pukul 02:19 · 🌐

Open PO tas ya gaes

**DeviNr** memposting barang untuk ...  
dijual.

28 Mar 2020 pukul 21:40 · 🌐

Cuss Po tas nya gaes, ready tiap hari sabtu .



**DeviNr** memposting barang untuk ...  
dijual.

28 Mar 2020 pukul 19:17 · 🌐

Harga tas rata2 dibawah 100k ya gaes, ready setiap hari sabtu, batas Po hari kamis siang❤️



**DeviNr** memposting barang untuk ...  
dijual.

29 Mar 2020 pukul 20:53 · 🌐

Masih open Po tas ya gaes , bates Po hari kamis. Ready setiap sabtu . Harga yg pasti nya dibawah 100k❤️



**DeviNr** memposting barang untuk ...  
dijual.

31 Mar 2020 pukul 20:25 · 🌐

Yukk bruan order tas lokal rasa import harga dibawah 100k ya



**DeviNr**

31 Mar 2020 pukul 19:27 · 🌐



Batas Po hari ini dan bsok siang ya gaes, ready dihari



**DeviNr**

31 Mar 2020 pukul 21:22 · 🌐



Hayukk buruan di keep, jngn sampe kehabisan ya gaes . Ini tu best seller bngt😍



**DeviNr**

31 Mar 2020 pukul 21:59 · 🌐



Readyy

**DeviNr**

1 Apr 2020 pukul 01:57 · 🌐



Ready

**DeviNr**

1 Apr 2020 pukul 05:32 · 🌐



Batas po sampai besok siang ya gaes, ready setiap hari sabtu

**DeviNr**

2 Apr 2020 pukul 20:36 · 🌐

**DeviNr**

4 Apr 2020 pukul 21:26 · 🌐


**DeviNr**

11 Apr 2020 pukul 05:19 · 🌐




Alhamdulillah sudah sampai ❤️, yg mau po atau arisan masih bisa ya




 **DeviNr** memposting barang untuk ...  
dijual.  
16 Apr 2020 pukul 02:03 · 🌐


Jual murah aja ya , ngabisin stok

 **DeviNr** ...  
17 Apr 2020 pukul 22:16 · 🌐


PO minggu ini sudah readyy, kuyy ikutan Po minggu dpan

 **DeviNr** ...  
24 Apr 2020 pukul 02:58 · 🌐




 **DeviNr** ...  
27 Apr 2020 pukul 18:19 · 🌐

Ready po minggu ini, open po minggu dpan

 **DeviNr** ...  
1 Mei 2020 pukul 05:58 · 🌐

Ahirnya jadi jg 😍😍 , asli yg cantik bngt ya full payet jahitan nya jg rapih bngt. Yg blm order yukk bruan order . Inshaallah gak ngecewain . Wa : 085384857819

 **DeviNr** ...  
1 Mei 2020 pukul 22:03 · 🌐

Sudah ready ya untuk po minggu ini, kuyy ikut po minggu dpan

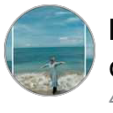


**DeviNr** memposting barang untuk ...  
dijual.

3 Mei 2020 pukul 22:32 · 🌐

Untuk PO minggu ini dapet potongan 5k  
ya 😍, cuss bruan order, open reseller jg  
ya ❤️

---



**DeviNr** memposting barang untuk ...  
dijual.

4 Mei 2020 pukul 22:16 · 🌐

Yukk buruan ikut Po minggu ini, masih ada  
potongn 5k perpack nya ya 😍



**DeviNr** memposting barang untuk ...  
dijual.

5 Mei 2020 pukul 00:37 · 🌐

Ready ya gaes, yukk buruan di keep 😍



**DeviNr**

6 Mei 2020 pukul 01:49 · 🌐

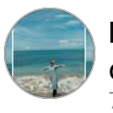
Kuyy buruan di keep , ready hari sabtu ya



**DeviNr**

8 Mei 2020 pukul 14:20 · 🌐

Kuyy keep tapis nya masih sale ya 😍



**DeviNr** memposting barang untuk ...  
dijual.

7 Mei 2020 pukul 01:09 · 🌐

Kuyy yg mau ikutan po minggu ini masih ada  
potongan 5k ya. Soal harga pastinya under  
100k 😍

---

#### 4. Sri Sulastri (Sri Shop)



**Sri Sulastri** memposting barang ...  
untuk dijual.

9 Jan 2020 pukul 19:43 · 🌐

Ready stok  
Harga 28rb



**Sri Sulastri** ...

5 Jan 2020 pukul 14:49 · 🌐

Cuss yg mau order khusus **#barang PO**  
ditunggu ya kakak" 😊

**Sri Sulastris**

6 Jan 2020 pukul 21:11 · 🌐

Kita open order sampe hari Minggu tanggal 12 Januari 2020 aja y kk. Dan terakhir dambil atau cod hri Senin 13 Jan 2020 Soalnya mba bakulnya mau kpm dlu 😊

**Sri Sulastris**

1 Jan 2020 pukul 17:56 · 🌐

Readystok  
Manset  
Fit L  
30rb

**Sri Sulastris** memposting barang untuk dijual. ...

28 Feb 2020 pukul 21:03 · 🌐

Jaket premium  
Stik balik  
All size  
145k



**Sri Sulastri** memposting barang untuk dijual. ...

28 Feb 2020 pukul 15:57 · 🌐

Readystok  
Tas chanel 2 ruang semi import  
Bahan kulit sintesis  
Size 25x12cm  
Stok. Maron, hitam, babypink, moca



**Sri Sulastri** ...

27 Feb 2020 pukul 15:46 · 🌐

Assalamualaikum wr.wb  
Kembali jualan lagi ya kk, setelah bbrpa hari off dlu karena tugas negara 😊. Yg mau order yuk mari, insyaallah realpict, amanah



**Sri Sulastri** memposting barang untuk dijual. ...

27 Feb 2020 pukul 19:54 · 🌐

Ready stok  
Sale  
38rb



**Sri Sulastri** ...

25 Mar 2020 pukul 20:29 · 🌐

90k  
Limited edition



**Sri Sulastri** memposting barang untuk dijual. ...

16 Apr 2020 pukul 17:50 · 🌐

Open delivery  
Pisang coklat keju  
Harga 5k isi 6 bebss



**Sri Sulastri** memposting barang ...  
untuk dijual.

8 Apr 2020 pukul 21:37 · 🌐

Kuyyyy yg mau order, bisa ikut list.  
Ready besok ya, cusss yuk order. Dirumah  
sambil ngemil...cocok bgt buat kmu



**Sri Sulastri** memposting barang ...  
untuk dijual.

28 Mar 2020 pukul 16:23 · 🌐

Readystok  
Cika set (atasan dan rok)  
Bahan atasan moscrepe, rok katun no belt  
Harga 100rb



**Sri Sulastri** memposting barang ...  
untuk dijual.

7 Jan 2020 pukul 17:17 · 🌐

Readystok  
Theraskin paket whitening, acne dan flek  
100% original pabrik  
Harga 120rb

## 5. Kaylashop Id




**Kaylashop Id** (Online shop metro)

Aktif 13 menit yang lalu  
 BARANG PO DAN READY  
 FAST RESPON 085896550050  
 TRANFER BRI KIRIM JNE & J&T  
 WELCOME RESELLER 🥰🥰🥰

[Pesan](#)  

- 🎓 Pernah belajar di **UIN Raden Intan Lampung**
- 🎓 Pernah belajar di **SMA Kartikatama Metro**
- 🏠 Tinggal di **Metro, Indonesia**
- 📍 Dari **Metro, Indonesia**

 **Kaylashop Id** memposting barang ...  
 untuk dijual.  
 29 Jan 2020 pukul 20:23 · 🌐

RESTOCKKK BEST SELLER !!  
 45 RIBU

 **Kaylashop Id** memposting barang ...  
 untuk dijual.  
 29 Jan 2020 pukul 20:09 · 🌐

65 RIBU  
 KIMBERLY DRESS RAJUT  
 BAHAN RAJUT STRETCH GOOD QUALITY,  
 FREESIZE.



**Kaylashop Id** memposting barang ...  
untuk dijual.

29 Jan 2020 pukul 20:07 · 🧑

80 RIBU  
KUXUANDO DESPO JACKET  
BAHAN PREMIUM DESPO IMPORT  
FIT TO L-XL  
ORIGINAL PICTURE



**Kaylashop Id** memposting barang ...  
untuk dijual.

28 Jan 2020 pukul 18:23 · 🧑

Readystock  
CUS DIORDER



**Kaylashop Id** memposting barang ...  
untuk dijual.

26 Jan 2020 pukul 03:59 · 🧑

65 RIBU  
SPRING TONE OVERSIZE



**Kaylashop Id** memposting barang ...  
untuk dijual.

26 Jan 2020 pukul 03:58 · 🧑

65 RIBU  
MERISSA OUTER  
Bahan rajut tebal premium quality



**Kaylashop Id** memposting barang ...  
untuk dijual.

3 Mei 2020 pukul 01:35 · 🧑

Ready cream Hn ori





**Kaylashop Id** memposting barang ...  
untuk dijual.

13 Jan 2020 pukul 04:27 · 🌐

BISMILLAH  
READYSTOCK  
CUS KEEP BY WA 0858-9655-0050 ATAU  
INBOX YA BEBZZ 😊😊



**Kaylashop Id**

19 Feb 2020 pukul 07:24 · 🌐

80 RIBU  
Lumino jaket  
Mat : despo parasut  
Allsize Fit To L



**Kaylashop Id**

7 Jan 2020 pukul 06:06 · 🌐

FS 817 110.000 Bahan katun kotak, Blazer Ld  
98cm P 70cm, celana pendek pinggang karet  
- No Inner



**Kaylashop Id**

30 Mar 2020 pukul 01:06 · 🌐

open po



**Kaylashop Id**

29 Feb 2020 pukul 03:35 · 🌐

120 RIBU  
SERENA BLOCK BOYFRIEND JEANS  
Size 27 , 28 , 29 , 30  
ukuran size normal  
bahan non Stretch (tidak melar )  
real pict



**Kaylashop Id** memposting barang ...  
untuk dijual.

7 Feb 2020 pukul 18:10 · 🧑

120 RIBU

PEPITA

bhn jeans washed tebal (HQ),  
size 27-30



**Kaylashop Id** memposting barang ...  
untuk dijual.

9 Mar 2020 pukul 02:39 · 🧑

M8 MOLLY MAXI DRESS ARMY 85.000

Bahan Babyterry saku kiri kanan Ld 105cm Pj  
130cm fit to XXL (NO BELT)



**Kaylashop Id** memposting barang ...  
untuk dijual.

27 Apr 2020 pukul 17:58 · 🧑

READYSTOCK KEMPLANG AY AY DIJAMIN

GURIH,BATET, SAMBALNYA NAMPOL..

1BUNGKUS ISI 10 HARGA 7K AJA

CUS WA 085896550050

BISA DELIVERY DAN COD



**Kaylashop Id** memposting barang ...  
untuk dijual.

24 Apr 2020 pukul 19:32 · 🗨️

Bismillah Made For You Dear 🍀🍀 .  
Pudot by mamah hum-hum yang bisa  
segerin hari kamu, kenyangin kamu dan  
pastinya bikin kamu ketagihan karna  
mengonsumsi pudot yuammy yang di  
produksinya dengan hati 🍀🍀

.

Sekali sedot saja dear bikin kamu  
ketagihan 😊

.

Tanpa bahan pengawet & pemanis buatan  
dengan tekstur puding yang lembut, enak  
dan sehat pastinya (Disajikan dingin lebih  
enaak looh dear) 😍

.

price 5k aja beb

.

(Bisa COD sekitaran kota metro ya atau yang  
mager bisa delivery oom grab,gojek dan oom  
kurir kita 🍀

.

Varian Rasa :

- Taro
- Coklat
- Strawberry
- alpukat

.

🌻 Terima Ressler juga

## **E. The Result of Interview**

### **a. Shine\_jewelery.metro**

1) Who is the owner of shine\_jewelery.metro?

Answer: The owner of shine\_jewelery.metro is Vivi Anjani.

2) Where is the address of shine\_jewelery.metro?

Answer: The address of shine\_jewelery.metro is on Jln. Budi Utomo, Margorejo, Metro selatan.

3) What are the goods that sold in shine\_jewelery.metro?

Answer: The goods are bag, shoes, and wallet but it is not only goods, I also sell fruits.

4) Why did you open an online shop business?

Answer: I opened an online shop because selling is my hobby. Moreover, work system in online shop is easier. Finally, I opened an online shop because I wanted to increase income.

5) What are the difficulties in building an online shop?

Answer: In building an online shop, I have difficulties. The first difficulty is finding a buyer because many buyers do not trust their online shop, second I must have time to deliver the good to the buyer, it is sometimes from different place and route.

6) Tell us the brief history of your online shop?

Answer: : I opened an online shop in 2017. First, I sold foods because my hobby is cooking. I looked for a new food and tried to make it. Then, I uploaded the food on social media and many of

people is interested. Based on it, I started selling other foods. Next, I stopped in selling. After that, I tried again to selling and I sold fruit salad and finally I not only sold food but I also sold other goods.

**b. Sophieparis\_metro**

1) Who is the owner of sophieparis\_metro?

Answer: The owner of sophieparis\_metro is Annabila Agustiar.

2) Where is the address of sophieparis\_metro?

Answer: The address of sophieparis\_metro is in 16 C, Metro Barat.

3) What are the goods that sold in sophieparis\_metro?

Answer: The goods are bag, wallet, wristwatch and clothes.

4) Why did you open an online shop business?

Answer: I opened an online shop because I wanted to get income.

5) What are the difficulties in building an online shop?

Answer: In building an online shop, I have difficulties. The first, competition outside is very tight. Second, sometimes some sellers sell their goods by dropping price and the price that they sell make no sense

6) Tell us the brief history of your online shop?

Answer: I opened an online shop in 2016. I opened an online shop because I wanted to have income. I realized that I does not always ask for money from my parents. I wanted to buying my needs with my money. In building an online shop, I have difficulties. The first,

competition outside was very tight. Second, sometimes some sellers sell their goods by dropping price.

**c. DeviNr**

1) Who is the owner of DeviNr?

Answer: The owner of DeviNr is Devi Nurjanah

2) Where is the address of DeviNr?

Answer: The address of DeviNr is in Metro and Sukadana, Lampung Timur.

3) What are the goods that sold in online shop?

Answer: The goods are trinkets that made from filter material, bag, and shoes.

4) Why did you open an online shop business?

Answer: I opened an online shop because I wanted to get income for buying my needs.

5) What are the difficulties in building an online shop?

Answer: In opening an online shop, I have difficulty. The difficulty is the buyer wants to buy the are perfect goods.

6) Tell us the brief history of your online shop?

Answer: I opened an online shop in 2017. The brief history because I wanted to look for activity other than studying and finally I opened online shop.

**d. Srishop**

- 1) Who is the owner of srishop?

Answer: The owner of srishop is Yulianis Pitaloka..

- 2) Where is the address of srishop?

Answer: The address of srishop is in Metro and Sekampung, Lampung Timur.

- 3) What are the goods that sold in online shop?

Answer: The goods are clothes, home appliances, accessories.

- 4) Why did you open an online shop business?

Answer: I opened an online shop because I wanted to get income during I am studying.

- 5) What are the difficulties in building an online shop?

Answer: In building an online shop business, I have difficulty. The difficulty is sometimes a lot of people don't believe what I sell.

- 6) Tell us the brief history of your online shop?

Answer: I opened an online shop in 2017. The brief history because I wanted to add friendship relations. Then, I opened an online shop because I wanted to get income. I thought that rather than the time I spent useless, I better open an online shop. The result of selling can add income and it can add tuition fee. Moreover, the most important factor is from my research. I made a mini research with the title "An Investigation of College Personal Income Students in IAIN Metro".

**e. Kaylashop Id**

1) Who is the owner of online shop?

Answer: The owner of kaylashop id is Deah Septiyawati

2) Where is the address of kaylashop id?

Answer: The address of kaylashop id is on Jln. Dr. Sutomo 28 Purwosari, Metro Utara.

3) What are the goods that sold in online shop?

Answer: The goods are clothes, veil, and accessories. Moreover, I also sells foodsbut I am more dominant in selling clothes and accessories.

4) Why did you open an online shop business?

Answer: I opened an online shop because I wanted to get income.

5) What are the difficulties in building an online shop?

Answer : In opening an online shop, I have difficulties. First, the picture of goods is unclear. Second is the lack of consumer understanding of the item that I upload.

6) Tell us the brief history of your online shop?

Answer: I opened an online shop in 2018. First I sold cardigan from online shop in Metro. Then,I offered my merchandise with friends in my class and almost all of them bought cardigan. I only took profit Rp. 2.000. Next, I continued to upload other goodand a lot of people bought my merchandise. After that, I looked for distributor from Tanah Abang. Finally, I got an order 30 pieces cardigan and 20 pieces sweater for high school group.



### **LIST OF DOCUMENTATIONS**



**The owner of ShineJewelery Metro signed the letter**



**Interview to the owner of ShineJewelery Metro**



**Interview to the owner of kaylashop id**



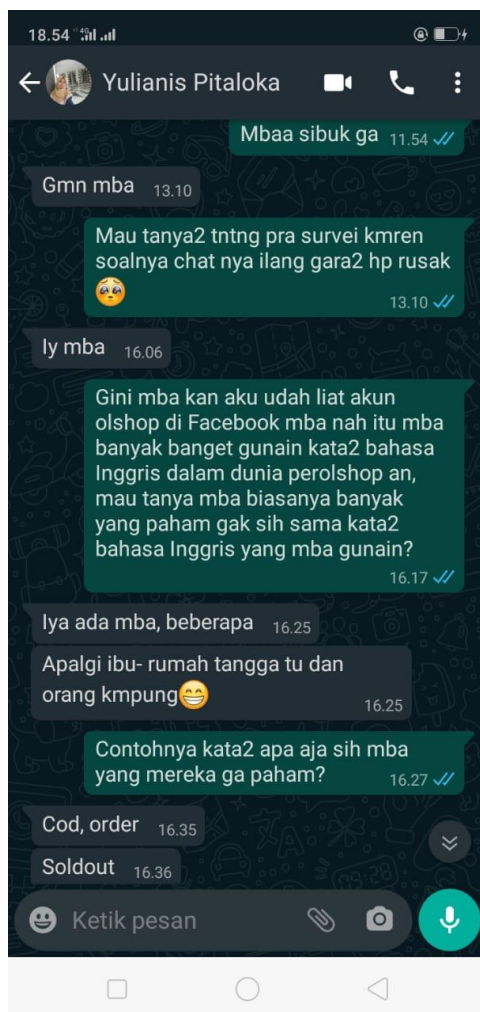
**the owner of kaylashop id signed the letter**



**Interview to the owner of deviNr**



**Interview to the owner of shopie paris metro**





**KEMENTERIAN AGAMA REPUBLIK INDONESIA**  
**INSTITUT AGAMA ISLAM NEGERI METRO**  
**UNIT PERPUSTAKAAN**

Jalan Ki Hajar Dewantara Kampus 15 A Iringmulyo Metro Timur Kota Metro Lampung 34111  
M E T R O Telp (0725) 41507; Faks (0725) 47296; Website: digilib.metrouniv.ac.id; pustaka.iain@metrouniv.ac.id

**SURAT KETERANGAN BEBAS PUSTAKA**  
**Nomor : P-691/ln.28/S/U.1/OT.01/07/2020**

Yang bertandatangan di bawah ini, Kepala Perpustakaan Institut Agama Islam Negeri (IAIN) Metro Lampung menerangkan bahwa :

Nama : SUNARTI  
NPM : 1601070166  
Fakultas / Jurusan : Tarbiyah dan Ilmu Keguruan/ Tadris Bahasa Inggris

Adalah anggota Perpustakaan Institut Agama Islam Negeri (IAIN) Metro Lampung Tahun Akademik 2019 / 2020 dengan nomor anggota 1601070166.

Menurut data yang ada pada kami, nama tersebut di atas dinyatakan bebas dari pinjaman buku Perpustakaan dan telah memberi sumbangan kepada Perpustakaan dalam rangka penambahan koleksi buku-buku Perpustakaan Institut Agama Islam Negeri (IAIN) Metro Lampung.

Demikian Surat Keterangan ini dibuat, agar dapat dipergunakan seperlunya.

Metro, 16 Juli 2020  
Kepala Perpustakaan  
  
Drs. Mokhtari Sudin, M.Pd  
NIP. 19580831198103010013

Nomor : B-1778/In.28/D.1/TL.00/07/2020  
Lampiran : -  
Perihal : **IZIN RESEARCH**

Kepada Yth.,  
OWNER ONLINE SHOP  
di-  
Tempat

*Assalamu'alaikum Wr. Wb.*

Sehubungan dengan Surat Tugas Nomor: B-1778/In.28/D.1/TL.01/07/2020,  
tanggal 01 Juli 2020 atas nama saudara:

Nama : **SUNARTI**  
NPM : 1601070166  
Semester : 8 (Delapan)  
Jurusan : Pendidikan Bahasa Inggris

Maka dengan ini kami sampaikan kepada saudara bahwa Mahasiswa tersebut di atas akan mengadakan research/survey di ONLINE SHOP, dalam rangka menyelesaikan Tugas Akhir/Skripsi mahasiswa yang bersangkutan dengan judul "AN ANALYSIS OF THE REGISTER USED IN FACEBOOK AND INSTAGRAM ONLINE SHOP".

Kami mengharapkan fasilitas dan bantuan Saudara untuk terselenggaranya tugas tersebut, atas fasilitas dan bantuannya kami ucapkan terima kasih.

*Wassalamu'alaikum Wr. Wb.*


Metro, 01 Juli 2020  
Wakil Dekan I,  
  
**Dra. Isti Fatonah MA**  
NIP 19670531 199303 2 003



**SOPHIE PARIS METRO**

(16 C , Metro Barat)

WA : 089631000657

 sophieparis\_metro

Nomor : -  
Lampiran : -  
Perihal : Pemberian Izin

Kepada Yth.

Bapak/Ibu Wakil Dekan I

Di-

Tempat

Berdasarkan surat izin research Nomor B-1778/In.28/D.1/TL.01/07/2020, tanggal 01 Juli 2020 atas nama saudari:

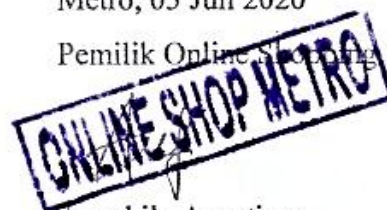
Nama : Sunarti  
NPM : 1601070166  
Semester : 8 (Delapan)  
Jurusan : Pendidikan Bahasa Inggris

Maka dengan ini kami sampaikan kepada Bapak/Ibu Wakil Dekan I, bahwa kami mengizinkan mahasiswi tersebut untuk melakukan research/survey di Sophie Paris Metro, dalam rangka menyelesaikan Tugas Akhir/Skripsi mahasiswi yang bersangkutan dengan judul "AN ANALYSIS OF THE REGISTER USED IN FACEBOOK AND INSTAGRAM ONLINE SHOP".

Demikian surat ini kami buat agar dapat digunakan semestinya. Atas perhatian Bapak/Ibu kami mengucapkan terima kasih.

Metro, 05 Juli 2020

Pemilik Online Shop Metro



Annabila Agustiara



## SHINE JEWELERY

(Bags, shoes, etc)

Jln. Budi Utomo, Margorejo, Metro selatan

Ponsel : 087886273985

Nomor : -  
 Lampiran : -  
 Perihal : Pemberian Izin

Kepada Yth.

Bapak/Ibu Wakil Dekan I

Di-

Metro

Berdasarkan surat izin research Nomor B-1778/In.28/D.1/TL.01/07/2020, tanggal 01 Juli 2020 atas nama saudara:

Nama : Sunarti  
 NPM : 1601070166  
 Semester : 8 (Delapan)  
 Jurusan : Pendidikan Bahasa Inggris

Maka dengan ini kami sampaikan kepada Bapak/Ibu Wakil Dekan I, bahwa kami mengizinkan mahasiswi tersebut untuk melakukan research/survey di Shine Jewelery Metro, dalam rangka menyelesaikan Tugas Akhir/Skripsi mahasiswi yang bersangkutan dengan judul "AN ANALYSIS OF THE REGISTER USED IN FACEBOOK AND INSTAGRAM ONLINE SHOP".

Demikian surat ini kami buat agar dapat digunakan semestinya. Atas perhatian Bapak/Ibu kami mengucapkan terima kasih.

Metro, 03 Juli 2020

Pemilik Online Shopping







Rizi'S Butik (DeviNr)

(Metro – Sekampung)

WA : 085384857819

f Rizi's Butik



Nomor : -  
Lampiran : -  
Perihal : Pemberian Izin

Kepada Yth.

Bapak/Ibu Wakil Dekan I

Di-

Tempat

Berdasarkan surat izin research Nomor B-1778/In.28/D.1/TL.01/07/2020, tanggal 01 Juli 2020 atas nama saudara:

Nama : Sunarti  
NPM : 1601070166  
Semester : 8 (Delapan)  
Jurusan : Pendidikan Bahasa Inggris

Maka dengan ini kami sampaikan kepada Bapak/Ibu Wakil Dekan I, bahwa kami mengizinkan mahasiswi tersebut untuk melakukan research/survey di Rizi's Butik (DeviNr), dalam rangka menyelesaikan Tugas Akhir/Skripsi mahasiswi yang bersangkutan dengan judul "AN ANALYSIS OF THE REGISTER USED IN FACEBOOK AND INSTAGRAM ONLINE SHOP".

Demikian surat ini kami buat agar dapat digunakan semestinya. Atas perhatian Bapak/Ibu kami mengucapkan terima kasih.

Metro, 05 Juli 2020

Pemilik Online Shopping



Arjanah



## SRI SHOP

Online Shop (Metro-Sekampung)

Ponsel : 085839464628

Nomor : -  
 Lampiran : -  
 Perihal : Pemberian Izin

Kepada Yth.

Bapak/Ibu Wakil Dekan I

Di-

Tempat

Berdasarkan surat izin research Nomor B-1778/In.28/D.1/TL.01/07/2020, tanggal 01 Juli 2020 atas nama saudari:

Nama : Sunarti  
 NPM : 1601070166  
 Semester : 8 (Delapan)  
 Jurusan : Pendidikan Bahasa Inggris

Maka dengan ini kami sampaikan kepada Bapak/Ibu Wakil Dekan I, bahwa kami mengizinkan mahasiswi tersebut untuk melakukan research/survey di Sri Shop, dalam rangka menyelesaikan Tugas Akhir/Skripsi mahasiswi yang bersangkutan dengan judul "AN ANALYSIS OF THE REGISTER USED IN FACEBOOK AND INSTAGRAM ONLINE SHOP".

Demikian surat ini kami buat agar dapat digunakan semestinya. Atas perhatian Bapak/Ibu kami mengucapkan terima kasih.

03 Juli 2020  
  
 Yulianis Pinaloka Sri Sulastri



## KAYLASHOP ID

(Jln. Dr. Sutomo 28 Purwosari, Metro Utara)

WA : 085896550050

f Kaylashop id

Nomor : -  
 Lampiran : -  
 Perihal : Pemberian Izin

Kepada Yth.

Bapak/Ibu Wakil Dekan I

Di-

Tempat

Berdasarkan surat izin research Nomor B-1778/In.28/D.1/TL.01/07/2020, tanggal 01 Juli 2020 atas nama saudari:

Nama : Sunarti  
 NPM : 1601070166  
 Semester : 8 (Delapan)  
 Jurusan : Pendidikan Bahasa Inggris

Maka dengan ini kami sampaikan kepada Bapak/Ibu Wakil Dekan I, bahwa kami mengizinkan mahasiswi tersebut untuk melakukan research/survey di Kaylashop Id, dalam rangka menyelesaikan Tugas Akhir/Skripsi mahasiswi yang bersangkutan dengan judul "AN ANALYSIS OF THE REGISTER USED IN FACEBOOK AND INSTAGRAM ONLINE SHOP".

Demikian surat ini kami buat agar dapat digunakan semestinya. Atas perhatian Bapak/Ibu kami mengucapkan terima kasih.

Metro, 05 Juli 2020

Pemilik Online Shopping

Deah Septiyawati



**KEMENTERIAN AGAMA REPUBLIK INDONESIA<sup>105</sup>**  
**INSTITUT AGAMA ISLAM NEGERI METRO**  
**FAKULTAS TARBIYAH DAN ILMU KEGURUAN**

Jalan Ki. Hajar Dewantara Kampus 15 A Iringmulyo Metro Timur Kota Metro Lampung 34111

Telepon (0725) 41507; Faksimili (0725) 47296; Website: www.tarbiyah.metrouniv.ac.id; e-mail: tarbiyah.iain@metrouniv.ac.id

**SURAT TUGAS**

Nomor: B-1778/ln.28/D.1/TL.01/07/2020

Wakil Dekan I Fakultas Tarbiyah dan Ilmu Keguruan Institut Agama Islam Negeri Metro,  
menugaskan kepada saudara:

Nama : **SUNARTI**  
NPM : 1601070166  
Semester : 8 (Delapan)  
Jurusan : Pendidikan Bahasa Inggris

- Untuk :
1. Mengadakan observasi/survey di ONLINE SHOP, guna mengumpulkan data (bahan-bahan) dalam rangka menyelesaikan penulisan Tugas Akhir/Skripsi mahasiswa yang bersangkutan dengan judul "AN ANALYSIS OF THE REGISTER USED IN FACEBOOK AND INSTAGRAM ONLINE SHOP".
  2. Waktu yang diberikan mulai tanggal dikeluarkan Surat Tugas ini sampai dengan selesai.

Kepada Pejabat yang berwenang di daerah/instansi tersebut di atas dan masyarakat setempat mohon bantuannya untuk kelancaran mahasiswa yang bersangkutan, terima kasih.

Dikeluarkan di : Metro  
Pada Tanggal : 01 Juli 2020

Mengetahui,  
Pejabat Setempat

**ONLINE SHOP METRO**

VIVI ANJANI



Wakil Dekan I,

*Isti Fatonah*  
Dra. Isti Fatonah MA

NIP 19670531 199303 2 003



KEMENTERIAN AGAMA REPUBLIK INDONESIA<sup>106</sup>  
INSTITUT AGAMA ISLAM NEGERI METRO  
FAKULTAS TARBIYAH DAN ILMU KEGURUAN

Jalan Ki. Hajar Dewantara Kampus 15 A Iringmulyo Metro Timur Kota Metro Lampung 34111  
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menugaskan kepada saudara:

Nama : **SUNARTI**  
NPM : 1601070166  
Semester : 8 (Delapan)  
Jurusan : Pendidikan Bahasa Inggris

- Untuk :
1. Mengadakan observasi/survey di ONLINE SHOP, guna mengumpulkan data (bahan-bahan) dalam rangka menyelesaikan penulisan Tugas Akhir/Skripsi mahasiswa yang bersangkutan dengan judul "AN ANALYSIS OF THE REGISTER USED IN FACEBOOK AND INSTAGRAM ONLINE SHOP".
  2. Waktu yang diberikan mulai tanggal dikeluarkan Surat Tugas ini sampai dengan selesai.

Kepada Pejabat yang berwenang di daerah/instansi tersebut di atas dan masyarakat setempat mohon bantuannya untuk kelancaran mahasiswa yang bersangkutan, terima kasih.

Dikeluarkan di : Metro  
Pada Tanggal : 01 Juli 2020

Mengetahui,  
Pejabat Setempat

Annabila Agustiana



Wakil Dekan I,  
Dra. Isti Fatonah MA  
NIP. 19670531 199303 2 003



**KEMENTERIAN AGAMA REPUBLIK INDONESIA  
INSTITUT AGAMA ISLAM NEGERI METRO  
FAKULTAS TARBIYAH DAN ILMU KEGURUAN**

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Telepon (0725) 41507; Faksimili (0725) 47296; Websife: www.tarbiyah.metrouniv.ac.id; e-mail: tarbiyah.iain@metrouniv.ac.id

**SURAT TUGAS**

Nomor: B-1778/In.28/D.1/TL.01/07/2020

Wakil Dekan I Fakultas Tarbiyah dan Ilmu Keguruan Institut Agama Islam Negeri Metro,  
menugaskan kepada saudara:

Nama : **SUNARTI**  
NPM : 1601070166  
Semester : 8 (Delapan)  
Jurusan : Pendidikan Bahasa Inggris

- Untuk :
1. Mengadakan observasi/survey di ONLINE SHOP, guna mengumpulkan data (bahan-bahan) dalam rangka meyelesaikan penulisan Tugas Akhir/Skripsi mahasiswa yang bersangkutan dengan judul "AN ANALYSIS OF THE REGISTER USED IN FACEBOOK AND INSTAGRAM ONLINE SHOP".
  2. Waktu yang diberikan mulai tanggal dikeluarkan Surat Tugas ini sampai dengan selesai.

Kepada Pejabat yang berwenang di daerah/instansi tersebut di atas dan masyarakat setempat mohon bantuannya untuk kelancaran mahasiswa yang bersangkutan, terima kasih.

Dikeluarkan di : Metro  
Pada Tanggal : 01 Juli 2020

Mengetahui,  
Pejabat Setempat



*Devi Nurjanah*



Wakil Dekan I,

**Dra. Isti Fatonah MA**  
NIP 19670531 199303 2 003



108

**KEMENTERIAN AGAMA REPUBLIK INDONESIA**  
**INSTITUT AGAMA ISLAM NEGERI METRO**  
**FAKULTAS TARBİYAH DAN ILMU KEGURUAN**

Jalan Ki. Hajar Dewantara Kampus 15 A Iringmulyo Metro Timur Kota Metro Lampung 34111

Telepon (0725) 41507; Faksimili (0725) 47296; Website: www.tarbiyah.metrouniv.ac.id; e-mail: tarbiyah.iaim@metrouniv.ac.id

## SURAT TUGAS

Nomor: B-1778/In.28/D.1/TL.01/07/2020

Wakil Dekan I Fakultas Tarbiyah dan Ilmu Keguruan Institut Agama Islam Negeri Metro, menugaskan kepada saudara:

Nama : **SUNARTI**  
NPM : 1601070166  
Semester : 8 (Delapan)  
Jurusan : Pendidikan Bahasa Inggris

- Untuk :
1. Mengadakan observasi/survey di ONLINE SHOP, guna mengumpulkan data (bahan-bahan) dalam rangka menyelesaikan penulisan Tugas Akhir/Skripsi mahasiswa yang bersangkutan dengan judul "AN ANALYSIS OF THE REGISTER USED IN FACEBOOK AND INSTAGRAM ONLINE SHOP".
  2. Waktu yang diberikan mulai tanggal dikeluarkan Surat Tugas ini sampai dengan selesai.

Kepada Pejabat yang berwenang di daerah/instansi tersebut di atas dan masyarakat setempat mohon bantuannya untuk kelancaran mahasiswa yang bersangkutan, terima kasih.

Dikeluarkan di : Metro  
Pada Tanggal : 01 Juli 2020

Mengetahui,  
Pejabat Setempat



Wakil Dekan I,



*[Signature]*  
Dra. Isti Fatonah MA

NIP. 19670531 199303 2 003



**KEMENTERIAN AGAMA REPUBLIK INDONESIA<sup>109</sup>**  
**INSTITUT AGAMA ISLAM NEGERI METRO**  
**FAKULTAS TARBİYAH DAN ILMU KEGURUAN**

Jalan Ki. Hajar Dewantara Kampus 15 A Iringmulyo Metro Timur Kota Metro Lampung 34111

Telepon (0725) 41507; Faksimili (0725) 47296; Website: www.tarbiyah.metrouniv.ac.id; e-mail: tarbiyah.iain@metrouniv.ac.id

## SURAT TUGAS

Nomor: B-1778/In.28/D.1/TL.01/07/2020

Wakil Dekan I Fakultas Tarbiyah dan Ilmu Keguruan Institut Agama Islam Negeri Metro,  
menugaskan kepada saudara:


Nama : **SUNARTI**  
NPM : 1601070166  
Semester : 8 (Delapan)  
Jurusan : Pendidikan Bahasa Inggris

- Untuk :
1. Mengadakan observasi/survey di ONLINE SHOP, guna mengumpulkan data (bahan-bahan) dalam rangka menyelesaikan penulisan Tugas Akhir/Skripsi mahasiswa yang bersangkutan dengan judul "AN ANALYSIS OF THE REGISTER USED IN FACEBOOK AND INSTAGRAM ONLINE SHOP".
  2. Waktu yang diberikan mulai tanggal dikeluarkan Surat Tugas ini sampai dengan selesai.

Kepada Pejabat yang berwenang di daerah/instansi tersebut di atas dan masyarakat setempat mohon bantuannya untuk kelancaran mahasiswa yang bersangkutan, terima kasih.

Dikeluarkan di : Metro  
Pada Tanggal : 01 Juli 2020

Mengetahui,  
Pejabat Setempat

  
Deah Septiyawati



Wakil Dekan I,

  
Dra. Isti Fatonah MA  
NIP. 19670531 199303 2 003





KEMENTERIAN AGAMA REPUBLIK INDONESIA  
INSTITUT AGAMA ISLAM NEGERI METRO 110  
FAKULTAS TARBIYAH DAN ILMU KEGURUAN

Jl. Ki. Hajar Dewantara 15A Iringmulyo Metro Timur Kota Metro 34111  
Telp. (0725) 41507 Fax. (0725) 47296 Website: www.metrouniv.ac.id, e-mail: iain@metrouniv.ac.id

Nomor : B-1414/In.28.1/J/TL.00/6/2020

Metro, 22 Juni 2020

Lampiran : -

Perihal : BIMBINGAN SKRIPSI

Kepada Yth.,

1. Dr. Dedi Irwansyah, M.Hum (Pembimbing I)
2. Ahmad Subhan Roza, M.Pd. (Pembimbing II)

Di-

Tempat

Assalamu'alaikum Wr. Wb.

Dalam rangka menyelesaikan studinya, maka kami mengharapkan kesediaan Bapak/Ibu untuk membimbing mahasiswa dibawah ini:

Nama : SUNARTI

NPM : 1601070166

Fakultas : Tarbiyah dan Ilmu Keguruan

Jurusan : TBI

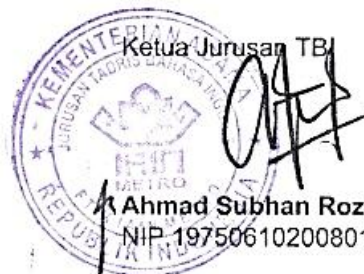
Judul : AN ANALYSIS OF THE REGISTER USED IN FACEBOOK AND INSTAGRAM ONLINE SHOP

Dengan ketentuan sebagai berikut:

1. Dosen Pembimbing, membimbing mahasiswa sejak penyusunan proposal sampai dengan penulisan skripsi, dengan ketentuan sbb:
  - a. Dosen pembimbing 1 bertugas mengarahkan judul, outline, alat pengumpul data (APD) dan mengoreksi skripsi Bab I s.d Bab IV setelah dikoreksi pembimbing II.
  - b. Dosen Pembimbing 2 bertugas mengarahkan judul, outline, alat pengumpul data (APD) dan mengoreksi skripsi Bab I s.d Bab IV sebelum dikoreksi pembimbing I.
2. Waktu menyelesaikan skripsi maksimal 4 (empat) semester sejak SK Pembimbing Skripsi ditetapkan oleh Fakultas
3. Diwajibkan mengikuti pedoman penulisan karya ilmiah/skripsi yang ditetapkan oleh IAIN Metro
4. Banyaknya halaman skripsi antara 60 s.d 120 halaman dengan ketentuan sebagai berikut:
  - a. Pendahuluan  $\pm$  1/6 bagian
  - b. Isi  $\pm$  2/3 bagian
  - c. Penutup  $\pm$  1/6 bagian

Demikian surat ini disampaikan, atas kesediaan Bapak/Ibu diucapkan terima kasih

Wassalamu'alaikum Wr. Wb



Ketua Jurusan TBI

Ahmad Subhan Roza, M.Pd

NIP. 197506102008011014

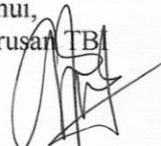
**KARTU KONSULTASI BIMBINGAN SKRIPSI MAHASISWA**  
**FAKULTAS TARBIYAH DAN ILMU KEGURUAN**  
**IAIN METRO**

Nama : Sunarti  
NPM : 1601070166

Jurusan : TBI  
Semester : VIII

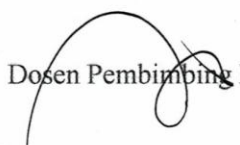
No	Hari/Tanggal	Pembimbing		Materi yang dikonsultasikan	Tanda Tangan Mahasiswa
		I	II		
	Bae 10 16/07/2020			<p>Chapter IV should provide <del>an</del> answers to the research questions</p> <hr/> <p>Display Data Chapter 10</p> <p>A. Description of Research Settings</p> <p>B. Findings</p> <ol style="list-style-type: none"> <li>1. The Linguistics Forums</li> <li>2. The Meaning of Registers</li> </ol> <p>C. Discussion.</p> <hr/> <p>Chapter IV - V A@E with revision</p>	<p>Tabel / Kuripan Wawancara</p> <p>5 paragraphs</p> <p>What where why who</p> <p>Daku</p>
	20/07/2020				

Mengetahui,  
Ketua Jurusan TBI



**Ahmad Subhan Roza, M.Pd.**  
NIP. 19750610 200801 1 014

/  
Dosen Pembimbing I



**Dr. Dedi Irwansyah, M. Hum.**  
NIP. 19791223 200604 1 001

**KARTU KONSULTASI BIMBINGAN SKRIPSI MAHASISWA  
FAKULTAS TARBIYAH DAN ILMU KEGURUAN  
IAIN METRO**

Nama : Sunarti  
NPM : 1601070166

Jurusan : TBI  
Semester : VIII


No	Hari/Tanggal	Pembimbing		Materi yang dikonsultasikan	Tanda Tangan Mahasiswa
		I	II		
	23/07/2020			Chapter IV - V → Display data → Interpretation → appendix → Abstract	
	27/07/2020			Acad for Menagasyah	

Mengetahui,  
Ketua Jurusan TBI



**Ahmad Subhan Roza, M.Pd.**  
NIP. 19750610 200801 1 014

Dosen Pembimbing I



**Dr. Dedi Irwansyah, M. Hum.**  
NIP. 19791223 200604 1 001

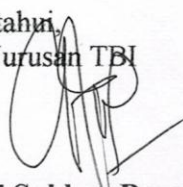
**KARTU KONSULTASI BIMBINGAN SKRIPSI MAHASISWA**  
**FAKULTAS TARBIYAH DAN ILMU KEGURUAN**  
**IAIN METRO**

Nama : Sunarti  
NPM : 1601070166

Jurusan : TBI  
Semester : VIII

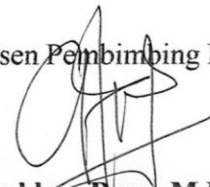
No	Hari/Tanggal	Pembimbing		Materi yang dikonsultasikan	Tanda Tangan Mahasiswa
		I	II		
1.	Jum'at 9 / 2020 / 7		✓	- Revise abstract - Revise technique analysis data	
2.	Senin 6 / 2020 / 7		✓	- Revise Chapter IV - Give conclusion - Give chart	
3	Jum'at 10 / 2020 / 7		✓	- Revise chapter IV + The meaning of register - Revise chapter V - Conclusion	
4.	Selasa 14 / 2020 / 7		✓	<i>Ahmad Subhan Roza</i> ke 2 Revisi	

Mengetahui  
Ketua Jurusan TBI



**Ahmad Subhan Roza, M.Pd.**  
NIP. 19750610 200801 1 014

Dosen Pembimbing II



**Ahmad Subhan Roza, M.Pd.**  
NIP. 19750610 200801 1 014

## CURRICULUM VITAE



The name of writer is Sunarti. Sunarti was born in Taba Padang, July 01, 1998. She is the third child of Mr. Sutrisno and Mrs. Sugiarti. In 2020, she graduated from SD N 02 Binduriang. At the time 2013, she graduated SMP N 1 Padang Ulak Tanding.

After graduating in the junior high school, she continued her study in SMA N 7 Rejang Lebong. Since she has been very interested in English, as a result, she made IAIN Metro as her next step to study in academic year 2016/2017. Being a University of IAIN Metro, English Education Department.