

LEXICON FORM OF LANGUAGE VARIATION ON SHOPEE LIVE STREAMING: ETHNOLINGUISTIC STUDIES

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Abstract

The intense communication and interaction of the Shopee Live feature's user create a distinctive language variation often used by the prolocutor and the interlocutor to increase the existence, efficiency, and familiarity between users. Departing from this, this research, which will focus on the form and meaning of lexicons in the language variation used by prolocutors and interlocutors of the Shopee Application, is an ethnolinguistic study with a structural approach to explaining how language variation becomes media and provides precise definition of the prolocutor and the interlocutor characteristics. This research aims to classify the form and meaning of lexicons in the language variation used on the Shopee Live Streaming feature. This research is a type of qualitative descriptive research. Data was collected using participant observation and primary and secondary data source documentation techniques. The research data is in the form of a lexicon often used by users of the Shopee Live feature, which is collected from primary and secondary data. The researcher found 84 numbers of data that will be examined. The researcher concludes that the evolution of shopping language from a traditional to an online shopping system is due to the shifting of cultural behavior owned by the prolocutor and the interlocutor.

Keywords: Ethnolinguistics; lexicon; language variation; Shopee Live.

INTRODUCTION

Just as culture is diverse and constantly developing, so does language as a means of communication; it always follows these changes. It is the arbitrary nature of language that makes this condition of flexibility possible (De Saussure, n.d.). Each language variation has its characteristics that differentiate it from other languages, reminding us that language has unique characteristics that make it adaptive to a particular social phenomenon. These characteristics can be seen from the origin of the language and the purpose of its speakers' using the language. Initially, terms in a specific language variation could be taken or absorbed from other languages such as English, Indonesian, Javanese,

and Betawi. Meanwhile, the objective use of terms in a language variation is adaptive, which means it follows the concept and the perspective of the utterance's prolocutor.

The language variation used by the worldwide community is adaptively able to blend with society in common, to the point where it became the modified everyday language, for example, the use of reversed letters, abbreviated words, or other means of form (Swandy, 2017). One exact example of this case is the shifting in the shopping language variation, where people formerly carried out this activity in a traditional way in stores, markets, supermarkets, and other shopping centers. At that time, consumers were conventionally required to go to the sales location and check the quality of the goods directly. Likewise, sellers have to prepare the merchandise in their shops, stores, markets, or other shopping centers to meet consumers and sell merchandise directly to them. This is the opposite of what we do these days when shopping online. People can easily shop using devices wherever and whenever as online sellers or buyers. So, this same activity with different systems creates a term or utterance, forming a new language variation that can convey the speaker's intentions and goals to the interlocutor intuitively and adaptively. A concrete example of this case is the shopping language variation used in the Shopee Live Streaming feature of the Shopee application.

On June 6, 2019, Indonesia's most used e-commerce, Shopee, officially released the Shopee Live Streaming feature. One phenomenon that needs to be highlighted in this feature is its recommendation system of products on the 'Keranjang Orange,' which is conducted by live streaming that thousands of people can view. Thus, this interactive feature allows sellers and buyers to interact proactively and allows consumers to receive information about a product in more detail. It is a matter of fact that most people wait for the sellers to hold the live-streaming sale before deciding to purchase a product.

This service has a powerful influence in building a high level of trust between sellers and buyers. As a result, the Shoppe Live Streaming feature, which succeeded in being used by many consumers on the Shopee application, created a community with a new language variation with the support of the high enthusiasm of its prolocutor and its interlocutor. This new language variation created and agreed upon by Shopee Live features users to convey and facilitate the transfer of the prolocutor's intentions and objectives to the interlocutor. Therefore, this research, which will focus on the form and meaning of lexicons in the language variation used by prolocutors and interlocutors of the Shopee Application, is an ethnolinguistic study with a structural approach.

There are some previous research related to this phenomenon. First, a research conducted by Swandy in 2017 entitled '*Bahasa Gaul Remaja dalam Media Sosial Facebook*' (Swandy, 2017). Second, a research conducted by Rustiana & Wirawati in 2021 examined the lexicon form of various slang in the film "Generasi Micin" (Rustiana & Wirawati, 2021). Third, a research conducted by Junadi & Laili in 2021 examined the phenomenon of slang as linguistic creativity in Instagram by the millennial era (Junadi & Laili, 2021) Fourth, a research conducted by Fitriah et al. entitled '*Kajian Etnolinguistik Leksikon Bahasa Remaja Millennial di Social Media*' (Fitriah et al., 2021). Lastly, a research conducted by

Wijana in 2012 investigated the Indonesian teenager slang language (Wijana, 2012). All the previous studies are similar in that they examined language variation. However, all five studies have different research objects [Facebook, Instagram, and films]. Hence, it is obvious that the research gaps the researcher will fill in on this occasion is the study of how the language of shopping has changed from the conventional shopping system, which then shifted to the online shopping system that is often done by people when using the Shopee Live Streaming feature of the Shopee Application.

THEORETICAL FRAMEWORK

Ethnolinguistics

Ethnolinguistics is a branch of linguistic study that explores the relationship between language and a particular community. Meanwhile, Duranti (Duranti, 1997) explained that ethnolinguistics is the study of language and culture, which is the main subfield of anthropology. Linguistic Anthropology itself has experienced a considerable change in several decades. Due to the developments over time, the generational differences, and the advances in civilization, many studies have found that can be applied through applied linguistics, sociology, folklore, philosophy, ethnomusicology, and communication. Another opinion also states that ethnolinguistics is a science that examines the ins and outs of the relationship between the use of language variations and cultural patterns. From an ethnolinguistic perspective, there is a close relationship between language and its prolocutor point of view. Starting from the definition of ethnolinguistics stated above, it can be concluded that ethnolinguistics is a science that studies the intricacies of the relationship between language use through society and culture. In short, ethnologists study how language is used, understood, and integrated into a certain group's social and cultural practices. According to Franz Boas, he emphasized the importance of studying a language in its cultural context and conducting extensive field research in a particular community (Boaz, 1938).

Language Variation

One of the fundamental concepts of language variation and change is the notion of convention. Convention is the shared knowledge of prolocutors about what is appropriate and acceptable in a given linguistic context. Conventions can be based on various factors, including social, cognitive, and historical factors (Langacker, 1973). This language variation and change are driven by a constant interplay between convention and innovation, a constantly shifting and always evolving culture. This means that language variation is not simply random noise but rather a systematic pattern of variation governed by cognitive and social factors.

Lexicon

In linguistic studies, a lexicon is the collection of lexemes in a language variation. The study of the lexicon includes what words mean, vocabulary formation structures, the use

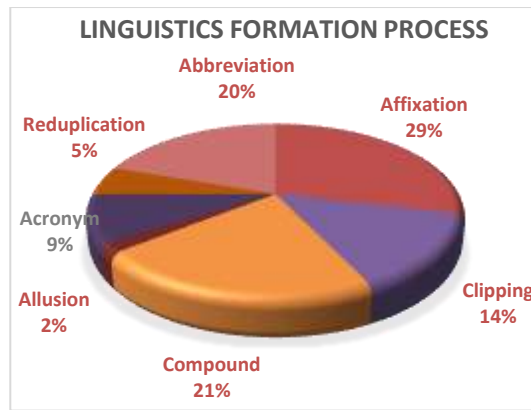
and storage of words, word learning, history and evolution of words (etymology), relationships between words, and the process of word formation in a language used by a particular community. According to Jackson, creating a lexicon is related to focusing on the cognitive aspects of word meaning. Jackson argues that the lexicon is not simply a list of words with definitions but rather a complex system of interconnected meanings shaped by the experiences and interactions of both prolocutor and interlocutor while communicating (Jackson, 2019).

METHOD

This research is qualitative-descriptive with a structural approach. The research data is a lexicon used by Shopee Live Streaming feature users, taken from primary and secondary data sources. The researcher took the primary data source from 5 online shop categories that went live on the 11.11 Payday Sale Program [November 11, 2023], they are fashion [bynissakhoirina, 18.5k viewers], electronics [pstore, 42.5k viewers], children's needs [moell, 4.3 thousand viewers], household necessities [angolaofficialshop, 12.3k viewers], and cosmetics [mopbeauty, 6.5k viewers]. Meanwhile, for the secondary data source, the researcher used a list of online shopping terms that are posted online on the pages of *detikfinance.com*, *mokapos.com*, *kompasmoney.com*, *kumparan.com*, *kompasiana.com*, *financialku.com*, and *carakerja.com*. The researcher used participatory observation methods and documentation methods in collecting data. The researcher found 84 number of data that will be examined. Data analysis was conducted in-depth on form, linguistic process, and meaning. In delivering the result, the researcher used the objective textual analysis by Miles & Huberman's theory, which has four stages: data collection, data reduction, data presentation, and concluding (Miles & Huberman, 1994).

FINDINGS AND DISCUSSION

After analyzing the 84 data that have been collected, the researcher found 28 of the data [or about 33%] are categorized as a base form, and 56 of the data [or about 67%] are categorized as having linguistics formation process on the lexicon with categorization as follows; 16 of the data [or about 29%] are classified as affixation, 8 of the data [or about 14%] are classified as clipping, 12 of the data [or about 21%] are classified compounds, 11 of the data [or about 20%] are classified as an abbreviation, 5 of the data [or about 9%] are classified as acronym, 3 of the data [or about 5%] are classified as reduplication, and the last datum [or about 2%] is classified as allusion. The graph is as follows.



Graph 1. Linguistic formation process

As for the description of the linguistics formation process, the researcher will describe the process per categorization as follows.

Affixation

From the 16 data classified as having affixation as the linguistics formation process, the derivational affixation became the majority process detected with 12 data, followed by the inflectional affixation with 4 data. The derivational affixation happens by having the additional prefix 're' [such as 'reject' and 'refund'], the additional suffix 'er' [as for the example is the word 'buyer' in which 'er' is a suffix which transforms the word buy as verb become buyer as a noun], and also the changing in word classification or part of speech [such as the word customer, in which the root is 'custom' and by the additional 'er' it become a word with different meaning from 'custom' which mean tradition become 'customer' which mean someone who buy a product for several time]. As for the inflectional affixation, the linguistics formation process deals with grammatical functions, in which the formation indicates certain grammatical functions. For example, the word 'launching' has an additional 'ing' from the root 'launch,' which indicates progressive or gerund. 'Launching' here means that the store holds or launches a new collection of goods or products. It is categorized as inflectional affix. Another example is 'trusted,' which has an additional 'ed' from the root 'trust,' which indicates the past participle or passive voice.

Clipping

From the 8 data classified as clipping, only one datum is stated as fore clipping, and the remaining 7 are claimed as back clipping. The only fore-clipping found is the word 'gan,' which refers to 'jargon.' As for the back clipping, this research found the word 'admin,' which refers to 'administrator,' 'nego,' which refers to 'negotiate', 'ori' which refers to 'original,' 'promo' which refers to 'promosi', 'supp' which refers to 'supplier', 'pict' which refers to 'picture', and 'testi' which refer to 'testimonial. In this case, 'admin' in 'administrator' is taken from formal Indonesian language and it refers to an officer usually to take care the store administration things, including responding to chats, receiving e-mail, managing sales, etc.

Compound

The 12 data that are categorized as having a compound linguistic formation process on their lexicon, are divided into the endocentric compound, exocentric compound, determinative compound, and attributive compound. From the 12 data, 4 are categorized as the endocentric compound: 'best seller,' 'drop ship,' 'live streaming,' and 'screenshot.' These words are categorized as endocentric compounds because they have a head or primary element that determines the overall meaning and another element that modifies or specifies that meaning. For example, in the word 'screenshot,' the head is the screen, and 'shot' modifies the phrase's meaning. As for the exocentric compound, the researcher found 5 data that can be claimed as exocentric compounds. These are 'blacklist,' 'check out,' 'keranjang orange,' 'marketplace,' and 'Shopee live.' This is because these 5 data do not have a clear head, and their meanings are not straightforward combinations of the meanings of their parts. For example, the word 'Shopee live' does not mean Shopee has a live, new live, or another live. However, combining the words 'Shopee' and 'live' creates a specific meaning that it is a kind of program where seller can do live streaming in the Shopee application to have a massive interaction with their potential buyer. Afterward, 2 data are categorized as determinative compounds: 'cash back' and 'double date.' This is because one element determines the class or category to which the compound belongs. For example, the word 'cash back' refers to cash returned to the owner after spending it for a particular purchase order. The last datum, 'flash sale,' is categorized as an attributive compound because one element describes or modifies the other and is not necessarily of equal importance. This means that the sale is in flash duration.

Abbreviation

Of the existing 11 data categorized as having abbreviations, all are in the form of initialism abbreviation, which involves forming an abbreviation from the initial letters or syllables of a multi-word term. For example, the word 'BNIB' is an abbreviation for 'Brand New in Box,' the word "BPJS" is an abbreviation for 'Budget Pas-pasan Jiwa Sosialita,' the word 'PHP' is an abbreviation for 'Pemberi Harapan Palsu,' 'CLBK' for 'Chat Lama Beli Kagak,' 'COD' for 'Cash-on-Delivery,' and 'CO-Payment' for 'Check Out and Payment'.

Acronym

Five data are categorized as acronyms. An acronym is formed from the initial letters of a multi-word term but is pronounced as a single word. It is found in the word 'gercep' which refers to 'gerak cepat,' the word 'murpis' which refers to 'murah pisan,' the word 'olshop' which refers to 'online shop,' the word 'ongkir' which refers to 'ongkos kirim,' and the word 'recsell' which refer to 'recommended seller'. These words are pronounced as single word, not one by one like 'g-e-r-c-e-p' but 'gercep'.

Reduplication

From the data that had been analyzed, 3 data were categorized as reduplication. It happens when a word or part of a word is repeated to emphasize or convey a specific meaning; it is called reduplication. Reduplication involves repeating either the entire word or a part of it. This linguistic phenomenon is found in many languages and serves various purposes, including intensification, plurality, or forming new lexical items; from the data analyzed, the 3 data were classified as reduplication having a total reduplication on its lexicon. These are 'ala-ala', which refers to a typical of something, 'ceki-ceki', which refers to double checking, and 'tap-tap', which refer to double tapping the screen to love the live streaming continuously. In this case, 'ala-ala' comes from Indonesian word and is used to say that something is typical to something.

Allusion

The last datum was categorized as allusion, in which it is a linguistics formation process that references a well-known person, place, event, literary work, or work of art briefly and indirectly. This reference is intended to evoke an association in the reader or listener's mind and to add depth or meaning to the text. In this case, the phrase 'no Afghan, no Rossa' refers to preventing buyers from offering "sadis" and "Tega" prices, which are the titles of songs by Afghans and Rossa.

According to the findings, the most linguistic formation process that occurs is the affixation type. It is about 29%. This is due to the ease and flexibility of creating new words by adding prefixes, suffixes, or infixes to the existing base word. This process is also productive in that it allows for the creation of new words to express evolving ideas or trends. Furthermore, affixes add specific meanings or grammatical information to words, making communication more precise. Thus, it is an efficient way to change the part of speech or meaning of a word without creating an entirely new vocabulary. This tradition is passed down through generations, contributing to its popularity, especially in live streaming.

Moreover, in this case, the communication media between the prolocutor and the interlocutor is in apps, where the situation requires a different contextual approach. Using affixes (like prefixes, suffixes, infixes, etc.) in apps can be better because it helps to enhance communication, such as delivering the message quickly, precisely, and efficiently. It also makes language consistent and saves space. Affixation also facilitates conveying meanings or grammatical information by adding small elements (affixes) to existing words. This can be more space-efficient than using entirely new words or longer phrases to express the same idea. In the design of user interfaces, such as mobile apps or websites, there is often a constraint on the amount of text that can be displayed in a given space. This is in line with what Sutrismi (2014) found, that affixation is used in face-to-face communication and mostly in internet-mediated ones. Besides making the prolocutor easier to deliver the

terms, affixation also makes the viewers or audience as interlocutors pay more attention to them.

On the contrary, the less dominant linguistics formation process is the allusion. In common, allusion is less frequently used in communication for several reasons. First, it relies on shared cultural or literary knowledge, which can vary widely among individuals. This can lead to confusion or misinterpretation, especially in diverse and global communication contexts. Second, allusions can be time-sensitive, diminishing their effectiveness over time as cultural references evolve. Additionally, communication often aims for clarity and directness, whereas allusions may introduce ambiguity. In professional or formal settings, maintaining a clear and accessible message is crucial, and allusions can complicate rather than enhance understanding. Overall, the limited universality, potential for misinterpretation, and the dynamic nature of cultural references contribute to the infrequent use of allusion in communication. In the context of apps, which often target a diverse and global audience, relying on allusions can lead to misunderstandings due to varying cultural backgrounds among users. Since app communication requires clear and precise language, allusions may introduce ambiguity, hindering the effective conveyance of information. As found by Sanchez (2017) that the intriguing thing about allusion is that cultural signifiers are maintained to some extent even when the allusion is changed. The allusion can nevertheless have a significant cultural impact on the users even if the link it makes is just apparent, as long as their significance within the updated text in the media is appropriately comprehended. In this case, the prolocutor and the interlocutor on Shopee Live prioritize inclusivity, clarity, and a professional tone, favoring straightforward language over the potential confusion introduced by culturally specific or time-sensitive references like allusions.

CONCLUSION

Apart from the finding that shows the categorization of the linguistics formation process, the researcher comes up with the following categorization of linguistics form, in which the research found that about 25 of 84 data, or about 30%, are classified as phrase form. About 59 of 84 data, or about 70%, are classified as word form. Afterward, the researcher came up with the categorization of language referral; after conducting the analysis, the researcher found that about 22 of 84 data, or about 26%, are categorized as the Indonesian language, and 62 of 84 data, or about 74%, are categorized as the English language.

Thus, the researcher concludes that the tendency to use word form in common by the prolocutor and the interlocutor of the Shopee Live Streaming feature is to create concise and efficient communication. In this case, knowing that the media used in online shopping activity is a user interface design in which space is often limited, using word form allows them to create a clean and visual message without overcrowding or overwording the limited interface. This also matches the need of the prolocutor and the interlocutor to engage in quick scanning rather than thorough reading. Words in this situation are more

accessible to process. This is crucial for effectively presenting product information, promotion, or navigation elements. The preference for using English language terminology in e-commerce, like Shopee, can be influenced by several factors, such as global reach because English is a lingua franca; thus, it can enhance the accessibility for international users. The next is standardization, as English is often considered the standard language of various industries; it can contribute to consistency and clarity in communication, especially for a platform that operates across different regions. Afterward, English is used as a brand image as it is commonly associated with modernity, technology, and global business; English can convey a modern and international brand image that can appeal to users. Lastly, English is preferred for technical terms in this context due to its widespread use in the technology and business domain.

The researcher also concludes that the evolution of shopping language from a traditional to an online shopping system is due to the shifting of cultural behavior owned by the prolocutor and the interlocutor. In terms of shopping, language has recently tended to be more digital, visual, and interactive, leveraging the capabilities of online platforms to provide information, facilitate transactions, and enhance the overall shopping experience. After all, this new linguistic variation exists due to the cultural adaptation to build trust, engage users, and ensure that the online shopping experience aligns with the recent society's cultural behavior.

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