



Language Variations in Shopee Ads and Their Relevance to Add Text Learning in Junior High School

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Abstract. Language variation is part of the variety of languages used in its functions and situations, of course, with the prevailing grammar. This study aims to describe the differences between slang and foreign languages in online shopping site advertisements (Shopee) and their relevance to learning advertising texts. The method used in this study is descriptive. The data source used is the Shopee application, with data in the form of words in foreign languages and slang. The method of data collection is the study of documentation with the technique of reading and taking notes. Data analysis techniques use data triangulation. The results of the study found two forms of language differences, namely the form of foreign language differences and the form of slang. The study found 13 statements with 7 foreign language variants and 6 slang variants. With a breakdown of foreign language variations of 53.84% and slang 46.15%. The main difference in foreign languages is the use of English, and English is a language that can be spoken by anyone around the world. Meanwhile, slang variations include a collection of abbreviations of two words combined into one word that is very easy to pronounce and often used among teenagers, as well as the omission of vowels from the word. The use of slang is a strategy from Shopee to be able to easily convey messages to buyers by following current trends.

Keywords: Language Variations · Advertising · Shopee Introduction Section

1 Introduction

Language variation arises due to social diversity. Language variations themselves have developed a lot and appeared in almost all sectors of life, for example in the era of globalization. In this era of modern globalization, developments and advances in the field of technology have led to advances in globalization in information technology, making it easier for individuals to communicate. According to Suryadinigrat et al., (2022) the existence of new technology not only facilitates communication but also facilitates the buying and selling process [1]. Advertising is a way to promote products, in promoting products advertising is very dependent on technology. Z. D. Isnaini and A. Sabardilla (2022) explains that in marketing, language is used as a promotional tool

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in offering products or services to buyers [2]. Language diversity in advertising can attract attention, Improve imagination and facilitate the memory of readers. Therefore, researchers are interested in researching language variations in shopee ads.

Shopee is the most popular online shopping site. According to W. Noorahim (2018) online shopping is buying and selling activities in the form of online transactions [3]. Goods offered by sellers and requests for goods by buyers through the use of internet technology such as: social media. In online shopping there are several vocabularies such as: slang and foreign languages. Language variations are used to attract the attention of buyers but, in fact, there is often someone who does not know the language, especially mothers. Shopee keeps the first level of 60% as the preferred platform for users to shop online. On its peak day shopee visits shopee overflowed with 961.51 million searches, including 126.99 million from the web and 834.52 million through apps. This is the same as the statement i Andrean et al., (2021) revealed that shopee in Indonesia in 2020 the number of shopee visits reached 97.7 million [4]. Nurzanah & Sosianika (2018) said that Shopee is an online marketplace originating from Singapore then operating in Taiwan and several ASEAN countries such as Indonesia, Singapore, Vietnam, Malaysia, Thailand, and the Philippines [5].

Since the first positive case of Covid-19 was recorded in Indonesia last March, the number of Shopee visits has increased from 76.5 million to 97.7 million in June 2020. The number of cases affected by COVID-19 in Indonesia continues to increase and is followed by the president's appeal to all Indonesian citizens to practice physical distancing and work from home. Aynie et al. (2021) Since the emergence of cases during the COVID-19 pandemic, it has caused traffic to buy necessities from offline stores to online stores, including shopee [6]. According to Nurleli & Rahmawati (2020) Online shopping is the purchase of goods or services through an application so that there is no meeting between buyers and sellers [7]. Shopee markets products through advertising according to R. G. Ratu *et al.*(2020) advertising is one of the most commonly used forms of sales promotion in companies to present their products to certain sponsors who must be paid [8]. With the advertising of their products quickly became known to the wider community. According to Ardiansyah et al., (2013) Advertising is a special communication medium that is carried out to lure potential buyers through paid media [9]. According to Arista & Astuti (2011) advertising is a way for producers to offer goods or services through paid media [10].

This article will explain aboutS the language variations in shopee ads. Researchers are interested in the variety of languages found in Shopee ads. The reason why the author chose ads in Shopee is because shopee has characters and traits that are in accordance with the research. In shopee ads there is some data that matches the criteria for research focus. The variety of language used in advertising needs to be considered in order to attract the attention of buyers. According to M. Journal language variation is the diversity of languages that is caused by the existence of social interaction activities based on their function and social situation of use [11].

In this study, the author focuses on language variations with a variety of languages that are accessed according to functions and situations using applicable language rules. Exp R. Ertika, D. E. Chandra W., and I. Diani (2019), laining The variety of languages is divided into two, namely in terms of user and usage [12]. In terms of wearers, this can be

divided into two, namely dialects and idiosyncrasies [13]. According to W. Ariesta, A. L. N. Qoyyimah, and M. Markhamah (2021) explained that there are several factors that trigger language variations, including speakers, listeners, situations, conditions, time and space [14]. And one of the phenomena of language gives rise to the large number that abandon the use of the standard language. Surana (2014) explaining language variation is the linguistic diversity of a society caused by social and environmental reasons [15].

Researchers found variations or variations of the language used in shopee product advertisements. Language variations in the form of, Slang variations and foreign language variations. According to E. I. R. L. F. Pasiyah Tahe (2020) Slang is a contemporary language that is used in a certain group [16]. In societies it usually has different categories of social and cultural groups in which the use of language arises the variation of language in communication. According to E. Swandy (2017) slang is a colloquial language – tatapi day, the vocabulary used has been modified for example, the words are quite abbreviated, the letters are flipped [17]. Sheila Maria Belgis Putri Affiza (2022) explains that bahasa variations have seven functions, namely (1) directive functions, (2) expressive functions, (3) informative functions, (4) interactional functions, (5) metalingual functions, (6) poetic functions, and (7) contextual functions [18]. The research examined the form of language variants in the form of words from the online shopping site Shopee. The shopee online shopping site is the most popular online buying and selling platform in Indonesia with millions of users. According to M. A. R. M. Mubarok and Rohaedi (2021) states that electronic commerce is a type of buying and selling activity carried out electronically by offering products, services and information. This activity is carried out via the Internet [19].

W. D. Anindya and V. N. Rondang (2021) in his research entitled “Word Forms of Slang Variety among Instagram Social Media Users”, stated that the purpose of this study was to identify the form of slang variety words in the comment column in Instagram [20]. With the results of the study found acronyms, contractions, variety of walikan, abbreviation, use of foreign languages, release of vowels, associations, new word formations of improvised creativity of the word of origin, and monophthongization.

W. D. Anindya and V. N. Rondang (2021) in his research entitled “Language Variations in Nomadic Students at the Faculty of Cultural Sciences, Mulawarman University: Sociolinguistic Studies”, stated that the purpose of this study was to describe a variety of languages and factors that could cause language variations of nomadic students in Indonesian literature class of 2014 at FIB, Mulawarman University [20]. This research resulted in a variety of language in terms of usage, formality, advice, and speakers caused by situational and social factors.

N. P. Permatasari (2013) in his paper entitled “Abrebbiation, Affixation, and Duplication of Adolescent Language Diversity in Facebook Social Media”, he stated that the purpose of this study was to explain the abbreviations, suffixes, and duplications of different adolescent languages on Facebook social media, and to name the factors that influence the use of abbreviations, stickiness and extensions in various adolescent languages on facebook social media [21]. The result is, 2 shortening patterns, 4 beheading patterns, 5 surfix patterns, 3 bilingual duplication patterns, and 6 prefix patterns.

R. P. Suminar (2016) in a paper entitled “The Influence of Slang on the Use of Indonesian of UNSWANTIA Students”, he explained that the purpose of this researcher

was to find out the consequences of using slang among the community [22]. From the results of the study it is known that slang is used among adolescents, whose diversity is manifested in the form of informal language. But as a continuation of good and correct Indonesian, it would be nice Indonesian be preserved.

Follow-up advertising is only due to product promotion, but can also be used for educational materials to support learning in schools. N. P. S. S. Dewi and N. M. R. Wisudariani (2022) Revealing educational materials are educational materials that can add new experiences in the learning process [23]. Internal teaching materials are educational media that can provide benefits for students. According to H. Dan, P. Pada, M. Pelajaran, and I. P. A (2018) suggests that there are many advantages to using active-enabled materials in learning, which encourages students to actively and creatively participate in learning, clarifies material concepts, and incorporates a wide variety of resources into the learning experience [24]. Educational media is an important component in the learning process.

According to T. Nurrita (2018) explaining educational media is an educational resource that teachers use to clarify material with the aim of broadening students' horizons, because different types of media will lead to trends and skills in the field of technology [25]. The selection of adequate teaching materials is one of the main factors in achieving learning objectives. Teachers must be more creative and innovative in compiling educational materials, especially in this digital era, where teachers must be able to use technology using social media for teaching materials.

In addition, in the 2013 curriculum Indonesian text-based, advertising is one of the subjects taught in schools. The promotional text is part of the learning of students of grade VIII junior high school / MTs. Hereby evidenced by the learning of promotional texts on the syllabus of subjects Indonesian odd tribes of class VIII junior high school. One of the key skills is to examine the structure and linguistic aspects of advertising texts. In addition, the Basic Competencies of advertising texts also challenge students to write an advertising text by paying attention to the structure and elements of language. Therefore, it is necessary to study the language of a language variation in the ad text.

This research has a problem formulation in the form of (1) what is the form of foreign language variations in Shopee advertisements? (2) What is the form of slang variations in Shopee? (3) What is the relationship to fish learning in junior high school? From the formulation of the problem, the researcher aims to describe the form of foreign language variations and slang in shopee online shopping site advertisements and their relevation in the educational media of advertising texts.

2 Method

This research method uses qualitative qualifications that are descriptive qualitative. According to Y. Nurmalasari and R. Erdiantoro (2020) Qualitative research is a descriptive research with a focus on answering questions such as, who, what, where and how events occur and are studied in depth to find an answer [26]. The object of this study is in the form of language variations in shopee advertisements and their reorientation to the learning of advertising texts in junior high schools. The subject of this study is an online shopping site on Shopee. The data source used by this study is in the

form of advertisements on the Shopee online shopping site. Data collection techniques use documentation techniques, note-taking techniques, listening techniques and reading techniques. According to J. Alfin (2018) The listening technique is a technique that is carried out by observing written data by reading the entire contents of the required data [27]. The data analysis technique uses data triangulation techniques in the form of three activity flows according to Milles and Hubermas (in Moleong 1990:15–16) in I. Akyuwen, C. Sasabone, and N. Tabelessy (2020) i.e. by using data, drawing conclusions, and presenting data [28].

3 Result and Discussion

Describe the form of language variation in shopee ads. According to U. Kholifah and A. Sabardila (2020) In using Indonesian over time, there are many variations of language that people use to express words or sentences that are poured into social media [29]. By ignoring language often makes misspelling use of words, grammatical structures, use of spelling, and foreign languages. Researchers found language variations in the ads in the form of foreign language variations and slang variations. Based on the overall results of the research data, a total of 13 forms of variation were obtained in the form of variations in foreign languages and slang. With a breakdown of foreign language variations of 53.84% and slang 46.15%. Here are the forms of language variations in shopee ads:

3.1 Foreign Language Variations

Foreign languages in the KBBI are languages that are controlled by other nations, usually foreign languages are not considered common languages when in formal education and when socioculturally. Oktavia said The use of foreign languages in the aspect of advertising or language variations in advertising is a strategy to persuade someone to buy goods [30].

3.1.1 Cashback

Data (1) Best selling merchants 100% cashback. The sentence in data 1 indicates that there are variations in foreign languages, namely English combined with Indonesian. The variation of the language is in English, the data is indicated by the word cashback which means money back. This method is used so that buyers are interested in buying and at other times will make a buyback using the deposit to the party who provides the cashback promo (Fig. 1).

3.1.2 ShopeePay

Data (2) Pay using shopee pay 30% cashback. In the word ShopeePay is in the form of electronic money launched by shopee. So from ShopeePay offers many benefits, such as cashback every day, transfers everywhere are always free, free shipping more, and 30% cashback vocer offers. With shopeepay so that buyers are interested and encourage consumer buying and selling transactions (Fig. 2).



Fig. 1. Cashbak



Fig. 2. ShopeePay

3.1.3 Super Brandday

Data (3) Super brandday adidas ready for sport buy 3 discounts up to 75%. In super brandday means a big discount from the brand in the shopee application. So brand day of origin means shopee brand day. For some branded goods that among them have very angry prices, with this holding Shopee offers lower prices or cheaper prices with the brands on Shopee (Fig. 3).

3.1.4 Flash Sale

Data (4) Flash sale of dream goods, flash sale means providing a low price offer (price reduction) with a predetermined period of time. In flash sales which are flash sales to increase sales turnover. So Shopee always holds at certain hours, at that time there are goods that get very much discounts from the usual price (Fig. 4).



Fig. 3. Super brandday



Fig. 4. Flash Sale



Fig. 5. Brands Festival

3.1.5 Brandas Festival

Data (5) 10:10 a.m. 10:10 a.m. festival peak promo from October 10. 00:00. Branda festival offers a number of selected brands ranging from beauty, fashion, and daily necessities. Where this is Shopee is organizing a festival of several products on Shopee with the benefits obtained by buyers when making purchases during the event (Fig. 5).

3.1.6 Big Sale

Data (6) big sale means discounts or discounts that are extraordinary or beyond reason. So shopee is doing a big promo on 10.10, with the big sale it is likely that buyers will be easily attracted. The phrase big sale is a foreign language big which means big and sale means sales (Fig. 6).



Fig. 6. Big Sale



Fig. 7. Beauty Day

3.1.7 Beauty Day

Data (7) beauty day means presenting a number of beauty products at low prices. With the beauty day, it is possible that turnover will increase because the purchasing power of buyers is getting higher (Fig. 7).

3.2 Variasi Bahasa Gaul

Slang is a form of language that has uniqueness and deviates from the modified meaning. H. M. Sulistyowati, A. H. Prabawa, Y. Nasucha, and L. i E. Rahmawati (2020) suggests that the use of slang in advertising is expected to attract the attention of buyers [31]. P. Studi, I. Komunikasi, U. Islam, N. Sumatera, and U. Medan (2022) explaining slang or prokem is a typical language in Indonesia and is rarely found in other countries and slang is often as a language in the Youth Association [32]. The use of slang is expected to attract buyers. Some online buying and selling platforms offer their merchandise using 5 slang so there are many variations of the language used. According to F. Gunawan (2013) Slang is an alay language, alay language is a language that appeared after the use of mobile handphones in which there is a short message or SMS feature [33]. According to I. Akyuwen, C. Sasabone, and N. Tabelessy (2018) Slang is a variety of language born from the environment of a group of teenagers having very diverse forms and meals depending on their use. From the data obtained, there are 7 advertising slogans that have variations in slang [28].

3.2.1 Free Shipping

Data (8) Shipping means shipping costs. So free shipping means that the buyer does not need to spend special costs outside the price of the product they bought with a note of shipping costs to the buyer according to the weight of the product and the size of the product ordered. Ongkir is a combination of letters from the word fare and the word send, then the two words are combined and turned into a shipping phrase which becomes a new term that has the meaning of sending goods used with the meaning of paying for the delivery service of the product ordered (Fig. 8).



Fig. 8. Free Shipping



Fig. 9. Mantul Sale

3.2.2 Mantul Sale

Data (9) The word mantul is an angronym form of steady and bentul. So mantul sale is where shopee holds promos every month, namely on the 25th–27th. Shopee mantul sale is only valid for customers with ShopeePay payment method with sufficient balance. The word mantul sale is very interesting to use to attract the attention of buyers because the word mantul is often spoken by young people today (Fig. 9).

3.2.3 COD

Data (10) COD is pay-in-place. The sentence COD (Cash On Delivery) in data 3 indicates that there are variations in foreign languages, namely English, which means cash at the time of delivery. So, shopee provides payment options directly at the buyer's place (Fig. 10).



Fig. 10. COD



Fig. 11. Murah Lebay

3.2.4 Murah Lebay

Data (11) Lebay means redundant. Data 4 shows a variation in slang, namely in the word lebay. The variety of the language uses slang, the data is indicated by the word lebay which means excessive. The word lebay is the language of teenagers that is often thrown at someone related to human behavior that does things in an excessive way. So, it can be seen that shopee offers the cheapest price excessively (Fig. 11).

3.2.5 Jambore

Data (12) in the word jamboree is a combination of the words hour, shopping, and hurrah. Jamboree is a hurrah shopping hour program held by shopee every day from 12.00 WIB to 13.00 WIB. In the word hurrah, it attracts buyers because of course many goods are offered at low prices (Fig. 12).



Fig. 12. Jambore



Fig. 13. Murmer

3.2.6 Murmer

Data (13) Murmer, in the word murmer is a combination of the words cheap and festive. So the word murmer is a variety of slang that is very popular among young people because it is short, contemporary, easy to pronounce, and easy to type. So, shopee uses the word mumer which means to offer alfamat products very cheap compared to other products using the shopeepay payment method (Fig. 13).

3.3 Relevance to Add Text Learning Indonesian Subjects

Based on the explanation of language variations, the results showed that an advertisement was used as educational material to support the learning of advertising texts. Given that the language used in the periiklana also uses a fairly varied language. Language variations in advertisements are broadly intended to express a language variation in the form of foreign variations, and variations of slang. In addition, the results of this study can be used as a concept for students to learn more about writing advertisements with interesting words in order to attract the center of attention of buyers. In learning advertising texts, it is necessary to prepare teaching materials that are willing. S. Aisyah, E. Noviyanti, and T. Triyanto (2020) explains that teaching materials are an important source of materials for teachers in the implementation of the learning process. Without educational materials, it seems that teachers will find it difficult to achieve learning objectives. on me In principle, teachers should always prepare themselves Teaching materials in the process of implementation, while learning [34]. This study shows its attachment and can be implied in Indonesian subjects. The subject Indonesian mandatory in the advertising text material. Advertising text materials are taught and presented at the high school level for grade 8 with core competencies 3.4. R. Desmirasari and Y. Oktavia (2022) explains that the beginning of Indonesian history was born to the right of young people on October 28, 1928, it was confirmed as the national language. Indonesian It developed into the identity and leadership of the founding of the Indonesian nation [35] (Table 1).

Table 1. Core Competencies of High School Advertising Text Materials

KD	Basic Competencies
3.4.	Examine the presentation and linguistic patterns of slogan, poster, or advertising texts (which are both proud and motivating) from various sources.
4.4	Presenting ideas, messages, solicitations in the form of advertisements, slogans, or posters orally.

Previously explained, advertising texts are among the most effective media to market be it goods or services to the public, and make them as attractive as possible with the aim that people are interested in learning, buying, or enjoying these goods or services [36].

The variety of advertising language used in the shopee platform has almost the same characteristics as advertising text. The similarity of characteristics between the two can be used as a basis for implying language variations in advertising to learning. Language variation in advertisements is learning Indonesian class VIII. Variations in advertising language are classified according to teaching materials, namely based on existing themes or topics. Language variations are found in shopee ads using varied words such as Super branday adidas ready for sport buy 3 discounts up to 75%. In the sentence, it is explained that in the advertisement it is influencing others to buy or use products with the frills buy 3 75% discount. So advertising texts are present as learning media or teaching materials that can be used to facilitate students' understanding in writing advertising texts.

4 Conclusion

Based on the results and discussion of language variations in shopee ads and their relevance to the learning of advertising texts in junior high schools. This research found two forms of language variations, namely foreign language variations and slang variations. There are several variations in the advertising content on shopee. With a variety of languages, so that it can be an alternative teaching material for teachers and junior high school students, of course, based on basic competencies so that the material provided is in accordance with the needs of.

In this study, 13 data were found with 7 foreign language variations and 6 slang variations. The foreign language category is more into English where in English this is an international language, with Shopee users who are quite global with English will make it easier for users. Meanwhile, this variation of slang is found in the form of acronyms. The acronym has a short form but is already densely covered so that, it makes it easier for users to pronounce, besides that there is also the omission of vocals in sentences that are in Shopee online shopping advertisements.

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Author Contribution. In writing this research, the first contribution is to compile proposals and conduct research starting from determining objects, collecting data, analyzing data, to compiling articles. The second author contributes to providing direction and input in the preparation of proposals and research writing.

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