A Sociolinguistic Analysis of Register Usage by Members in the *"Ikan Hias Kediri (Ihk) *Reborn*"* Fish Trading Group In Facebook

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Abstrak: The Facebook buying and selling community "Ikan Hias Kediri (ihk) Reborn" is interesting to analyze because the group uses many words and phrases.the members of this group number around seventeen thousand members. The "Ikan Hias Kediri (ihk) Reborn" Facebook buying and selling community is one of the groups of buying and selling communities on Facebook. This community provides a place for its members to conduct buying and selling fish and accessories transactions in the Kediri area and its surroundings. There are many words and phrases used in the community such as *"Slayer", "Tank", "Casut", "RTC"*, and others. The researcher will analyze the register used in the Facebook buying and selling community "Ikan Hias Kediri" (ihk) "Reborn" as research material.

Kata kunci: Register, Trading Community, Facebook

INTRODUCTION

Social media is the platform with the most users. Based on the annual report "Digital 2021: Global Overview Report" published by Hootsuite and We Are Social. Indonesia is one of the countries with the highest growth in social media users, there are 170 million users currently (+6.3% compared to 2020) which is equivalent to 61.8% of Indonesia's population.

As is known, social media is a medium for socializing with each other and is done online, which allows people to interact with each other without being limited by space and time. Social media removes human boundaries for socializing, space, and time boundaries, with social media humans can communicate with each other wherever they are and at any time. Apart from that, the use of social media cannot be separated from the use of language, the language used between personal social media and social media for marketing purposes will certainly be different and have many variations. Social media can be grouped into several large sections, for example in the field of Social Networks, social media for socializing and interacting (Facebook, MySpace, hi5, Linked In, Bebo, etc.). Apart from that, Social Media Marketing has now become the spearhead for strengthening business performance during the pandemic and this digital era. One of the popular social media marketing used is Facebook.

Nowadays, Facebook has become interesting to analyze in research. According to Techopedia (https://www.techopedia.com/) Facebook is a free social web of networking that promotes and facilitates interaction between friends, family, and colleagues. The idea of Facebook social network first came from Facemash networking. It was found bt ark Zuckerberg because of the popularity of Facemash, and then Mark was able to find a new social network named Facebook. Facebook was launched on 4th February 2004 named "The Facebook" and then changed to "Facebook". Many researchers use Facebook in their research especially analyzing the use of Facebook groups or communities. Many researchers are interested in doing their research on Facebook groups or communities in many ways such as in education, content analysis, identities of groups, identifying features, content analysis, etc. They researched because it was interesting.

1. First, in the education part is the use of Facebook as an academic teaching aid by Miron (2017). He said "The Facebook groups were used at first for organizational communications between the lecturer/instructor and students such as clarification on submission dates of assignments, posting lists of scores.

2. Second, there is Castleton (2019) that makes a researcher about Identity, Community, and Technology. He said that Facebook unit language is used to communicate because they have different ways of practicing such as comment a picture, asking questions, etc.

3. Third, in Dunn's (2019) research, she did her research about the use of Cambridge Bay News which is a popular Facebook group in Cambridge. In Cambridge Bay News Facebook group, is not only about the member country but also about sharing the foods of Cambridge.

Sociolinguistics studies the language variation that happens in the world. Ferguson (in Wardhaugh 1986:22) defines variety as human speech patterns that are enough homogeneous to be analyzed with available techniques of synchronic description which has a large enough repertory in the context of communication. In this case, we conducted research regarding Register Usage by members in the *"IKAN HIAS KEDIRI (ihk) "reborn"* Fish Trading group on Facebook. As we know Register is the language used by a certain group of people and only both parties can understand it (Chaer and Agustina,

2014:68). According to Alwasilah (1985:53) register is the variety of language in which it is used based on the user. The type of job that has a relationship with language use is called register (Mansoer, 2015:75─76). So the language used between one type of work and another has different languages. delivered by (Alwasilah, 1993:53). For example, the register used by the seller online shop that has the word "*PO*" in it "*Pre Order*" stands for the word only used by online shop sellers and those who understand this term are online shop users. Another example is the words "*RTC, Guppy PRTDE*," in it "Red Tail Catfish", and "Platinum Red Tail Dumbo Ear" which is an example of a register used by *IHK* members to promote the fish they offer.

The register function is the same as the language function. According to Halliday (in Nababan, 1993:42─43), language has seven functions, namely instrumental, regulatory, interaction, personal, heuristic, imaginative, and informative or representational functions.

There are several reasons this research was carried out and the issue of registers as study material. The researchers are interested in explaining about register form, language function, language meaning, and the use of language by member online shop "*IKAN HIAS KEDIRI*" (*ihk)* Facebook trading community group sellers in the Facebook application. Meanwhile, register in the Facebook application certainly has its characteristics, namely the language used can only be understood by sellers and buyers. To sell the product the seller gives the word The typical thing is called a register for buyers interested in buying the product.

METODE

The researcher chose a qualitative approach, according to Berg (2009:3) qualitative research is an inductive approach to get deeper information about meaning, definition, arrangement, concepts, characteristics, symbols, and descriptions. The researcher used a qualitative approach to get more information about the register used in the Facebook trading community of *"IKAN HIAS KEDIRI (ihk) *Reborn*"* and its meaning. The step taken by the researcher is to analyze the words and terms used from posts and comments from sellers and buyers in *"IKAN HIAS KEDIRI" "ihk"* Facebook trading community. The next step the author will classify the data which is a register and look for the meaning of the words or terms that have been found.

RESULT AND DISCUSSION

This research analyzes language registers found in the group "*IKAN HIAS KEDIRI*" (*ihk)* Facebook trading community group. Data sources are taken from posts and comments between traders and buyers in the group. As evidence, the researcher includes screenshot evidence of posts and comments whose language registers are examined in the attachment. From the results of the data collection that has been carried out, the following is a data presentation of various words and meanings of register as language variations in the group "*IKAN HIAS KEDIRI*" (*ihk)* Facebook trading community group.

Data 1	*Bosen ikan predator*	Ø *aquarium uk 45x35 cm fullshet*
Sentence	Ø *Oscar tiger 5 jari marking bagus (**B1**)*	*filter dan mesin (**A1**)*
	Ø *Ikan buntal air tawar plus garam (**A1**)*	Ø *aquarium uk 30x20 cm fullshet*
	(post by Muhammad Hazballoh)	*danmein (**B1 C1**)*
Word	***B1:*** 1 fish has a price of 50,000	***A1:*** 1 fish has a price of 100,000
	A1: 1 fish has a price of 100,000	

		B1 C1: 1 fish has a price of 70,000
Data 2, 3 Sentence	*Platty carolin indukan 300 ekor, guppy full gold 50* **pair** *minat inbox*	Ø *Kabuto* **slayer** *14-16cm* Ø *Komet* **slayer** *minat inbox* Ø *Platinum kumpay /* **slayer** *20-23 cm*
Word	**"pair"** this word has a meaning *pasang or pairs.* *(post by Aan Mahda Kusuma)*	**"slayer"** words has the meaning of *"long tail", "ekor panjang"* so {Kabuto slayer (long tail) 14-16 cm}
Data 4, 5 Sentence	*Monggo ingkang minat* **RTC** *10-11cm inbox.* *(post by Icha Icha)*	*Ready* **PRTDE** *300 ekor ecer borong siap.* *(post by Af Gen)*
Word	**"RTC"** which is an extension form of **"Red Tail Catfish"**, a type of fish.	**"PRTDE"** which is an extension form of **"Platinum Red Tail Dumbo Ear"**, a type of fish.
Data 6, 7 Sentence	*Koi* **sb** *butterfly* (post by Narko Dodot)	*Blida Bangkok -+ 50 cm* **dorsal** *bawah sobek korban buli arwana monggo diijoli Oscar jumbo.* (post by Cecak Dinding)
Word	**"sb"** indicating that the fish has a short body "short body".	"*dorsal*" is an English term meaning dorsal fin concerning the back)
Data 8, 9 Sentence	*Cari lagi bosku ikan* **afkiran atau ikan rijekan** *dll yg besar besar gurame bawal patin inbox.*	*Ready stok* **tankmate** *mu paman sinodentis 20 cm pm mawon.* (post by satria Wijaya Kusuma)
Word	"**afkiran atau ikan rijekan**" This word has a meaning ("afkiran or ikan rijekan" goods that do not fit the buyer's criteria or rejected goods)	"**tankmate**" here means an ornamental fish companion that is suitable to be combined in the same aquarium with existing fish.
Data 10, 11 Sentence	*Ready* **casut & kutir** *setiap hari stok loss minat inbox.* (post by Muhammad Zavriel)	Ø *Ready sapu sapu* **albino** *15 cm* Ø *Kaviat* **albino** *slayer 3 jarian* (post by Rico Fajar)
Word	"**casut & kutir**" this word has a meaning ("casut & kutir" here means "casut: stands for silk worm" while "kutir: stands for water flea).	"**albino**" this word has a meaning ("albino" here means tending to the colour or pattern of the fish which is yellow. While platinum means white)
Data 12, 13 Sentence	**Plakat** *dragon wa 08563514308* (post by Raja Petshop Tuluangung)	u Dijual fullset **tank** 50*30*30 begrond belakangkaca 5ml rak holo 1.5m monggo minat wa mawon 089509954472. (post by Danz Danz)
Word	**"plakat"** here means short tail or usually fighting fish (to be fought)	"**tank**" means" *aquarium*"

CONCLUSION

Based on the analysis, the researchers conclude that the Register refers to a variety of a languages used for a particular purpose or in a particular communicative situation. The use of Register can be found in social media like Facebook and other social media in Indonesia or all over the world. The form of register is divided into three namely: lingual register, open register, and limited register. In this study, researchers found a word that is a form of register. Lingual registers are registers that have the form of abbreviations or abbreviations. Abbreviations contain abbreviations, letters, or abbreviations. Researchers found two lingual register words. Limited register has a small, limited meaning and has a regular or definite meaning so that the meaning is limited to only a few. Researchers found 4 limited register words. Open register means that the meaning can not only be understood by speakers of certain regions, but speakers of other regions also know the meaning. Researchers found 7 open register words.

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