An Analysis of Register Used by Online Shop Seller on *TikTok* Live

Erica Amalia Putri[1]

[1] Universitas Airlangga, Indonesia
*Correspondence: erica.amalia.putri@2022@fib.unair.ac.id

ABSTRACT

Online shopping has become one of the inevitable things in human activities because of its effectiveness. Online shopping makes it easy for buyers to make transactions anytime and anywhere. Online shopping also supports sellers' marketing activities because it becomes more effective even without a physical store. TikTok is one of several online platforms where people can do online shopping. With a large number of online shop owners using the TikTok platform, language variation will emerge. This study focuses on registers used in live streaming on TikTok, and there is not much research that examines this online platform. This study is expected can enrich and develop knowledge regarding registers used in online platforms. Register is the language of a person or group shares, interests, occupation, or language used in certain situations related to the group. There are five types of registers which are frozen or oratorical, formal or deliberative, consultative, casual, and intimate. This study uses qualitative research with the source of data from two online sellers who are doing a live to sell their product. The data used are utterances produced by those two online sellers. The result shows that there are three types of registers used in TikTok Live and two others are not.

ARTICLE LICENCE

1. Introduction

Mujiyana and Elisa (2013) define online shopping as a process where consumers buy goods, services, and others from a seller in a regularly basis interactive and real time without an intermediary medium via the internet. Based on this definition, it can be said that online shopping is a transaction process in an easier way that the customers can do that transaction process anytime without being constrained by any time limits (Naseri, 2021; Andini et al., 2022). Another efficiency of online shopping is the customers can do the transaction wherever they are without any problems. After placing an order, they just have to wait for their products to be delivered safely to their destination. If customers want their products to arrive at the same time, they can set the delivery by using instant delivery. The payment also can be made by Cash On Delivery (COD) if the customers want to make payment at home. Online shopping does not only provides convenience for customers but also provides benefits for the sellers for their marketing activities.

Tousalwa et al., (2019) stated that online shopping supports sellers' marketing activities because it becomes more effective even without a physical store. With the existence of online shops, sellers can save budget because they do not need to build an offline store. The sellers also can work from home to sell their products. In order to deliver customers' orders. Sellers also do not need to go to shipping expeditions. Currently, it is easier for sellers to use the method offered by the shipping expedition because sellers only need to contact the courier from the expedition they use and the courier will pick up the stuff to be sent. With the efficiency of online shopping, people like to make any transactions or purchases via online.

Currently, there are many platforms available for online shopping activities for example TikTok. TikTok is a platform where users can watch various video content made by TikTok creators (Wijaya, 2023; Rasyid & Farida, 2023). Looking at the "play store" application which is an application that provides various apps to be downloaded, there have been 500 million users who have downloaded TikTok and 16 million have provided reviews for this application. One of the advantages of this platform is users cannot only enjoy the videos that are broadcasted but there is also a feature that can be used for online shopping called TikTok-shop (Lova & Budaya, 2023; Jocks et al., 2023; Yelta & Yamini, 2023). Where this application has undergone development, previously TikTok app could only be used to watch videos. For

TikTok shop feature, the sellers can manage the basket in their accounts that is containing their products. The sellers also usually use the feature TikTok Live to sell and show their products.

The existence of the platform TikTok, especially the feature of TikTok Live helps the sellers to sell their products effectively by displaying and reviewing their products (Thesia & Aruan, 2023; Rahman & Amir, 2019; Yaumi et al., 2024). Before doing live streaming to sell their products, sellers can also make a short video to introduce or show their products. This video can help sellers in selling because it can attract buyers' attention so that they will join the live broadcast by the sellers. The buyers also get a lot of benefits such as get several vouchers provided by the platform, for example discount vouchers and free shipping vouchers. Another benefit that buyers get from online shopping is they can see all reviews given by other buyers regarding the items they want to buy. Live streaming carried out on each online shopping platform has different characteristics. On TikTok Live streaming, the buyers can leave a comment for asking the sellers to review the product that they are interested to buy. This feature helps the buyers to know the product in detail and reduce some mistakes in buying some products such as color errors, size errors, and others. TikTok app with the feature of TikTok shop adds to the range of platforms that provide online shopping services. This study will focus on two main problems, which are register used by the two sellers in the live streaming carried out. Then, this study also focuses on the classification and meaning of the registers used.

With many online shop owners using the TikTok platform, especially the TikTok Live feature, the researcher wanted to look at one of the language variations which is a register used by the sellers. Then, the aim of this study is to examine the register used by online shop sellers in doing TikTok Live on TikTok Platform and the classification of the register used by online shop sellers based on the register classification theory used in this study.

1.1. Register

Wardhaugh and Fuller (2015) define a register as a collection of language items related to a separate social group or occupation. Holmes (2013) stated that register is the language of the same people or group interests, occupation, or language that is used in certain situations related to the group. Furthermore, Agha (2004) defines register as a linguistic repertoire that is related to internal culture with certain social practices and people who are involved in those social practices.

1.2. Type of Register

According to Martin Joos in (Shofiyanti et al., 2021), he classified the register into five types, those are:

a. Frozen or Oratorical

A frozen register is a speech that is formalized and often produced through reading than the production of spontaneous speech. It also can be described as a ritualistic utterance that is used in a certain event. This register sometimes is called a static register because the utterance is used to be pronounced exactly the same every time. The event of this utterance can be informal or formal.

b. Formal or Deliberative

A formal register is a speech that is precise, exalted, and professional. This register is also official or impersonal. According to its name, the utterance that uses this register is used in a formal event. The speakers who use formal register means that they involve standard grammar in their utterances. Standard grammar can involve the use of standard vocabulary, the right pronunciation of the word, or even complete sentence.

c. Consultative

A consultative register is a register that is oriented to the transaction process and outcome or production. It also describes speech through all parties' participation in the communication process. When the speaker discusses or talks about any topic, the listeners should give their contribution by responding to the utterance of the speaker. The "back-channel behavior" such as huh and hmm are common things in the consultative register and it is allowed.

d. Casual

A casual register is also called an informal register. It means that this register is used as informal speech. This register uses a lot of non-standard grammatical forms such as slang word, swear word, etc. This register is often used between people who already know each other and have a close relationship. The audiences of the conversation tend to participate by using the casual or informal register as well as in the conversation.

e. Intimate Style

Intimate register describes a speech on a personal level. This register is usually used between people in close acquaintances such as family, close friends, romantic partners, and so on. This type of register can use formal or informal speech. The difference thing between the intimate register and the casual register is the level of the speech. Even the intimate style can use informal speech but the level of this style is more personal than the casual register.

1.3. Previous Studies

There are several studies related to registers used in an online shop such as research that was conducted by Noorahim. Noorahim (2018) conducted a study that focuses on online shopping registers on several social media. He chose six online shops from several social media such as Facebook, Blackberry messenger, Instagram, Whatsapp, and Line. The data of this study are words or speeches written on the register spoken by the seller and the buyer on the shopping online transaction. The collected data are analyzed based on language variations related to morphological processes, syntactic structures, and the forms of stylistic variations used by online sellers and buyers. The result of this study shows the morphology process in the register spoken by the seller and the buyer covers affixation, reduplication, composition, and abbreviation. Then, the syntactic structure in the register shows the form of ellipsis sentences with the subject delegation, subject with predicate, and predicate. The stylistic variations, it includes the use of the casual variety, code mixing, and interference.

Another research is conducted by Sintiadi, Dewi, and Durahman. Sintiadi et al., (2019) focus on the register used for online transactions in the field of beauty on Instagram. The aim of this study is to examine the form of the register used on online transactions in the field beauty on Instagram and how it is formed. Two beauty online shops on Instagram are used as data in this study. The result of this study shows there are 35 registers that include in the word formation process out of 40 registers. Then ten registers as abbreviation, one register as back-formation, five registers as clipping, six registers as compounding, one register as inflection, four registers as derivation, and seven registers as a mix of Indonesian affixation and English morpheme. The use of the register is influenced by educational level, age, and occupation of buyers.

Lubis, Ahsari, and Edi also conducted a study related to registers used in the online shop. Lubis et al., (2016) focus on the register used in online shop on Facebook. This study aims to examine the terms that belong to the register used in the online shop on Facebook. The result shows there are 100 registers used on Facebook online shops. These registers are identified into several parts, 35 as borrowing, 28 as a phrase, 13 as clippings, 11 as abbreviations, 8 as compoundings, 3 as coinages, and 2 as acronyms. Those registers are also identified into several functions, 45 as consultative, 16 as deliberative, 14 as casual, 6 as intimate, and 2 as frozen or oratorical.

This study that focuses on the register used by online shop sellers on TikTok Live will fill the gap between this study and the previous studies which the study on the register used by online shop sellers on TikTok platform is still lacking.

2. Methodology

This study uses a qualitative approach since the focus of this study is the register used by online shop sellers in doing a live streaming. The determination of this study as qualitative study because this study focuses on describing and analyzing the data obtained from the observation process that has been carried out. The technique that will be used to collect the data is an observation. The data of this study is two online shop seller TikTok accounts. Those two online shop seller accounts are Juragan Basreng and Adhiva Amalia. Juragan Basreng is an online shop seller that sells several snacks and instant food such as basreng, baso aci, chicken skin, etc. The number of viewers from that online shop seller account can reach 500 people or even more. Meanwhile, Adhiva Amalia is an online shop seller that sells fashion stuff such as gamis, blouse, blazer, etc. The number of viewers from that online shop seller account can reach 1000 people or even more. These two online shop seller accounts are chosen because they have many viewers every time they do a TikTok Live. The limitation of this study is only using three TikTok accounts from three online shop sellers due to the live duration of each seller. The seller can do TikTok Live for more than one hour and they can do it every day. To analyze the register that is used by those two online shop sellers, the researcher will screen record every live streaming that they do and analyze the register through the screen record video. The screen record will be taken from every live from those two online shop seller accounts for seven days. The data analysis technique of this study is a literature study by using the theory of Martin Joos about the classification of the register.

3. Result and Discussion

The result of analyzing the data shows that there are several registers used by Adhiva Amalia and Juragan Basreng as seller TikTok in doing their lives. Those registers will be listed in the table below and explained more in the next chapter.

Table 1. Analysis of Registers Used by Seller TikTok on TikTok Live

Type of Register	Register
Frozen or Otarical	-
Formal or Deliberative	-
Consultative	Etalase, Promo, COD, Flash Sale, Check Out, Payment
Casual	Bestie, Beb
Intimate Style	Sayang, Beb

The table above shows there are nine registers used by Adhiva Amalia and Juragan Basreng as TikTok Sellers to sell their products on their lives. Those nine registers are a part of the consultative register, casual register, and intimate style register. Other two types of the register are not used by Adhiva Amalia and Juragan Basreng on their lives. The first register that is used by Adhiva Amalia and Juragan Basreng as seller TikTok is etalase. The definition of the word "etalase" if it is seen from the appearance would be the designation for glass shelves used as a place to display various items, such as merchandise in the shop. On TikTok, the word "etalase" is defined as a cart where the buyers can see the products that are on sale based on the cart order. The fitur of etalase on TikTok Live makes it easy for buyers and sellers, the buyer can tell which items they want the seller to review and the seller can tell which item is being reviewed. The seller also can tell the buyers which cart the product is based on which product the buyers want to buy. The register of etalase is a part of the consultative register because it is oriented to the business. It is used with the aim of facilitating the sales process.

The second register that is used by Adhiva Amalia and Juragan Basreng as seller TikTok is promo. The word promo can be defined as an offer that is usually carried out in marketing activities in order to introduce products to the wider community. In addition, promos are an offer made by marketers to encourage and influence potential buyers to be interested in their products. It also can be said that "promo" is a strategy of the seller to get the attention of buyers in order to sell their products. The word "promo" is a word that is often used by Adhiva Amalia and Juragan Basreng on their lives because most TikTok Live are held to inform buyers that the products sold by sellers are on sale but it is only in a short time or when only in that TikTok Live. The word "promo" is a part of the consultative register because the use of that word is to achieve sale targets.

The third register that is used by Adhiva Amalia and Juragan Basreng as seller TikTok is COD. The word COD is an abbreviation of Cash on Delivery. COD is one of several payment methods used between the seller and the buyer directly. The stage in doing COD as a payment method on TikTok is after the buyer agrees to place an order for the product, the seller will pack the order and give it to the courier or shipping expedition. Then, the courier will send the order to the address of the buyer and the buyer can give the money based on the price to the courier. Currently, many sellers use this payment method for their business because it is a method that makes it easy for buyers since not all buyers have their own bank accounts to make an online payment. Aqil et al., (2022) stated that COD as a payment method has an important role in increasing transactions. Using COD as a payment method is also the strategy of the seller to reach out the buyers.

The fourth register that is used by Adhiva Amalia and Juragan Basreng as seller TikTok is Flash Sale. Flash sale is a strategy where sellers carry out promotions or give discounts with a certain time limit. The goal of this strategy is to create a sense of urgency for buyers. So, they will take advantage of the discount or promotion before the time runs out. Having urgency in these buyers can generate huge sales figures in no time. Not only that, this urgency will also encourage the buyer to make an impulse purchase of the products offered. The difference between promo and flash sale on TikTok Live is when sellers hold a TikTok Live, they will mostly provide promo for products sold on their live but the promo or the discount that is given will not be as much as when the flash sale is held on the live. The discount that is

given in flash sale is usually much bigger but the number of products that are provided are usually limited and usually has a fairly short time limit.

The fifth register that is used by Adhiva Amalia and Juragan Basreng as seller TikTok is Check Out. When finished selecting the product, the next step that buyers need to do when shopping online at the marketplace is check out. In this case, the word "check out" can be defined as re-checking the order in the basket, completing the shipping data, then continuing to choose a payment method. The use of the word "check out" on TikTok Live is usually used to notify buyers to immediately complete the purchase of the product that the buyers want. This is because when buyers do not immediately check out the product they want and only put it in their shopping cart, they can run out of the product since there are so many promos offered on TikTok Live.

The sixth register that is used by Adhiva Amalia and Juragan Basreng as seller TikTok is Payment. The word "payment" can be defined as a payment system in a transaction that can be done in cash or non-cash. The context of using the word "payment" on TikTok Live is sellers usually use this word to remind buyers to make payments immediately after making a purchase. It is because on TikTok Live there are lots of promos offered. Then when buyers do not immediately make payments or at least choose a payment method, buyers could lose the promo that has been offered by sellers. The use of the word "payment" on TikTok Live is also usually used for sellers to inform what payment methods are in their stores so that buyers can adjust the payment method according to their capabilities.

The seventh register that is used by Adhiva Amalia and Juragan Basreng as seller TikTok is "Bestie". Bestie is a slang word for the original word "best friend". Bestie can be defined as a someone who knows us very well. It also can be defined as someone who has a very close relationship with us. Adhiva Amalia and Juragan Basreng often call their buyers or people who watch their lives as "bestie". They call their buyers as "bestie" to show the intimate relationship that they provide each other. They also call their buyers as "bestie" because they assume that the buyers or the viewers of their live as people who have a close relationship with them because they do live almost every day and people are loyal to watch their lives and buy their products.

The eight register that is used by Adhiva Amalia and Juragan Basreng as seller TikTok is "sayang". "Sayang" can be defined as a form of expression of affection that is generally used in intimate relationships, it can be between lovers, friends, family, and others. Affectionate calls are often used to show care and affection for people that we care about. The use of the register "sayang" by Adhiva Amalia and Juragan Basreng shows that they care for their buyers because without buyers, their business will not run. Calling buyers as "sayang" also can persuade them to buy the product because most of customers are happy if the seller can serve kindly.

The last register that is used by Adhiva Amalia and Juragan Basreng as seller TikTok is "beb". The word "beb" is one of the calls that is quite widely used to express affection for the loved one. The word "beb" is an abbreviated word that come from the word "baby" which has meaning "sayang" in Bahasa Indonesia. So, the word "beb" is the same with the word "sayang" for its use. The use of the register "sayang" by Adhiva Amalia and Juragan Basreng shows the intimate level between the seller and the buyer. Calling the buyers as "sayang" also shows the sellers' love for the buyers because every time sellers hold a live, buyers are always loyal to watch their lives and buy the products that they sell so they can reach the sell target. The word "beb" is a part of the intimate style register because it is used to express love to someone that we care about but it is also a part of the casual register because it is a slang word that people often use to replace the word "baby" as an affection call.

4. Conclusion

After the analysis that has been carried out, it is concluded that there are three types of register that are used by Adhiva Amalia and Juragan Basreng as TikTok sellers which are consultative register, casual register, and intimate style register. Adhiva Amalia and Juragan Basreng as TikTok sellers tend to do their TikTok Live in a relaxed and casual situation. This casual situation can be seen from the use of register used by them where they use casual register and an intimate style register. They do not even use frozen register and formal register at all in their utterances when they hold TikTok Live. Since the TikTok Live that they hold aims to sell the products, the consultative register is the most often used register in their utterances. The use of registers by Adhiva Amalia and Juragan Basreng which only focus on consultative register, casual register, and intimate style register makes their TikTok Live become a convenient place for buyers to be able to see the products being sold and ended up buying the product that they want. Making their TikTok Live as a place that has a casual situation can be a point plus for sellers because buyers will fell at home in their TikTok Live, so that their engagement rate will also be higher. Besides that, the more people who watch their TikTok Live, the more products will be sold. So that, their sales target can be achieved.

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