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VARIETY OF LANGUAGES IN DARING BUSINESS

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Abstract

Each language has its own characteristics, depending on how the speaker uses it for the purposes of using the language in communication. Language has diversity with different functions adjusted to the purpose of communication. Language diversity or language variation is a community speech related to how to interact with others in terms of its use, which is distinguished according to topic, actor relationship, and medium of conversation. The purpose of this article is to find out the term language in online business. Online business refers to a business that makes money through marketing in various ways via the Internet. Compared to offline business, online business has many advantages. Online business uses a marketing system or method that utilizes internet facilities, doing business online is also very easy and does not require large costs, including renting a large place and stocking goods in large quantities.

Keywords: language variation, online business

Introduction

Language variation is a reflection of the inconsistency between language users in the interaction process. Indonesia itself is a country famous for its multiculturalism. In addition to culture, Indonesia also has a diversity of languages. This results in the emergence of language variants. The use of language varies greatly both in real life and when speaking through social networks. Of course, this is inseparable from the diversity of tribes and cultures in Indonesia. However, many people today use social media as a way to make money through content that benefits society, especially where social media can be used. Various applications function as a place for social media, finding trending information, doing business, and having fun. In addition, through social media applications we can also use the language used in everyday life to convey intentions or messages to others, convey and express opinions on social issues that are currently popular. The main use of language is as a means of communication, but it is also used for other functions. Humans will interact using language as a means of

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communication that they use. Thus, through the use of language, each speaker can convey their respective intentions and goals. The language used in everyday life is very varied and varied. Humans adjust the context, purpose, and situation accordingly when conveying information or messages. When conveying information or messages to others, each speaker has a different style and characteristics in conveying the message. Speakers can express it with different words. This gives the language its own identity because of the diversity and differences in the speech delivered. Linguistic characteristics are things that are unique in a language. Linguistic characteristics vary depending on the context and purpose. The language used in online media refers more to the language used in advertising. In advertising, the language used is often more characterized by the use of foreign languages, regional languages, or slang. The use of these languages must have their own intent and purpose when conveyed in an advertisement. In the use of foreign languages, this language is used in certain terms which if not using a foreign language, the essence of the meaning feels lacking or different. In addition, the use of foreign languages in social media advertising is also to support various activities such as communication, research, business transactions, and others. Currently, many people use the internet as a marketing and business transaction medium. This is very possible considering the number of internet users is increasing rapidly and can be a new potential market for business people to enter in conducting their marketing and business transactions. With the development of information technology and consumer desire for practical behavior, various online stores have emerged. This is a challenge for marketers to develop new strategies in managing their respective markets.

According to Chaer and Leonie, language variations are divided into four, seen from the speaker, usage, formality, and media.

1. Variation in Terms of Speaker

a. Idiolect is a language variation that is individual in nature. Seen from the concept of idiolect, each person is considered to have their own language variation or idiolect. Variation in terms of idiolect concerns the color of voice, choice of words, language style, sentence structure. However, of all that, the most dominant in idiolect is "tone color". So that we can recognize someone well, just by their voice without seeing the

person, we can recognize them. In recognizing someone's idiolect, it is easier from their speech than from their written work.

b. Dialect is a language variation from a group of speakers whose numbers are relatively large and located in a certain place or region. The basis of dialect is the region or place of residence of the speaker. This causes dialects to be commonly referred to as areal dialects, regional dialects or geographic dialects. Although each individual has their own idiolect, they still have similar characteristics that indicate that they are in a different dialect from other groups that are in their own dialect with different characteristics that mark their own dialect. The field of study that studies dialects is dialectology.

c. Chronolect or Temporal Dialect is a variation of language used by a social group at a certain time or period. This means that the variation of language used in the nineties, the variation of language used in the two thousand years will definitely be different. The variation at that time was certainly different, both in terms of pronunciation, spelling, morphology, and syntax. However, the most obvious is usually in terms of lexicon, because this lexicon field is very easy to change due to social, cultural, scientific, and technological changes. d. Sociolect or Social Dialect is a variation of language regarding the class, status, or social group of its speakers. Sociolect variation or social dialect is the most widely discussed language variation and takes up the most time in sociolinguistics, because sociolect language variation concerns all the personal problems of its speakers. Such as education, occupation, level of nobility, socio-economic status, age and so on.

1. Variation in Terms of Usage is a variation of language related to its use, usage, or function. This language variation is usually discussed based on the user's field, level of formality, style, and means of use. This variation concerns the language used for what purpose or field. For example in the fields of language, agriculture, medicine, mining, aviation, education, and other scientific fields.

2. Variation in Terms of Formality Based on the level of formality, Martin Joos in Chaer and Leonie (2010:70) in his book The Five Clock divides language variation into five types of styles, namely frozen style or variety, formal, business style or variety, casual style or variety, and intimate style or variety.

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a. Frozen Variety is the most formal language variation. This variation is usually used in solemn situations and official ceremonies. Such as, during a sermon at the mosque, the procedure for taking an oath, or a state ceremony. This variation is called frozen variety because its patterns and rules have been designed firmly and cannot be challenged. In written form, frozen varieties are often found in historical documents, constitutions, notarial deeds, sales and purchase agreements, and leases.

b. Official Variety is a variation of language used in state speeches, meetings, official correspondence, religious lectures, and textbooks and others. The patterns and rules of official varieties have been set as a standard. Official varieties are basically the same as frozen varieties which are only used in formal situations, and not in informal situations. For example, official varieties are usually used in engagement ceremonies, or discussions in the lecture hall while the course is in progress.

c. Business Variety is a variation of language that is usually used in results-oriented conversations. It can be said that business variety is an operational variation of language. The form of this business variety is between formal and casual varieties.

d. Casual Variety is a variation of language used in informal or informal situations. This variation of language is usually used when chatting with family, friends, best friends, or even boyfriends. This casual variety is usually done during breaks, walking, sharing stories, while exercising, sitting in the park, recreating and so on. This casual variety uses many shortened forms of words or utterances (allegor). Its vocabulary is influenced by dialects and regional language elements. Likewise with its morphological and syntactic structures, the normative elements of which are often not used.

e. Familiar Variety is a language variation that is usually used by speakers with conversation partners who are already close. Such as when with family members or close friends who are already very close. This variety is characterized by the use of short or incomplete language, even with the use of unclear articulation. This happens because between the speaker and the conversation partner there is already a mutual understanding, comprehension, and knowledge.

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3. Language variation in terms of media can be seen in the existence of spoken and written varieties, or language variations using certain media or tools. For example, when making a phone call. The existence of spoken and written varieties is based on the fact that spoken and written languages have different forms. The existence of differences in the form of this structure is because in conveying information or speaking, we are assisted by elements outside of linguistics. Which are in the form of tone of voice, gestures, shaking or nodding the head, and all other physical symptoms. Whereas in written language variations such things do not exist. So instead they must be made explicit verbally. Factors Causing Language Variation The factors causing language variation are influenced by several determining factors, including 1. Geographical and social background of the speaker 2. Medium used 3. Topic of discussion

Research Method

This article is a library research that uses books and other literature as the main objects. The type of research used in this article is qualitative, namely research that produces information in the form of notes and descriptive data contained in the text being studied. With qualitative research, descriptive analysis is needed. The descriptive analysis method provides a clear, objective, systematic, analytical and critical description and description of language variations in online business by collecting the required data, then classifying and describing it.

Results And Discussion

Online Business Online business refers to a business that makes money through marketing in various ways via the Internet. Compared to offline businesses, online businesses have many advantages. Online businesses use a marketing system or method that utilizes internet facilities, doing business online is also very easy and does not require large costs, including renting a large place and stocking goods in large quantities. People have internet needs in doing business and operating anywhere without being tied to a location. Malls have turned into electronic shopping places where goods are sold and purchased using the internet. By solving the problem of

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geographical barriers, many companies have turned to this media to sell their products. E-commerce can be seen as sharing business information, maintaining business relationships, by conducting business transactions via the internet. The market segment owned by online companies is very broad and unlimited, not only in the city, but also covers all of Indonesia and even abroad. There is only one requirement that needs to be met, namely smooth internet access. A business that can be done anywhere, anytime, flexible time and place, all based on the trader. Shopping places have changed into electronic shopping places, and everything can be sold and bought via the internet. The potential of the Internet network makes far-reaching targets and of course has a big influence in the world of online business or e-commerce has become a lifestyle for today's society. Moreover, the role of social media in providing social networking sites such as: Twitter, Facebook, and Instagram is one of the drivers of the success of e-commerce. Social media is a facilitator for entrepreneurs to offer various products that they sell by utilizing networking activities (expanding networks) to various levels of society. In addition, the driving factor for the success of e-commerce in the business world is hosting various blogs and buying and selling websites, for example bukalapak.com and tokopedia.com (Lisma Yana Siregar, 2020).

Terms or language in online business There are many terms or languages often used by sellers when selling products or goods, both used and new, in online business transactions. Described as follows.

1. PO is an abbreviation for Purchase Order or Pre Order, where this term is often used by sellers if the goods sold are not ready stock or will only prepare orders.

2. Invoice is an invoice as proof of payment that has been made by the seller or seller and then given to the buyer.

3. Buyer means buyer.

4. Supplier in the sense of a seller can be an individual or a company by providing goods or products to supply resellers.

5. Reseller, you may all be familiar with the name Reseller, in terms of Resellers are resellers of certain products obtained from Suppliers at higher prices.

6. Trusted Seller If you often shop at online store applications, you must be familiar with the term Trusted Seller, which means a trusted seller.

7. Resi is a code from the expedition service, where later buyers can monitor your goods while they are being sent.

8. Sold is an English word that means sold or finished, the meaning will depend on the category.

9. Price Police is a term for buyers or buyers who often compare one product with several other stalls.

10. Dropship is the same as a seller, except that Dropship does not provide goods directly but seems to have ready stock goods.

11. Return has the term that goods that have been purchased can be exchanged for the same item or other goods according to the nominal value of the goods to be returned 12. Refund is not much different from return, except that refund is a return in the form of funds. So between the two have almost the same meaning.

13. DP is an abbreviation for Down Payment or down payment in the purchase of an item or product. usually this term is often used in vehicle credit, electronic goods credit and other purchases.

14. PM If you often see PM comments on marketplace posts, it means that you have sent a private messenger, where there will be bargaining for a product.

15. Ongkir is an abbreviation for shipping costs, this is usually done if the buying and selling process has a long distance and is required to use a shipping service.

16. No Afgan was inspired by one of his songs entitled Sadis, meaning that buyers bid on products at very sadistic prices.

17. Joint Account Rekber or abbreviated as Rekber is often used during the buying and selling process, so that the process is safe, Rekber services are used by third parties. 18. COD or Cash On Delivery or pay on the spot is a payment method often used by many users.

19. ATC stands for Add to Chart or is often also called add to cart, usually this system is found in online store applications.

20. RC stands for Recommended Seller, meaning a trusted seller, where many buyers are very satisfied with the seller.

21. BT is an abbreviation of the word Barter, where the seller is offering a product by bartering with other products.

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22. Ready Supp is a term for a ready product but the product is still available at the supplier, usually this is a term from resellers.

23. Ready Stock is English meaning the goods are available, or the product is ready to be purchased and can be sent immediately.

24. TT has two terms, the first term is cash transfer and the second meaning is trade-in.

25. No TT means the seller does not accept trade-in, in other cases the product must be paid for.

26. PL (Price List) has the abbreviation PL, where there will be buyers who ask for PL on products sold by sellers.

27. UP is often heard in a post on Facebook which means that it cannot be or wants the post to go up and be in demand by many people.

28. Nett means if the product has a fixed price and cannot be negotiated anymore.

29. WTS (Want To Sell) means that the seller only wants the product to be sold, so it cannot be bartered or otherwise.

30. WTB (Want To Buy) means that interested parties only want the product that is currently desired.

31. PNP (Plug and Play) is a term for looking for goods or products that can definitely be used and do not have to change anything.

32. OEM (Original Equipment Manufacturer) An abbreviation that the goods sold are original goods from the factory but are not wrapped in packaging.

33. Rep (Replica) is an imitation that is almost exactly the same as the original.

34. Keep means that the buyer is interested in your goods and wants to pay but not now, according to the time specified.

35. Expedition is the same as a shipping service courier, where buyers can choose the type of expedition according to their wishes.

36. BPJS (Budget Pas-Pasan Jiwa Sosialita) is an abbreviation of Budget Manfaat Bisnis Daring.

Mohamad Saiful Muarifin, et al (2023) Online business has many benefits that can affect the success and profit of a company. The following are some of the main benefits of online business: a) Wide market access with the help of online business,

manufacturers can reach customers all over the world. And not limited to a certain geographic area, so it can increase sales potential and business growth. b) Lower operating costs, online businesses have lower operating costs compared to physical businesses. Manufacturers do not need to pay rent or overhead for physical stores, large staff, or large inventory. c) Flexibility of time and place online business allows manufacturers to work from anywhere and anytime, as long as they have an internet connection. And not bound by a rigid work schedule and can set their own time. This provides great flexibility, especially for those who want to run a side business or have other responsibilities. d) Easier interaction with Customers through online platforms, manufacturers can interact with customers directly. This can be done via live chat, email, or social media. Using this technique can help understand customer needs and preferences. e) Easy payment and transaction with online business, manufacturers can offer various payment methods to customers, including credit cards, bank transfers, and digital payments. This makes the purchasing and transaction process easier for customers, which in turn can increase conversion rates and customer satisfaction.

Conclusion

Language variation is a community's speech related to how to interact with others. Language variety according to its use is divided into topics of conversation, conversation relationships, and mediums of conversation. The occurrence of this diversity is not only caused by the heterogeneity of its speakers, but also because of the very diverse social interactions that are carried out. Every activity requires or produces language diversity. This diversity increases if the language is used by a large number of speakers and in a wide area, language variations are divided into four, seen from the perspective of speakers, usage, formality, and in terms of facilities. Online business refers to a business that makes money through marketing in various ways via the Internet. Compared to offline businesses, online businesses have many advantages. Online businesses use a marketing system or method that utilizes internet facilities, doing business online is also very easy and does not require large costs, including renting a large place and stocking goods in large quantities. People have internet needs in doing business and operating anywhere without being tied to a location.

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