An Overview on Register Language Forms in Animal Feed Buying and Selling Activities in Wonosobo Central Market

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ABSTRACT

This research described the register forms and functions in animal feed buying and selling activities in Wonosobo Central Market and their uses as a learning reference for the Indonesian negotiation text materials. This is a descriptive-qualitative research. The data in this research were utterances containing registers obtained from the animal feed buying and selling activities in Wonosobo Central Market. Based on the research results, there were 28 registers used in animal feed buying and selling activities in Wonosobo Central Market. Those registers were in the form of words, phrases, abbreviations, and acronyms. The registers were 12 root words, 5 words with affix, 3 compound words, 1 repeated word, 1 phrase, 5 abbreviations, and 1 acronym. Each register has a special meaning and it is only known in animal feed buying and selling activities. The obtained data might be used in the negotiation text learning for the X grade students of Senior High School on Basic Competency (Kompetensi Dasar) *3.0 which evaluates the submission, offering, and agreement in spoken and written negotiation texts.*

Keywords: sociolinguistics, register, form, meaning, function

INTRODUCTION

Language as a means of communication cannot be separated from the social life. Language may be developed within the society for the communication purposes. Communication is considered successful if the speaker and listener can well understand the meaning contained within the conversation. Therefore, people tend to use more understandable language. Understandable means that the listener is able to understand and give feedback in a conversation. It depends on the condition of the groups in the society. Various society conditions may produce various languages and meanings. Heterogeneous society separated by various environments and professions becomes one reason to the emergence of language variations which are divided into some groups from the aspects of speaker, formality, medium, and use containing registers or

particular terms.

Registers as particular terms become interaction markers in certain groups or professions. Register is a language variation based on use related to its functions known as language functions or variations (Padmadewi, 2014). Register is formed due to the profession differences and intended uses. The environment-related professions include fishermen, farmers, journalists, health, and commerce. This research focused on the commerce registers made during the animal feed buying and selling activities in Wonosobo Central Market. The registers explained in this research were narrowed down into its forms and functions.

This research aims at figuring out the register forms and meanings in animal food buying and selling activities in Wonosobo Central Market, explaining the functions of animal food buying and selling registers in Wonosobo Central Market, and describing the research implementation as the learning reference of Indonesian negotiation text. The research significances can be divided into both theoretical and practical significance. Theoretically, this research can be used to introduce registers in animal feed buying and selling activities and to enrich vocabulary. This research is also expected to improve the scientific repertoire especially in sociolinguistics and language variations. Practically, this research is used as learning reference to sociolinguistics, especially related to register forms and functions. This research can be used as a learning source related to negotiation text and reference for further research related to the target, that is, readers. For researchers, this research result may become material deepening media on register and its relationship with negotiation text learning. From this research, the researchers are able to introduce register in the animal feed buying and selling activities in Wonosobo Central Market. For teachers and students, this research result may become the reference for Indonesian learning at schools related to negotiation text and to enrich vocabulary.

Studies on register have been previously conducted and became the references of this research. Setianingsih (2013) discussed the register forms and functions found in fishermen activities in Depok Beach, Parangtritis. The similarity of the previous with this research was on register forms and functions using the same techniques of data collection methods consisting of listening, uninvolved conversation observation, recording and note-taking technique. Thufail (2016) also discussed the register forms and

functions in hand-phone buying and selling activities in social media; that is Facebook. Based on the research result, the register forms found were words and phrases. Besides, there were three functions of registers: concealing, naming, and assuring. The similarity between the previous and this research was on register form and function as well as the method used employing listening method with note-taking technique and informal method to display the data. The difference was related to the research subjects and register function classifications. Santi (2013) further discussed the register forms and functions in the form of words, phrases, and clauses. The register functions found in the research were emotive function, referential function, and contextual function. There were some similarities between the previous and this research related to the listening method and the register forms used. The difference was the research subjects and register function classifications.

The theory used in this research was register forms and functions. Register forms appeared in morphological levels including words, phrases, acronyms, and abbreviations. Register functions in this research adopted the language functions proposed by Jakobson in (Soeparno, 2013) consisting of emotive function used to express feelings, such as happy, impressed, annoyed, and sad; conative function which focuses on the listeners' activities; referential function which is used to discussed something in certain topics; poetic function which occurs when there is a message delivery; phatic function which is only used to create contact with others; and meta-lingual function which occurs when the speaker talks about a topic in a certain language.

METHOD

According to Strauss and Corbin (in Sujarweni, 2014) qualitative research is a research which the result cannot be obtained through statistical procedure or measurement. Bogdan and Taylor (in Sujarweni, 2014) argued that qualitative research is a research which result is descriptive in the form of spoken or written data from someone's or a group of people's observed behaviors. The main goal of qualitative research, according to Sujarweni, (2014), is to know the phenomena in the society by clearly explaining the strung words. In line with the previous statement, this research aims at descriptively explain the register forms, meanings, and functions found in the

utterances during the animal feed selling and buying activities were made in Wonosobo Central Market. The animal feed buying and selling processes in Wonosobo Central Market cannot be separated from the use of language as the communication and negotiation media. To know the forms, meanings, and functions of special vocabulary, the researchers focused on studying the utterances containing special vocabulary or registers in the animal feed buying and selling activities in Wonosobo Central Market.

Data are the finished forms of a research Sudaryanto in (Kesuma, 2007). Zaim (2014) also states that data are the research materials obtained from certain methods and techniques. This research used the qualitative data in the form of dialogs spoken in the animal feed buying and selling activites in Wonosobo Central Market.

The data sources are divided into substantive and locational sources. Substantive source is related to the data obtained from the samples which are obtained from the population. Locational source may be defined as a person providing the data which in a research on language is speaker (Zaim, 2014). Thus, the data source in this research consisted of speakers in the animal feed buying and selling activities in Wonosobo Central Market.

The data collection technique in this research used a listening method since the data are obtained by listening the language used (Mahsun, 2005) According to Zaim (2014) listening method is collecting the data by listening or observing the use of a language. The researchers listened to the utterances made by the speakers during the animal feed selling and buying activities in Wonosobo Central Market. The listening method was assisted with the basic tapping technique. Basic tapping technique is a part of listening method conducted by extracting the language used. The language can be in both spoken and written forms (Kesuma, 2007). In this research, the extracted language was in spoken forms. Next, the basic technique is followed by some advanced techniques. The advanced techniques included the involved and uninvolved conversation observation, recording, and note-taking technique.

The research analysis was conducted after data collection and grouping process. Identity (referential) method was used in this research to analyze the utterances based on the register forms and functions. The identity (referential) method used was followed by the basic immediate constituent (*Pilah Unsur Penentu (PUP)*) analysis, same interrelational, and different interrelational techniques. Identity/referential

(padan) is a word which has a similar meaning with compare *(banding).* Something compared means that it has a relationship. Thus, identity/referential *(padan)* is understood as a correlating and comparing process (Mahsun, 2005), identity (referential method) is a data analysis method which determiner is not a part of the related language Sudaryanto in (Kesuma, 2007:47). Zaim (2014) stated that referential method is also known as identity method as a method used as a determiner of a lingual unit and determiner used out of the related language. Based on the determiner instrument, the method used in this research was the pragmatic referential method in which the determiner was the conversation partner regarding to the conversation context and situation. Basic technique used by researcher in this identity method is the basic immediate constituent (*Pilah Unsur Penentu (PUP*) analysis technique. The instrument used in this technique is mental discernment belonging to the researcher (Zaim, 2014). Advanced technique used in this method was the same interrelational *(*known as HBS*/hubung banding menyamakan*), and different interrelational (known as *HBB/hubung banding memperbedakan*) techniques. The former equalizes and finds the similarity from the compared things. The latter aims at finding the differences of two compared elements (Zaim, 2014).

RESULTS AND DISCUSSION

This part contains the explanation and discussion of the research results. The research data obtained from the utterances made in the animal feed buying and selling activities in Wonosobo Central Market. The explanation included the data in register forms, meanings, and functions found in the animal feed buying and selling activities in Wonosobo Central Market. In some data, more than one register function was found. The following table presents the research results.

Table 1 Register Form

No.	Register Form	Number
1.	Word	
	Root word	12
	Word with affix	5
	Compound word	3
	Repeated word	1
2.	Phrase	1

No.		Number
3.	Abbreviation	5
4.	Acronym	1
	Total	**28**

Table 2 Register Function

No.	Register Function	Number
1.	Conative	9
2.	Emotive	12
3.	Referential	13
	Total	**34**

Based on the data above, the most register form found was root word register, while the most register function found was referential function. The classifications are as follows:

1. Word Register

Gorys (1984) explains that word includes all the compound form between morphemes. It means that word concept can be divided into four types which are root word, word with affix (prefix, infix, suffix, and confix), repeated word, and compound word.

a. Root Word Register

Datum 1

Context : A buyer in an animal feed store intended to buy catfish feed but they had not understood the intended item.

Buyer   : *"Mba, tumbas **pelet** setunggal."* (I want to buy *pelet*)

Seller   : *"**Pelet** nopo?* (What *pelet*?)

Buyer   : *"**Pelet** kagem lele, pelet niku pakan ikan kan?*
(Pelet for catfish, *pelet* is fish feed, right?)

Seller   : *"Nggih sanes, **pelet** niku bentuke. Enten **pelet** ikan, ayam, kagem kelinci nggih wonten."* (No, it isn't. *Pelet* is the form. There are fish *pelet*, chicken *pelet*, there's also *pelet* for rabbit)

The word *pelet* was classified to root word register because it was a root form with no affix, compound form, or repetition. The word *pelet* is included to register because the meaning contained was different with that understood by the society. In the animal feed buying and selling activities made in Wonosobo Central Market, the word *pelet* is a term for a small granule of animal feed for poultries, fishes, or rabbits. This is

19

different with the meaning understood by the society. Some people understood the word *pelet* only as catfish feed, some people generally understand *pelet* as bad supernatural thing. Therefore, *pelet* in the datum above is included to the root word register and it means a small granule of animal feed for poultries, fishes, or rabbits.

The language function in the datum above appeared in the utterances "*Nggih, sanes. Pelet niku bentuke. Enten pelet ikan, ayam, kagem kelinci nggih wonten*" (No, it's not, *pelet* is the form. There are fish *pelet*, chicken *pelet*, and also *rabbit* pellet. Based on the context, it was motivated by the buyer's incomprehension towards the intended item. The utterance conveyed by the seller was as the response to the buyer's question. Those utterances aimed at giving information and clarifying the buyer's understanding on the word *pelet*.

Based on the datum above, the buyer only understood *pelet* as catfish feed. In fact, the word has a wider meaning. Based on the explanation, the utterance had referential function because it had useful information for the buyer.

The datum also contained a conative function showed in the bold sentence, which was "*Mba, tumbas pelet setunggal*" meant "*Mba,* I want to buy one *pelet*". Based on its context, the conative function appeared because the buyer wanted to fulfill their need through the buying process. The intention delivered by the buyer through an order showed in the utterances "*Mba,* I want to buy one *pelet.*" The utterances contained register. Through the utterances, buyer aimed to influence the seller to prepare the intended item. Therefore, the utterance had the order conative function. It was strengthened by the seller's response asking the intended item that the seller could prepare the right item. The seller's response showed that they understood the order given by the buyer.

Based on the analysis, it can be concluded that the datum above contained the root word register and conative as well as the referential functions.

b. Word with Affix Register

Datum 10

Context　　: Seller 1 and seller 2 were discussing items to buy.

Seller 1　　: "*Ki mengko kulak arep tuku* **wijian** *sisan ora? Meh entek ki.*"

　　　　　　(Do we also need to buy **wijian**? It's almost out of stock)

Seller 2   : *"Ora sah ndesek, lah. Nek tuku nang kidul larang."*

(No need buy it now. It's expensive if we buy it in the South)

The bold word in the datum above, *wijian*, is one of registers found in the animal feed buying and selling activities in Wonosobo Central Market. Seen from the morphological process, the word was formed from the root word {*wiji*} and suffix {-*an*}. Therefore, the word *wijian* was included to word with affix register. The word was included to register because it was only understood by the people incorporated in the animal feed buying and selling group and farming activities. Based on the datum above, the word *wijian* comes from the root word {*wiji*} which means seed in Javanese. Thus, it can be understood as bird feed in a form of grains.

The function in the datum could be seen from the utterance "*Ora sah ndesek lah. Nek tuku nang larang*" (No need to buy it, now. It's expensive if we buy it in the South).

Based on the context, it was caused by the knowledge possessed by one of the sellers related to the price of the intended item. The utterance was delivered by seller 2 to respond the utterance made by seller 1 discussing the goods purchase intention. Through the utterance made by seller 2, it was suggested to get cheaper price to gain higher profit in the future. The intention was implied from the utterance made by seller 2 *"nek tuku nang kidul larang"* (It's expensive if we buy it in the South). Therefore, the datum contained referential function because it delivered important and beneficial information.

Based on the analysis, it can be concluded that the datum above contained word with affix register and referential function.

c. **Compound Word Register**

Datum 11

Context   : Researcher asked to seller on how many chickens they have bred.

Researcher   : *"Ngingu ayam kathah, Pak?"* (Did you breed many chickens, sir?)

Buyer   : *"Lah, ora. Gari bakal **ayam ret** kae. Wis ora biso ngendog"*

(No, I didn't. These are only **ayam ret**. they no longer lay eggs)

The bold word presented in the datum above, *ayam ret*, was a register in the animal feed buying and selling activities in Wonosobo Central Market. The word *ayam ret* comes from two morphemes: {*ayam*} means one poultry type (chicken) and {*ret*}.

21

{*Ret*} morpheme will only have a meaning if it is followed by the morpheme {*ayam*}. It is because the word has more than one morpheme which cannot be separated. In the animal feed buying and selling activities in Wonosobo Central Market, the word *ayam ret* was a term for laying hens which are no longer productive and soon butchered to obtain the chicken meat.

The function obtained from the datum was found in the utterance *"Lah, ora. Gari bakal ayam ret kae. Wis ora biso ngendog"* (No, I didn't. These are only *ayam ret.* They no longer lay eggs).   Based on the context, it was caused by the question asked by the researcher about the number of chickens bred by the buyer. The utterance was delivered by the buyer to answer the question from the researcher. Through the utterance, the buyer explained that they did not breed many chickens as the researcher thought. In the utterance, there was a register *ayam ret a*ccompanied by an explanation in the sentence *"Wis ora biso ngendog"* (they no longer lay eggs). Therefore, the utterance containing a register had a referential function since delivering information related to a certain topic.

Based on the analysis, it can be concluded that the datum above contained compound word register and referential function.

d. Repeated Word Register

Datum 25

Context   : A buyer complained about their sick chickens so they intended to buy medicine for their chickens.

Buyer   : *"Bu, obat pitik **klokor-klokor** opo si? Jan wis paling males nek pitik ngorok."* (What's the medicine for **klokor-klokor** chicken? I don't really like if the chickens snore all the time)

Seller   : *"Paringi tetra mawon niku, dijer kalih minume saged."* (Just give them *tetra*, you can dissolve it in their drinking water)

The bold word in the datum above, *klokor-klokor,* is a register found in the animal feed buying and selling activities in Wonosobo Central Market. The word is formed from morpheme repeating {*klokor*} which in Javanese, it is a term for a certain sound. Based on the word origin, the datum above is included to repeated word register because it has morpheme repeating.

The word is a register because it is only used in the animal feed buying and selling activities and farming activities. The word is another term for poultry, especially chicken; those are sick and produce disturbing sound similar to snoring. The function of the datum appeared in the utterance "*Jan wis paling males nek pitike ngorok.*" (I don't really like if the chickens snore all the time).

Based on the context, it is caused by the unhappy feeling experienced by the buyer. The utterance delivered by the buyer to the seller was related to their unhealthy chicken. Through the utterances, it showed that the buyer was annoyed. The annoyed feeling was because the buyer's chicken produced a disturbing sound. It was clarified by the use of phrase *"wis paling males"* (I don't really like). Therefore, the datum contained annoyed emotive function.

Based on the analysis, the datum above contained repeated word register and emotive function.

2. Phrase Register

Chaer (2007) explained that phrase is a form of grammatical unit which has a syntactical function in a sentence. Phrase is a structure formed from two or more words forming a unit Gorys (1984) This is the sample datum containing phrase register and its function.

Datum 15

Context   : Researcher's sibling felt curious about what the researcher did. So, they

asked about it.

Sibling   : "*Kue ora panas po mbak koyo ngono?*"

(Doesn't it feel hot?)

Researcher   : "*Panas, lah. Nek **lagi mlereti** sek ben ora kroso panase.*

Nek alon-alon yo mlonyot tangane."

(It does. When *Mlereti,* it should be done fast so it wouldn't be too

hot. If we do it slowly, our hands would be soon burned)

The datum above contained register, *lagi mlereti,* including register found in the animal feed buying and selling activities in Wonosobo Central Market. The datum consisted of two morphemes: {*lagi*} means a process of doing something and {*mlereti*} means an effort to move hands from one direction to other direction to produce something. The word is a verb and has a function as predicate in a sentence. Therefore,

the word is included to phrase register.

The phrase was included as register because it was only found in the animal feed buying and selling activities. The meaning of the word *mlereti* is the action of pressing one end to another in a packaging glued together through combustion process to make sure the packaging is tightly closed. The word *lagi* is the other word from *sedang* in Javanese. The phrase *lagi mlereti* means showing a meaning in the process of doing *mlereti*.

The function in the datum appeared in the utterances *"Panas, lah. Nek lagi mlereti sek cepet ben ora kroso panase. Nek alon-alon yo mlonyot tangane."* (It does. When *mlereti*, it should be done fast, so, it wouldn't be too hot. If we do it slowly, our hands would be soon burned.) Based on the context, it was caused by the curious feeling of the researcher's sibling. The utterance delivered by the researcher as the response to her sibling's question. In the utterance, a register appeared as *lagi mlereti* phrase showing a process. The researcher gave an explanation that in the process of *mlereti*, it should be done in fast movement so that the hands would not feel hot. The researcher also added another explanation *"Nek alon-alon yo mlonyot tangane."* (If we do it slowly, our hands would be soon burned.). The utterance was delivered to clarify the conversation meaning and gave a situation overview that the listener, researcher's sibling, understood more to the researcher's intention. Therefore, the utterances containing register has a referential function as explaining a certain topic.

Based on the analysis results, the above datum contained phrase register and referential function.

3. Abbreviation Register

Abbreviation register is included to a morphological unit. Abbreviation is one of morphological process. According to Anbiya in (Aprianto, 2016), abbreviation is a shorten form consisting of one letter or more. The following is the sample datum consisting abbreviation register including its function.

Datum 14

Context   : A buyer expressed their happy feeling because their goods were in

demand.

Buyer   : "*Pure lagi laris mbanget jah, Mba. Sek **BR 1**, podo ngingu*

ayam nggo bodho mboan yo?"

(The *pur* is in demand, Mba. *BR 1,* people might breed the chickens for holiday, right?)

Seller : *"Nggih bilih, niki mawon tiyang kulakan sami pados*

niku."

(Yes, probably. Wholesale people are also looking for them)

The datum above included a register of *Br 1*. *BR 1* is a register found in the activity of animal food buying and selling in Wonosobo Central Market. *BR 1* is the abbreviation from a morpheme {broiler} which means a type of chicken and {*satu*} is the smallest number after 0. The shortened process was spelled a letter by a letter. Therefore, the datum was included to abbreviation register.

Abbreviation was included to register because it is only used in the animal feed buying and selling activities and farming activities. The meaning of *BR 1* in the datum above was a feed type for broiler chicken aged 0-1 month. Meanwhile, *satu* (one) shows that it is for chuckling.

The function of the datum appeared in the utterances *"Pure lagi laris mbanget jah, Mba."* (The *pur* is in demand). The utterance was delivered by the seller to express their happiness because their goods were in demand, so they should buy the goods to resell. It was clarified by the use of phrase *"laris mbanget"* (in demand). Therefore, the datum contained happy emotive function.

Based on the above analysis, the datum contained abbreviation register and emotive function expressing happiness.

4. Acronym Register

Acronym register is included to a morphological unit. Acronym is a part of abbreviation which is one of the morphological processes. Husain in Ningsih (2015) explains that acronym is the combination of initial letter, syllable, or both that forms as word. The following is the datum containing acronym register and its function.

Datum 12

Context : Buyer intended to buy chicken feed they usually buy but it was sold out.

Buyer : *"Bu, pur pitik sek biasane."* (The usual chicken feed, please.)

Seller : *"Telas, niki garek nggo pitik kampung. Buras."*

(It is sold out, there is more feed for **Buras,** the Kampong chicken)

Buyer   :*"Pinten niku?"* (How much does it cost?)

Seller   :*"Enem setengah."* (Six thousand five hundred rupiahs)

The datum above contained a register of *buras* since only used in the animal feed buying and selling activities and farming. *Buras* is the shortening of *bukan ras*. Because the shortening result forms new word that can be spelled as a word, the datum was considered as an acronym register.

Buras in the datum means animal feed for Kampong chicken. Generally, people outside the group of animal feed transaction know *buras* as human skin disease. It proves that the understanding of *buras* meaning can be different. So, it can be included as a register.

The function in the datum showed in the sentence,*"Telas, niki garek nggo pitik kampong, Buras."* (There is more feed for *Buras*, Kampong chicken). Based on the context, it was caused by the items availability intended by the buyer. The utterance was delivered by the seller as the response to the buyer's utterance. Through those utterances, the seller explained that the feed intended by the buyer was sold out. Thus, the seller told the feed in stock. The seller's utterance contained a register of *buras*. The seller also explained that *buras* is Kampong chicken feed. It was shown in the sentence *"Niki garek nggo pitik kampung. Buras"* (There is feed for *Buras*, Kampong chicken). Therefore, the utterance containing a register had the referential function since delivering information related to a certain topic.

Based on the analysis above, the datum contained an acronym register and referential function.

The obtained dialogs from the animal feed buying and selling activities in Wonosobo Central Market can be utilized as a reference for negotiation text learning. The utilization of negotiation text learning may be implemented as a stimulus in the beginning of learning or as the media in the learning core of Basic Competency 3.10 for the X grade students evaluating submission, offering, and agreement in both spoken and written negotiation text. The learning should be conducted step by step emphasizing on the students as the main actors, in this case, students are expected to understand their own ability. As explained by Riyanton (2015), by positioning students as the main actors, they will be able to develop their optimism and minimize their pesimism.

Students are expected to be able to evaluate the negotiation text from the animal

feed buying and selling activities in Wonosobo Central Market based on the elements and requirements for negotiation. The use of negotiation text containing registers can also be used as an instrument to enrich the students' vocabulary that they can well master the related basic competencies and improve their knowledge related to new vocabulary.

CONCLUSION

Based on the research results, there were 28 registers used in the animal feed buying and selling activities in Wonosobo Central Market. The registers were in form of words, phrases, abbreviations, and acronyms. There were 12 root word registers, 5 words with affix registers, 3 compound word registers, 1 repeated word register, 1 phrase register, 5 abbreviation registers, and 1 acronym register. Each register had special meaning and was only known in the animal feed buying and selling activities.

Not only form and meaning, the data containing utterances in the animal feed buying and selling activities in Wonosobo Central Market also had the functions matched with the language functions. The functions found in this research were 9 conative functions, 12 referential functions, and 13 emotive functions divided into emotive functions of disappointment, happiness, worries, confusion, and annoyed. Those functions were found in the research data analysis by keeping the context. Each obtained datum had a possibility to contain more than one function. Thus, the number of total functions are more than the obtained total data.

The results of this research can be used as a learning reference for Senior High School students at grade 10 in the chapter of negotiation text. Through the designed learning steps, the data of registers and dialogs found can be presented by the students to support their learning achievements in Basic Competency 3.10 which evaluates submission, offering, and agreement in both spoken and written negotiation texts.

Based on the analysis result and conclusion, the researchers expect that similar researches are conducted in the future to the other subjects with deeper analysis. The researchers also suggest the teachers, especially in Wonosobo areas to utilize this research as one learning reference for the Indonesian negotiation text at school to help the students improve their learning achievements since this research contains new knowledge for students on typical vocabulary or registers.

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