

Analysis of Language Registers on Facebook in the @Jual Beli HP Second Muntilan, Magelang, Jogja Group

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Abstract

The rapid growth of social media has transformed online buying and selling interactions, giving rise to distinctive language variations within digital communities. This study aims to analyze the use of language registers in the Facebook group @Jual Beli HP Second Muntilan, Magelang, Jogja during the period of January–April 2026. A descriptive qualitative approach was employed, utilizing documentary data collection techniques through screenshots and notes from 12 posts containing registers out of a total of 150 posts. The analysis focused on the form, meaning, and function of registers based on sociolinguistic theory. The results showed that the 12 dominant registers took the form of abbreviations/acronyms (*BU, TT, nego*), loanwords (*up, nett, no minus*), and non-standard forms (*orian*), all of which are limited to the specific context of the online cell phone buying and selling community. The meanings of these registers encompass the condition of the item (*fullset/batangan, no minus*), pricing strategies (*mahar, nego/nett*), and alternative transaction methods (*TT/BT*), with instrumental (persuasive), informative (describing the condition), and regulatory (limiting bargaining) functions. These findings illustrate the efficiency of digital language in accelerating online economic interactions, as well as the adaptation of local communities to the dynamics of social media.

Keywords: Digital Sociolinguistics, Facebook, Limited Social Circle, Online Buying and Selling, Register

1. Introduction

Language is an essential communication tool for humans, facilitating daily interactions (Khairani et al., 2018). Mailani et al. (2022) state that language is the most effective means of communication for conveying messages, ideas, feelings, and intentions to others, while also enabling cooperation among people. Therefore, language plays a crucial role in various daily activities. Language functions not only in daily life but also plays a vital role in the professional and business worlds. In this context, language is used as a tool for negotiation, presentations, and formal communication that must meet global standards (Tullaili et al., 2025). This includes through social media, which is now widely popular.

Technological advancements in the current era have driven the rapid growth of social media. This is marked by the accelerating development of the internet, which can be utilized for various communication needs (Marelyda et al., 2026; Othman, 2026). The internet is now accessed not only through computers but also through smartphones, which have become an integral part of people's personal lives (Setiawan & Zyuliantina, 2020). Through these devices, users can easily connect to various social media platforms to interact, share information, and even engage in online economic activities. One such platform is Facebook.

In the context of social media, language use exhibits variations influenced by the situation, purpose, and user characteristics (Pangestu & Perlita, 2023). Halliday distinguishes language variation into two categories based on usage: dialect and register. In this study, the language variation under investigation falls under the category of register. A register can be defined as the distinctive use of



language within a specific group, whose meaning is generally understood only by the members of that group (Rahmah et al., 2020). A register reflects the distinctive characteristics of a particular community.

The use of register is commonly found in buying and selling activities, particularly on the social media platform Facebook. In this context, the language used tends to have certain distinctive features, such as the use of specialized terms, abbreviations, or persuasive expressions. The emergence of register is influenced by various social factors, such as differences in gender, age, class, and social status, which ultimately give rise to diverse linguistic variations (Rahmah et al., 2020).

A concrete example can be found in the “Jual Beli HP Muntilan, Magelang, Jogja” group, which serves as an interaction space for sellers and buyers of mobile phones to conduct buying and selling transactions. The use of specific terms related to mobile phone types, conditions, prices, and even negotiation strategies indicates the presence of a register that has developed naturally within this community. This demonstrates that the language used is not generic but is influenced by the community’s needs and the mutual understanding among its members.

While existing studies have examined register in various offline and online commercial contexts, few have specifically investigated how register operates within niche, community-based social media groups dedicated to buying and selling particular goods. The linguistic dynamics of such groups, including the forms, meanings, and communicative functions of their registers, remain underexplored in the sociolinguistic literature.

Based on this, the researcher is interested in investigating the variations in language register found in online buying and selling groups on Facebook. Therefore, this study focuses on the use of register in buying and selling interactions, including the forms of language used, the meanings conveyed, and their functions in communication among group members. Additionally, this study aims to uncover how these registers reflect communication needs, interaction strategies, and the distinctive characteristics of the community in online buying and selling activities. The results of this study are expected to contribute to the development of sociolinguistic studies, particularly regarding language use on social media, and to enrich understanding of the dynamics of digital communication within online communities.

2. Methods

According to Sugiyono (2020:3), qualitative research is a type of research that focuses not on numbers, but on data by collecting and analyzing narrative data. Bogdan and Tylor (in Sabrina et al., 2024) argue that qualitative research produces descriptive data regarding individuals, whether through spoken language, writing, or observable behavior. Data collection in this study utilized documentation techniques, specifically screen capture and note-taking. Data consisting of words or sentences from posts in the “Jual Beli HP Second Muntilan, Magelang, Jogja, on Facebook were captured via screenshots. The data obtained during the documentation process from these posts were then recorded and entered into a table. The findings were subsequently analyzed using register theory based on meaning, form, and function.

3. Results and Discussion

This section presents a discussion of the findings on the use of registers in the group (@Jual Beli HP Muntilan dan Sekitarnya). Based on posts from the January-April 2026 period that were analyzed, 12 posts containing the word “register” were identified out of a total of 150 posts during that period. Furthermore, from these 12 posts, the meaning, form, and function of the registers found in the posts were identified. For greater clarity, please refer to the discussion below.

3.1. First Post

The first post (1) was uploaded by a Facebook account named @Surya Anugrah on April 7, 2026, as follows:

“BU”

This post contains the BU register, which is an abbreviation for “*Butuh Uang*” (Need Money). In this post, the word BU indicates a situation where the seller of the item urgently needs money. The word BU falls under the category of limited-context abbreviations/acronyms, as this BU register is exclusively used within the online buying and selling community, and its specific meaning is understood only by a select few specifically the sellers and buyers within that community. Furthermore, in this post, the word “BU” serves an instrumental function because it is oriented toward the listener or addressee. The word “BU” is a persuasive communication strategy aimed at the addressee or anyone viewing the post, signaling that the speaker who wrote the post urgently needs money and is hoping the buyer will quickly finalize the deal or make the purchase at a lower price.

3.2. Second Post

The second (2) post by the Facebook account @Fakhaii Adiek Ridho on April 5, 2026, reads as follows.

“TT/BT asalkan sama-sama cocok (untuk tambah/kurangnya referensi bisa cek pasaran terlebih dahulu)”

This post contains the abbreviation TT, which stands for “*Tukar Tambah*” (trade-in). In this context, TT means that the seller is willing to exchange their item for another, with the possibility of an additional cash payment. The term TT is a form of limited-context abbreviation, as this TT register is only used within the context of online buying and selling transactions and is understood only by certain people. Furthermore, in this post, the term TT serves an instrumental function as it is used as a communication strategy to expand transaction opportunities. The account owner @Fakhaii Adiek Ridho invites consumers.

3.3. Third Post

The third (3) post by the Facebook account @Ujang Junedi on February 11, 2026, is as follows.

“harga 2.650 nego wajar”

That post contains the term “*nego*,” which is an abbreviation for “negotiation.” In that post, the word “*nego*” indicates that the price of the item is still open to negotiation by potential buyers. The term “*nego*” falls under the category of limited-context abbreviations, as it is used exclusively in online buying and selling interactions and its meaning is understood specifically by sellers and buyers. Furthermore, the word “*nego*” falls under the regulatory function because it is used to create room for interaction between the seller and the buyer. The owner of the @Ujang Junedi account stated a price of 2,650,000 with “reasonable *nego*,” thereby inviting buyers to negotiate and sparking interest due to the possibility of getting a lower price.

3.4. Fourth Post

The fourth (4th) post by the Facebook account @Mimi Fakiri on March 20, 2026, is as follows.

*“Samsung note 10 inter ram 12/256, Kamera jernih, **batangan** + case+ batok cas”*

In this post, the term “*batangan*” appears, which is a linguistic register. The word “*batangan*” refers to a phone sold as just the device itself, without the full set of accessories such as the box and charger. The term “*batangan*” falls under a limited linguistic register, as it is used exclusively within the context of buying and selling phones, and its meaning is the opposite of “fullset,” a term understood only by the gadget enthusiast community. Furthermore, the word “*batangan*” serves an informative function, indicating that the Samsung Note 10 being offered consists only of the phone itself, plus a case and a battery cover. The account owner @Mimi Fakiri provides clear information about the item’s contents so that consumers can understand the terms of the sale transparently.

3.5. Fifth Post

The fifth (5th) post by the Facebook account @Dinson P on April 7, 2026, is as follows.

*“POCO M4 PRO 8/256 GB SEGEL **ORIAN**”*

In this post, the word “*orian*” appears, which is a non-standard form of the word “original.” This term indicates that the item being sold is an authentic factory-made product, not a counterfeit or knockoff. The word “*orian*” falls under a limited-circulation register, as it is a simplified version of “original” used exclusively in online transactions and holds a specific meaning within that community. Furthermore, the word “*orian*” falls under the instrumental function because it serves to assure buyers of the item’s authenticity. The account owner @Dinson P uses “*orian*” to boost consumer confidence that the POCO M4 PRO being offered is an authentic, sealed item

3.6. Sixth Post

The sixth (6th) post by the Facebook account @Blesspack on March 20, 2026, is as follows.

*“Oppo a1k 2/32gb hp cas lcd ori fungsi normal semua no kendala siap pakai, Harga 400k **nett**, Lokasi Selatan muntilan”*

In this post, the term “*nett*” is used, which is a loanword from English used directly in its original form. The word “*nett*” means that the offered price is fixed and non-negotiable. “*Nett*” falls under the category of limited-scope register, as it is used exclusively in online buying and selling to confirm the final price, and its meaning is understood only by the seller and buyer. Furthermore, the word “*nett*” serves a regulatory function by setting a price limit in the transaction. The account owner @Blesspack set the price at 400k nett to avoid a lengthy haggling process. In that post, there is also the term “*no minus*,” which is a blended phrase combining “no” (English) and “*minus*” (Indonesian). The term “*no minus*” means the item is in pristine condition, has no defects, and is in normal working order. The term “*no minus*” falls under the category of limited scope register, as it is exclusively used in the buying and selling of smartphones and its meaning is specific to that community. Furthermore, the term “*no minus*” serves an informative function to provide information about the item’s condition. The owner of the @Blesspack account assures buyers that the Oppo A1k is in pristine condition and fully functional without any issues.

3.7. Seventh Post

The seventh (7th) post by the Facebook account @Wahyu Putra on April 11, 2026, is as follows.

*“Hp saja, tidak **TT/BT** fungsi normal, sinyal aman, sidik jari ON”*

In that post, the abbreviations TT and BT appear, which stand for “Trade-In” and “Barter.” Here, the term TT/BT signifies a refusal to exchange goods in a sales transaction. This abbreviation falls under the category of limited-context abbreviations, as it is specifically used in online mobile phone sales forums. Furthermore, the term TT/BT serves a regulatory function to restrict the types of transactions. The owner of the @Wahyu Putra account emphasized that the phone is sold for cash only; trade-ins or barter are not accepted.

3.8. Eighth Post

The eighth (8th) post by the Facebook account @Aan Kurniawan on April 8, 2026, reads as follows.

*“Di jual Vivo y93. RAM 3/32 GB. **Mahar** Rp 550RB nego tipis.”*

In this post, the term “mahar” appears, which is a specific term used in mobile phone sales. The word “mahar” refers to the asking price or the base price offered by the seller. The word “mahar” falls under a limited register, as it is used exclusively within the gadget buying and selling community and signifies a base price. Furthermore, the word “mahar” serves an informative function to convey the base price. The account owner @Aan Kurniawan set the “mahar” at Rp 550,000 as the reference price for the Vivo Y93, which is still open to slight negotiation.

3.9. Ninth Post

The ninth (9th) post by the Facebook account @Mase Gendut on April 8, 2026, reads as follows.

*“Hp Samsung A11 ram 3/32 hp cas dus. LCD gantian tapi selebihnya nominus tinggal pakai. Harga 720 nego bensin, dibawah 700 bantu **up** aja. Lokasi ngluwar. Wa 085729728***”*

In that post, the word “up” appears, which is a linguistic register. The word “up” is a loanword from English. It means to bump a post back to the top so it’s easier for buyers to see. “Up” falls under the category of a limited-scope register, as it serves as a tool to maintain interaction and visibility within online buying and selling forums. Furthermore, the word “up” serves an instrumental function in maintaining sales visibility. The account owner @Mase Gendut requests an “up” if the price is below 700,000, thereby attracting the attention of other buyers by boosting the post. In the same post, there is also the word “nominus,” which is a linguistic register and a variation of the word “nominus.” The word “nominus” means a flawless condition without defects. The word “nominus” falls under the category of a limited-scope register and serves an informative function to assure that the Samsung A11 is ready to use despite having a replacement LCD.

3.10. Tenth Post

The tenth (10th) post by the Facebook account @Siti Halimah on April 11, 2026, is as follows.

*“poco m3 **fullset** normal mal mulus no minus ram 4/64 game libas batrei awet pemakaian harian monggo”*

In this post, the word “fullset” appears, which is a linguistic register. This term refers to a smartphone sold as a complete set, including the box and charger. The word “fullset” falls under the category of a limited-scope register, as it contrasts with “batangan” and is exclusively used in the context of buying and selling smartphones. Furthermore, the word “fullset” serves an informative function to describe the completeness of the item. The account owner @Siti Halimah is offering a Poco M3 fullset in pristine condition with no defects.

4. Conclusion

Based on the results of an analysis of register usage in 12 posts on the Facebook group @Jual Beli HP Muntilan dan Sekitarnya from January to April 2026, it can be concluded that various dominant forms of register were found, including abbreviations and acronyms such as BU, TT, and *nego*; borrowings from English such as up, nett, and no minus; and non-standard forms like *orian*, all of which have a limited scope as they are only understood within the context of online mobile phone buying and selling by a specific community of buyers and sellers. These registers have specific meanings that support transactions, such as BU (need cash fast), TT/BT (trade-in/barter), *mahar* (price benchmark), *fullset/batangan* (item completeness), *nego/nett* (price flexibility), “*orian*” (authentic/original), “no minus/nominus” (flawless condition), and “up” (boosting a post), which reflect the efficiency of digital communication. Functionally, these registers serve instrumental (persuasive and expanding transaction opportunities), informative (explaining item condition/completeness), and regulatory (controlling bargaining and visibility) roles, thereby accelerating interactions, building trust, and attracting buyer interest within the virtual community. The use of these registers demonstrates the unique linguistic adaptation of Indonesia’s digital communities.

As a suggestion, future researchers are advised to expand their analysis to other buying and selling groups or different platforms to compare variations in digital environments, as well as to integrate computational semantic analysis for larger datasets. For social media users, it is important to understand the context of the register to avoid misunderstandings and maintain transaction transparency, while group administrators can compile a simple glossary as a guide for new members to improve communication effectiveness and reduce the risk of fraud. This study is expected to contribute to the study of digital pragmatics, particularly registers as a phenomenon of online community language.

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