INTERNATIONAL CONFERENCE PROCEEDINGS

"Strategies for Creating Highly Competitive Graduates to Welcome ASEAN Economic Community Era"

Friday, October 23rd, 2015
Syariah Hotel Solo , Jl. Adi Sucipto No. 47 Solo, Indonesia

APTISI COMMISSARIAT II SURAKARTA
October, 2015

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"Strategies for Creating Highly Competitive Graduates to Welcome ASEAN Economic Community Era"

Oleh: Assoc. Prof. Dr.Vanida Durongrittichai dkk.

Edisi Pertama
Cetakan Pertama, 2016

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Assoc. Prof. Dr.Vanida Durongrittichai dkk.
"Strategies for Creating Highly Competitive Graduates to Welcome ASEAN Economic Community Era"
Edisi Pertama-Surakarta, Pustaka Hanif, 2016
Prelimy xi, 258 hlm, 1 jil.: 21.5 x 29.7 cm

ISBN: 978-602-7385-2-1

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FOREWORD

Thank to Almighty God who has given His favor to the Association of Indonesian Private University (APTISI) Commissariat II Surakarta for organizing a international seminar and call for paper on the theme "Strategies for Creating Highly Competitive Graduates to Welcome ASEAN Economic Community Era".

ASEAN Economic Community (AEC) provides challenges and opportunities for Indonesia. One impact of the implementation of the AEC market is the exchange of goods, services, and human resources among ASEAN countries. Therefore, Indonesia must prepare qualified graduates.

International seminar and call for paper is the result of cooperation between APTISI Commissariat II Surakarta and Huachiew Chalerprakiet University Thailand. The purpose of the international seminar and call for papers is to increase knowledge about how to prepare graduates who can compete in the era of the ASEAN economic community and to provide an opportunity for researchers to disseminate the results their research at a scientific forum. Seminar and call for papers was attended by academics from various disciplines, including health, art, technology and other fields of science.

We thank to the speakers who have participated at this international seminar. Hopefully, the proceeding can be useful and can be used as a medium for scientific communication. We realize that the proceeding has still many short comings, therefore we are looking forward to getting any criticism and suggestions.

Surakarta, October 2015

Chairman Of The Committee

SCHEDULE INTERNATIONAL CONFERENCE AND CALL FOR PAPER

"Strategies for Creating Highly Competitive Graduates to Welcome ASEAN Economic Community Era"

Friday, October 23rd, 2015

Syariah Hotel Solo, Jl. Adi Sucipto No. 47 Solo, Indonesia

No	Activity	Time	Officer
1.	Registration and Coffee break	08.00 - 09.00	Committee
2.	Opening		Master of Ceremony
	a. National Anthem Indonesia Raya	09.00 - 09.10	All audient
	b. Report speech	09.10 - 09.20	Mr. Tominanto, S.Kom., M.Cs
	c. Welcome Speech and Official Opening by the chairman of Aptisi	09.20 - 09.30	Mr. Drs. Sumargana, M.Si
3.	The Conference		Moderator : Mrs. Yunita Widiyantari, SS., M.Hum
	a. 1st Keynote Speaker	09.30 - 10.00	Associate Professor Vanida Durongrittichai
	b. 2nd Keynote Speaker	10.00 - 10.30	Assistant Professor Nick Soonthorndhai
	c. Discussion	10.30 - 11.15	Moderator
4.	Giving souvenir for memories	11.15 - 11.30	Mr. Drs. Sumargana, M.Si to Keynote Speakers
5.	Break	11.30 - 13.00	All
6.	Call for Paper (Oral Presentation)	13.00 - 15.00	Speakers and moderators
7.	Closing	15.00 - 15.15	Master of Ceremony

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REGISTER OF ONLINE SHOPPING ON FACEBOOK

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Abstract

Language is one of communication tool that it is widely used by people for many needs. Because it is used by different people for different needs, thus it raises many variations. One of variation is register. Register is a variety of language used by people in specific situation. As one of language variation, register mostly occurs in the form of sets of terms. These terms appear in a certain field, like medical, banking, flight, etc. An interesting language phenomena that nowadays seems to grow and can be considered as register is the language used in online shopping on facebook. It is a kind of trading activities using internet networking in which it permits people just stay at home or office to do the transactions instead of going out like in conventional business. Some registers of online shopping on facebook are *COD, PM, ongkir, matt, reseller, dropship*, etc. They can be found in the form of words, phrases, or sentences. Usually they are represented through picture and expressions. Thus, presenting interesting language in online shopping is very recommended as well as understanding the register in online shopping to make it easy in shopping via online.
Key words: *register, online shopping, facebook*

INTRODUCTION

Recently, the use of internet is growing fast. It can be accessed not only through computer but also through cellular phone. Its use spreads from the office scope to personal scope. It is not only utilized to send and receive e-mail like many years ago but also to access information, not only general information like news but also specific information, like vacancies, auction, admission, shopping, etc. The most growing use of internet today is online shopping.

Online shopping is a kind of trading activities using internet to get profit, either from product or service (http://gh03zt.blogspot.com/2012/08/pengertian-penjelasan-dan-definisi.html). Like conventional business, online shopping also involves two participants, sellers and buyers. But unlike in conventional business that sellers and buyers should meet each other to have transaction, in online shopping the seller and buyer can do the transaction without seeing face to face. They can only stay at home or office or wherever while doing online shopping transaction. They only need internet networking to do it. Besides, they employ the facilities of banking and expedition for payment and delivery.

Having transaction in online shopping, firstly the buyers make their order. Then they should pay in the bank determined by the sellers and send the transfer receipt. Next, the sellers will send the order using the help of expedition, like TIKI, JNE, post, etc.

Although the sellers and buyers do not meet each other in online shopping but this phenomena seems very popular now. It is not only influenced by the growth of internet itself but also by the change of people's life style. Their income is increasing so that their purchasing power increases, but they are also busier. They seem to lack the time. Then they tend to choose the practical choices. Online shopping is assumed to be very beneficial for them because they can make order, do the payment via E-banking, and wait for the order at home.

This phenomena is responded well by the sellers. They utilize internet to spread their market using cyberspace, not only in regional, or national but also international scopes. They promote their products in cyberspace and buyers will find them. However, different from conventional shop that the sellers should have real shops to display their products, online shop may not have real shops or own products, they can be resellers or drop ships by trading off products from other people or shops. So they needn't many employees, even they can manage it by themselves. They can do it as a side job beside their main job with a big profit and flexible time.

However to have online shop, sellers should consider some points. They should provide products with good quality since trust is very important in online shopping. They should also provide some phone numbers or contact persons to accommodate buyers with different phone numbers, like Simpati, AS, Sosialita, Loops, Mentari, M3, XL, 3, etc. They can also take advantages of smart phones to make it easier and cheaper in communicating by using blackberry messager (BBM), Whatsapp, Line, We-Chat, etc. To promote their products using internet, they can make websites, blog or social networking or social media, like facebook, twitter, instagram, etc. Among the social media, facebook is mostly used by people around the world. Its users increase

from time to time and come from various circles. It enables the market larger and makes it possible for the sellers to get bigger profit.

To attract the market from facebook, the sellers of online shop need to promote their products as interesting as possible, not only by displaying wonderful picture but also by posting attracting language. They should provide clear description about their products in order that the buyers get easy in making online transaction. However, there are any different characteristics in online shopping. There are sellers display pictures and explanation completed with products description, contact numbers, and requirements for online shopping but there are also those who only display pictures without description so the buyers are required to get the information actively by contacting the sellers. There are also sellers who do not display picture but only expressions. The expressions used in online shopping is specific, for example *ongkir* or *ongkos kirim* means that the buyers should pay delivery cost beside the product's price. There is also *COD* or *cash on delivery* means that the buyers pay the order in the destination address. Another term is so*ld out* that means that the products have been sold no more stock. This term is the same as *OOS* or *out of stock* that means no stock. In the case that products will be stocked if there are any requests, the buyers should make a *PO* or *pre-order*. To make communication about products or order with the sellers, the buyers may have *PM* or *personal message*. It is the same as *inbox*. Both *PM* and *inbox* can be done via facebook or contacts provided by the sellers. In fact, there are still many other specific terms used in online shopping and it is very interesting to learn those.

The use of specific language in specific field of activities is called register. It does not only involve terms but also give description about the activities of the terms. For example, term *ongkir* requires delivery fee for products bought by consumers. It is transferred together with the price of the products. In the case that the buyers do not transfer as much as the price and '*ongkir*", the sellers will not send the order. In the case of *PO* or *pre-order*, if the buyers do not send money for *DP* or *down payment*, the order will not be made to stock. Thus it is very important to understand the terms used in online shopping to get the products needed or wanted.

REGISTER OF ONLINE SHOPPING

.Language as one of communication tools may involve large scope in which it can be done orally or in written, directly or indirectly, verbally or non verbally. For it is used by many people in various ways in different places and for various purposes, thus language has varieties. One of them is register.

Register, according to Crystal (2003) is a variety of language defined according to its use in social situations, e.g. a register of scientific, religious, formal English. Register is widely used in linguistics to refer to varieties according to use. Register is also are a set of language items associated with discrete occupational or social group (Wardhaugh, 2001).

We can say that saying jargon is an alternative term for register that is sometimes used for this kind of language as in terms used by surgeons, air plane captions, bank managers, sales clerks or jazz fans (Splosky, 1998). As Ferguson (1994) states that people participating in recurrent communication situations tend to develop similar vocabularies, similar features of intonation and characteristics bit of syntax and phonology in these situations, he also adds that its special items for recurrent objects and events and formulaic sequences or routine seem to facilitate speedy communication, other features apparently serve to mark the register, establish feeling of support, and serve other services similar to the accommodation that influence dialect formation, and by that; register is special variety marked by special set of vocabulary (technical terms) associated with a profession or occupation or other defined social group forming part of its jargon or in-group variety, as they are most likely used on specific situation and with particular roles and status involved. E.g.: sport broadcast, talking to a baby, etc. While jargon is label new and needed concept, establish bonds between numbers and or between members of the group, and enforce boundaries for outsides E.g.: Thieves and underworld jargons (Trudgill, 1974). They are also the varieties that are linked to occupational professions or topics are called registers E.g.: register of medicine is different from the register of engineering. Registers are characterized by vocabulary differences either by the use of particular words or by the use of words in particular kind of language being produced by the social situation, other factors connected to the situation in which language is being used, over and above occupation will also have linguistic effects. From the explanation, terms in online shopping can be categorized as register because they are only employed in online shopping not in conventional shopping or other fields. For example, 'ongkir' or COD will not recognized in conventional shopping. Po or pre-order may be recognized in conventional shopping but in other name, namely *indent*.

Factors effecting register use are whether written or spoken as informal or formal, literal variety and colloquial variety, and kind of subject matter; physical setting and occasions of language activity. Then register can function to show that there is a strong tendency among individuals and co-communicators to develop register variation along many dimensions. One person can control variety of registers. Each register help one express

his identity at specific time and place. People may be judged to speak better or worst that another speaker who have the same background as them (Wardhaugh, 2001).

There are five types of register based on Joos (1968). The first is frozen or often referred to as static register or printed unchanging language, such as Biblical quotations, often contains archaisms. The wording is the same every time it is spoken. The second is formal register. It is one-way participation, no interruption, technical vocabulary or exact definitions are important; includes presentations or introductions between strangers. The third is consultative, it is two-way participation in which the background information is provided. Interruptions are allowed. Examples are interaction between teacher-student, doctor-patient, expert-apprentice, etc. The forth is casual. It occurs in relation between group friends and acquaintances. Ellipsis, slang, and interruptions are common. This is common among friends in a social setting. The last is intimate. It occurs most commonly among family members and close friends. Intonation is more important than wording or grammar. It uses private vocabulary and also includes non-verbal messages. Online shopping can be categorized as consultative register because it let the consumers give comments or questions to the sellers.

Halliday (1978) distinguishes three genres types of dimension, namely field, mode, and tenor. Field refers to the purpose of the subject matter of communication, why and about what the subject is. Mode is a means by which communication takes place speaking or writing (how). Tenor refers to the relationship between participants (to whom). E.g.: I am writing to inform you that I just wanted to let you know These examples only differ in terms of to whom (i.e. how the speaker views the person addressed). The first being impersonal (addressed to someone with whom the writer only has formal relations, the second is personal.) In this case, the field of online shopping is shopping or making transaction via online for practicality to save time and energy. The mode of online shopping register is written on facebook account. While the tenor is the relationship between online sellers and the buyers.

FORMS OF REGISTER OF ONLINE SHOPPING

Online shopping register can be categorized based on its forms, like word, phrase, or sentence. Word is a set of letters to form a meaning. Phrase is a combination of two words or more and sentence is a set of words that has functions of subject and predicate.

Register in online shopping in the form of words can be grouped into English and Indonesian terms. Terms that belong to English register are, material, ready, order, original, limited, agen, reseller, dropship, piece, mix, inbox, transfer, invite, chat, etc. While register of online shopping that belong to Indonesian language are ongkir (ongkos kirim or delivery fee), minat, pemesanan (order), bahan, merapat, etc.

Register in the form of phrase are all size, fast respond, fast order, happy shopping, smart shopping, happy smart shopping, ready stock, stock in supplier, no keep, no cancel, no retur, free ongkir, no freeong (no free ongkir), delete, etc.

Meanwhile, register in the form of sentences are grab it fast, made by order, welcome reseller, welcome reseller and dropship, order by sms, open order, open pre-order, keep = no cancel, habis = kita delete, no keep sebelum lunas, fit to L (XL), harga belum termasuk ongkir, etc.

However, it is also common to find abbreviation in register of online shopping, like COD (cash on delivery), PO (pre-order), PM (personal message), IDR (Indonesian Rupiah), 60k, japri (jaringan pribadi/ Personal message), murmer (murah meriah),murce (murah cekalee/ very cheap), busui (ibu menyusui), mat (material), etc.

CHARACTERISTICS OF REGISTER OF ONLINE SHOPPING

As specific language in specific field of activities, online shopping register is characterized by pictures of products. The pictures may be displayed without explanation about the pictures so consumers should actively find the information about the products. They may have any questions to the sellers either in the coment column or by inbox or other ways like sms, whatsapps or messagers.

In the case that the pictures are completed with explanation, it usually tells the buyers about the details of the products, like the material. For example: *material spandex jersey*. It may also tells about the quality of the material by saying *bahan: high quality sateen*. It also gives info about the size, like *fit to L or XL*. It can be completed with specific size, like *PB 135 cm, LD 90 cm*. PB means *panjang badan*, it is specifically for the length of dress, LD means *lingkar dada* or breast circle. The details of the products usually are mentioned, like

Dress simpel tanpa lengan dengan aplikasi rempel yang unik di bagian bawahnya. Codes of products are often shown, like kode *BM13* that means *baju muslim (moslem dress/ hijab) number 13*. Sometimes, discount is also stated, like *diskon up 30% until for agen*. If discount is not stated clearly, it can use the words *Reseller and dropship are welcome* because reseller and dropship must get the discount although it is not mentioned. Discount can be given for certain purchase, for example *beli 1pcs 35rb beli 3pcs 100rb*. If the goods is long lasting or expensive, guarantee may be detailed... *yuk merapat ada garansi 1 tahun nih....*

The explanation may also involve the information about contact person, like phone numbers, PIN, Whatsapp numbeers, etc. Usually it is saying *fast respond/ fast order: SMS/ WA 082242168820 PIN 2B408AB0*. The requirements for order are also important to understand, like *order disini aja kita made by request*, sometimes using term *open order*, or *PM or pre-order*. It means that we shoul make an indent and pay a down payment. The explanation about order may also be verified with the requirements for payment and delivery. For example, *semua barang ready stock in supplier ya jadi bisa langsung order → transfer →konfirmasi bukti transferan → kirim ekspedisi.* Often it is clarified about delivery fee, like *no COD ya semua harus dikirim. Harga belum termasuk ongkir.* It is the same as *no freeong (no free ongkir)* that means that it should include *ongkir* or *delivery fee. The more detail of the requirement may be saying no keep sebelum lunas ya, no cancel* or in clearer words it can be said *barang yang sudah dibeli tidak ada penukaran. Semua barang dijamin baru. While p*rice can be written, either using rupiah like *85rb*, or using *IDR 245.000rb*, or the most popular now is for example *60k* that also means 60rb rupiahs

The most interesting thing that can be found in online shopping is the addressing forms. The sellers may use various addressing form to affect the buyers' emotion. They may address the female buyers *sis, sist, sista, bunda, bun, mom, bunsis, momsis, buntik, mbak cuiint, kak, syantik*, etc. For example: *Yang biasa pake barang branded yuk merapat ada garansi 1 tahun nih sist bun....* or the now address is *kak or kakak... kenalan satu2 yuk kak sama OCTO SALE by Gito Dihardjo....*or *... kita made by order buntik...*Buntik means bunda cantik or beautiful mom.... *hmmm dengan glutera gak perlu pake edit2 foto mbak cuiint...*While to address male buyers, the seller may use gan, agan, mas bos, etc. For example, *...silahkan mampir lelangan saya mas boss...kaos merk mall nih sista and agan...* Besides, common address that can be used are *say, dear*, etc. For example, *...grab it fast dear...*

CONCLUSION

As a kind of language variety, register of online shopping is very interesting to learn because it reflects the productivity of language. The register can be grouped based on the forms of words, phrases, sentences, and abbreviation. The language may vary from Indonesian to English terms. And the characteristics involve some points, like displaying picture either completed or not completed with explanation. The explanation may involve name of product, material, requirements for order, payment and delivery, price, size, discount, code. It also provides some phone numbers and addressing forms, like sis or sista, mom, momsis, bunsis, cuiint for female buyers and use gan, agan or bro for male buyers. It can also use say, dear, etc.

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