

AN UNDERGRADUATE THESIS

**AN ANALYSIS OF REGISTER USED IN CAPTION ON ONLINE SHOP
OF SOCIAL MEDIA INSTAGRAM**

By:

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TARBIYAH AND TEACHERS TRAINING FACULTY

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STATE INSTITUTE FOR ISLAMIC STUDIES OF METRO

1443 H/ 2022 M

AN UNDERGRADUATE THESIS

**AN ANALYSIS OF REGISTER USED IN CAPTION ON ONLINE SHOP
OF SOCIAL MEDIA INSTAGRAM**

Presented as a Partial Fulfillment of the Requirements

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Sudah kami setuju dan dapat dimunaqosyahkan. Demikian harapan kami dan atas penerimaannya kami ucapkan terimakasih.-

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**AN ANALYSIS OF REGISTER USED IN CAPTION ON ONLINE SHOP
OF SOCIAL MEDIA INSTAGRAM**

ABSTRACT

By : Nur Anisya

The purpose of this study is to investigate the register used in caption on online shop of media social instagram. The researcher analyzed this phenomenon based on the register used in caption especially on caption of Aerostreet account on online shop of media social instagram. Therefore, it is hoped that this research will be useful in the use of registers.

This research is qualitative research in the form of register that used by Aerostreet account on online shop of media social instagram. The main sources of this research are capture of caption on Aerostreet account online shop of media social instagram, which consists of 40 words of register. The researcher used observation and documentation in collecting the data. The observation was made to find out the linguistics form register, the register mostly used, and the meaning of register used in caption on Aerostreet account on online shop of media social instagram.

The result of the rsearch are 40 words of register . There the researcher finds the high frequency data of linguistics form are in noun. The writer found 10 data of noun, 6 data of compound and 8 abbreviation, 9 data of noun phrase, 5 data of verb, and 2 data of adjective. In addition, the second results of this study were about the high frequency data of linguistics form are in noun. Furthermore, the third results of this study are about the meaning based on the context of situation.

Keyword: Register, Caption, Instagram.

AN ANALYSIS OF REGISTER USED IN CAPTION ON ONLINE SHOP OF SOCIAL MEDIA INSTAGRAM

ABSTRAK

Oleh : Nur Anisya

Tujuan dari penelitian ini adalah untuk mengetahui register yang digunakan dalam caption pada toko online media sosial instagram. Peneliti menganalisis fenomena ini berdasarkan register yang digunakan dalam caption khususnya pada caption akun Aerostreet di toko online media sosial instagram. Oleh karena itu, penelitian ini diharapkan dapat bermanfaat dalam penggunaan register.

Penelitian ini merupakan penelitian kualitatif tentang register yang digunakan oleh akun Aerostreet pada toko online media sosial instagram. Sumber utama penelitian ini adalah pengambilan caption pada akun toko online Aerostreet media sosial instagram yang terdiri dari 40 kata register. Peneliti menggunakan observasi dan dokumentasi dalam mengumpulkan data. Pengamatan dilakukan untuk mengetahui bentuk linguistik register, register yang paling banyak digunakan, dan makna register yang digunakan dalam caption pada akun Aerostreet pada toko online media sosial instagram.

Dari hasil penelitian ditemukan 40 register. Peneliti menemukan data frekuensi tinggi bentuk linguistik ada pada kata benda. Penulis menemukan 10 data kata benda, 6 data kata gabung dan 8 singkatan, 9 data frase kata benda, 5 data kata kerja, dan 2 data kata sifat. Selain itu, hasil kedua dari penelitian ini adalah tentang data frekuensi tinggi linguistik berbentuk kata benda. Selanjutnya, hasil ketiga dari penelitian ini adalah tentang makna berdasarkan konteks situasi.

Kata Kunci: Register, Caption, Instagram .

STATEMENT OF RESEARCH ORIGINALITY

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State that this undergraduate thesis is originally the result of the research done by the researcher, in exception of the certain parts of which are excerpted from the bibliography mentioned.

Metro, June 22, 2022

The researcher



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Menyatakan bahwa skripsi ini secara keseluruhan adalah hasil penelitian saya, kecuali bagian-bagian tertentu yang dirujuk sumber nya dan disebutkan dalam daftar pustaka.

Metro, Juni 22, 2022

The researcher



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MOTTOS

إِنَّمَا الْعُسْرُ يُسْرًا ط

“Verily, after hardship comes ease”

(QS. Al-Insyirah: 6)

“Whoever is serious about walking on his own path, he will arrive at his destination.”

(Gus Mifta)

“In every difficulty there must be an ease”

(Researcher)

DEDICATION PAGE

I dedicate this undergraduate thesis to:

My beloved parents, Mr. Sri Hartono and Mrs. Sutimah who always support me to finish this undergraduate thesis and always being hero for my life.

My beloved brother, Hanif Fathurrahman, thanks for being such a supportive, even though we often fight, but it will be a rainbow for our brotherhood.

My Sponsor Dr. Ahmad Subhan Roza, M.Pd

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My Almamater of State Institute for Islamic Studies (IAIN) Metro

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As human being the researcher realizes that this undergraduate thesis still has weakness. The researcher apologizes for all mistakes she has made in writing. The researcher hopes this undergraduate thesis can be beneficial for all readers.

Metro, May 2022

The writer



Nur Anista

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CHAPTER I

INTRODUCTION

A. Background of the Study

Language is defined as a means of communication to interact with each others. As social beings, of course, humans need communication between each other to obtain information from each others. Language also can be interpreted as a communication system that is needed to assist human being carry out their activities in society, which includes in schools, markets, and offices. Especially on this globalization era where communication may be very absolute needed for sharing thoughts and getting many kinds of information from others.

As human beings, people cannot be separated from the communication process. People desire to interact with individuals in their life in order to avoid staying through them. Human beings may change their minds, ideas, concepts, and intents via the act of communication. You may also provide other people with messages. People require a tool to explain their intents and messages in the communication process. The language is the best suited medium since a message with symbols may be conveyed. This is in line with Wardaugh's suggestion that "Language enables individuals to tell things and express themselves. communicate needs".¹ In short, language is constanly used by humans in their daily life as method of communication.

¹Wardaugh, Ronald..An *Introduction to Sociolinguistics*. (UK: Blackwell Publishers,1992). 8

Moreover, A lot of people utilize the internet to look for information in this age. You can particularly access the material on the internet. Social media allows the internet to connect individuals to others. Social media means to socialize and to engage online, without being confined by place and time, that allows individuals to interact with one another. Instagram is one in each media to socialize. In instagram people can share and search some information. There are many kinds of posted in instagram, one of which is sales product.

Online shop sellers on social media Instagram have a register that can be found in the comment or caption column every time they upload a photo. The speech that is more varied than the goods offering transactions on Instagram occurs in the comments and captions column, which is often found using terms which are often dominated by captions in English.

Furthermore, In accordance with Holmes, the term register here specifies the language used in situations related to groups of individuals with shared interest or employment. The variations in individual languages are linked to the setting consisting of field, mode and tenor.²Register is linguistic variation dependent on the speaker. Register is utilized based on what is done and the nature of its operations. This language is employed. The individuals living there in a certain group or community generally use the language that is distinct.

On the other hand, The function of the Communication Register can ease the communication process among communicators as they are

²Holmes, Janet.*An Introduction to Sociolinguistics*.(UK: Longman Group 1992). 246 .

speaking on specific phrases in their own language. In accordance with Pateda, the register are casual, deliberate, consultative, oratorical and intimate.³

This research focuses on the analysis of the registers uses on the caption of Aerosreet Instagram account. Aerosreet is one of the online shop accounts in Indonesia that sells products in the form of shoes. The owner of the Aerostreet account is Adhitya Caesarico who comes from Klaten, Central Java. Aerostreet is a shoe brand that was built by Adhitya and focuses on selling men's shoes. Adhitya then innovated to expand the market by selling sports shoes, casual and formal shoes. The business started by Adhitya started in 2015, at which time he saw that there was a secondary need in the form of shoes that could be reached by all levels of society.

Based on the explanation above the researcher is inquisitive about analyzing the register used in caption, especially on caption of Aerostreet account on online shop of social media instagram. The researcher analyzes what are the linguistics form, the register mostly, and the meaning of register used in caption online shop of media social instagram.

³Pateda, Mansoer.. *Semantic*. (London: Cambridge University Press 1987). 65 .

B. Research Question

Based on the background of study above, the writer formulates the research statement as follows:

1. What are the linguistic form of register used in caption on online shop of social media instagram?
2. What are the register mostly used in caption on online shop of social media instagram?
3. What is the meaning of the register used in caption on online shop of social media instagram?

C. The Objective and Benefit of the Research

1. The Objective of the Research

- a. To identify register used in caption on online shop of media social instagram.
- b. To find out the register are mostly used in caption on online shop of social media instagram.
- c. To convey the meaning of register used in caption on online shop of social media instagram.

2. Benefits of the Research

- a. For the students

The students can have deeper understanding about register and can adjust into their each day life.

- b. For the teachers

This study can be used by teachers as a guide for enriching their knowledge of register. The teachers can also apply Instagram as a medium to teach their students because Instagram is one of the interesting mediums for students to enjoy during the teaching learning process.

c. For the researcher

The researcher believes that this study will be utilized as a reference for people who are willing to look at the register as a variation in language and to understand words and obtain information from the register used in captions on online shops of social media Instagram.

D. Prior Research

There are many researchers that have been conducted by some researchers related to the use of register. The first research was done by Yuliana from the University of Riau and the participants of this study were the users of online shops in social media. This research was obtained from a journal with the title "*Register Analysis In Online Shop Term Facebook*". Researchers analyze the data and reveal that the total number of registers identified in this research is 100 in the detected Facebook online stores. There are 11 registers, 13 for clippings, 3 for coinage, 2 for acronyms, 8 for borrowing, 28 for borrowing, 45 for advising, 16 for deliberating, 14 for casual register, 6 as intimate registries, 2 as intimate or frozen registers. The predominant purposes of the online shops register are consultative and deliberative while the most important function of research is advisory. The

issues related to business are rather straightforward to discover, as indicated in the problem statements. Eg ongkir, disk, call and so on.⁴

The second previous research was done by Tut Yanti from Alauddin State Islamic University of Makassar, with the title “*An Analysis Of Register In The Conversation Of Police Members Of Gowa Police Resort*”. This study was based on the analysis of the Gowa Police Resort register in the conversation. This study seeks to describe the sorts of registers used to converse with members of the traffic unit at Gowa Police Resort, and to define their role. Qualitative methods are employed in this investigation. Techniques for collecting data have been utilized in recording and taking notes. The information was given by the Gowa Police Resort's Traffic Unit personnel. This study employed Martin Joss's theory of register types and Jacobson's theory of language register function in the interaction amongst Gowa Police Resort members. This research indicated that in the discussions of Gowa Police Resort members, four sorts of registers were identified. These were frozen, formal, advisory and incidental registries and 4 language register functions were identified by the investigator in the dialogue between Gowa Police Resort's personnel of the traffic unit. They are emotional, guiding, benchmark and phatic.⁵

The last research was done by Purnomo from Universitas Brawijaya, Malang and the participants of this study are sellers and buyers of

⁴ Corrie Yuliana Lubis, Erwin Ashari and WarnoEdi, "Register Analysis In Online Shop Term Facebook," English Department University Riau: Journal Anglo-Saxon Vol.7 No.2(2016):162.

⁵ Tut Yanti, T. Y. (2019). *An Analysis of Register in the Conversation of Police Members of Gowa Police Resort* (Doctoral dissertation, Universitas Islam Negeri Alauddin Makassar).

cornelian stones at souvenir markets. This research was obtained from journal with the title is ” *Register of Buying and Selling Carnelian Stones: A Sociocultural Linguistic Analysis*”. This research is intended to analyze form linguistic unit and sociocultural meaning of registers used by buyers and sellers of carnelian stones at souvenir markets in Surakarta City, Central Java, Indonesia. This descriptive and qualitative take a look at is provided inside the framework of sociocultural linguistics.

To achieve the goal, data on utterances expressing registers of buying and selling carnelian stones have been accumulated through commentary and subject notes, recordings and in-intensity interviewing. The research findings show that the first, forms of registers of buying and selling carnelian stones are utterances which have specific meanings expressed by buyers and sellers, such as akik lumut ‘moss agate’, batu giok ‘jade’, batu mirah delima ‘ruby’, blue sapphire, bertuah ‘be fortunated’, ijolan/tukar tambah ‘barter’, karat ‘carats’, nego ‘can be bargained’, etc.; second, the forms of registers are classified into linguistic units, such as word, phrase, abbreviation and acronym; and the third the registers play an important role in cross-cultural awareness between buyers and sellers for effective communication.⁶

Based on the above findings the researcher concludes that in each particular situation or field there is a language or word that is used according to the situation. From previous studies on translation, this study

⁶Budi Purnomo and RizkySalzabila, *Register of Buying and Selling Carnelian Stones: A Sociocultural Linguistic Analysis*(Malang:UniversitasBrawijaya,2016),142.

has several differences between previous studies, one of the differences is that researcher focus on analyzing the register used and the meaning in caption on online shop of social media instagram.

E. Research Method

1. The Characteristics and Type of The Research

The researcher utilize qualitative research in this research. Qualitative research, according to Creswell, is a tool for investigating and comprehending the significance of a social or human problem in people or in groups. The study involves new questions and methods, the data gathered usually induced from specific to broad topics by the participant inputing the data analysis and the researcher interprets the significance of the data. There is a flexible structure on the last record. Those who connect with each other in this kind of study promote research that recognizes the importance of the complexity of a situation, the focus on the individual's meaning.⁷

Furthermore, According to Dornyei, qualitative studies entails facts series techniques that end resultf reqlently in open-ended, non-numerical facts that's the analysed frequently through non-statistical methods. It method that qualitative studies is a studies that produces descriptive facts, speech or phrase and conduct that may be determined through the situation itself.

⁷ John. W. Creswell, *Research Design*, (New York: Sage Publication, 2014), 32.

In addition, according to Creswell, qualitative research has some characteristics:⁸

- a. Explore an issue and comprehend a core phenomena in detail.
- b. The literature assessment has a little part to play but the problem is justified.
- c. Specify the purpose and research issues of the participants' experiences in general and Broadway.
- d. Collection of word-based data from a few people to acquire the perspectives of participants.
- e. Analysis of description data, analysis of the topics, use the analysis of text and interpretation of the results.
- f. The report should be drawn up utilizing flexible frameworks and criteria for evaluation, including the subjective reflexiveness and bias of the researchers.

The researchers will utilize a descriptive qualitative research to explain and understand data and results, based on the description above.

2. Data Resources

⁸John W. Creswell, *Research Design: Qualitative, Quantitative, and Mixed Method Approaches*, 2nd ed (Thousand Oaks, Calif: Sage Publications, 2003).p.185.

Two categories of data sources, mainly and secondary sources are available in this study. Valid and reliable data from qualified sources is required for data collecting.

a. Primary Source

Primary Sources are original documents, relics, remains, or articles that collected for the first time by the researcher. It means that when the researcher gets the data through object directly so it is called primary sources. In this research, the researcher will gets the data from the caption of Aerostreet account on online shop of media social instagram. This time will take 40 of register words in caption on the Aerostreet instagram account.

b. Secondary sources

Secondary sources are the data resource that provided the data to researcher indirectly. It means that when the data which gotten not directly from the object but from some other resources. The researcher makes use of it to support and complete her data. In this studies, the secondary source can be taken from books, articles in encyclopaedia or in the internet and review of research related to the reseach.

3. Technique of Collecting Data

Data collection methods, such as observations, Interviews, documents and audio and video material, are various ways. These data collection methods are utilized for quality methods. The

strategy adopted by the researcher is to use documents for data research collection:

a. Observation

Observation is a data collection activity that concerns the observation and recollection of the study object. The researcher made the observations in order to obtain the qualifying data. The following steps are:

- 1) The researcher reads the caption of Aerostreet account on online shop of media social instagram.
- 2) The researcher observes and analyze of register used in caption of Aerostreet account on online shop of media social instagram.
- 3) The researcher catagorizes the data into linguistic form or meaning of register used in caption Aerostreet account on online shop of media social instagram.
- 4) The researcher puts all the data include a data sheet.
- 5) The researcher makes conclusion from the result of her observation about linguistic form of meaning of register used in caption of Aerostreet account on online shop of media social instagram.

b. Documentation

Documentation is a way that used a written source such as public documentation (such as: magazines, official report, newspaper) or private documentation (such as: journal, diaries, letters, email and blog). In this research, the researcher make the capture some caption that are register word used in Aerosreet account on online shop of media social instagram.

4. Data Analysis Technique

There are three flows of activity to analyze the qualitative data that will be used by the researcher: (1) data condensation, (2) data display, and (3) conclusion drawing/verification.

The flow will be explained, as follows:

1. Data condensation refers to the system to choose, concentrate, simplify, abstract and/or alter data appearing in the whole body of written field reports, interview transcripts, papers, and empirical materials.
2. Data display is the second main analytical flow. Generally speaking, a show is a compacted, structured collection of facts that permits drawing and action for conclusions.
3. The third process of analysis is the drawing and verification of conclusions. The qualitative analyst evaluates from the outset of

the data gathering what things imply by recording patterns, explanations, root causes and proposals.⁹

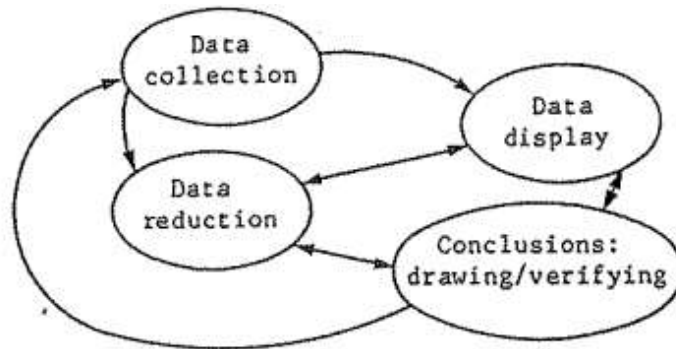


Figure 1. Item of Data Analysis: Interactive Model

Therefore, it can be inferred that the researcher is going to simplify the data after data collecting and display the data of drawing the conclusion of the data. The result will be shown in table to make it simple

⁹Matthew B. Miles and A. M. Huberman, *Qualitative Data Analysis: An Expanded Sourcebook*, 2nd ed (Thousand Oaks: Sage Publications, 1994), 10–12.

CHAPTER II

THEORETICAL REVIEW

A. The Concept of Sociolinguistics

1. The Definition of Sociolinguistics

In a conversation, the phenomenon of merging two languages has the situation among the community is normal, particularly in Indonesia itself because Indonesians are not shocked to mix different languages in a single language. Sociolinguistics refers to study of sociology and related linguistics. It is concerned with the use of language in society that involves the core culture, context. As a result, the society can apply for and receive the language.

According to Wardhaugh defines sociolinguistics as the analysis of people's daily lives and how language is used in communication. Societal standards, regulations and laws addressing vocabulary.¹⁰ so, sociolinguistics define the study of utilized by human beings in every day life. The comparable definition is stated by Fishman Sociolinguistics is an analysis of the patterns, roles and features of language varieties, since the three of them actively associate, evolve and change in one language group.¹¹ Its mean that sociolinguistics does not only learn about language but also learn about the characteristics, variations, and functions because they are all related.

¹⁰Ronald Wardhaugh and Janet M. Fuller, *An Introduction to Sociolinguistics*, 7th Edition (USA: Blackwell Publishing, 2015).13.

¹¹Joshua A. Fishman, *The Sociology of Language* (Cambridge: Newbury, 1972).7.

Furthermore, Sociolinguists investigate the link between language and society, according to Janet. You are eager to explain why we speak differently in different social contexts and how the social function of the language is identified and used to have a social meaning.¹²

Next, the study of language will pay interest to the social component of language is usually referred to as sociolinguistics. Wardhaugh points out that sociolinguistics investigates the relationship between language and society in order to gain a better understanding of language structure and of the way language works in communications; the equivalent objective in linguistic sociology is to find out how to better understand social structures by learning language.¹³ According to Trudgill sociolinguistics, therefore, it is a field of research that deals with the way people effectively utilize language in their everyday lives.¹⁴

Moreover, The connection between language and society according to Holmes sociolinguistics study. They are unsure as to why we communicate in a different way in social contexts and how the social functions of language and the methods in which social meaning is carried are identified. Examining how individuals use language in a particular societal environment gives a lot of information on how

¹²Janet Holmes, *An Introduction to Sociolinguistics* (Harlow; New York: Pearson Longman, 2013).1.

¹³ Ronald Wardhaugh, *An Introduction to Sociolinguistics*, 13.

¹⁴ Peter Trudgill, *Applied Sociolinguistics* (New York: Academic Press, 1984), 1.

language works and how people communicate and build parts of social identity through their language.¹⁵

On the basis of the foregoing, it can be stated that sociolinguistics is different from socio-linguistics and language, since sociolinguistics is about language, although language sociology is about societies. Sociolinguistics studies the connection between language and culture with the purpose of understanding why people in various social contexts use different languages.

2. Kinds of Sociolinguistics

Some investigators have found it appropriate to try to introduce a distinction between sociolinguistics (or micro-sociolinguistics) and the sociology of language (or macro-sociolinguistics). According to Wardhaugh there are two kinds of sociolinguistics, which are as follows:

a. Micro Sociolinguistics

Micro sociolinguistics is investigates how social structure influences the way people talk and how language varieties and pattern of use correlate with social attributes such as class, sex, and age and ethnicity. Micro sociolinguistics on the contrary, focuses on individual events of communicative interaction, which is also referred to as face to face interaction. The example of micro sociolinguistics speech acts, ethnography of communication, but

¹⁵ Janet Holmes, *An Introduction to Sociolinguistics* Fourth Edition (USA: Routledge, 2013), 1.

also some phenomena that, according to the interpretative approach, may pertain to both categories.¹⁶

b. Macro Sociolinguistics

Macro sociolinguistics is on the other hand, studies what societies do with their language that is attitudes and attachments that account for the functional distribution of speech forms in society, language shift, maintenance and replacement, the delimitation and interaction of speech communities. Macro sociolinguistics deals with the analysis of systems within community of speakers (the whole community and its varieties of code). Macro sociolinguistics is framed within a sociological perspective, it tends to cover more general topics such as multilingualism as well as incorporating some micro sociolinguistics phenomena such as the so called language attitudes.¹⁷

At the end based on above explanation the researcher can conclude that micro sociolinguistics learns the effect of society for the language. Moreover, macro sociolinguistics learns the effect of language for the society.

¹⁶Marianna Pozza and Valentina Gasbarra, "Multidirectional Lexical Borrowings In the Accient Near East In the 2nd Millenium Bc" Athens Journal of Philology Vol. 10, No. 25 (tt) :3.

¹⁷Ibid.

3. Variety of Language

Variety is characterized in terms of a collection of linguistic or human language patterns (probably sounds, words, grammar), with which certain external circumstances may be uniquely associated (presumably, a geographical area or a social group). Variation of language is taken into account in the ways in which administrative issues are utilized in formal circumstances as in the language of education, legislation, economic activities, etc.¹⁸As a group of languages having a similar socioeconomic distribution. A diversity of languages.¹⁹Language variation is also a matter of purpose or application other than location or rank. It is mostly provided by language needs and choices rather than only geographical identification or social convenience.

At the end based on the definition above, the researcher can conclude that variety of language is the forms of part or variation in language used for a particular purpose or in a particular social setting. A variety of language is a language system that is distinguished based on certain factors. The system can be in the form of language, dialect, barrel, or standard norms. This kind of variety is a register.

¹⁸ Made Budiarsa, "Language Dialect and Register In A Sociolinguistic Perspective," Universitas Udayana, Bali: Jurnal Ilmu Bahasa Vol 1 No 2 (2015):6-7.

¹⁹ Obin Nuhu Isaac, *Register and Style*, 63.

B. The Concept of Register

1. Definition of Register

The language of people in society are different from each other.. The vocabulary the instructor uses and the doctor is different. For instance. Each one of them has its properties and is termed a register in sociolinguistics. Register as a specifically utilized language. The register is intimately associated with a speech event or sociolinguistic context in its functional or situational language diversity. Every additional complicating element in a study of linguistic variations is according to the Wardhaugh register. Registers are linguistic units comprising discrete occupational or social group-related elements. The word register here describes the language used in situations by the group of persons with common interests or occupations. Surgeons, airline pilots, administrators of financial institutions and sales officers use various registers²⁰

The next variation of the language by use is according to the Budiarsa register. It indicates that language is utilized for particular objectives as a medium of communication. The language utilized is entirely based on it. It also depends on all other parts of the language.²¹The register is then a range of languages that are utilized for a certain purpose or social environment. The register idea often deals with linguistic changes that are made possible by using it rather than by

²⁰ Ronald Wardhaugh, *An Introduction to Sociolinguistics*, 52.

²¹ Made Budiarsa, *Language, Dialect and Register*, 9-10.

the user. In addition, because it has its own words regarding specific terms, the registration function on communication clearly allows the communication process between the communicators.²² Each register allows your identify to be explicitly shown to others at a chosen time or location.

The register is made up of a range of languages, the languages employed depend on what is done and the activities of nature. The register shows that another component of the social level is the process of social activity involving people. The register is a highly linked type of meaning, which contains many activities and few talks, commonly referred to as the action language.

2. The Variables of Register

Every register is decided through by three controlling variables. There are three variables of register, they are :

a. Field

Field involves the setting in which communication take place, and includes the purpose and subject matter or topic of the communication process.²³ The first to second order of fields is distinguished by half day: (1) the action itself; (2) the sort of meaning (experience). Conferences and storytelling, for instance, are socially recognizable activities. The secondary subjects of the two

²² Corrie Yu Liana Lubis and Erwin Ashari, et al., *A Register Analysis*, 163.

²³ Marcin Lewandowski, "Sociolects and Register A Contrastive Analysis of Two Kinds of Linguistic Variation," Institute of Linguistics Adam Mickiewicz University, Poland: *Investigationes Linguistic* Vol 20(2010):71.

activities may differ: lectures on business ethics, quantum physics, gardening or late sociolinguistic trends, and a story about fairy-tale, business, or pre-historic events and people.

b. Tenor

The indicates between the speaker and the addresser is shown by Tenor.²⁴The tone of the speech pertains to the respective persons and their function and statues: if, for example, they are or are not symmetrical, if one participant has an institutional position or not, how long each other has been considered by the individuals. These are not evident, however, as substitutes for variables that are without certainly appropriate. The tone of first order relates again to social roles, e.g. interviewer and interviewee in a conference, provider and customer, spokesperson and audience.²⁵

c. Mode

Mode to reverse the channel or chat medium inside the phrases of selection and writing.²⁶Mode of speech relates to the way language is employed in the circumstances in which it is widely utilized. For instance, verbal interplays may be either head-by-head or mediated in various ways (cellphone, skype), written interplays may also include in fact the study of textual contents (novels), or

²⁴ Marcin Lewandowski, *Sociolects and Register.*, 71.

²⁵ Asih Agha, *Registers of Communication.*, 63.

²⁶ Marcin Lewandowski, *Sociolects and Register.*, 71

online chat, meaning that the different players can transmit textual contents in real time.²⁷

On the other hand, based on the above definition, 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.

3. Categories of Registers

There are four characteristics of register, namely :

- a Register research contain a descriptive analysis of the discourse that actually takes place.
- b Register intention to reseach the language varieties of characteristics.
- c Register research of current language variety formal characteristics.
- d Register reseach will also analyze the situational characteristics of language variations and it will be possible to create useful or conventional relationships.²⁸

4. The Form of Register

The register form is also formed from composition, coining, shortening, clipping, blending and so forth.

- a The abbreviation is the process of the positive sentence being reduced and its first letter being used because of the first words. An abbreviation for January is an abbreviated version of a word or

²⁷Asih Agha, *Registers of Communication*.,63.

²⁸YettiFaridatulUlfah, ‘Register Analysis In English Movieadvertisements Of [Www.21-Cineplex.Com](http://www.21-cineplex.com)(A Sociolinguistics Study ‘, *Undergraduated Thesis*, (English Department Faculty Of Letter And Fine Arts SebelasMaret University Surakarta, 2010),p.18.

sentence, as Jan. The abkürzed form of the word abk.—or, less frequently, abbrv or abk. is abk. The same acronym for the abbreviation. WO. WO is walkover, for instance.

- b Clipping is an aspect that is seen in mixing, even more evident in the procedure outlined, by cutting one additional syllables from a polysyllabic term like cell from the cell phone, into a new word. Cutting, shortening, and truncation is sometimes known as a clipped form. Coinage is the discovery of completely new phrases. Strictly speaking it refers to a phrase which has been invented and did not previously exist in any language. For example, coinage also refers to the making of words from specific reference to a more general one: e.g. *aspirin, nylon, zipper, and kodak*.²⁹
- c Compounding is the combining process of two words in order to create a single shape. e.g. : Topscore = Top score , Score Credit refers to the use of sentences from various sentences. If sentences in any other language enter a language, it is called borrowing. In several languages, English took many phrases. Examples include: barbeque, cockroach; piano; concert (Italian).
- d Acronyms are phrases that are formed from abbreviations that may be described as a phrase, and are not as handy as shortened phrases to list a letter.³⁰

²⁹Corrie Yuliana Lubis. Erwin Ashari and WarnoEdi, "Register Analysis In Online Shop," English Department University Riau: Journal Anglo-Saxon Vol.7 No.2(2016): 167.

³⁰Ibid.,.168.

C. The Concept of Instagram

Instagram was founded in 2010. This is a mobile smartphone application that is freely available within the Application Store and Google Play (Bergstrom & Backman, 2013). As a photo sharing app, Instagram has outstandingly shown some items with visual descriptions as a strong publicity and marketing technique.³¹

Furthermore, Instagram is a program for social media known to smartphone users. The terms 'Instagram' which comes from 'Instant' and 'gram' from the phrase 'telegram,' are derived from Instagram. Thus, Instagram is a sum of the Instant Telegram terms. The use of the phrase can be understood as a current application for swiftly transferring information, in the form of pictures, photo editing and sharing on various social networks.

Instagram has received 500 million memberships in 2016 from <https://indonesiago.digital/jumlah-pengguna-instagram/accessible> 16:35 West Indonesia Time on 27 November 2018 .Instagram has more and more been involved in the community's social activities. The most recent statistics was obtained, with more than 600 million users officially on Instagram in 2017. The capacity of the Instagram is as follows:

1. Video & Photos is a mobile gallery or directly a device for taking photographs or films.
2. Caption is a description of uploaded content.

³¹Ting, H., Ming, W. W. P., de Run, E. C., & Choo, S. L. Y. (2015). Beliefs about the use of Instagram: An exploratory study. *International Journal of business and innovation*, 2(2), 15-31.

3. Comments are provided in the form of replies or views to things in the instagram.
4. A label (tag) in the form of a phrase prefixed by a symbol of fence (#) which allows photos on the label to be organized.
5. Tag is to mark a buddy in a post or share f of any other account.
6. Repost reposts stocks from other accounts
7. Stories are skills to offer the most simple tales within the form of photos and films for 24 hours.
8. The highlight is a set of posts that can be saved after 24 hours, from the capabilities of the tales.
9. Direct message is a function of personally transmitting or receiving messages through Instagram accounts.³²

D. The Concept of Caption

A text that appears underneath the photos and videos is a title, also known as the cut line. Most subtitles interest in something that is not clear within photos and videos, including its relevance to the text. According to Grayam, the title is a short description of a legal document that provides important details of a photograph, accompanied by an illustration. The title is also referred to as lead in journalism, as it has the same criteria.

Grayam mentions in addition A number of good title criteria: The topic of the photo clearly identifies, without the evident detail. To identify

³²Ma'aruf, M. A. (2017). Analisa penggunaan Instagram sebagai Media Informasi Kabupaten Nganjuk (Studi Deskriptif Kualitatif pada Founder dan Followers @nganjukkotabayu). Yogyakarta: Program Studi Ilmu Komunikasi dan Humaniora UIN Sunan Kalijaga Yogyakarta.

the subject so unambiguously as practically. Concise / succinctness means that there are no unnecessary or unneeded words. Because the use of a surprisingly small amount of words is not always similar to brevity. Succinct subtitles have more force than lengthy subtitles. It may distract over three lines of text in a subtitle. Determines the relevancy of the image to the content. Specifies image context. Into the article draws the reader.³³

The researcher can deduce from the definition above that the caption represents a fast textual element describing the picture or explaining what the people in the picture do or say.

E. The Concept of Online Shop

There were thousands of reasons why the business community must connect to the internet, and indeed one of the fastest growing internet segments was the commercial sector. The internet did create an environment as a land for doing business. There were many stories about small and large businesses that have managed to increase their relatively small investment by issuing cost-connection to the internet. They search for information on the internet, maintain relationships with customers, or provide online services and open virtual stores.

In terms of language, online stores come from two syllables, namely stores and online. According to the Big Indonesian Dictionary, a store means a permanent place or building to sell goods (food, drinks, etc.). Whereas online Indonesian language translation was in the network

³³Grayam, L. (2010). Writing Photo Captions, Redbubble Artistic Journal.

or abbreviated online according to wikipedia was the situation when someone was connected to a larger network or system. So departing from the two meanings in the language we could interpret the online store as a place of occurrence of trade activities or buying and selling goods that were connected to a network in this case the internet network.

Online shop becomes a big business opportunity because there was not market limit. Everyone in all corners of the world can access the website business. The market is very big. This business is also open 24 hours, and does not limit time. Online business is indeed different from conventional business, the difference is the means used. If in conventional business (offline), the parties who play a role in business meet and interact directly in a place in the real world, then online businesses were parties that play a role in the online business world and interact in cyberspace through the internet without time and territory restrictions. One of the most important factors in online business was trust. That is, between parties must have a sense of trust in each other. During running an online business, parties did not meet directly, For the Indonesian market itself online business opportunities were very tempting. This is because internet users in Indonesia were increasing rapidly.

In the world of business marketing was a very important thing, because with this marketing the products produced will be known by consumers. In marketing, online shoppers usually take advantage of several services and applications available on their computers or

smartphones.

F. Aerostreet (Official Account online shop)

Aerostreet is one of the online shop accounts in Indonesia that sells products in the form of shoes. The owner of the Aerostreet account is Adhitya Caesarico who comes from Klaten, Central Java. Starting from selling school shoes, Adhitya Caesarico distributed his products offline from shop to shop. After selling school shoes for a long time, Adhitya then developed his business by selling other models and adding a variety of shoe products that can be sold.

Aerostreet is a shoes brand that was built by Adhitya and focuses on selling men's shoes. Adhitya then innovated to expand the market by selling sports shoes, casual and formal shoes. The business started by Adhitya started in 2015, at which time he saw that there was a secondary need in the form of shoes that could be reached by all levels of society. As Aerostreet's slogan "Now everyone can buy a good shoe," Adhitya hopes that all Indonesians from all walks of life can buy quality shoes at affordable prices.³⁴

Nowadays, aerostreet has more than 900 thousand followers on its instagram account, of course by using photos and some video footage related to the goods they sell are made as attractive as possible to attract consumers to buy their product.

³⁴<https://www.antaraneews.com/berita/2119138/perjalanan-aerostreet-dari-klaten-tembus-pasar-global/>. Accessed on July 25, 2021.

G. The Implication To the Teaching of English at the Indonesian

The implication of register self with in side the teaching and learning process, mainly for English language learners, is in English Foreign Language (EFL) classroom interaction. Register can use by learners in EFL classroom interaction. Register can observe in classroom interaction as the communication among teachers and learners. Interaction between classrooms based on the language of the EFL lecture: mechanical, meaningful, pseudo-communications and real communication.

Registers are necessary in a certain community or group, such as a school, as registrars depend on the language and activities that are conducted. The register shows a different feature of the social level whereby the social process is the normal social activity process involving individuals. It indicates that a register is used to develop a good relationship, a good social contact and excellent communication between teachers and learners in classroom interactions.

Classroom interaction is a process that is conducted by teacher in order to help the learner for getting the good result at the end of teaching. Teacher as the model in the classroom and learners will imitate the way teacher teaches them. Therefore, teacher and learners should make the good communication in the classroom interaction.

The results of this registration research should thus serve as a reference in English instruction for teachers. The teacher can teach variety of language in teaching and learning process. For learners, the learner can

understanding about register and can adjust in English teaching and learning

CHAPTER III

RESEARCH RESULT AND DISCUSSION

In this chapter, the researcher classified the data based on the type, the mostly used and the meaning of register. The data were gotten from captions on Aerostreet account online shop of media social instagram. The researcher found in its the type, the mostly used and the meaning. After analyzing all the data, the researcher finally finds out and arranges several finding. The finding are based on linguistics form, the moslty used and meaning of register used in caption on Aerostreet account online shop of media social instagram.

A. Findings

The researcher used observation and documentation as the technique to collect the data of the register used in caption on online shop of media social instagram. In this research, the researcher used capture caption of accaount aerostreet to observe and analyze types of register used in caption on online shop of media social instagram.

1. Linguistics Form of Register

The researcher will differentiate two kinds of data, they are word and phrase. The writer finds.

Table 3.1

**Linguistics forms of register used in caption on Aerostreet account online
shop of social media instagram**

No	Linguistic Form	Register	Σ Data	%
1	Word			
	a. Noun	Stock Owner Sport Items Guys Girls Sale Discount Cashback Item	10	25%
	b. Verb	Keep Order Cancel Import Overload	5	12,5 %
	c. Adjective	Ready Random	2	5%
	d. Compound	Restock Allsize Blacklist On model Sold out Reseller	6	15%
e. Abbreviation	DM HP PCS PO OOTD IDR ORI COD	8	20%	

2.	Phrase a Noun phrase	Ready stock Free ongkir Limited edition Slow respon Grab it fast Last stock Start now Back in stock Coomingsoon	9	22,5%
	Data		40	100%

The data above refers to the linguistic forms of registers used in caption on Aerostreet account of media social instagram. The data is suitable with the theory by Budiarsa that register is variety of language based on to the use and the words above is used in caption field. From the data above the writer found 40 data linguistics form of register.

2. The register mostly used

From the data classification in the table 3.1, the researcher counted them for each type.

Table 3.2
The Percentage of the Types of Register

No.	The Linguistics form of register	Σ Data	Percentage (%)
1.	Noun	10	25%
2.	Verb	5	12,5%
3.	Adjective	2	5%
4.	Coumpound	6	15%
5.	Abbrevation	8	20%
6.	Noun Phrase	9	22,5%
Σ All The Data		40	100%

The researcher concluded that the type of register that is mostly more widely used in caption on aerostreet account online shop of media social instagram is the Noun.

3. The meaning of register

The writer finds the meaning in caption on Aerosreet account online shop media social instagram. The researcher finding is described in the form of table as follows:

Table 3.3

The meaning of register used in caption on Aerostreet account online shop of media social instagram

No.	Register	The meaning of register
1	Stock	Supply of goods available for sale in a shop
2	Owner	Online shop owner or person who sells goods to the buyer
3	Cashback	offer where the buyer is given a percentage of cash or virtual cash
4	Items	The number of items to be sold or purchased
5	Guys	The nickname of female customers.
6	Order	Request to supply goods or the act of order goods or merchandise to the seller.
7	Girls	The nickname of female customers (the short form of "sister").
8	Sale	certain shopping discounts at certain times
9	Discount	Discounted price (usually in the form of a percentage)
10	Item	The number of items to be sold or purchased

11	Keep	To keep the goods for a specific buyer and for certain period of time
12	Cancel	Say that something already arranged will not be processed or
13	Ready	The availability of goods for sale by the supplier or the reseller.
14	Import	Goods sold come from abroad
15	Overload	to give someone information too much work or information be overloaded with something
16	Random	Selection of goods or purchase of goods that may not be the same color or shape
17	Restock	The availability of new goods that have been sold out from the supplier
18	Blacklist	The list of problems in online shop such as untrusted online shop and untrusted customers
19	On model	The model of clothes used by the model
20	Sold out	Sold all of something, eg shoes, clothes, etc.
21	DM	is an abbreviation of Direct Message or in Indonesian means direct message. The term DM comes from the social media Instagram.
22	HP	Abbreviation of Handphone
23	PCS	Short of pieces, sheets that indicate units of items more than one (plural nouns)
24	PO	Discounted price (usually in the form of a percentage)
25	IDR	IDR abbreviation for Indonesian Rupiah or Indonesian Rupiah
26	ORI	The abbreviation for original is the goods sold are genuine goods not imitation
27	COD	Payment system made when the customer and

		seller meet directly.
28	Ready stock	Goods that is available and ready for sale or the goods available from the seller or supplier.
29	OOTD	Abbreviation outfit of the day
30	Ready stock	Goods that is available and ready for sale or the goods available from the seller or supplier.
31	Free ongkir	Purchase goods that are sent free
32	Grab it fast	provide information to buy something quickly
33	Last stock	Goods that will be sold in stock will soon run out
34	Start now	The definition of a start is the beginning or first part of something.
35	Back in stock	To put stock in is defined as to trust in or to value
36	Cooming soon	will be arriving product in the near future.
37	limited edition	products that have a slightly different style to the usual kind and only a small quantity of which are produced
38	Slow respon	Receive a message from the buyer because there is something busy with the seller, so the buyer must be patient
39	Start now	The definition of a start is the beginning or first part of something.
40	All zise	The standard size of clothes, shoes, etc or fairly large size that is intended for allsize.

From the table above refers to the meaning of registers used in caption of Aerostreet account on online shop of media social instagram . The researcher explained the meaning of registers from the words that is used in caption of Aerostreet account on online shop of media social instagram. The researcher also found the meaning based on the context of

situation. It consist of field, mode, and tenor. Field was the social setting and purpose of interaction. The register social setting occur in online shop, that happened when the buyer asked about the availability of goods, the purchasing system, and the trading system. That also happened when the seller provides more information about products and its specifications.

Tenor was the relationship between participant in the event, list in online shop are used by buyers and sellers. Mode refres to communication media, all registers used in caption on Aerosreet account online shop of media social instagram.

B. Discussion

In the findings section, the researcher presented the results of the research briefly, while in this section, the researcher gave deep explanations of these results. Then, to support the discussion, some examples of caption on aerostreet account online shop of media social instagram' utterances and the register mostly used in caption on aerosreet account on online shop of media social instagram.

1. Linguistic form of the words register :

a Words

1) Noun

Nouns were used to name abstract people, things, animals, places, and concepts. There were some nouns of forms :*Concrete nouns* are tangible nouns that can be seen or touched. For example: gold, iron, tables, chairs. *Abstract*

nouns are nouns that cannot be seen or touched. For example: agreement, kindness.

There were some register in online shop which used nouns :

(1) *Sist*, *sist* abbreviation of "sister"

(The word *sist* was used by online shop sellers to short names for → female buyers). *Sist* Clipped word from *sister* , because clipping is the process of shortening a longer word.

(2) *Supplier*, (provider of goods for resale . From the word *supply* was verb)

Supply (verb) + (ier) affixation → *Supplier*

(3) *Stock* ,(supply of goods. *Stock* :Noun)

(4) *Owner*, (in here the owner is used for the short name of the online shop sales) The word *owner* word form "own", the word *own* was adjective. *Own-er* = *owner* (suffix ~ *er*) can occur either at the end of an adjective (adjective) to become word noun.

(5) *Item*, the number of items you wanted to sold

(6) *Sale*,(act of selling or being sold)

(7) *Customer*,(person who buys in a shop)

The word customer is formed from the word “custom”
 Custom generally aspected behavior among members of
 a social group. suffix ~(er) were used the custom+ er .
 These two words are the forms of nouns

(8) *Testimony*, (formal statement of truth).The word
 testimony was of noun

(9) *Delivery*, (Seller who deliver the goods sold directly).

The words delivery tenses from “deliver” The words
 delivery word form "deliver", deliver was verb and
 while delivery was noun. The following is one
 representation of the formation of → new word using
 the suffix-y, deliver (noun) + deliver + y (noun) = class
 changing (verbnoun)

(10) *Retail* , (selling oods the public or selling a particular
 price in small quantities. The word retail was noun)

(11) *Promotion* ,(One the way to promote in online shop
 merchandise to attract buyers. The word promotion is
 formed from the word “promote”(verb)+ ion (noun)
 were process suffixes the endingion.

(12) *Discount*, (reduction in price in online shop. The prefix
 (dis-) mostly occurs with verb (count) resultant
 combination remains such discount.

(13) *Cashback*, (offer whre the buyer is given a percentage

of cash or virtual cash refund or even given a product but meets purchase conditions that have been determined by the cashback). The first words were cash
 Cash (noun)+ back(noun) Compound noun and meaning did not change.

Based on the data above that every noun is analyzed based on word formation researchers found clipping words, affixation (ier), (suffix- er), suffix (y), prefix (-dis), and compound noun.

2) Verb

Verb was a word that functions to show the action of the subject, to indicate an event or situation. There were some verbs of forms :*Present* is the basic verb used to form simple present tense sentences. *past tense* is a sentence used to declare that an event has taken place in the past. *Past participle* is a verb that has several uses, among which are used to form the sentence perfect tenses (present perfect, past perfect or future perfect) and form passive sentences.

- a) *Keep*, clothes and all the other things a person needed to lived. The words from keep was of verb
- b) *Transfer*, In online shop words transfer used to sending money by bank to be paid to a person in another place. The word transfers was of verb

- c) *Boking*, to keep the goods for a specific buyer and for certain period of time. The words boking was verb
- d) *Cancel*, cancel in online shop to say the something already arranged will not be processed or cancelled. The word from cancel was verb
- e) *Order*, request to supply goods or the act of order goods or merchandise to the seller. The word order was verb.
- f) *Confirm*, show or say that something was true/must detail while in online shop send a detail information about customer's data (name and address) for shipping system by a personal message. The word confirm was verb
- g) *Capture*, in online capture used a processing payment or selection of goods by the buyer to be sent via private message to the seller. The word capture was of verb.
- h) *Import*, bring in goods from another country. The word was of verb
- i) *Overload*, put too the great a weight on something and in online shop this term was used to describe conditions whe a goods business is no longer accommodate a load. The word overload which was formed from the first word that was from over which has a different meaning, and the second word was load also has a different meaning.
- Over (Noun) + Load {Noun} Overload (verb) From the

examples above, it can be seen that suffixes change the category of the word, while prefixes do not.

3) Adjective

Adjectives were words that are used to describe or modify nouns or pronouns. There were some adjectives of forms :*Descriptive adjective* is an adjective form or an adjective describing the shape or nature of an object. *Distributive adjective* is an adjective or adjective form in English which has the nature or form of division. *Possessive adjective* is an adjective form or adjective in English that is used to express ownership. *Demonstrative adjective* is an adjective form or adjective in English that is used to indicate the position of an object. *Interrogative adjective* is used to ask a thing or thing. As the name implies, *quantitative adjective* is used to describe an object or thing.

- a) *Ready*, The meaning of ready was availability of new goods that have been sold out from the supplier in online shop. The word ready was adjective.
- b) *Random*, selection of goods or purchase of goods that may not be the same colour or shape. The word ready was adjective

4) Compound

Compounding, composition or nominal composition was the process of word formation that creates compound

lexemes. That was in familiar terms,compounding occurs when two or more words or sign were joined to make one longer word or sign.

- (1) *Restock*, The meaning restock in online shop was availability of new goods that hav been sold out from the supplier. The explanation word from the prefix was a word or group of words which is located at the beginning of a word and forms the meaning of a word and new meaning from the original. Re (prefix+Stock (noun) Compound noun.
- (2) *Allsize*, in the onlie shop the standard size of clothes,shoes,etc or fairly large size that is intended for allsize. The first word of all (determiner) and the second word was size (noun),so, the word allsize was compound noun.
- (3) *Blacklist*, in the online shop the list of problems such as untrusted online shop and untrusted customers. Blacklist was divide into words,the firs word of black (adjective)+list (noun) Compound noun and from both of these words after being combined into different meanings
- (4) *On model*, in the online shop design or kind of product. The first word was on as (preposition) + model as (noun) Compound noun and the meaning did not changed.

- (5) *Sold out*, sold all goods in the store online shop.

Sold out divide into words, the first words was sold form II sell (verb)+ out (adverb) □ Compond noun and meaning did not changed.

- (6) *Reseller* , In the online shop reseller called for the a person who sell the goods to the other person in a small quatites.

The explanation word from the prefix was a word or group of words which is located at the beginning of a word and forms the meaning of a word and new meaning from the original ,Re (prefix) + Seller (noun) Compound noun.

- (7) *Dropship*, in the online shop process of sending goods from one place to another. Dropship divide into words, the first words was drop. drop (verb) + ship (noun) Compound noun and from both of these words after being combined into different meanings.

5) Abbreviation

Abbreviation is the word formation process in which a word or phrase is shortened. Initialisms are a type of abbreviation formed by the initial letters of a word or phrase.

- (1) *OL (online)*, controlled by or connected to a mobile phone and internet in the online shop facebook. The word online was adjective.
- (2) *PO (Pre-order)*, a sales system where a seller receives an

order for a product, and you must make a payment as a sign of ordering the product. Pre-order divide into words, the first words was pre.Pre (prefix) the meaning before + order (verb).

(3) *DP (Down payment)* Advances from buyers for sales transactions and done when not yet handover of goods / services from the seller. Down payment divide into words , the first words was down. Down (adjective) + payment (noun) +Noun , from the both words every words different meaning.

(4) *PM (Private message)* Send private message the buyers about transaction to seller. Private message divide into words , the first words was down. Private (adjective) + Message (noun) , from the both words each different meanings.

(5) *COD (Cash on delivery)* In the online shop cod used as payment system made when the customer and seller meet directly.COD cod consists of 3 words, Cash (noun)+ on (preposition) + delivery(noun)

(6) *PCS (Pieces)*,Sheets that indicate units of items more than one.Pieces (noun)

(7) *ORI (Original)*, goods sold in online shop were genuine perfect not imitation .Original

- (8) BT (Barter) Exchange goods for other goods ,without usingmoney.Barter (verb)

b Phrase

1) NounPhrase

Noun phrases are phrases (English phrases) as a result of combining nouns, pronouns (pronouns), or numbers (head work) with one or more modifiers.

- a) *Ready stocks*, Goods that was available and ready for sale or the goods available from the seller or supplier in the online shops. Head (adjective) Ready and head (noun) stock
- b) *Full payment*, The act of paying fullmoney.
Head (adjective) Full + (noun) payment
- c) *Free ongkir* (Free post+age)purchase goods that were sendfree. Head (adjective) Free + (noun) Postage
- d) *Slow respon* , in the online shop received message from the buyerbecause there were something busy with the seller . Head (adjective) Slow + (noun)Response
- e) *Last stock* , Goods that will be sold in stock will soon run out. Post determiner (number) last + (noun)stock
- f) *Real picture* , photo send the seller to the buyer in order to seen product original. Head (adjective) Real + (noun)

CHAPTER IV

CONCLUSION AND SUGESSTION

In this chapter the writer discusses about conclusion and suggestion of this study entitled “A sociolinguistics analysis of register used in caption on online shop of media social instagram”. 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

Based on the result of the data analysis, the writer draw some conclusions as follows:

1. The researcher found 40 data the linguistics form of words and phrases. There the researcher finds the high frequency data of linguistics form are in noun. The writer found 10 data of noun, 6 data of compound and 8 abbreviation, 9 data of noun phrase, 5 data of verb, and 2 data of adjective.
2. The researcer found the mostly used the register in caption aerostreet account on online shop of media social is the Noun.
3. The researcher also found the meaning based on the context of situation. It consist of field, mode, and tenor. Field was the social setting and purpose of interaction. The register social setting occur in online shop, that happened when the buyer asked about the availability of goods, the purchasing system, and the trading system. That also happened when the seller provides more information about products and its specifications.

Tenor was the relationship between participant in the event, list in online shop are used by buyers and sellers. Mode refres to communication media, all registers used in caption on Aerosreet account online shop of media social instagram.

B. SUGESSTION

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

1. For the students

The researcher suggests that the students Department should learn more about sociolinguistic regarding to language variation and register, especially that ones that happened insociety.

2. For the other researchers

The researcher hopes that this research can be used as a reference for those who are eager to analyze the register as a language of variety and they would comprehend terms and get information of the register used in caption on online shop of social media instagrm.

3. For the teachers

This study can be used by teachers as a guide for encrihing their knowledge of register. The teachers can also apply instagram as a medium to teach their students because instagram is one of interesting medium for students to enjoy during teaching learning process

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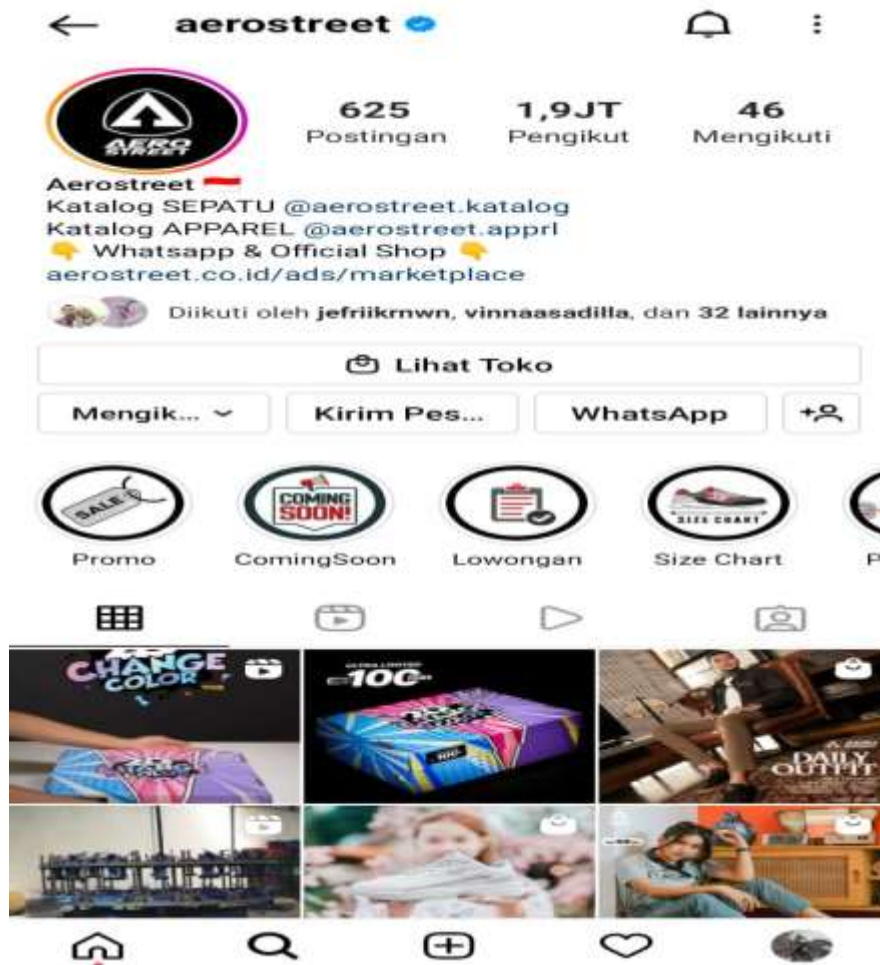
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APPENDICS

A. DATA SOURCE

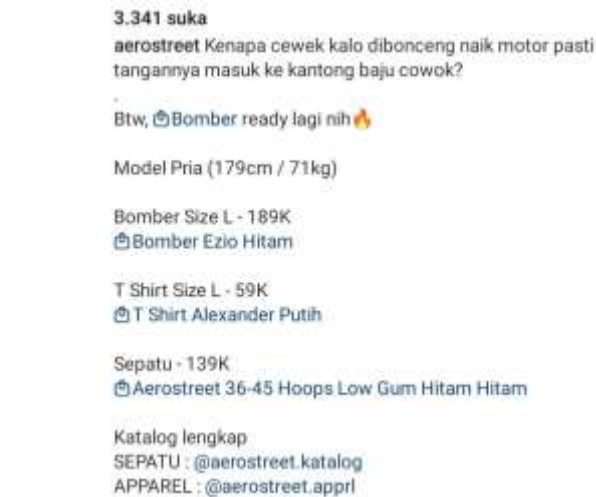
1. Instagram Account of Aerostreet



Aerostreet is one of the online shop accounts in Indonesia that sells products in the form of shoes. The owner of the Aerostreet account is Adhitya Caesarico who comes from Klaten, Central Java. Aerostreet is a shoe brand that was built by Adhitya and focuses on selling men's shoes. Adhitya then innovated to expand the market by selling sports shoes, casual and formal shoes. The business started by Adhitya started in 2015, at which time he saw that there was a secondary need in the form of shoes that could be reached by all levels of society. As Aerostreet's slogan "Now everyone can buy a good

shoe," Adhitya hopes that all Indonesians from all walks of life can buy quality shoes at affordable prices.

2. Caption of Aerostreet account





B. OBSERVATION SHEET

Table 1.

Linguistics forms of register used in caption on Aerostreet account online shop of media social instagram

No	Linguistic Form	Register	Σ Data	%
1	Word			
	f. Noun	Stock		
		Owner		
		Sport		
		Items		
		Guys		
		Girls		
		Sale		
		Discount		
		Cashback		
		Item		
	g. Verb	Keep		
		Order		
		Cancel		
		Import		
		Overload		

	<p>h. Adjective</p> <p>Ready</p> <p>Random</p> <p>i. Compound</p> <p>Restock</p> <p>Allsize</p> <p>Blacklist</p> <p>On model</p> <p>Sold out</p> <p>Reseller</p> <p>j. Abbreviation</p> <p>DM</p> <p>HP</p> <p>PCS</p> <p>PO</p> <p>OOTD</p> <p>IDR</p> <p>ORI</p> <p>COD</p>			
2.	<p>Phrase</p> <p>b Noun phrase</p>	Ready stock		

		Free ongkir		
		Limited edition		
		Slow respon		
		Grab it fast		
		Last stock		
		Start now		
		Back in stock		
		Coomingssoon		
	Data			

Table 3.2
The Percentage of the Types of Register

No.	The Linguistics form of register	Σ Data	Percentage (%)
1.	Noun		
2.	Verb		
3.	Adjective		
4.	Coumpound		
5.	Abbrevation		
6.	Noun Phrase		
Σ All The Data			

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

$$P (\text{presentage } \%) = \frac{\Sigma \text{ Data}}{\Sigma \text{ All the Data}} \times$$

Table 3.3

The meaning of register used in caption on Aerostreet account online shop of media social instagram

No.	Register	The meaning of register
1	Stock	
2	Owner	
3	Cashback	
4	Items	
5	Guys	
6	Order	
7	Girls	
8	Sale	
9	Discount	
10	Item	
11	Keep	
12	Cancel	
13	Ready	
14	Import	
15	Overload	
16	Random	
17	Restock	
18	Blacklist	
19	On model	
20	Sold out	

21	DM	
22	HP	
23	PCS	
24	PO	
25	IDR	
26	ORI	
27	COD	
28	Ready stock	
29	OOTD	
30	Ready stock	
31	Free ongkir	
32	Grab it fast	
33	Last stock	
34	Start now	
35	Back in stock	
36	Coming soon	
37	Limited edition	
38	Slow respon	
39	Start now	
40	All zise	



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Berdasarkan Surat Wakil Dekan Akademik dan Kelembagaan Nomor :B-2421/In.28/D.1/TL.00/06/2022 tanggal 13 Juni 2022 tentang Permohonan izin riset penelitian di Perpustakaan IAIN Metro, dengan ini memberikan izin kepada :

Nama : NUR ANISYA
NPM : 1801070048
Semester : 8 (Delapan)
Jurusan : Tadris Bahasa Inggris

Untuk mengadakan riset penelitian yang berjudul : "A SOCIALINGUISTICS ANALYSIS OF REGISTER USED IN CAPTION ON ONLINE SHOP OF MEDIA SOCIAL INSTAGRAM" di Perpustakaan IAIN Metro.

Demikian surat izin riset penelitian ini kami buat untuk dapat dipergunakan sebagaimana mestinya.

Metro, 20 Juni 2022
Kepala Perpustakaan



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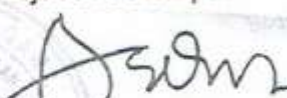
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 2. Waktu yang diberikan mulai tanggal dikeluarkan Surat Tugas ini sampai dengan selesai.

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 : 13 Juni 2022

Mengetahui,
Pejabat Setempat


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No	Hari/ Tanggal	Pembimbing	Materi yang dikonsultasikan	Tanda Tangan Mahasiswa
1.	Senin 21/05 2022	✓	Bimbingan Chapter <u>III</u> dan <u>IV</u>	
2.	Kamis 24/05 2022	✓	Revisi Tabel Chapter <u>III</u>	
3.	Senin 28/05 2022	✓	Acc tabel chapter <u>III</u> lanjut chapter <u>IV</u>	
4.	Rabu 30/05 2022	✓	Acc Munqasyah	

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A SOCIOLINGUISTICS ANALYSIS OF REGISTER USED IN CAPTION ON ONLINE SHOP OF MEDIA SOCIAL INSTAGRAM

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CURICULUM VITAE



The name of the writer is Nur Anisya. She was born in Metro, March 19, 2000. She is the firstdaughter of the coupel from Mr. Sri Hartono and Mrs. Sutimah. The writer has one young brother, named Hanif Fathurrahman. The writer was enrolled her study at TK Aisyah Metro 2006-2007. She continued her study at SDN1 Metro Timur 2007-2013. She continued her study at MT's N 1 Lampung Timur on 2013-2015. She continued her study at SMK N 1 Metro and completed in 2018. The writer continued her study at Kota Metro. In 2018, she was registred as a student of S1 English Education Department State Institute of Metro. Then, the researcher takes as an S1 Students of English Education Department State Institute for Islamic Metro.