

# Language Variations in the WhatsApp Group of Sellers and Buyers on Rafalia Online Shop

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**Abstract.** Language variations are often found in communication, one of which is trade. Language variations are unavoidable in the buying and selling process both online and offline. The language variations that occur in Rafalia's WhatsApp group use a lot of special terms in the trade sector. This study aims to describe language variations in terms of usage based on language units and language variations in terms of situations found in the speech of sellers and buyers in the WhatsApp online shop Rafalia group. This type of research is descriptive qualitative. The data analysis technique used is the direct element technique, the determinant element sorting technique, and the content analysis technique. The results of this study found that there were variations in language in terms of usage based on the language units, namely vocabulary for expressing the name of goods, vocabulary for addressing sellers and buyers, and vocabulary for expressing the availability of goods. Then, language variations were found in terms of the situation, namely based on the way of offering goods and buying and selling activities.

**Keywords:** Language variations, WhatsApp, Online shop

## 1 Introduction

Communication is an activity carried out by someone to receive and convey certain information. In communicating, everyone uses a certain language with the aim of facilitating communication. The language used by each person has its own characteristics. This is caused by the various aspects of the language used by the community.

Language variations are forms or variants in a language, each of which has a pattern that resembles the general pattern of its parent language [1]. This statement shows that every variation of language has certain patterns that are similar to patterns of language in general. Language variations can be reviewed in terms of usage or use. Language variations in terms of usage are related to activities in everyday life. One of the language variants in everyday life is trade. Language variations with regard to their use, use, or function are called functionalities, varieties, or registers. These variations are discussed according to the area of use, style, or degree of formality, and means of use. Language variations based on fields of use are related to the language used for certain purposes or fields, for example in the fields of literature, fisheries, journalists, and so on [2]. One area that is also included in language variations in terms of usage is trade. The language variations of traders and buyers have characteristics that are not shared by other fields. The terms used in the field of trade relate to the goods or services offered.

Trading is an activity carried out by two or more people to exchange goods or services

based on an agreement, not coercion. In buying and selling activities there must be communication between the seller and the buyer. Activities carried out in buying and selling include negotiations, asking for goods, asking for prices, and so on. Communication that is carried out during buying and selling activities uses certain vocabulary or terms that are not owned in other fields. The differences in language variations from each field are contained in the vocabulary. Each field has a special vocabulary that is not found in other fields of science [1]. Language variations are divided into several types, namely language variations in terms of place, language variations in terms of time, language variations in terms of users, language variations in terms of situation and language variations in terms of status [3].

Currently, people more often buy and sell online because it is easier and more efficient. In addition, indirect purchases also require people to understand the terms used in the world of trade. The term in the world of trade is a special term that is not used in other activities. If someone does not understand the contents used in trading will cause the buying and selling process to be constrained and will cause misunderstanding in interpreting the intentions of buyers and sellers. The term understood by the buyer and seller is very important, because it will determine the success of the buying and selling process and the smoothness of the buying and selling carried out.

This research only focuses on the use of language variations in terms of usage and situation, because in the conversations between buyers and sellers on the Rafalia online shop WhatsApp group, the two language variations dominate the most. Online shop stores as facilities or stores that offer goods and service in the internet. Consumers at the online shop can see goods directly either in the form of pictures or photographs and in the form of videos. Usually, the goods sold by online shops are limited edition items and are usually not available in shops or markets [4].

The use of language by sellers and buyers in the Rafalia online shop WhatsApp group has various language variations used. WhatsApp as one of the social media currently uses a lot for the benefit of socializing and as a delivery of message both by individuals and groups [5]. The language variations that will be studied are language variations in terms of usage. The field used in the Rafalia online shop WhatsApp group communication is trading. Communication occurs between sellers and buyers from various regions. Differences in social backgrounds and diverse regions can cause language variations. The vocabulary used in buying and selling online shows a distinctive language in the field of trade. The vocabulary found comes from various slang, English, slang, and so on. In addition, the way of offering goods and buying and selling activities that are carried out also show the existence of language variations that are only found in the field of trade. etc. In addition, the way of offering goods and buying and selling activities that are carried out also show the existence of language variations that are only found in the field of trade. etc. In addition, the way of offering goods and buying and selling activities that are carried out also show the existence of language variations that are only found in the field of trade.

Therefore, language variations in terms of usage and situations used by sellers and buyers in the Rafalia online shop WhatsApp group are interesting things to study, because members in the group come from various regions and individuals, the language used will also be increasingly varied. The more varied the language used, the more vocabulary generated. The resulting vocabulary shows a special language in the field of commerce.

Researchers have observed several studies including the study of Ediwarman, et al 2020 with the title "Online Selling Registers in Facebook Group Selling and Buying Anything and the Implementation of the Learning of Indonesian Language in high school"

[6]. The study aims to describe the form of deviation and function of the language register on the Facebook group "Buying and Selling Anything Cilegon Serang Banten". The method used in this study is a qualitative method. The data obtained are classified according to the form of abbreviation and the language function of the register. The results of the study were implemented in Indonesian language learning in secondary schools, especially in negotiation text learning. Then, a study from Joys et al 2022 entitled "Language Politeness Strategy in Buying and Selling based on Gender" [7]. The study aims to describe the strategy of language politeness in speech between sellers and buyers by looking at gender differences in the morning market, Bugis Village, Samarinda. The research method used is descriptive qualitative. The results of the study found two strategies of language politeness in speech acts of buying and selling in the morning market, namely the strategy of speaking frankly without further ado and the strategy of speaking with positive politeness.

The difference between this study and the previous study is in terms of the object of the research, which is the WhatsApp rafalia group that sells gamis from January to November 2021. The focus of the study is also different from previous studies. This study focuses on language variation in terms of usage and the situation in the WhatsApp group rafalia that has never been studied by researchers before. The variety of languages in terms of usage and situations contained in the Rafalia WhatsApp group has characteristics that have not been found in previous studies. The term in whatasapp Rafalia group trade can increase knowledge of the meaning and facilitate the buying and selling process, so therefore, this research is important.

## **2 Methods**

This research uses a qualitative descriptive research type. Qualitative research as research that aims to understand phenomena in research subjects using descriptions of words and language [8]. While, descriptive research is a study used to investigate the situation, the condition or other things the result was exposed in the research report [9]. From some of the expert's opinions, it can be concluded that qualitative descriptive research is a study conducted to investigate the state based on the phenomenon that the research subject experienced using descriptions of words and languages.

The data to be used are language variations in the speech of sellers and buyers in the Rafalia online shop WhatsApp group. The data used in this research is conversations between sellers and buyers through the Rafalia online shop WhatsApp group from January to November 2021.

The data collection technique used is a listening technique and a record technique. Listening techniques are a technique performed by listening to language usage [10]. While record techniques are techniques that use tools for logging on data cards and continued classifications [10].

The data analysis technique used is the direct element technique, the determinant element sorting technique, and the content analysis technique. Techniques for direct element used in the early work of the data analysis by dividing a unit of lingual data into parts or elements and viewed as part relating directly to form a lingual [10]. The technique for direct elements is used to analyze language variations in terms of usage used by sellers and buyers in the online shop Rafalia WhatsApp group. Then, this study also uses data analysis techniques sort determinants to analyze the factors that cause language variation

in terms of its use. Sorting techniques determinants are techniques that are mental sorting tools owned by researchers [10]. The research instrument used was a data recording card by classifying data in tables. An instrument is the tools used to collect the data [9].

### 3 Result and Discussion

Language variations based on the language unit found several vocabularies to state the name of the goods, greetings of sellers and buyers, as well as vocabularies to express the availability of goods. Vocabulary found in the seller's and buyer's WhatsApp group on the Rafalia online shop to state the name of the item using several variations of the name used. There are five names of goods used for the products sold. Variations in the naming of goods are used by sellers to attract the sympathy of buyers. The vocabulary used is in accordance with current developments. Modern product names are used to make it easy for buyers to remember. The data found as follows. Data (1) *Siapa nih yang udah ga sabar buat menanti si Amor?* The word *Amor* is a word used to describe the name of the gamis or brackets worn by women. In KBBI the word *Amor* has the meaning of love or romance. Data (2) *Reward Edrea apaya kira-kira? Edrea* is a word used to describe the name of a robe as well. The word *Edrea* in American English is used to describe a girl's name which means good luck. Then data (3) *Info Kaluna dress diperpanjang sampai tanggal 14 april 2021 ya.* The word *Kaluna* to state the name of the robe. The word *Kaluna* is found in Sanskrit which means nothing else. Then, data (4) *Bismillah, selamat kepada semua yang berhasil mendapat reward di PO Tatum*, the word *Tatum* is used to state the name of the headscarf that is usually used by Muslim women. The word *Tatum* is found in the meaning of the English name which means joy and is used to give a girl's name. Data (5) *Open PO blouse Dealova*, the word *Dealova* comes from the Italian language which is actually *delova* which means love. The word *Dealova* is used to describe the name of a woman's top or blouse. The use of vocabulary to state the name of the item based on this data shows that the seller gave the name of the item very creatively and was able to attract the attention of the buyer. The vocabulary used does not all have meaning in the Big Indonesian Dictionary, because in naming goods there are no special rules. As time goes by, the language used is also growing, so that the language used to state the name of the goods is taken from a foreign language or based on the creativity of the seller which is considered to be able to attract people's interest in buying the product. Foreign terms are often inserted in the writing or speech of other languages. In a discourse, foreign terms may appear as if they appear in the foreign environment, because they are considered more scientific or simply show that someone knows a foreign term [11]. Foreign words is words taken or picked up from foreign languages and regional languages [12]. The use of these language variations is influenced by the buying and selling activities carried out or commonly called registers [3].

Then the greeting vocabulary between sellers and buyers is used to greet members of the Rafalia online shop WhatsApp group. The greetings used vary widely. Data (6) *Maaf kak say, besok baru ready kak.. belum pengiriman, karena readynya bertahap.* The data uses the greeting words *kak say* and *kak*. Greeting word as the identity of the speaker [13]. The word *kak say* shows the be heading of the word that comes from dear sister. The word

shows the intimacy between the seller and the buyer. So is the use of the word *kak*, which comes from the word sister. The word *kak* is a shortening or decapitation in Indonesian language made by the buyer to greet the seller. The word *kakak* in Indonesian language tends to be used to respect other people who are not much different in age. Data (7) *Teteh bikin video semua warna tapi jgn cepet\**, the word *teteh* is a greeting word that comes from Sundanese which means older sister. The greeting used is influenced by a person's background. Someone who used to use the word greeting *teteh* came from the Sunda region. Data (8) *Apa kabar sahabat Rafa?* the seller shows that there is a level of familiarity with the buyer by mentioning *Sahabat Rafa* or *Rafa friend*, the level of intimacy between friends, relatives, friends will be different. This was shown by the seller to the buyers of goods at the Rafalia online shop. Data (9) *Sama sama mba*, the greeting word *mba* comes from the Javanese language, not from the standard Indonesian language. The greeting word has a cultural impact, one of which is the use of language in society. Over time, the greeting *mba* is not only used to greet family members, but has been used by society to greet other women they don't know. Data (10) *Dirimu sibuk mabook sarimbit ya mak*, the word greeting mom has shortened or cut off the word that comes from the word greeting mother. The word *mak* in KBBI means female parents. In this situation, the buyer greets the seller as mother, so the buyer already knows the background of the seller who is married and has children. Data (11) *Ditunggu surat cinta mimin*, the greeting word *mimin* which comes from the greeting *admin* from slang which shortens the word by taking the final syllable, namely *min* becomes *mimin*. Today's people are accustomed to being called *Mimin* when buying and selling online. The word *admin* is considered difficult to pronounce, so many people call *admin* as *Mimin*. The use of the word *mimin* is already known by sellers and buyers, so when communicating there is no misunderstanding. The system of using greeting words used by someone must have differences from one area to another. The difference is caused by social factors, culture, and linguistic rules that exist in each region. By using greeting words, speakers can determine the target they will address [14]. So it is with the greeting words found in the WhatsApp group Rafalia. From the data found above, it can be concluded that the greeting words used by sellers and buyers are chosen based on the social status, level of familiarity, and social background of the speakers. These things cause the influence of the use of greeting words for sellers and buyers. Therefore, variations in the use of greeting words can add to the community's vocabulary regarding the greetings used, but these greeting words must be used according to the conditions and situation. This will determine the accuracy in choosing a greeting in the communication process.

The vocabulary used by sellers and buyers to express the availability of goods uses a foreign language, namely English. Data (11) the word used to express the availability of goods, namely *ready*, which comes from English. Data (12) *Maaf kak say, besok baru ready kak.. belum pengiriman. Karena readynya bertahap.* The word *ready* is used to express goods that are available. Buyers can buy goods without ordering in advance. Then data (13) *Yang lama ya mba open POnya*, the word *PO* vocabulary or stands for *Pre Order* which means ordering goods before the goods are released. Buyers make payments in advance to

order goods. The vocabulary also comes from English. In addition, data (14) *Karna banyak yang mencari free stock, jadi Rafalia mau ngadain Pre Order Vol. 2 untuk Amor Dress Pada setuju apa engga nihh*. Phrase *free stock* which comes from English which means free stock. This vocabulary is used to express the availability of goods that do not have an owner or have not been ordered. Furthermore, *Pre Order Vocabulary Vol. 2* which is similar to the previous vocabulary, namely *Pre order*. Both have differences, namely in the word *Vol.2* which comes from the term *volumen*. So, *Preorder Vol. 2* means ordering goods on the second group has been opened. Buyers can order the same item within a predetermined time.

Language variations based on buying and selling situations on the Rafalia online shop WhatsApp group can be categorized into two situations as follows. The language situation found in the WhatsApp group Rafalia is of an unofficial nature. Sellers in offering goods use distinctive language in order to attract buyers. The data found in Rafalia's online shop WhatsApp group found several ways sellers offer goods as follows. Sellers in offering certain items use the method of asking for the buyer's approval. This shows the politeness of the seller towards the buyer's interest in the goods to be offered. The data found as follows.

Admin : *Assalamualaikum kakak, selamat siang. Gimana kabarnya hari ini, semoga sehat selalu. Karna banyak yang mencari free stock, jadi Rafalia mau ngadain Pre Order Vol. 2 untuk Amor Dress. Pada setuju apa engga nihh.*

Db. Cahya : *Wangalaikumsalam wr.wb. Setuju.*

The Data shows that the admin online shop Rafalia and its members agreed to hold a second batch of goods orders. The language used uses a relaxed variety. Code mixing is used in every sentence that the seller uses to show a relaxed impression. The languages used above are English, Arabic and Indonesian. Code mixing usually occurs when a speaker of a language incorporates elements of his region into Indonesian speech. In other words, someone who speaks the main code Indonesian has the function of autonomy, while the regional language code involved in the main code is fragmentsonly without the function of autonomy as a code [1]. The Arabic language used for greetings is *Assalamualaikum* and *Wangalaikumsalam wr.wb*. Then the English used includes *free stock*, *pre order vol. 2*, and *dresses*. Indonesian language used includes *kakak*, *selamat siang*, *gimana kabarnya hari ini*, *semoga sehat selalu*, *karena banyak yang mencari*, *jadi*, *mau ngadain*, *untuk*, and *pada setuju apa engga nihh*. The language used is included in the unofficial variety, because it uses a mix of codes from several languages and the conversation is in accordance with the situation behind it [3].

Then, how to offer goods, you need to use language to attract the attention and curiosity of buyers. The data found as follows.

Arum : *Intip tipis-tipis dulu yuk. Katalog sudah ready, InsyaAllah besok pagi di share*

Db. Cahya : *syakepnya*

The Data above shows that the way sellers attract the attention of buyers using the terms in the sale of the *katalog* which means a list of collections of goods sold. Sellers make buyers curious about the goods to be sold, so the catalog is not distributed in advance to make buyers enthusiastic. In how to offer the goods sellers and buyers use a variety of different languages, namely the word *share* which comes from English which means shared. Then buyers respond with slang that is rich *syakepnya* derived from the word *saucy*. Mix the code in the above data using English, Indonesian, and Arabic. The Indonesian language used *intip tipis-tipis dulu yuk*.

Then the word *ready* and *share* from English and the word *Insha Allah* from Arabic. The variety of language used in these unofficial situations has been in accordance with the intimacy of buying and selling. The Data illustrates that sellers and buyers understand the terms used even though it is not a standard language. Language in informal situations is usually characterized by intimacy and applies as long as the person being spoken to understands [3].

Then giving a purchase deadline is a way for sellers to hasten buyers to make purchases, so that the processing time for goods does not last long. The data found as follows.

Admin : *Karena limited stok jadi kita pake sistem SCDD (Siapa Cepat Dia Dapat) Silakan untukinfo bisa diteruskan ke tim masing- masing*  
Siti : *Dompetku meronta2*  
Rafapusat : *Hehe hayuk kaka.. sampai tanggal 1 november*

The above Data shows that the seller gives a time limit on purchases with the *SCDD* (*Siapa Cepat Dia Dapat*) system. The seller gave the deadline to receive his order until November 1. If the buyer places an order after that date, it will not be counted by the seller. The language used in the conversation is slang or language that is only known to a certain group. The seller also provides an extension of the abbreviation given so as not to cause misunderstanding of the buyer. Then the term limited stock comes from a mixture of Indonesian and English which means limited stock. Therefore, the use of the above language also belongs to unofficial situations, since it uses terms known only to the seller and the buyer. The use of the word is also not as raw as *dompetku meronta2* which means that the money in the buyer's wallet is empty or does not exist, causing his wallet screaming because there is no money.

The seller explains the advantages of the item using detailed language and uses code mixing. *Mat. Medina import premium (halus, flowy, lembut, tidak menerawang dan tidak panas) yang tentunya nyaman dipakai untuk sehari-hari, busui friendly, kerah bulat, wudhu friendly yang simple & cantik, tali bisa lepas pasang, aksesoris kancing mati, kancing maset signature "rafalia" yang menambah elegant, rok bawah yang lebar dan tidak sempit dengan size yang pas, tali pinggang yang bisa diikat ke depan atau belakang, saku tersembunyi sebelah samping kanan.* The above Data shows that sellers offer goods by explaining the advantages of goods sold based on unofficial or casual language situations. The seller explains the specifications of the robe sold. Specifications are written in the form of advantages that are owned robe sold. The advantages presented are expected to increase the interest of buyers to buy the goods. Excess robe on the data found is a smooth material, soft, not dreamy, flowy, and not hot, comfortable to wear everyday, friendly to use on nursing mothers, round collar, friendly to use for ablution, simple, beautiful, straps can be separated pairs, dead button accessories, signature rafalia cufflinks that add elegant, wide and not narrow bottom skirt with the right size, waist strap that can be tied to the front or back, hidden pocket on the right. The specifications are explained in detail by the seller so that buyers can visualize the goods they will later buy do have good quality. Therefore, the seller is trying to convince the buyer by explaining the advantages of the goods. Then, the language used uses a mix of codes including the word *flowy* which comes from English, namely flow. *Busui friendly* which means friendly for nursing mothers and *friendly wudhu* which means friendly to use for ablution. The language used uses terms in the world of trade that is about clothing. The advantages presented by the seller are in accordance with the buying and selling situation, namely explaining the excess of goods.

Then, the language used in buying and selling activities is differentiated based on the situation used as follows. Buying and selling activities carried out in the WhatsApp group of sellers and buyers of the online shop Rafalia one of which asks for certainty regarding the buying process. The data found are seven unofficial situations. The first, buying and selling

activities carried out in the WhatsApp group of sellers and buyers of the Rafalia online shop is asking for certainty regarding the buying process. The data found as follows.

DB. Rina : *Eh baru inget..kok belum ada minta pelunasan padahal besok sdh mulaikirim*

Admin : *Maaf kak say.. besok baru ready kak..belum pengiriman*

DB. Rina : *Iya, biasanya seminggu sebelumnya udh ada info invoice pelunasan*

The above Data shows that buyers or distributors ask for certainty about the payment of goods, which is usually done a week earlier, to the admin of the Rafalia WhatsApp group in an unofficial situation. The use of language variations in terms of the situation uses trade terms that are about the payment *invoice* or payment details made by the seller. The language used is by mixing Indonesian and English. The use of unofficial language can be seen from the use of the words *kok*, *sdh*, *udh*, and *kak say*, the use of the word is not standard and as an abbreviation of the word.

Another buying and selling activity is the buyer asking for pictures of the goods being sold to the seller. The data found as follows.

Db uut : *Turunkan link katalognya*

Mba Db cahya : *Gercep banget sai*

The above Data shows that an unofficial situation occurs when requesting product images. The buyer requests a picture of the goods on the seller using the catalog link. The language variation used in the situation of requesting product images uses a mix of Indonesian and English. The response given by other group members used slang, namely *gercep* which comes from the abbreviation gerak cepat. The term indicates that the buyer asks the seller or admin of the online shop to provide a link to the catalog of the required goods. Therefore, the buyer asks for a product image using the command sentence *turunkan* it is mean lower on the admin online shop Rafalia.

Then, information about the process of purchasing goods is also included in buying and selling activities in Rafalia's online shop. The data found as follows.

Admin : *Assalamualaikum..FYI..Apa kabar sahabat rafa? Siapa nih yang udah ga sabar buat menanti di Amor? Nah, mohon bersabar ya ka. Karna Alhamdulillah list yang masuk melebihi kuota estimasi 4-6 minggu, maka kami infokan untuk amor mungkin akan sampai di 7 minggu, namun kami akan mengusahakan semaksimal mungkin agar bisa sampai di proses maksimal 6 minggu. Ditunggu info selanjutnya ya ka. Terima kasih.*

Silvi : *Walaikumsalam. Kira2 ready kapan teh?*

Admin : *InshaAllah tgl 20an ya ka, nanti diusahakan*

The data above shows unofficial communication between the admin of the Rafalia online shop and buyers. The admin provides information about the purchase process which will be processed in a maximum of 6 weeks. The language used by the Admin uses code mixing, slang, slang and trade terms. The English used is the word *list*. Then the buyer responded by mixing the code as well, namely with the word *walaikumsalam* which comes from Arabic and ready comes from English. The admin also responded back with code mixing, namely the word *Insha Allah* which is Arabic. Besides that, there is the word *FYI* which is slang from English, namely for your information or for your information. Beside that used Indonesia language among other are *apa kabar*, *sahabat*, *siapa*, *menanti*, *ditunggu*, *info*, *terima kasih*, *mengusahakan*, and others.

Then, activities carried out in buying and selling online are intense communication to ask for various needs, one of which is looking for products that are still available from other partners. The data found as follows.



Db. Novi : *Nyabar candy set S (3 set) donk...area bebas*  
Arum : *Silakan yg ready candy...bisa japri ka @Db Novi*  
Mba Lia : *Ada set*

The above Data shows unofficial communications of Db partners Novi is looking for items with size S totaling 3 sets. Db stands for distributor. The term used uses slang or the language of the buying and selling community, namely *nyabar* which means looking for goods. Then, the shop owner responds with slang, namely the word *japri* or private line. Other partners also respond regarding the availability of the goods sought by the term set which means one unit.

In buying and selling online, the things that buyers ask the seller include the benefits they get. The data is illustrated in the following quotation.

Db yeti : *Feenya gimana mbak?*  
Arum : *Untuk fee 30% dari harga jual ya mba*

The data above shows language variation in informal situations. The seller asks for his profit if the goods will be resold. The term *profit* is commonly used in the buying and selling process which means the income the seller gets if he succeeds in selling goods. Advantages are mentioned in English, namely the word *fee*. So, the data above shows that there is code mixing by sellers and buyers, namely English and Indonesian. Indonesian language data is *gimana mbak, untuk, dari harga jual ya mba* and English language is *fee*.

Then, buyers often ask for details of the products offered by sellers. It aims to know the goods offered have good quality. The data found as follows.

Silvi : *Mb ini perpaduan warna apa ya?*  
Admin : *Ungu muda sama pink kaka*  
Silvi : *Kak ulki boleh mnt size chart dress amor?*  
Db. Uut : *Bantu jawab mb*

The data shows that the communication is not official to ask for details of the goods. Typical terms used to ask for item details are *dress size charts*. In addition, the phrase color combination is also used to indicate the goods offered in the form of clothes with certain color combinations. So in this activity, the variation of the language used uses code mixing, namely Indonesian and English. Indonesian language data is *mb* to state sister, *perpaduan warna apa ya, ungu muda sama pink kaka, bantu jawab mb, kak ulki boleh mnt*. The abbreviation used is *mnt* stand for *minta* which mean ask.

The last one is negotiations. Negotiations always occur in buying and selling activities either in direct or indirect situations. Negotiations are not only about the price of goods, but can be done on certain issues. The following data negotiations were carried out at the time of the unofficial situation. The data found as follows.

Arum : *Kira-kira mau sebelum lebaran atau setelah lebaran nih?*  
Agen Elis : *Sebelum teh*  
Db. Rina : *Abis lebaran aja..udh mepet*  
Db. Endah : *Habis lebaran*  
Arum : *Setelah lebaran mungkin ya*  
Db. Rina : *Promosinya skrng buat abis lebaran drpada dikejar2 orang*  
Arum : *Ya karna kebetulan dressnya cocok untuk santai setelah lebaran. Habis lebaran sama yg wah wah, balik lagi sama dress yg nyaman buat di rumah.*

The above Data shows that in the communication between the seller and the buyer there is a negotiation. Negotiations dilakukann about new items that will be launched. The seller asks the buyer about the right time to issue a new item and the buyer's response varies. However, the seller withdrew the agreement that the timing of the launch of goods after Eid. The term used in the negotiation process is *promosi* which means an effort to offer goods. Then the time marker used for negotiation is *sebelum*, *habis lebaran*, *setelah lebaran*, and *sekarang*. The language used in the negotiation also uses a mix of codes made by the seller, namely Arum. Mix the code found from Indonesian and English, namely the word *dressnya*. *Dress* comes from the English language which means dress and his as an affix of the Indonesian language.

#### 4 Conclusions

Based on research on language variations in the WhatsApp group of sellers and buyers at the Rafalia onlineshop, it can be concluded that language variations in terms of usage based on the language units found in the speech of sellers and buyers in the Rafalia online shop WhatsApp group consist of three vocabularies, namely vocabulary to express the name of goods, greetings of sellers and buyers, as well as vocabulary to express the availability of goods. Language variations in terms of usage based on the situation found in the speech of sellers and buyers in the Rafalia online shop WhatsApp group, there are two aspects, namely the way of offering goods and buying and selling activities.

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