

## ***An Analysis of Online Shop Register Terms and The Customers' Response in Some Online Shopping Websites***

*(Analisa Istilah-Istilah Jual beli Online dan Respon Pelanggan di dalam Beberapa Website Jual Beli Online)*

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### ***Abstrak***

Register adalah variasi bahasa yang berhubungan dengan situasi di dalam penggunaannya. Register digunakan dalam berbagai bidang, seperti olahraga, kedokteran, kantor polisi, toko online, dan lain-lain. Artikel ini menganalisa tentang istilah-istilah register di jual beli online dan respon pelanggan di tiga toko fashion online yaitu twentyone closet, LSEY\_store dan adorable project. Tujuan dalam penelitian ini adalah untuk mengetahui dan mendeskripsikan istilah-istilah register yang ada di jual beli fashion online, untuk mengetahui bagaimana istilah-istilah dalam register tersebut terbentuk dan untuk mengetahui respon pelanggan terhadap penggunaan istilah-istilah tersebut. Hasil dari penelitian ini menunjukkan bahwa ada 56 istilah register yang digunakan di dalam tiga toko online. Dari 56 istilah register, 36 istilah register mengalami proses pembentukan kata. Hasil penelitian tentang respon pelanggan menunjukkan dari 20 pelanggan, hanya 5-10 orang yang dapat memahami istilah register tersebut dengan benar. Kebanyakan pelanggan yang memahami istilah register adalah pelanggan laki-laki. Laki-laki memiliki pemahaman register yang lebih baik. Hal ini dipengaruhi oleh umur pelanggan, jenjang pendidikan dan pekerjaan.

**Kata Kunci:** *Istilah-Istilah Register, Jual Beli Online, Pembentukan Kata*

### **Abstract**

Register is a variety of language used in speech community that is influenced by the context of the situation. The register is used in several fields, such as sports, medicine, police office, online shop, etc. This article deals with the analysis of online shop register terms and the customers' response to the three fashion online shops, namely twentyone closet, LSEY\_store, and adorable project. The purposes of the study are to discover and describe the register terms found in fashion online shops, to find out the ways how the register terms which are used are formed and know the customers' response to the use of register terms in three fashion online shops. The observation results are that there are 56 register terms used in the three fashion online shops. There are 36 of 56 words that undergo the word formation processes. The results of customers' response show that from 20 respondents, there are only 5 - 10 persons who can understand the register terms correctly. Most respondents who understand the register terms are male respondent. Male has better understanding of the register terms. The understanding of the register terms is influenced by the respondents' age, the background of education, and occupation.

**Keywords:** Register Terms, Online Shop, Word Formation

### **Introduction**

Language as a means of communication has many variations. This is because people use many different kinds of languages when they talk with different people in different situations. According to Chaer and Leonie (1995: 80) the appearance of this language variety is caused by the heterogeneous speakers and different interaction activities. These kinds of language differences are called language varieties. People use many kinds of language varieties in communication, such as register, jargon, and slang. According to Yule (1985: 190) varieties of languages are influenced by education, age, sex, occupation, class, and a number of other social parameters. Besides, it is also

classified based on several aspects such as the users of the language and the region where the language is used.

Wardhaugh (2006: 25) states that "variety in terms of a specific set of linguistic items or human speech patterns (sounds, words, grammatical features, and etc.) are associated with some external factors (a geographical area or social group)". It means that the language has many variations because of heterogeneous speakers, social activity, and the geographical area. Heterogeneous speakers create many varieties of languages, for example, varieties of English. Wardhaugh (2006: 25) states that English has many varieties such as British English and Malay English.

According to Yule (1985: 190) there are three kinds of language varieties; dialects (social dialect, idiolect, and so on.), styles, and register. Register is a variety of languages

used in speech community that is influenced by the context of the situation. "It is a set of language item associated with discrete occupational or social groups (Wardhaugh, 2006: 52)". "Each register helps you to express your identity at a specific time or place, e.g. how you seek to present yourself to others (Wardhaugh, 2006: 52)". The register is used in several fields, such as sports, medicine, police office, etc.

Along with the development of technology, business can be run via the internet, which is called online business. Online business is any kind of business activity via online (over the internet). One of famous online businesses nowadays is online shop. The online shop is online media that help people to get many commodities by internet media in website. In the online shop, sellers and buyers use many terms to do a transaction. These terms are known as register terms. With the development of online shop business, the register terms are used also has variation. There are many register terms that can be found in online shop such as Cash On Delivery (COD), Pre-Order (PO), seller, buyer, and so on.

The use of register terms is to make sellers and customers easier to communicate in the transaction, but in fact, many customers do not understand the use and the meaning of the register terms. This problem influences the success of business transaction between the sellers and the customers. One of the examples is the term Cash On Delivery (COD). There are many problems that happen to the customers or the sellers in this register terms. Cash On Delivery (COD) means to pay it in location in which the sellers and the customers need to meet up, not to send it via banking transfer. In fact, the understanding does not match with the meaning of the register terms. This is due to the misunderstanding between the sellers or the customers. Many customers force the sellers to send the commodities, or sometimes the sellers offer to send the commodities.

Based on the problem that the researcher found in the online shop website, the researcher is interested in analyzing the online shop register terms, especially in fashion online shop. Fashion online shop is an online shop that sells clothes and accessories for men and women. Fashion online shop is chosen because it is assumed that fashion online shop has many register terms and customers than other online shop. With the development of fashion online shop, the register terms which are used also has a variation. Based on this reason, the researcher is interested in analyzing further about the register terms found in fashion online shop, the word formation of the register and the customers' response to the register used.

## Research Design and Method

This research employs qualitative research. Qualitative research is an interpretive research (descriptive research). Denscombe (2003: 248) states that qualitative research tends to be associated with small-scale studies, description and holistic perspective by using words or images as the unit of data analysis. The qualitative data in this research are the register terms and information that are used in three fashion

online shops. Qualitative method is used in analyzing and describing the kinds of register in fashion online shop, explaining the word formation processes that happen in the fashion online shop register terms and also describing the customers' response. The data that are used in the data collection are the register terms in three fashion online shops and the customers' response. To obtain these data, the researcher uses 3 methods. They are: observation, questionnaire, and telephone interview. The participants of the telephone interview consist of 20 respondents. The respondents are the same with the questionnaire respondents, that are 10 male and 10 female. In this research, descriptive and interpretative techniques are used as the technique for the analysis.

## Result

The observation results show that there are 56 register terms that are used in the three fashion online shops. From 56 register terms there are 7 register terms that have connotative meaning, and the other register terms have lexical meaning.

The researcher also analyzes the word formation processes in 56 register terms. The results show that there are 36 words that undergo the word formation processes. The 36 words consist of 14 words as an abbreviation, 2 words as blending, 3 words as clipping, 1 word as compounding, 6 words as inflection, 3 words as derivation, and 7 words as Indonesian prefix + English morpheme.

The last analysis is the customers' response to the use of the register terms in the fashion online shops. There are 2 sections in the customers' response analysis, that are questionnaire and telephone interview. The questionnaire is used to know the customers' understanding of the register terms. The telephone interview is used to know the customers' response to the use of the register terms. The results of the questionnaire show most of the respondents do not understand the meaning of the register terms. From 56 register terms, only 24 register terms that can be understood by more than 10 respondents. The results show that most of the respondents have difficulties to comprehend the register terms. The results of the telephone interview show 14 respondents disagree with the use of the English register terms. It is because the register terms are disturbing. Most of them do not have better English skill so they cannot understand the meaning of the register terms. Six respondent who agree with the use of English register terms. Those they agree are persons who have better education and occupation. They assume the English terms are simpler than Indonesian terms, moreover the use of English terms can increase their English vocabularies. Based on the results it concludes that 70% customers fashion online shops have difficult problem when they use English register terms, and they do not agree with the use of English term in the fashion online shops and 30% customers fashion online shops do not have a significant problem with English terms.

From 20 respondents, there are only 5 - 10 persons who can understand the register terms correctly. Most respondents who understand the register terms are male respondent. Male has better understanding of the register terms. The understanding of the register terms are influenced by the respondents age, background of education, and occupation. From these results, it can be seen that the understanding of the register terms is influenced by the background of education and occupation of the participant. The higher a person's education and occupation, the better their understanding of a foreign language.

### DISCUSSION

From the observation on 3 fashion online shops, the researcher found 56 words that are classified as register terms. The words that are classified as register terms are presented in the table 4.1.

Table 4.1 Register terms

No	Register Terms	No	Register terms
1	Out of stock	10	No booked system
2	Ready stock	11	First paid first get
3	Price police	12	OOT
4	Full payment	13	PO
5	Hit and run	14	DP
6	Shipping cost	15	COD
7	Ready sup	16	ATC
8	Limited stock	17	RC
9	Fast response	18	SFS
No	Register Terms	No	Register terms
19	FYI	38	Testimony
20	TF	39	Payment
21	QTY	40	Up
22	SFS	41	Dropship
23	AWB	42	Tracking
24	CP	43	Refund
25	OS	44	Keep
26	CS	45	Booked
27	QC	46	Order
28	PM	47	Discount
29	Seller	48	Endorse
30	Buyer	49	Reseller
31	Customer	50	Blacklist
32	Supplier	51	Push
33	Distributor	52	Caption
34	Ready	53	Sist
35	Restock	54	Bro
36	Sold	55	Custom
37	Trusted	56	Slowres

From the observation on 3 fashion online shops, the researcher found 7 word formation processes in the 36

register terms. The register terms that are classified as word formation processes are:

#### 1. Abbreviation

There are 13 register terms that are classified as abbreviation, that are:

1. OOT (Out of Topic)
2. PO (Pre-Order)
3. DP (Down Payment)
4. ATC (Add to Chart)
5. FSO (For Serious Only)
6. COD (Cash on Delivery)
7. FYI (For Your Information)
8. SFS (Share for Sha)
9. AWB (Air Waybill Number)
10. CP (Contact Person)
11. OS (Online Shop)
12. CS (Customer Service)
13. QC (Quality Control)

#### 2. Blending

There are only one term that is classified as blending, that is:

1. Recsell ( Recommended Seller)

#### 3. Clipping

There are 3 terms that are classified as clipping, that are:

1. Sist
2. Bro
3. Supp

#### 4. Compounding

There are 2 terms that are classified as compounding, that are:

1. Dropship
2. Slowrest

#### 5. Inflection

There are 6 terms that are classified as inflection, that are:

1. Customers
2. Trusted
3. Booked
4. Booking
5. Tracking
6. Shipping

#### 6. Derivation

There are 3 register terms that are classified as derivation, that are:

1. Seller
2. Buyer

### 3. Supplier

### 7. Indonesia Prefix + English Morpheme

There are 7 register terms that are classified as Indonesia prefix + English Morpheme, that are:

1. *Ngepush*
2. *Ngeup*
3. *Ngerefund*
4. *Ngekeep*
5. *Ngebooking*
6. *Direfund*
7. *Ditracking*

The researcher uses questionnaire and interview to know the customers response to the register terms used. The results of the questionnaire show that most of the respondents do not understand the meaning of the register terms. There are only 24 register terms that can be understood by more than 10 respondents. From 20 respondents, there are only 5 - 10 persons who can understand the register terms correctly. Most respondents who understand the register terms are male respondents. There are more male respondents who understand register terms compared to female that the results are dominated by male. Male has better understanding of the register terms. It is influenced by the respondents age, background of education, and occupation. Four male respondents are bachelor's degree and they have a good occupation. Six male respondents are senior high school graduates, and they are university students. It is different from female respondents. Two female respondents are bachelor's degree and they have a good occupation. Eight female respondents are senior high school graduate and some of them are housewife and shopkeeper. From these results, we can see that the understanding of the register terms is influenced by the background of education and occupation of the participant. The higher a person education and occupation, the better their understanding of a foreign language.

The results of telephone interview show that 14 of 20 respondents (70%) disagree with the use of English register terms in three online shops. All of them believe that the use of the English register terms have bad impact in the transaction. The use of English register influences the success of the transaction. Fourteen respondents disagree with the use of the register terms because the register terms are disturbing. Most of them do not have a better English skill so they cannot understand the meaning of the register terms.

## Conclusion

From 20 respondents, there are only 5 - 10 persons who can understand the register terms correctly. Most respondents who understand the register terms are male

respondents. Male has better understanding of the register terms. The understanding of the register terms is influenced by the respondents age, background of education, and occupation. From these results, it can be seen that the understanding of the register terms is influenced by the background of education and occupation of the participant. The higher a person's education and occupation, the better their understanding of a foreign language.

## Acknowledgment

Our greatest gratitude is dedicated to Drs. Syamsul Anam, M.A as my first advisor, Dewianti Khazanah, S.S, M.Hum as my second advisor for their support, time, assistance, motivation and suggestion for improving this thesis.

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