

RINGKASAN

Skripsi ini berjudul “Register Perdagangan Daring pada Tayangan Shopee *Live* Produk *Fashion* Wanita di Aplikasi Shopee (Kajian Sociolinguistik)”. Penelitian ini berbentuk deskriptif kualitatif dengan tujuan untuk mendeskripsikan bentuk dan fungsi register perdagangan daring pada tayangan Shopee *Live* produk *fashion* wanita di aplikasi Shopee.

Objek penelitian ini berupa register perdagangan yang bersumber dari ungkapan baik kata, kalimat, maupun wacana yang terdapat dalam tayangan Shopee *Live* produk *fashion* wanita di Aplikasi Shopee. Metode pengumpulan data yang digunakan adalah metode simak bebas libat cakap dengan menggunakan media rekaman tayangan Shopee *Live*. Data yang diperoleh kemudian dianalisis menggunakan metode padan dengan teknik pilah unsur penentu sebagai teknik dasar. Hasil analisis data disajikan dengan metode informal.

Hasil penelitian ini diperoleh 44 register perdagangan daring pada tayangan Shopee *Live* produk *fashion* wanita di Aplikasi Shopee. Dari 44 data yang diperoleh kemudian dikelompokkan berdasarkan bentuk register. 11 register berbentuk pelesapan, 12 register berbentuk pemendekan, 12 register berbentuk singkatan, dan 9 register berbentuk akronim. Selain itu ditemukan fungsi register perdagangan daring pada tayangan Shopee *Live* produk *fashion* wanita yaitu fungsi informasi dengan perolehan terbanyak, fungsi lain diantaranya fungsi instrumental dan fungsi yang paling sedikit ditemukan adalah fungsi khayal atau imajinasi.

Kata kunci : Sociolinguistik, Register, Perdagangan daring

SUMMARY

This thesis is entitled "Online Trade Register on Shopee Live Show Women's Fashion Products on Shopee Application (Sociolinguistic Study)". This research is in the form of a qualitative descriptive with the aim of describing the form and function of the online trade register on the Shopee Live show for women's fashion products in the Shopee application.

The object of this research is a trade register which is sourced from expressions, both words, sentences, and discourses contained in Shopee Live shows for women's fashion products on the Shopee Application. The data collection method used is the free-to-conversation listening method using Shopee Live recording media. The data obtained were then analyzed using the matching method with the determining element sorting technique as the basic technique. The results of data analysis are presented using informal methods.

The results of this study obtained 44 online trade registers on the Shopee Live broadcast of women's fashion products on the Shopee Application. From the 44 datas obtained then grouped by register form. 11 registers are in the form of abbreviations, 12 registers are in the form of shortening, 12 registers are in the form of abbreviations, and 9 registers are in the form of acronyms. In addition, it was found that the online trade register function on Shopee Live shows for women's fashion products, namely the information function with the most acquisitions, other functions including instrumental functions and the function that was found the least was the imaginary function.

Keywords : Sociolinguistics, Register, Online trade