

The Use of the Word *Nego* in Facebook Forum of Online Trading: Sociolinguistic Review

(Penggunaan Kata *Nego* dalam Forum Facebook Jual Beli *Online*: Tinjauan Sociolinguistik)

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Abstract

The purpose of this study is to describe the use of (1) forms and references of the word nego; and (2) the function of using the word nego in the online buying and selling facebook forum. The data described in this study is on the use of the word nego in the online buying and selling facebook forum. The data collection method used in this research is the documentation method. Meanwhile, the data analysis technique used is content analysis with the Milles Huberman model, starting from data collection, data reduction or classification, analysis, to drawing conclusions. Based on the findings and discussion, it is concluded that the first use of the word nego includes negotiating gasoline, negotiating pertamax, negotiating sak dadine, negotiating until finished, negotiating until a deal, negotiating thin, negotiating fair, negotiating calm, negotiating alus, nego alon, nego banter, negotiating with beautifully, negotiating inconsequential, negotiating measures, nego loos, nego lhas-lhes, nego kedik, nego sitik, nego akeh sak pol e, and nego gedhen. Some of these negotiable words have a reference to the price of the object, the final destination, the nature of the object, the process or activity of bargaining, and the amount of the price. Second, the use of the nego, forms, function, buying and selling facebook forum word nego by speakers/sellers serves to (1) emphasize on potential buyers regarding the price to be offered; (2) maximize profits for potential buyers, (3) maximize profits for both parties so that one party does not experience a loss.

Keywords :

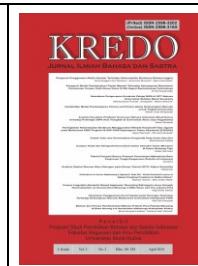
*buying and selling
Facebook forum, form,
function, negotiation*

Abstrak

Tujuan penelitian ini adalah mendeskripsikan penggunaan (1) bentuk dan referensi kata nego; dan (2) fungsi penggunaan kata nego dalam forum facebook jual beli online. Data yang dideskripsikan dalam penelitian ini adalah pada penggunaan kata nego dalam forum facebook jual beli online. Metode pengumpulan data yang digunakan dalam penelitian ini adalah metode dokumentasi. Adapun, teknik analisis data yang digunakan adalah analisis isi dengan model Milles Huberman, yakni dimulai dari pengumpulan data, reduksi data atau pengklasifikasian, analisis, hingga penarikan kesimpulan. Berdasarkan hasil temuan dan pembahasan, disimpulkan pertama penggunaan kata nego meliputi nego bensin, nego pertamax, nego sak dadine, nego sampe jadi, nego sampe deal, nego tipis, nego wajar, nego kalem, nego alus, nego alon, nego banter, nego cantik, nego ngawur, nego ukur-ukur, nego loos, nego lhas-lhes, nego kedik, nego sitik, nego akeh sak pol e, dan nego gedhen. Beberapa kata nego tersebut mempunyai rujukan harga benda, tujuan akhir, sifat benda, proses atau aktivitas tawar menawar, dan jumlah harga. Kedua, penggunaan kata nego oleh penutur/penjual berfungsi untuk (1) menekankan pada calon pembeli terkait harga yang akan ditawarkan; (2) memaksimalkan keuntungan bagi calon pembeli, (3) memaksimalkan keuntungan bagi kedua belah pihak sehingga salah satu pihak tidak mengalami kerugian.

Kata Kunci :

bentuk, fungsi, forum
facebook jual beli,
nego



INTRODUCTION

The development of increasingly advanced communication technology directly impacts other aspects of life. One of them is to promote the development in the economic field (Hidayatulloh & Pujiati, 2020). The use of increasingly sophisticated communication technology brings about many opportunities for buying and selling transactions to occur, which we are better known as online trading. All digital technology and physical capabilities are combined with artificial intelligence (*Artificial Intelligent*), then integrated with the Internet of Things and several other types of technology to produce digital output that can facilitate human life (Hamdan, 2018). *The Internet of Things* (IoT) also has significant benefits for its users. IoT is a network of devices that can be connected to several devices that function as a tool to communicate not through the telephone, but through sending messages from one person to several people to disseminate actual information or news (Megawati, 2021). Applied technology functions as the use of technological advances that will grow rapidly in 2030 so that all access to life almost entirely uses digital-based technology. The use of social media is also very influential in terms of education, politics, defence, and especially in the economic field.



The role of *Sustainable Development Goals* (SDG's) in technological development is strongly supported universally and globally. By the cooperation with partners worldwide, it can make a rapid progress on development. The coalition of technological development is contained in the first, eighth, and seventeenth points, which discuss alleviating poverty in the first point, improving the quality of work in the eighth

point, and the last is in the seventeenth point, namely cooperation between fields related to technology and the economy. With the negotiation between one speaker and another will reduce the unemployment rate of someone whose work comes from social media, namely as a seller who will negotiate with the surrounding community.

Researchers utilize technology as a digital-based sales business through the leading platform, namely *Facebook*. Through social media, sales will have a positive effect which means sales are very easy and negotiations are easier when using the platform by tapping or sending a message through the application or *Facebook* website channel. Language becomes an intermediary used to convey and understand information from the process of buying and selling online transactions. In this context, of course, the language used varies from circle to circle. For example, the use of language in *online* forums used by sellers will be different from the language used by students or educators even though they are both in *online forums*.

The use of language in *Facebook* social media is a method that is very easy to use in online buying and selling activities that can be witnessed by all Indonesian citizens (Rizandi & Aprisari, 2022). Therefore, the use of social media can improve the quality of people's welfare through internet providers and can be functioned very easily and guaranteed.

Setiawan & Zyuliantina (2020) suggest that *Facebook* has a very high value of excellence in transactions and the application can be accessed through a web browser and applications that can be downloaded on the *PlayStore* and *Apple Store* because it is a free and easy to use

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browser media The public can also transact using the COD method, namely Cash On Delivery What is meant is that they meet directly and check the quality of the goods to be purchased. If it is considered to be agreed, the buyer will pay for the item directly. By Facebook, users can update their status and comment on each other. In addition, *Facebook* is also equipped with a group feature. This feature serves to form a virtual community with a specific purpose. The formation of the virtual group aims to make it easier for users to communicate in carrying out online buying and selling activities. Users who want to sell can post things they want to sell. Then other users who feel interested about the post can provide feedback in the form of comments.

The Industrial Revolution is a change that occurs rapidly in all fields such as production processes that were originally carried out by humans have been replaced by machines and can increase added value to the manufactured products (Suwardana, 2017). In technology in the economic field, Forbes Insights (2018) made a survey that more than 700 executives of which 63% have provided internet services with very rapid advances in the system of doing business with the help of IoT. In addition, IoT is relevant to the buying and selling business found in all social media systems in the world, including *Facebook*. This can be referred to as electronics business (e-business) with a very positive impact of 45% (Zhang & Wen, 2017). In IoT there is the term *e-commerce*. *E-Commerce* is the sale of goods online carried out on all digital platforms that provide online-based sales.

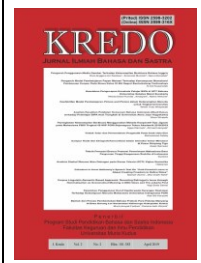
Researchers Rossalina & Manullang (2015) analyzed Facebook social media sales contained in a group that has been developed by one of the founders of the

group with a group capacity of more than 10,000 people. This means that all Indonesian and foreign people can join the *Facebook* group that has been formed. This can improve the quality of Indonesian citizens in the economic and technological fields which can be said to be very rapid and rapid technological progress from time to time. *E-Commerce* allows consumers to shop or make other transactions 24 hours a day throughout the year from almost every location. *E-Commerce* provides more choices to consumers, they can choose various products from many product providers. *E-Commerce* provides informative products and services to consumers so that consumers can make quick comparisons both in terms of quality and price.

Online sales or *E-Commerce* have many advantages over manual sales both domestically and abroad so that it spoils consumers, especially consumers who have busy and limited times. Price is a factor that can draw consumer's interest to buy, if the price set is in accordance with the product sold. Then the price can affect consumer's interest in making purchases and encourage them to make purchasing decisions online. Seeing the development of an increasingly sophisticated era and increasingly practical human life, it is important for entrepreneurs to install online sales websites. To improve the quality of sales based on fast technology and able to compete and survive in the business world. Along with the rapid growth of electronic commerce, online merchants handle and store the personal data of millions of customers every year. The impersonal nature of online shoppers raises questions regarding data privacy and customer trust which in turn has led to growing awareness of these privacy issues in society.



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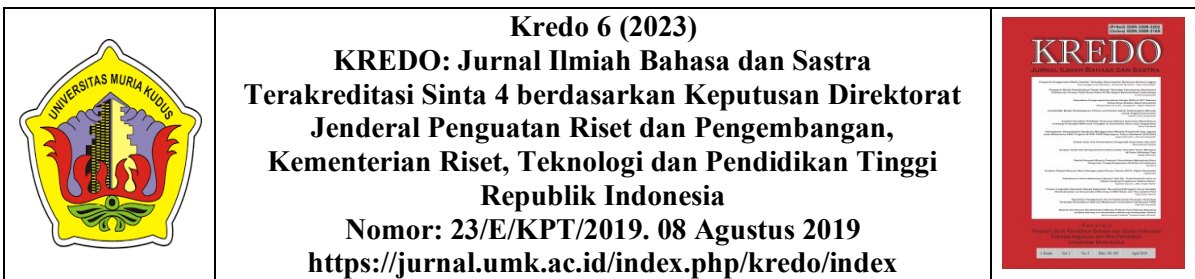
At this time, the use of various languages began to develop in various buying and selling transactions. Almost all types of buying and selling transactions use a language specifically. The use of various languages is growing day by day and one of the contributing factors is the surrounding communication and the influence of *online media*. In the era of globalization online transactions are increasingly in demand by the public (Pratama, 2020). This is in line with Pratiwi & Ramdani's (2021) opinion that the development of buying and selling transactions is currently limitless. Handani (2019) stated that sociolinguistic studies on buying and selling transactions in Dampit Market there are several varieties of spoken languages, namely using Javanese as the language of daily transactions in which there are a variety of basilect, argot, acrolec, and colloquial languages which of course only a few residents of the surrounding area know these languages. That is, a variety of languages can arise because of discussions carried out by several groups of people who will transact in a place and will spread to residents of the surrounding community. In addition, residents outside the area can also understand regional languages or dialects through direct conversations. This can be said to be a social and situational factor in the development of language in an area.

Transactions can be carried out by utilizing sophisticated technology and information. Currently, a lot of buying and selling transactions are carried out online. In general, sellers use certain terms related to their profession. This is referred to as the language register. Language registers are related to sociolinguistics because they are functions contained in a language whose existence comes from a systemization in the framework of the surrounding society. Language in sociolinguistics varies,

because it is caused by the diversity of language forms found in each region. The local language can be referred to as dialects. Khoirurrohman & Abdan (2020) explained that the cause of language variation in sociolinguistics is due to the presence of different speakers, where the interactions will be able to affect social interactions carried out with very diverse backgrounds. The determining factors of code switching come from speech citations, the presence of a third person, the switching of the subject of conversation, and the emphasis on the speaker's desire for the focus of the conversation at that time (Jazeri, et. al., 2019)

The role of language in online buying and selling transactions is very important, especially in terms of product offerings so that the conversations that occur between sellers and prospective buyers are not rigid. Language variations generally occur due to the speech of slang and foreign languages, including online buying and selling activities (Hendaryan & Muakhor, 2021). In addition, the use of communicative language is also influential to encourage others to further increase feedback in buying and selling transactions on *online media*. The language in buying and selling transactions on *online media* tends to be contemporary because it follows the trend of the times. This makes it easier for them to communicate in the process of buying and selling transactions on *online media*.

When making buying and selling transactions, people often insert two or even more language elements in each speech. This happens unnoticed and has become a habit and influence of informal situations (Noviasi, et. al., 2022) which is called as code mixing. By the mixing of codes in online buying and selling transactions, the use of language will be more interesting and



more communicative. Communicative language will be able to attract the interest of buyers. For example, in the online buying and selling Facebook forum, there are several words that can attract buyers, such as the use of various negotiable words.

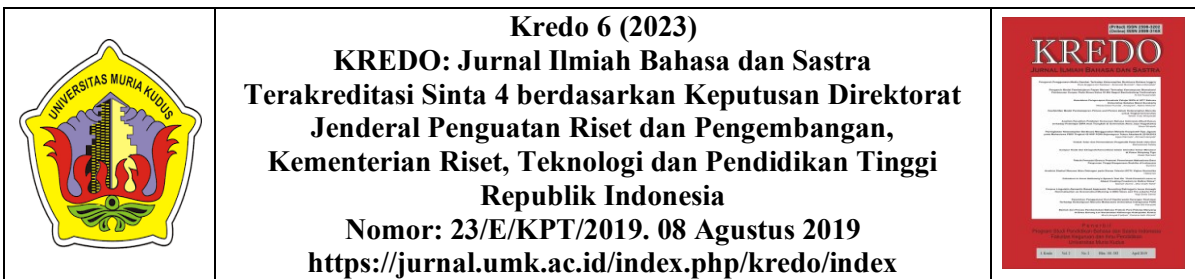
Negotiable words such as *nego Pertamina*, *nego pertalite*, *nego sampe deal*, *nego kedik* and others are deliberately created by sellers to make an attraction to the products advertised on the buying and selling forum. The use of verb variations in oral communication is used both in official and informal situations. The variety of verbs used in sentences taught orally is formed based on the form, behavior, and meaning of the formation of the verbs themselves distributed in the sentence. This can affect someone in applying the speech contained in the sales system on *Facebook* forums and then will cause an argot. Argot is a secret language known by people in the discussion group forum so that people outside the group do not understand the sentences taught. In other words, someone will be interested in joining a group on *Facebook* and unconsciously citizens will know these secret languages so that it will be easier to spread quickly widely throughout Indonesia.

This research uses language use theory, namely sociolinguistics. Sociolinguistics is a branch of linguistics that is interdisciplinary with sociology, with the object of research on the relationship between language and social factors in a speech society (Yulianto, et. al., 2019). In sociolinguistic systemization there are language variations. The language variance focuses on the word *nego* which is used as research material. There are various variations of the word *nego* those are: (1) *nego tipis*, (2) *nego pecah*, (3) *nego banyak*, dan (4) *nego semuanya*, which means that the word *nego* has synonymous meaning

with significant price reduction and is not far from the original price. In addition, *negotiators* can establish a very good relationship between sellers and buyers because they try to agree to a request from both parties. That is, the existence of negotiation conversations can facilitate all sales transactions through *Facebook forums*. Irham (2019) explained that the variety of languages is influenced by residents outside the city and they spread the regional language or dialect to the people of the area they visit. It means that people in the area visited easily understand the language of the area and can use it when expressing an utterance that will certainly widely spread by words of mouth.

Research conducted by (Amin & Fathurohman, 2021; Arukah, et. al., 2020; Fathurohman, 2015; Fathurohman, et. al., 2003; Nuha, et. al., 2022; Patria, et. al., 2021) stated that each word in the use of language certainly has a significant influence on the meaning or message that the author wants to convey to his readers. Each utterance written by the author can have a different meaning because each article that has been published is certainly interpreted according to the experience of each reader.

The main focus that will be discussed in this study is the use of *the word nego* in online *buying and selling facebook forums*. The word *nego* is one of the vocabulary words that are often used in online buying and selling transactions. The word *nego* is classified in *online trading*. Thus, the objectives to be discussed include (1) forms and references to the use of the word *nego*; and (2) the function of using the word *nego* in the online trading forum of facebook. Meanwhile, researches relevant to this study have been conducted by (Annisa, et. al., 2016) examining code mixing in trading



forums in *online* shop media in Singaraja and Denpasar; [Ediwarman, et. al. \(2020\)](#) examined the function of language in groups of facebook of *Jual Beli Apa Saja Cilegon Serang Banten*; [Kurniawati & Herdiana \(2021\)](#) studied registers in online trading communities on *Instagram social media* ([Khotimah & Sodik, 2021](#)) examined the form of registers in online trading of Shopee applications. Some of these studies have similarities and differences with this study. The similarity is that they both studied the use of language in online buying and selling forums. Meanwhile, the difference lies in the data source used.

THEORETICAL REVIEW

Register

A register is basically a specific variety of language used by a particular social group related to a profession or occupation. This is in line with the viewpoint of [Istikomah, et. al. \(2021\)](#) language variations based on their use in certain fields can be called registers. The words consist of technical words in the field concerned. Therefore, the language is only known by the group of users ([Pateda, 1987](#)). Registers are used as a means of communication determined by a particular group or community with a language that has been understood in each group or community it follows. In addition, language variations in registers are usually also used in fields of work such as in the field of journalism, literature, the field of official and unofficial legal grammar, the field of agricultural institutions, education, trade and as well as in the field of research that studies about science. Halliday has two versions of language variations, namely (1) the *user* who can be called as dialect, and (b) the *use* called a register. Differences in occupation, profession, position or duties of

speakers can also cause language variations.

Language variations can be related to the work that each person has. Therefore, everyone with work capacity in factories, offices, and other public places will be very different in the use of the language variations used, because the environment is also very influential on the function of the register. [Fatoni \(2020\)](#) explains that registers can be described as a combination of lexicogrammatical selection that is certainly appropriate to certain social conditions and contexts. Which means that registers can affect human life as a form of elaboration of the combination of selection on lexicogrammar which describes the social state of the community and its complete context.

In a language order, registers are factors that can be said to be very complex and easy to understand. In addition, the register is a field, purpose and a certain way to communicate it with people in the systemization of society and groups. Register is used as a designation of items in sublinguistics that have been disseminated through occupation, social community, position, and special characteristics possessed by the register. The variety of language that is said to be very prominent has a characteristic. Its characteristic is in the realm of vocabulary. Each of these fields of activity usually has a certain number of specific vocabulary that is not used in other fields. However, variations based on this field of activity are also seen at the morphological and syntactic levels. Each register has a class of words in which sentences can be easily described to be understood individually or in groups. The classes of word in the register are: a.) Noun Word Classes b.) Verb Word Classes.



Lutfiyah & Susandi (2019) suggests that registers are variations of speech to convey several intentions that will be understood by other speakers, which means that the register is a kind of language variation that has special properties and characteristics. Chaer & Agustina (2010) argue that registers are interpreted as containers for language variations that often appear with language characteristics related to language problems that are functioned as an activity that will or has been carried out.

Functions of Register

There are several register functions that are used to understand the speaker or someone in communication by connecting the local dialect or regional language to be understood. According to Mustaghirin, Kisniyani & Wahyudin (2021), there are seven functions of register among others are:

- a.) Instrumental Function
This is a function that can manipulate the environment under certain conditions so that an event can occur. This function only relies on one object, i.e., the speech partner (interlocutor).
- b.) Regulatory Function
That is a function that regulates all events that have occurred or will occur in a language. The regulatory function can be said to be a function that is a supervisor for control of a behavior contained in human behavior.
- c.) Representational Functions
It serves as the arrangement of questions and statements, notifying the state of a matter, and conveying an accurate fact in writing or implied.
- d.) Interactional Functions
The interactional function refers to maintaining social communication in society between speakers directly and has a focus on speech participants.

e.) Personal Functions

Personal function functions as an emotional expression, feelings, and one's uncomfortable feeling for himself or herself. This function is aimed at individualism.

f.) Heuristic Functions

Heuristic functions are functions that can obtain knowledge from all sides in procuring a communication that is relevant and easy to understand.

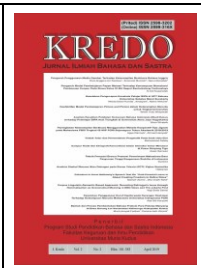
g.) Imaginative Functions

This function leads to one's imagination when communicating with conversations that feel uncomfortable so as to cause creative ideas when communicating.

Sociolinguistics

Language in the use of sociolinguistics functions as a means of communication between people with one another. In sociolinguistics, language functions as an introduction to speech by a speaker and then taught based on the discussion in a conversation. In sociolinguistic studies there is a dialect consisting of various kinds of language characteristics. Dialect is a regional language found in a province or region that reflects the characteristics of an area. Susiati & Iye (2019) mentions that dialects are divided into three parts:

- 1) Social dialects, namely in which there is a variety of languages used by certain communities.
- 2) Regional dialects, which are language differences that can be based through local or place differences within a language region.
- 3) Temporal dialect, is a dialect in which is a variation of the language used by a certain group, it's just that temporal dialects are used by linguists or linguistic groups at a certain time.



Language has a social function that can be observed from several aspects, i.e., it can be observed through the aspect of communication and the aspect of identification in a problem obtained when making a speech to the interlocutor. Without a language, communication systems at levels of society will not be well realized. Simatupang, Rohmadi, & Saddhono (2019) explained that sociological studies are languages that are associated with society, especially in the functions and tasks of the language in society. Sociolinguistics plays a very important role in its delivery through a language. In addition, language can be reflected in the behavior and attitudes and norms that already exist in a society so that someone can judge speakers directly when producing speech. Regional languages in each region have a function as abstractions of experiences that have been existent from childhood. It is because language is the most important historical element owned by the country itself so that a person must utilize the language very wisely and appropriately in accordance with the General Guidelines for Indonesian Spelling (PUEBI). The regional language in English is called *mother tongue* because it is known in certain regions only. A person who learns more than one language is called a bilingual person. Sociolinguistics does not show its study through language alone, but the effect of learning the regional language on the functions found in society as an example of mutual respect for regional language users by connecting them using Indonesian called the language of unity. Sociolinguistics also examines several language choices, including:

a) Code Switching, which means the use of regional languages or dialects can be easily understood using Indonesian or foreign languages. For example, a

speaker can speak in Betawi (Jakarta's regional language) and he can speak foreign and Indonesian languages, then he will combine the three languages so that they can be chosen based on many factors, i.e., topics, atmosphere, and interlocutors at that time. Code switching is a symptom of switching language usage due to changing situations (Appel, et. al., 1976).

b) Code Mixing, which occurs when a speaker combines two or more languages directly in uttering sentences so that language codes are mixed into a single sentence. Some societies consider the phenomenon of code mixing to be a constituent. Phenomena that make it difficult for an interlocutor to have difficulty in accepting the speech expressed, for example, in a sentence "*We have to go ke mana?*". The sentence is a mixture of English and Indonesian whose conclusion asks the place to be visited.

RESEARCH METHODS

This type of research is descriptive qualitative. The data used is in the form of phrases, words and sentences without any calculations (Mahsun, 2019; Moelong, 2010; Sukmadinata, 2011). This research is a field study where researchers interpret the data found directly (Sugiyono, 2015). The data described in this study is on the use of the word *nego* in *online* tading forum of *facebook*. Before the data is examined, researchers first make observations that aim to select data and collect data related to the research topic. The data that has been collected is then classified according to its category. It is in order to make it easier to analyze and process the data. At the end of the research activity, conclusions were drawn. The subjects used in this study were the seller's speech in offering their products



which were uploaded on the *online buying* and selling forum of *facebook*. This study took the data of utterances that occurred in January 2022 considering that the frequency of online transactions was high enough. (Aflahah, et. al., 2021; Angayomi, et. al., 2021; Endiawan, et. al., 2021; Fathurohman, et. al., 2021; Nisa, et. al., 2021; Zuliyanti, et. al., 2021) states that qualitative research describes in detail the problems that exist in field as it is. This picture or portrait can answer the problems faced by the object of research studied. The data collection method used in this study is the documentation method. Documentation method is used to obtain the data that is really valid and indeed needed in research. In this study, documentation collection techniques were used for several research subjects, namely advertisements in online trading forums of facebook to identify the form and references and functions of using the word *nego* in the online trading forum of facebook. This researcher also uses tools in the form of screenshots and print screen applications. Researchers use tools because the data analyzed in this study is in the form of speech contained in mobile phones and laptops.

The use of *screenshots and printscreen* is to photograph every process that has not had time to be recorded, then stored in the memory of mobile phones and laptops. Next, the researchers carried out a technique to listen to free recording of proficient involvement. That is, researchers after capturing screens or *screenshots* the next step is to listen to speech and record it. The data analysis used is content analysis with the Milles Huberman model (Sugiyono, 2015), which starts from data collection, data reduction or classification, data analysis, to conclusion drawing.

RESULTS AND DISCUSSION

Based on the findings, it can be identified that language speakers who act as sellers in online trading (buying and selling) forums of facebook are at average speakers with Javanese cultural background. The use of the word *nego* by speakers has different references as follows.

Offer referring to Item's Price

The use of the word *nego* refers to the price of objects as follows:

- (1) **Charizta Nonong** 2004 *Suzuki Lain. Distance traveled 44.444 kilometer. Smash Ab bantul, smooth machines, with good electricity at the front part and rear part, bpkb stnk ready, tijeK lma, price 1900 nego bensin.*
- (2) **Dony Permana** *Redmi 4a ram 2/16 sinyal 4G+ energy saving battery, clear camera original lcd, 475 nego pertamax.*

The use of the word *nego* in data (1) and (2) refers to the price of objects, namely gasoline. Based on the context of speech, data (1) speakers offer Suzuki brand motorcycles at a price of IDR 1,900,000.00. Meanwhile, the negotiable offered is the price of gasoline. In this case, the offer given is not too much, meaning that the price range of gasoline is IDR 7,900.00 / liter. However, the speaker did not give a specific statement on the type of gasoline and the number of liters given. In contrast to data (2) speakers tried to provide more specific information related to the negotiators offered to prospective buyers. Based on the context of his speech, the speaker tried to offer a Redmi brand

cellphone at a price of Rp. 475,000.00. The negotiable price given is *nego pertamax* which represents *pertamax* gasoline at a price of Rp9.000,00/liter. Thus, the use of the word *nego bensin* and *nego pertamax* used by the seller as a bargaining position for prospective buyers.

Offer Referring to Final Destination

The use of the word *nego* that refers to the final destination, namely goods immediately sold includes the following.

- (3) **Eko Budiyanto** *Monggo luurr yg minat spd anak ring 12 Lok Sukoharjo kidul 350 nego sak dadine minat 087753962033 spd jamin normal siap gooeeess.*
- (4) **Fahrul Barry** *Dijual HP Xiaomi Redmi 5A Rose Gold Second kondisi mulus 98% sangat terawat. Lokasi Area Solo, COD bisa kirim luar Solo juga bisa. Nego sampe jadi. no afgan. Garansi 3 Hari.*
- (5) **Nico Ivan** *Dijual murah iphone 11 64Gb. Warna black. Like new 98%. BH tinggi. Kelengkapan komplit. No minus. Garansi 1 bulan. Garansi imei dan sinyal seumur hidup. Barang masih kinyis. Nego sampe deal.*

The use of the word *nego* in data (3) to (5) refers to the final goal, which is to prioritize goods sold. Based on speech context, data (3) speakers offer kids bikes, data offering HP Xiaomi Redmi, data (4) offering Iphone 11. The use of *nego* revealed in each data is: *nego sak dadine*, *nego sampe jadi*, dan *nego sampe deal*. From the existing speech, it can be identified that speakers have Javanese cultural background. The use of *nego sak*

dadine comes from the Javanese language which means negotiate it until dealt. In line with *nego sampai deal* which is the code mixing of bahasa Indonesia with foreign languages, English, i.e., *deal* or transaction. In this context, *nego sampe deal* means negotiating until the deal or agreement is made.

Offers Referring to Characteristics

The use of the word *nego* refers to the nature of objects as follows.

- (6) **Reza Peloh Cah Pasoepati** 2008 *Daihatsu Xenia · Minivan · Jarak yang sudah ditempuh 100.000 kilometer. Xenia Li sporty 2008. Pajak on. Surat2 ready. Interior bersih. Kaki2 senyap. Lok jaten 80jt nego tipis. WA/tlpn 085867750891*
- (7) **Ferry SaaQuerio** *Iphone 8+ 64gb tangan pertama ex korea Hb 80% true tone nyala kelengkapan cas dan handset 3.7 nego wajar Wa. 08574138967*
- (8) **Sahid Putra** *Dj.cBR jerman (MINERVA) th 2010 plat K (prwodadi) srt komplit pajek tertip mesin segel tmpkane pinuk no geder jos pln on dobel jring ban anyar2 siap gas harga 6.500 nego santui lok andong byolali wa.081376334781*
- (9) **To Gowang** *di jual vario 2012 plt k,srt komplit pj k of mahar 5,3 jt nego kalem wa/081290949377*
- (10) **Nico Ivan** *Fs ip 11 mulus belum pernah bongkar, masih ori semua. Storage 64Gb Warna. Black Face id on, Trutone on BH tinggi. Garansi satu bulan. Harga 6,850k nego alus*

- (11) *Lokasi semarang kota Siap cod semarang*
- (12) *Tika Tika di jual oppo A31 2,3 jt nego alon wa/081290949368. Silakan segera japri bos.*
- (13) *Gowang Nego banter yoh basQuh Motor Yamaha Vega R. Isih mulus, Minat DM.*
- (14) *Nico Ivan Nego cantik bestiee...Harga 6,850k Fs ip 11 mulus belum pernah bongkar, masih ori semua. Storage 64Gb Warna. Black Face id on, Trutone on BH tinggi. One month.*

The use of the word *nego* in data (6) to (13) refers to a particular trait. Based on the context of speech, data (6) speakers offered Daihatsu Xenia cars, data (7) offered Iphone 8+, data (8) offer CBR motorcycles, data (9) offer vario motorcycles, data (10) and (13) offer Iphone 11, data (11) offer Oppo A31 phones, and data (12) offer Vega R motorcycles. The use of *nego tipis* refers to offers that are few/not many. In this case, speakers do not prioritize fast selling goods but still pay attention to the benefits obtained so as not to provide too many offers. Almost the same as the use of the word *nego wajar* who seek to maximize the benefits of both parties. The seller is trying provide offers according to prices in general. That is, the bargaining process is not too high and not too low. Thus, the use of *nego tipis* and *nego wajar* serves an emphasis on terms of proses jual beli online.

The use of the word *nego* is *santuy*, *kalem*, *alus*, *alon*, *banter* and *cantik* refers to the nature of the activity. The use of the three words of *nego* aims to provide

benefits for both parties, between sellers and prospective buyers. The use of the words *santuy*, *kalem*, *alus*, *alon*, *banter* and *cantik*. It can be identified that speakers are not too hasty in transacting, but rather seeing the benefits to be obtained. Therefore, the use of words *santuy*, *kalem*, *alus*, *alon*, *banter* and *cantik* functions to maximize the benefit of both parties and to reduce loss.

Offers Referring to Activities

The use of the word *nego* which refers to the nature of activities or transaction activities as follows.

- (15) *Naufal Hrs Samsung A52 8/128 mulus like new lengkap fullset (charger ori belum dipakai) garansi masih panjang beli bulan november 4,1 nego tipis. nego ngawur anggap up lokasi solo kota.*
- (16) *Hoirul Anam Jual/tt. Spin 125 th 2008 surat komplit off, 28 nego ukur" Wa 081393610591.*
- (17) *Ini Yogi Di jual i phone Xs 64gb nominus fullset oem. No kendala. Truoetone on Face id on. Kamera d/b jernih Bh 84% ORI 4700 nego lhaslhes*
- (18) *Ashof Asad Jual beli sepatu bola/futsal soloraya MK size 40 kondisi ada minus masih layak pakai, pul masih sangat gondrong. Mahar 500 nego loos. Minat inbok/WA 08973274076 KEDIRI KOTA.*
- (19) *Farihul Dijual HP Redmi 5A Second kondisi mulus. Lokasi Area Solo Raya. Nego mutual ya bos.*



The use of the word *nego* in data to (18) refers to the activity or activities of the online buying and selling process. Based on the context of speech data (14) offers Samsung A52, data (15) offers Motor Spin, data (16) offers Iphone Xs, data (17) offers Michael Kors brand football boots, and data (18) offers Redmi HP. The use of *nego ngawur* as in the data (14) refers to bargaining activities carried out by buyers that are detrimental to the seller. The use of *nego ngawur* is considered that the seller does not agree with the price offered so there is no need to be responded by the seller alligned with the use of *nego ukur-ukur* expressed by the data (15).

The word *nego ukur-ukur* is used as an emphasis on buyers to bid at a reasonable price. In this context, sellers do not prioritize their merchandise to sell quickly but also pay attention to the benefits they will get through giving *nego* to prospective buyers. In contrast to the use of the words *nego lhaslhes* and *loos* which prioritize fast selling goods. In this case, the seller further maximizes profits for potential buyers and minimizes self-profit. As for, the use of the word *nego* has the meaning of “mutual”. In this case, the speaker abbreviates the term, namely mutualism negotiation. That is, the seller and the buyer must benefit each other in carrying out the bidding process. Thus, *mutual negotiation* is used as a negotiating principle so that neither party is harmed.

Offer Referring to Quantity

The use of the word *nego* refers to the number or size of transactions as follows.

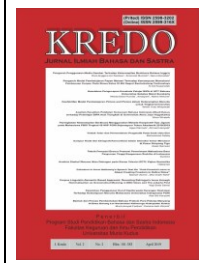
(20) **Akù Asù** *Oppo a3s Ram 2 16 4g loss. No minus mulus. Hp cas silikon Rp 800 nego kedik.*

(21) **Akù Asù** *Di jual hp vivo y19. Ram 2/32 Minus:kamera depan gak iso belakang aman. gantian bekdore sidik jari aman Fulset ces ori 750 nego sitik*

(22) **Barry HP** *Xiaomi Redmi 5A Rose Gold Second kondisi mulus 98% sangat terawat. Lokasi Area Solo, COD bisa kirim luar Solo juga bisa. Yoh Bos diOrder nego akeh sak polle penting aku etuk bathi ora rugi.*

(23) **Asad Gercep Bos diOrder nego gedhen HP second Realme mulus kih sesuai gambar. Minat PC.**

The use of the word *nego* in data (19) and (22) refers to the amount of the price reduction offered. Based on the context of the speech, data (19) speakers offer HP with trademark of Oppo A3S, data (20) offers HP with the trademark of Vivo Y19 11, data (21) offers HP Xiaomi Readmi, and data (22) offers second-handed HP of Realme. The use of the word *kedik* is as a result of abbreviateion of the word *Sekedik*. which means a little bit. So is the word *sitik* which is a Javanese language interference which also means a little. Data of speakers (19) to (20) can be identified with Javanese cultural background so as to use the word *nego kedik* and *nego sitik* To give emphasis to potential buyers related to the amount of price to be bid. The speaker ensures that the amount of price he sets is not too far from the price that will be bid by potential buyers. Thus, the use of *nego kedik* and *nego sitik* serves as an emphasis on prospective buyers so that in bidding for merchandise they pay attention to the price set by the seller.



In contrast to data (21) and data (22) i.e. the word *nego akeh sak pol e* and *nego gedhen* which refers to a large number. Speakers give *nego* that are not a little intended so that the merchandise is sold quickly. Therefore, the word *nego akeh sak pol e* dan *nego gedhen* is used to attract the attention and interest of buyers to the person offered by the speaker. Some of the uses of the word *nego* in the *online buying* and selling facebook forum are as shown below.

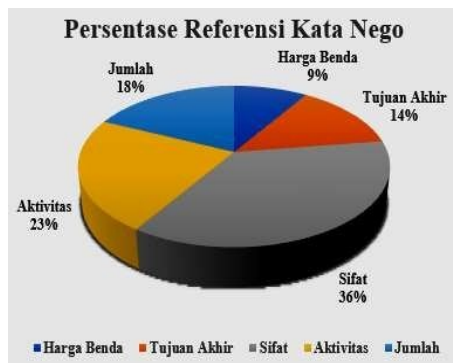


Figure 1 Percentage of occurrence of the word *nego*

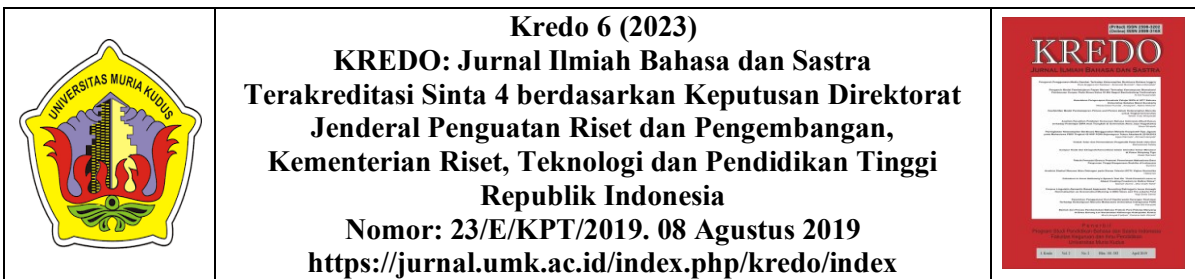
Based on the findings, it can be identified that language speakers who act as sellers in online buying and selling facebook forums on average are speakers with Javanese cultural background. In the buying and selling forum there is a special language used by sellers and prospective buyers. Such special languages are called language registers. Registers pertaining to language users associated with the language context (Aswadi & Susilawati, 2017).

The language register in the context of buying and selling must adjust to the market context used, meaning that the trader/seller will use the language of trade to attract the attention of potential buyers. In addition, in this register can be identified the peculiarities in the use of language depending on what is sold or bought, as

well as the situation and conditions (buying and selling transactions). This finding is in line with Annisa, et. al. (2016) who found a mixture of codes that absorb elements of the native language (regional language) of Bali and foreign languages, namely English in buying and selling forums on Online Shop Media in Singaraja and Denpasar. Meanwhile, in this study, a mixture of Indonesian-Javanese and Indonesian-English codes was found. Mix codes in buying and selling are used to create good communication between sellers and buyers.

It is also in line with Ediwarman, et. al. (2020) who found language functions in the Facebook group "Jual Beli Apa Saja Cilegon Serang Banten" based on Halliday's theory consisting of 1) instrumental functions, 2) functions representation, 3) interactional functions, 4) personal function, and 5) heuristic function, while this study found 3 functions of negotiable use which include functioning to (1) emphasize to prospective buyers regarding the price to be bid; (2) maximizing profits for prospective buyers, (3) maximizing profits for both parties so that either party does not suffer losses.

Kurniawati & Herdiana (2021) found an instrumental language function (register) in the Online Buying and Selling Community on Instagram Social Media containing appeals to attract potential buyers to buy the products offered. The function is expressed in the words *cuss*, *ready*, and Some injection words such as *yaw*, *loo* dan *dong*, while in this study through the words *nego* such as *nego bensin*, *nego pertamax*, *nego sak dadine*, *nego sampe jadi*, *nego sampe deal*, *nego tipis*, *nego wajar*, *nego kalem*, *nego alus*, *nego alon*, *nego banter*, *nego cantik nego ngawur*, *nego ukur-ukur*, *nego loos*, *nego lhas-lhes*, *nego mutual*, *nego kedik*, *nego*



sitik, and *nego akeh sak pol e*.

Istikomah, et. al. (2021) found four types of register forms, namely shortening, completion, abbreviations, and acronyms in buying and selling online on the Shopee application. Register shortening is done by shortening words from the original form, such as *notif*, *promo*, *realpic*, etc. The similarity with the findings in this study lies in the use of the word *nego kedik* which is a shortening of the word *sekedik*.

Hidayatulloh & Pujiati (2020) found registers on the OLX online buying and selling site is a form of linguistic variation, a characteristic of language diversity that will continue to grow with the possibility of adding other new terms. In the findings of this study, new terms such as *nego loos*, *nego banter*, and *nego lhas-lhes* means fast.

Khotimah & Sodiq (2021) found registers in the Shopee's application of *Online Buy and Sell* which consist of electronic, food and beverage, and clothing categories have lingual registers (abbreviations and abbreviations), limited style registers, and open style registers. In contrast to this study, based on the context

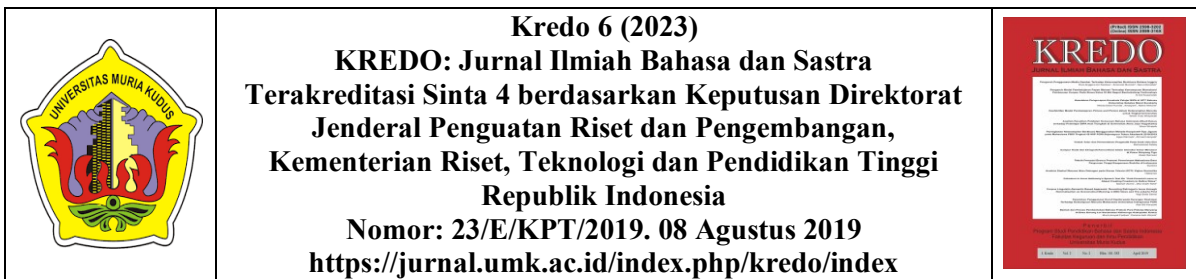
of the data, many sellers offer products in the form of motorcycles, mobile phones, and sports equipment.

CONCLUSION

Based on the findings and discussion, it is concluded that *First* The use of the word *nego* includes: *nego bensin*, *nego pertamax*, *nego sak dadine*, *nego sampe jadi*, *nego sampe deal*, *nego tipis*, *nego wajar*, *nego kalem*, *nego alus*, *nego alon*, *nego banter*, *nego cantik nego ngawur*, *nego ukur-ukur*, *nego loos*, *nego lhas-lhes*, *nego mutual*, *nego kedik*, *nego sitik*, dan *nego akeh sak pol e*. Some of these *nego* words have references to the price of the object, the final destination, the nature of the object, the process or activity of bargaining, and the amount of the price. *Second*, the use of the word negotiable by the speaker / seller serves to (1) emphasize to prospective buyers regarding the price to be bargained; (2) maximizing profits for prospective buyers, (3) maximizing profits for both parties so that either party does not suffer losses. The use of the word *nego* is intended so that sellers are able to reduce prices in buying and selling transactions made.

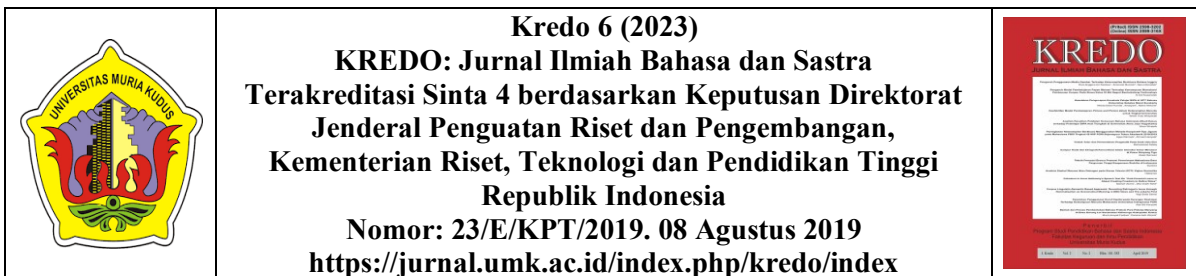
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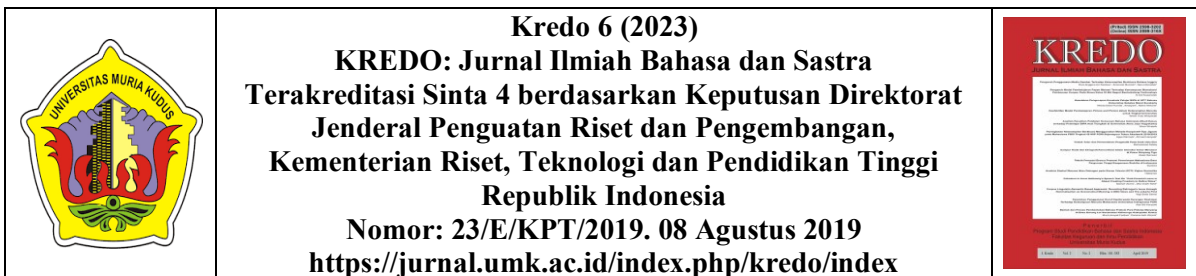


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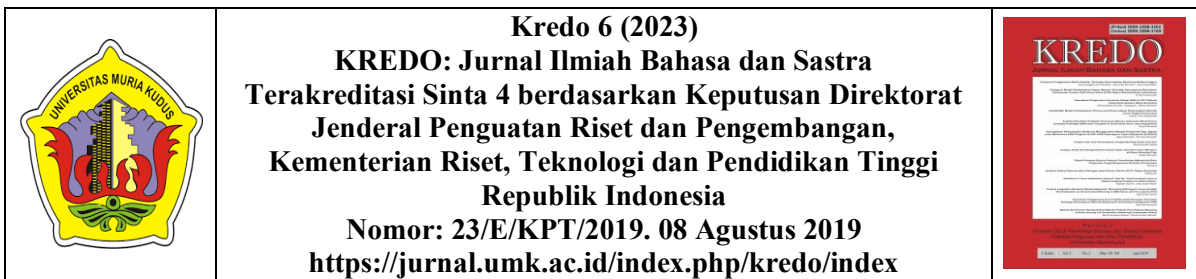
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