



# Critical Discourse Analysis: The Use of Language in Sukoharjo's Second-Hand Buying and Selling Group on Facebook Social Media and Its Relationship to the Learning of Negotiation Texts

Tri Wahyulita Nurhalimah, Gallant Karunia Assidik<sup>(✉)</sup>, Andi Haris Prabawa, and Joko Santoso

Faculty of Education Science, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia  
gka215@ums.ac.id

**Abstract.** This study aims to obtain a description of the characteristics of the language and variety of languages used in posts on Buying and Selling Used Goods Sukoharjo on Facebook social media, as well as the relationship between the use of language in Sukoharjo Used Goods Buying and Selling posts on Facebook social media and learning Negotiation Texts. This research belongs to the type of qualitative research. The research design is descriptive qualitative research. Data was obtained from posts by members of Sukoharjo Used Goods Buying and Selling Group. The data collection technique used is documentation. The analytical method used in this study is critical discourse analysis. The survey results are as follows (1) Language characteristics in the post Group Buying and Selling Used Goods Sukoharjo found 16 characteristics of non-standard language, which means that in the process of communication on social media, often use non-formal language that is not by Indonesian rules. (2) The variety of languages in the Sukoharjo Used Goods Buying and Selling Group are Slang, jargon, terms, and mixed codes. The variety of jargon language is the type that is most often found because, in this Group, the majority discusses buying and selling, so many words are used that are limited to buying and selling only. (3) The use of language, both language characteristics and variety of languages in the posts contained in the Sukoharjo Used Goods Buying and Selling Group, can be related to the learning of negotiating texts in high school class X in KD 3.11 and KD 4.11.

**Keywords:** Facebook · Characteristic · Variety of Languages · Text Negotiations

## 1 Introduction

Currently, what is particularly concerning is the correct use of Indonesian. This is because technology is getting better, especially with social media. Nowadays, young people don't care much about the proper use of language because they often choose to use words or phrases that are popular all over the world. Language has an essential role in people's

© The Author(s) 2023

M. H. Hikmat et al. (Eds.): ICOLAE 2022, ASSEHR 757, pp. 2262–2284, 2023.

[https://doi.org/10.2991/978-2-38476-086-2\\_181](https://doi.org/10.2991/978-2-38476-086-2_181)

lives. Without language, relationships in society cannot be established, either vertically or horizontally. Language has usually been taught to humans from infancy to adulthood, both at home and at school [1].

Language is also a system of sounds and symbols used to communicate according to the speaker's wishes. Wibowo also stated that language is a symbol of sounds with arbitrary and conventional meanings and articulations, produced using speech as a means of human communication to generate feelings and thoughts [2]. Language is one of how people communicate with each other. The process of communication and interaction in society is very dependent on using the same language to create information captured in the form of understanding. This language plays a vital role in various social activities contained in everyday life [3].

Man can use his heart and mind to control relationships or kinship with others and foster brotherhood through language [4]. Language is critical for humans to use in various activities because, in human society, life is no longer lived as an individual but as a social being. As a result, human beings interact with other social groups and communicate with each other through language [4]. Using one's language conveys information, thoughts, ideas, or feelings.

Nowadays, the communication process occurs verbally due to interactions in the real world and in cyberspace or social media. Social media is a technological network used to create news through internet access, where social media users can convey information, share social activities, and communicate with many people through telecommunications. The presence of social media can claim human life to minimize interaction with the surrounding environment, which is indeed an implication of technological advances, according to [5]. Social media users every time continue to experience a significant increase without being controlled. Nowadays, almost everyone has a cellphone in which there are social media such as Youtube, Whatsapp, Instagram, Facebook, Tiktok, Twitter, and so on. On this social media, a virtual world appears where secrecy cannot be covered, and the world seems to have no borders. By using internet access, we can learn about the activities of others, both known and unknown, through social media. In social processes, users also use social media as a communication tool [6].

This social media is formed from activities on social networks, one of which is Facebook, where users often post their ideas. These posts can be status posts on personal feeds or on groups found on Facebook. Facebook is a popular and easy-to-use social media platform used by the general public as a means of social interaction and communication. Many people, including children, teenagers, and adults, use Facebook. In the world of the internet, Facebook users have created many lexical variations [7]. Facebook is not only used as a medium for social interaction with other users but has begun to penetrate into a business medium for online business people today. Facebook makes it easy for sellers and buyers to make transactions easily and can reach more market share [8]. No wonder there are currently many groups or groups on Facebook that focus on buying and selling activities. Facebook is one of the social media that is quite popular with the public in interacting and building a community [9].

One of the Facebook groups that has quite a lot of posts every day is the Group Facebook Buying and Selling Used Goods found in their respective cities, especially in the Sukoharjo area. The existence of the used goods buying and selling Group is

related to the development of technology and information in the economic field so that the current buying and selling transaction process can take place through social networking platforms. Buying and selling groups on social media allow the creation of negotiation from sellers with the surrounding community as an economic activity in doing business online. In this case, Facebook is considered a social media that is quite effective for making easy sales where Facebook users can send posts in the form of images accompanied by writing to offer the products they want to sell [8]. Other Facebook users can also negotiate by asking for prices, completeness, and so on on the Group found on social media.

Language is something that can be a medium used to convey and understand the information obtained from the interactions contained in the online buying and selling process. Media itself is defined as a tool that functions to give information or messages [10]. A buyer, of course, needs the role of language as a medium where without language, buying and selling transactions contained on social media cannot run effectively [11]. Of course, the language used in each circle will be different. Although both are on online forums, the language that sellers use in those forums will be different from those used by students or educators [8]. In the Sukoharjo Used Goods Buying and Selling Group, various buying and selling transactions contain many languages uses, such as abbreviations, expressions, or jargon which are only understood by a group of sellers and buyers who are members of the Group [12]. The post with a fairly unique expression shows that there is a different use of language in the communication process that is established on social media, especially in the scope of the Sukoharjo Used Goods Buying and Selling Group on Facebook.

The existence of differences in the use of this language is indeed common considering that there are different communication purposes in a certain group where the Sukoharjo used goods buying and selling Group will contain many terms and vocabulary used in buying and selling transactions, negotiations, offers, and so on. In the Group of Buying and Selling Used Goods Sukoharjo also often uses certain abbreviations that can be a symbol in facilitating communication between community groups. Sudaryanto stated that the use of language in a community group would be different from other community groups so that other people can feel foreign and have difficulty understanding special terms that are often used in certain groups [13]. In this case, it can be concluded that various languages have special and secretive properties.

In communication, language characteristics are distinguished into formal languages and non-formal languages. This formal language is often used in official activities, while non-formal languages are used in daily activities. The language used in official situations requires speakers to use the standard language or formal language. Formal language is a collection of sentences contained in a language that is arranged from the same grammar according to applicable rules. This formal language is often used in official situations where speakers will be seen as having a good variety of languages. Formal language, both oral and non-spoken, is used in official settings, official letters, or scientific works. The formal language of a country becomes the native language used officially as a sign that the speaker is a native citizen of the country [14]. Standard language is a word that has been adapted to existing rules or guidelines, such as large dictionaries in Indonesian,

standard grammar, and EYD (spelling guidelines) [15]. In official sentences and the default language, this word is often used.

In addition to using a standard language, people now tend to prefer to use non-standard or non-formal language, especially in communicating on social media. In communication, non-formal language is defined as a language used in everyday life that does not follow grammatical rules and is sometimes even spoken or written in the form of mixed codes or Slang and so on. This non-formal language is often found in people in countries with many regions, such as India, so conversations are carried out without following grammatical rules. This non-formal language is also often found in various communication activities established on social media with users from various regions [15]. This non-formal language is the use of language that does not conform to official grammar, which gives rise to a new, more varied variety of languages. This non-formal language is characterized by a lack of proper sentences, incorrect spelling of certain words, the use of relaxed and non-standard words, informal language communication in the short term, as well as the use of abbreviations when communicating with others. The unofficial situation will also give rise to an atmosphere of unofficial use of the language. A non-standard word is a word used that does not conform to the rules in the use of Indonesian. The non-standard of a word is not only caused by incorrect writing but also caused by incorrect pronunciation or incorrect phrasing. This non-standard word is often found in the use of language in everyday life [16].

Menurut Sudaryanto dalam [13] variety of languages is also often found in communication on social media. This variety of language is a variety of language that is used according to the topic being talked about, the person being talked about, the media of the speaker, or the relationship with the speaker. In short, a variety of languages is a variation in the use of language according to different interpretations. Some of the varieties of language contained in the use of language on social media, such as mixed codes, terms, jargon, or Slang, are often found in the communication process on social media.

Code mixing is the mixing of two or more languages in the process of communication on social media that arises due to the interaction of many people in various regions. To facilitate the communication process, the community also creates terms and jargon that are used in the buying and selling transaction process. This term or jargon is used by certain circles, which is very limited and should not be known by people outside that Group. People who do not join the Group will certainly have difficulty understanding the meaning contained in the language used in the Group [12]. The new term comes from Slang. Slang can be described as a set of rules that only a certain few people understand [17]. Suminar explained that Slang is a style of language that does not have a clear stylistic structure and is the result of the evolution or modification of a number of languages, including Indonesian, according to [18]. Meanwhile, Slang tends to be a cool language that is starting to be widely adopted by teenagers in everyday life or on social media. The existence of non-formal language characteristics in the form of variations in language variety is what is the interest of researchers to understand more about the use of language in the Group of Buying and Selling Used Goods Sukoharjo on Facebook.

In addition to the variety of languages that vary on social media, especially Facebook groups, there is also a special marker on each post contained in the Sukoharjo Used Goods Buying and Selling Group on Facebook, namely the negotiation sentence. Negotiating

or bargaining for prices or products is indeed a mandatory sentence and word in the process of buying and selling transactions. The existence of a marker of the negotiation process contained in various posts by group members can be a learning medium in the world of education. One of them is regarding material related to the negotiation text. The negotiation text is a form of social interaction with the aim of resolving differences in interests between parties [19]. Thus, various posts containing the negotiation process with its various markers can be adopted in Indonesian learning about the negotiation text.

As for the relevant research conducted by Rifai with the title “Study of the Form and Function of Jargon in Facebook Group and Its Relation to Negotiating Text Learning”, results were obtained that the Buying and Selling group contained on Facebook has a different use of language, especially there is special jargon in the negotiation process. In this study, the jargon of the abbreviation ‘BU’ was found, which means that it takes money when the seller wants to make a request and hopes that the goods offered can sell quickly. There is also other jargon, such as honorific jargon, with transactional functions, such as gan, which means juragan or acronym jargon which has an informative function such as shipping which means postage. The various jargon findings in this post can be attributed to Indonesian learning about negotiating texts [12].

Meanwhile, research Joko Santosa and friends entitled “The Use of the Word Nego in the Online Buying and Selling Facebook Forum: A Sociolinguistic Review” it was also found that there are different varieties of language used in buying and selling groups which are confidential, meaning that not all understand the use of the language. In this study, the results obtained were that in buying and selling transactions, new terms were often found, such as bargaining loos, bargaining banter, and bargaining lhas-lhes which means fast [8].

Further research is by Budhiono with the title “Terms in Online Buying and Selling Forums on Facebook Social Media”, where the results were obtained that there was a foreign term used in the Group of buying and selling, which became a marker and differentiator with other communities. Some of the foreign terms used are bidding, dead stock, mint condition, and so on. These limited codes for them are a differentiator from other communities [20].

Research conducted by Sabardilla with the title “Characteristics of Seller Buyer’s Language Variety in Group Buying and Selling on Facebook” also indicates the use of different languages or language varieties in the community. These findings show that sellers and buyers in buying and selling groups on Facebook use the word “monggo” and the word “ready” as two characteristics of the variety of languages Indonesian, non-standard varieties, regional languages (Javanese), and foreign languages (English) are the languages used. Meanwhile, a variety of non-standard languages is used by sellers and buyers in Facebook buying and selling groups. The language used in the proposition is a combination of Indonesian, English and Javanese [21].

Based on these problems and uniqueness, this study will be further discussed in “Critical Discourse Analysis: The Use of Language in Group Buying and Selling Used Sukoharjo Goods on Facebook Social Media and Its Relation to Learning Negotiating Texts”. Critical discourse analysis is an analysis that derives the influence of critical linguistic theory, Frankfurt’s krtis social theory, and poststructuralism that developed in

France. Various data sources from the entire policy process, from problem formulation to policymaking, translation, and implementation, are targeted by Critical Discourse Analysis [22]. An attempt to explain a text or social reality of a group or individual with a tendency to have a certain goal to achieve the desired goal is called critical discourse analysis.

This research will focus on analyzing the use of language contained in Sukoharjo used goods buying and selling group posts found on Facebook, where there are often many different languages uses in each post related to buying and selling transactions. In addition to focusing on conducting analysis, this research also aims at Indonesian learning activities, where learning Negotiation Texts only focuses on government modules that have not been so varied until now. So that with this research, it is hoped that it can be a different learning approach to the Negotiation Text material contained in the 2013 Curriculum syllabus 2017 Revised edition. A negotiation text is a text that describes how parties with different interests can reach an agreement through social interaction. The term "negotiation" can be interpreted as a type of business that seeks to find a solution to any and all differences of opinion between the parties involved [23].

Negotiations are used to bridge different interests, such as between producers and consumers. Getting something from the other party (which cannot be limited) to the point of satisfying the understanding of the two players to make an exchange or resolve a question or conflict is the purpose of the discussion [24]. Therefore, negotiations are necessary for the parties to reach an agreement. Considerations, discussions, or conferences in connection with the draft agreement are another form of negotiation.

## 2 Research Method

### Research Type and Design

This type of research is qualitative research. Because it involves a small sample that may not be representative of a larger population, is viewed as non-objective, and the results are assessed by the researcher's own experience or opinion, qualitative research is usually viewed with light judgment and assessment in quantitative circles [25]. Qualitative research is a series of research methods used to examine the condition of natural objects where the researcher is a key instrument, then sampling and data sources are carried out purposively, with qualitative research results that emphasize meaning rather than generalization [26]. Research with this qualitative approach emphasizes a process rather than the results of research. The method used is a case study which is the right method to answer the formulation of the problem in this study because the researcher can get an overview and be comprehensive regarding the use of language in Facebook posts. That a case study is a research strategy carried out by carefully investigating a program, activity, process, or Group of individuals, this case study is very suitable for use in the type of qualitative research used by observing various processes to find out the influence of objects on each other [27].

The research design is descriptive quality research where analysis and case studies are carried out regarding linguistic aspects in posting social media activities on Facebook. The design of qualitative descriptions is especially relevant in that information is needed

directly from those who experienced the phenomenon under investigation and where time and resources are limited [28]. Descriptive research is when the researcher draws or describes in detail to describe and analyze a problem or situation when there is information about it that is not detailed enough. Before focusing on finding solutions to actual or current problems, descriptive research first compiles, explains, and then analyzes the data it collects [29].

### **Research Time**

This research was conducted in the period from September to October 2022 by analyzing the use of language in sukoharjo used goods buying and selling group posts on Facebook Social Media.

### **Data and Data Sources**

Data is all the information needed to solve the formulation of problems in research consisting of primary and secondary data. Data that comes directly from the source is called primary data, while data derived from research findings or information taken by others is called secondary data. The primary data from this study is in the form of information obtained through observation and collection of information from posts by members of the Sukoharjo Used Goods Buying and Selling Group on Facebook social media within a certain period of time. Then secondary data is obtained from various literature and sources that can be processed as data, such as through literature studies from books, journals, theses, theses, and various other literature sources to support research findings.

### **Data Collection Techniques**

The data collection technique in this study is through documentation, where the researcher will document the linguistic exposure contained in the Facebook post on the Sukoharjo Used Goods Buying and Selling Group. This data collection technique in the form of documentation is one of the qualitative data collection methods carried out by analyzing and viewing documents made by the subject himself or by others regarding the subject. A large number of facts and stored data will be processed into documents [26].

### **Data Analysis Techniques**

Examination of information in subjective exploration is carried out during the collection of information and after the collection of information. The data analysis technique carried out in this study is an interactive analysis model with stages of analysis in the form of data collection, data reduction, presentation of conclusion drawing data and verification [30]. Data analysis techniques like this are suitable for qualitative research in accordance with the title of the study to answer the formulation of problems in research.

This research uses critical discourse analysis as its analysis method. The analysis is a method or attempt to explain a text (social reality) that is being studied or will be studied in order to achieve the desired result. Critical discourse analysis sees language as an important fact, especially the way language is used to explain social inequalities [31].

### 3 Result and Discussion

Based on research conducted at Group Buying and Selling Used Goods Sukoharjo by recording posts by group members, data was obtained in the form of written speech. This research data was collected from September to October 2022. The data found in this study are as many as 30 posts which will then be analyzed related to the characteristics of the language and the variety of language used in the post and its relation to the learning of negotiation texts.

#### 3.1 Characteristics of the language used in posts on Buying and Selling Used Goods Sukoharjo on Facebook Social Media

In a post on Group Facebook, Buying and Selling Used Goods, Sukoharjo found as many as 30 pieces of data to be analyzed. There are 8 data that have language characteristics in the form of standard and non-standard words. In the use of language in daily life activities, non-standard words are often used in communicating. In the research conducted by [32] It is known that on social media, people tend to use non-standard language that is relaxed or standard language that is abbreviated. In this study, it was also found that there were many uses of non-standard words in captions and posts on Group Facebook Buying and Selling Used Goods Sukoharjo.

The following is an analysis of language characteristics data in the caption of sukoharjo's second-hand sale and purchase post on Facebook social media:

*Ripal Jr* (23 September 2022) : Mesin Potong Kyu Triplek. Masi Normal dri pdah gk di pke jual 900 lokasi Bantul palbapang . No wa 0895164\*\*\*\*\*  
*Ripal Jr* (September 23, 2022): Plywood wood cutting machine. It is still normal not to be used to sell 900 locations of palbapang Bantul. No wa 0895164\*\*\*\*\*

In the table above, there is a data analysis based on language characteristics. On account data [1] *Ripal Jr* (September 23, 2022). There are characteristics of standard and non-standard language use of words. In the Big Dictionary Indonesian, the word 'plywood' includes the non-standard word; the default word is 'triplex'.

*Bima Aji* (10 Oktober 2022) : BU septe Hp OPPO A71, mulus nominus, kel hp komplet, harga 650 nego.. jual/t nghh angsal minat wa mawon 0856414\*\*\*\*\*  
*Bima Aji's* (October 10, 2022): BU as soon as possible OPPO A71 cellphone, smooth, no drawbacks, complete hp complete, price 650 nego.. sell/trade-in yes can interest wa only 0856414\*\*\*\*\*

Data [2] on *Bima Aji's* account (October 10, 2022). There is a characteristic of language, namely the word 'complete'. In the Big Dictionary Indonesian, the word "complete" includes the word non-standard; the default word is 'complete'.



*Mario Solo* (7 Oktober 2022) : Monggo yg mau jual ROSOK ROSOK Tv, kulkas, mesincuci, ac, aki, komputer, motor dongkrok, Ontel, angkong, dan lainnya. Buku, koran, kerdus, Besi, tembaga, kuningan, Alumunium dn logam lainnya. Mau pindahan, Mebel furniture, mau jual isi perabotan rumah Siap borong. Jalur cepat WA 085 641 6\*\*\*\*\*

*Mario Solo* (October 7, 2022): Please, who wants to sell ROSOK ROSOK Tv, refrigerator, washing machine, air conditioner, battery, computer, dongkrok motor, Ontel, angkong, and others. Books, newspapers, kerdus, iron, copper, brass, Aluminum and other metals. Want to move, furniture furniture, want to sell the contents of home furnishings Ready to buy. Fast track WA 085 641 6\*\*\*\*\*

Data [3] on *Mario Solo* account (October 7, 2022). There is a characteristic non-standard word language that is 'kerdus', while the standard word in the Big Dictionary Indonesian is 'cardboard'.

*Catur Ibnugroho* (26 September 2022) : Dijual Rx-king thn 2002 kondisi motor standart/orisinil, mesin sehat belum pernah bongkar, kelistrikan & indikator normal, surat lengkap pajak hidup, gk ada minus motor siap pakai. 6,5 nego Wa: 0852136\*\*\*\*\*  
*Catur Ibnugroho* (September 26, 2022) : For sale Rx-king in 2002 standard / original motor condition, healthy engine has never been disassembled, electricity & normal indicators, complete letter of life tax, no shortage of ready-to-use motors. 6.5 negotiable Wa: 0852136\*\*\*\*\*

Data [4] on *Catur Ibnugroho* account (September 26, 2022). There is a non-standard word 'original' which should be based on the Big Dictionary Indonesian the default word form is 'original' and the word 'gk exists' which should be 'non-existent'. The word belongs to non-standard language characteristics.

*Buruh Olor* (7 September 2022) : KABEL KABEL. yang minat aja & serius sedulur yg butuh kabel instalasi listrik rumah.e. Engkel isi 2...harga peroll 150/ ambil minimal3/ lebih siap diskon harga.. monggo respon cepat dan nego silakan wa aja sedulur: 0858700\*\*\*\*\*. siap cod serta antar juga bosku...makasih bos bosku.

*Buruh Olor* (September 7, 2022) : CABLE CABLE. who are interested in just & seriously sedulur who need a home electrical installation cable.e. Engkel contents 2...price peroll 150/ take minimum3/ more ready discount price. monggo quick response and nego please wa aja sedulur: 0858700\*\*\*\*\*. Ready cod and deliver my boss... thanks, my boss boss.

Data [5] on *Buruh Olor* account (September 7, 2022). There is the word 'response'. The word is characteristic of the language because the word 'response' is a non-standard word with the default word 'response'.

*Raya Merindumu* (8 Agustus 2022) : Pemakaian cuma sebentar dijual karna udah gak kepakal Lokasi wantilan jelobo wonosari klaten 0857250\*\*\*\*\*

*Raya Merindumu* (August 8, 2022): The use is only briefly sold because it is not too bad. The location of the jelobo wonosari klaten 0857250\*\*\*\*\*

Data [6] on *Raya Merindumu* account (August 8, 2022). There is a non-standard word in the buying and selling sentence, namely 'because', which is correct according to the standard rules, and EYD is 'because'.

*Hanah Halimah Park* (5 Agustus 2022) : Stock masih 100-200 kotak. Box escream 81 tinggi22cm klling22cm ready Saget damel wadah utawi laine. Lokasi jagalan jebres solo. 0812158\*\*\*\*\*  
*Hanah Halimah Park* (August 5, 2022) : Stock still 100-200 boxes Box escream 81 height22cm klling22cm ready Saget damel container utawi laine Location jagalan jebres solo. 0812158\*\*\*\*\*

Data [7] on *Hanah Halimah Park* account (August 5, 2022). There is a characteristic language of using standard and non-standard words. The word is not standard 'box' the default word is box.

*Bayu Darmawan* (30 Juli 2022) : Dijual Samsung A20s RAM 4/ 64 Komplit fullset, kondisi normal... 1.350. wa.me/62856471\*\*\*\*\*  
*Bayu Darmawan* (July 30, 2022) : For sale Samsung A20s RAM 4/ 64 Complete fullset, normal conditions... 1,350. wa.me/62856471\*\*\*\*\*

Data [8] on *Bayu Darmawan's* account (July 30, 2022). There is a non-standard word that is 'complete' should be the correct word and standard is 'complete' meaning whole, even, no less.

Based on the analysis carried out on the data in the form of Groub Facebook posts Buying and Selling Used Goods Sukoharjo obtained 8 data that have non-standard language characteristics. This non-formal or non-standard language is characterized by the lack of proper sentences, incorrect spelling of certain words, the use of relaxed and non-standard words, informal language communication in the short term, as well as the use of abbreviations when communicating with [15]. Although many people use non-standard words that are not in accordance with the rules of the Indonesian language, the sentences used can still be understood for their purpose and purpose. The community still understands the meaning of writing even though the contents of the sentence contain writing errors that are not in accordance with PUEBI, even as much as 78% of the public admit that they do not know if there is writing that is not standard in the public sphere [33].

From the findings of this study, it can be seen that the use of language on social media such as Facebook has a non-formal language characteristics because it is used for communication unofficially. In this finding, errors were also found in the use of language, namely the existence of non-standard word writing. In this non-formal or non-standard language, there is also often found vocabulary of abbreviations or acronyms that can facilitate the communication process because it is considered shorter [34]. This non-standard word has become quite dominant because the intention of writing it is still understood by other Facebook users. The inconsistency that exists in the writing of the caption Groub Buying and Selling Used Goods Sukoharjo is caused by the existence of a non-standard word where the public in general does not know the standard form of the

word so that it uses a word that has been considered correct even though it is actually not in accordance with the established rules.

One of the challenges in the study of language in social media is that there are wide varieties of informal language used by social media users that cannot always be understood by each other. On this social media, people tend to use informal representations where the use of language does not follow the standard syntax according to the applicable language rules [35].

### 3.2 Variety of Languages Used in Posts on Buying and Selling Used Goods Sukoharjo on Facebook Social Media

Based on the data that has been collected on the variety of languages, it can be known the variety of languages in the form of Slang, jargon, terms, and mixed codes contained in the post of the Sukoharjo Used Goods Buying and Selling Group. The variety of language itself is often used to refer to any variation in the use of language according to the user. The following is an analysis of language variety data on the caption of sukoharjo's second-hand buying and selling posts on Facebook social media:

#### 3.2.1 Variety of Slang

Slang is a modification of Indonesian which gives rise to a new term. The existence of this Slang began to develop and was widely used by adolescents to adults in everyday life as part of the interaction process. In social media activities, it turns out that the use of Slang is rapidly expanding and is very easy to be adopted by the public as part of the language in communicating.

There are unique characteristics of juvenile Slang, among others: brevity, lively and creativity. The words used are usually short, but words that are too long will have their morphology cut off or replaced with shorter words [36]. Meaning is conveyed more quickly when short structures are used, making it often difficult for foreign speakers to understand. Some examples of Slang in this trade such as 'gan' or 'agan', 'TT' (trade-in), 'WTB' (want to buy), 'keep' and as Slang or other terms [37].

*Ell* (4 Oktober 2022) : Jual aja uda kekecilan sepatu bola griezman sz 40 bu lurr 120 aja cod sukoharjo sekitar wa 0813857\*\*\*\*\*  
*Ell's* (October 4, 2022) : Just sell uda small griezman football shoes sz 40 bu lurr 120 only cod sukoharjo around wa 0813857\*\*\*\*\*

Data [1] on *Ell's* account (October 4, 2022). In the potingan there is also the word 'lurr' which can mean sedulur. The word is familiar to people who interact in online buying and selling groups. In this case, there is the word 'lurr' which is a slang that develops widely in society.

*Anas Adhi QueenBetta* (12 Oktober 2022) : Ada yg minat tabung gas 3 kg gak bosque Ada 3 nganggur .450 aja.  
*Anas Adhi QueenBetta* (October 12, 2022) : There is an interest in 3 kilograms not bosque There are 3 idle .450 only.

As for the data [2] *Anas Adhi QueenBetta* account (October 12, 2022), the seller offers his wares by using the word 'Bosque', which is a slang word that is missing from the word bosku. This word is often spoken to familiar friends who are telling them to do something.

*Adjie Murni Dwfcore* (18 Oktober 2022) : Edisi habis stok gan. Monggo dilarisi minyak rambut kekinian gan.. Tinggal Aroma: Bubblegum, Anggur, Lecy, Melon, Blueberry, Mint. Beli 1 = 25k Beli 2 = 40k. Gratis sisir dan stiker. Lokasi Carikan Sukoharjo. [http://wa.me/62896314\\*\\*\\*\\*\\*](http://wa.me/62896314*****)  
*Adjie Murni Dwfcore* (October 18, 2022): The edition is out of stock gan. Please is displaced by contemporary hair oil gan. Live Aromas: Bubblegum, Wine, Lecy, Melon, Blueberry, Mint Buy 1 = 25k Buy 2 = 40k Free comb and sticker Location Find Sukoharjo [http://wa.me/62896314\\*\\*\\*\\*\\*](http://wa.me/62896314*****)

Data [3] *Adjie Murni Dwfcore* account (October 18, 2022). In the post, there is the word 'Gan' or agan derived from the word juragan. This word is generally used to call buyers and sellers. The word 'gan' is included as a variety of Slang that began to develop widely in society.

*Abby Negara* (22 September 2022) : Di Jual Gerobak bekas Nasi Goreng kondisi masih baik siap pakai. Lokasi selatan Pom Bensin Bakalan/cek maap Nasi Goreng Tok Tok. Jual 1,200 nego,cek lokasi nego ditempat. Minat bisa japri wa 0853383\*\*\*\*\*  
*Abby Negara's* (September 22, 2022): In Selling Used Carts, Fried Rice is still in good condition and ready to use. The southern location of the Bakalan Gas Station/check maps Tok Fried Rice. Sell 1,200 nego, check the location of the nego in the place Interest can jawa pribadi wa 0853383\*\*\*\*\*

Data [4] of *Abby Negara's* account (September 22, 2022). There are various languages, namely 'nego', and 'japri' (private line or private network). In the post, the word 'japri' is intended for buyers if they are interested in the goods being sold, they can contact the seller directly. The word 'japri' is a variety of language terms or Slang where this word is a general term that is often used when chatting with someone privately.

*Niki Lesmana* (23 April 2022) : Yamaha Gear 2021..ss STNK ..mulus no minus..TT by ga nmbh..mahar 6700 ng..lokasi solo baru  
*Niki Lesmana's* (April 23, 2022) : Yamaha Gear 2021..ss STNK.. smooth no insufficiency.. Trade-In by does not add up.. dowry 6700 bargain price.new solo location

Data [5] of *Niki Lesmana's* account (April 23, 2022). The seller offers his goods with 'TT' or trade-in. 'TT' is included as a variety of Slang because the word is often used in online buying and selling, both in social media groups and online conversation applications.

### 3.2.2 Variety of Jargon Languages

Jargon is a specific vocabulary that is used in a limited way in a particular field. One example of this jargon in buying and selling activities is murmer, which comes from the word cheap and festive. This murmer jargon includes a jargon derived from an acronym which is used as a description marker to provide information related to the price sold [38].

In the use of language, abbreviations and terms are often found that are only used by a certain group of people; where this is referred to as a variety of jargon language, and they are also the ones who can understand and understand the meaning of the abbreviation or term. The use of this variety of jargon language is quite often found on the internet or in buying and selling forums, especially on Facebook groups. The use of abbreviations, terms or jargon aims to facilitate communication between group members [12].

*Tito Raja* (12 Oktober 2022) : Monggo jual cepat sandal carvil asli ukuran 41 sama sepatu luxus ukuran 38 baru di pke beberapa x mulus no minus.. jual cepat aja.. Lok cemani minat ambil

*Tito Raja's* account (October 12, 2022): Please sell fast sandals carvil original size 41, same new luxus size 38 shoes in use several times smoothly with no drawbacks. Just sell it fast. Lok cemani interest take)

Based on data [1] contained in *Tito Raja's* account (October 12, 2022), there is the word 'no minus' which means that the goods have no defects or no shortcomings and the word 'Lok', which means location. These words are included as jargon because they become a special vocabulary in buying and selling.

*Dyaz Temp* (6 Oktober 2022) : Misi yang punya Motor (Dongkrok, STNK, YP. Sak wujud wujud) siap PCB... 0838099\*\*\*\*\*

*Dyaz Temp* (October 6, 2022) : Missions that have a motor (not used, STNK, YP. whatever the form) are ready PCB... 0838099\*\*\*\*\*)

Data [2] *Dyaz Temp* Account account (October 6, 2022). There is a variety of languages, namely the word 'PCB'. Pcb stands for monitor match pay, meaning that potential buyers are expected to come directly to the location set by the seller. The word 'PCB' is included as a variety of jargon language where it is a word used limited to the field of buying and selling only.

*Bima Aji* (18 Oktober 2022) : BU parah Hp Realme C2, minus pemakaian, kel hp ces, disbuke goleki raketemu, harga 850 nego,, jual/tt nghh angsal minat wa mawon 0856414\*\*\*\*\*

*Bima Aji's* (October 18, 2022) : BU severe Realme C2 cellphone, minus packaging, completeness of ces cellphone, dasbox sought not to be found, price 850 nego, , sell / trade-in yes can interest wa only 0856414\*\*\*\*\*

Data [3] on *Bima Aji's* account (October 18, 2022). There are words 'negotiable' and 'BU' which are included in various languages. The use of the word 'negotiable' refers to the ultimate goal, which is that goods sell immediately. The word 'nego' is included as a variety of jargon language where the word used is limited to the field of buying and selling only.

*Finokmley* (23 September 2022) : Menawi enten seng kerso borongan sedoyo 400 mawon nett..barang ORI sedoyo..ninggal wa 0819922\*\*\*\*\*.lok alun2 Sukoharjo

*Finokmley's* (September 23, 2022): If there is anything you need to buy all 400 nett. Original stuff all.. stay wa 0819922\*\*\*\*\*.location sukoharjo square

Data [4] on *Finokmley's* account (September 23, 2022). There is the word 'nett'; the word is included in a variety of languages because Nett is a term used for the price of an item that is suitable according to the seller and cannot be bargained anymore. The word 'nett' is included as a variety of jargon language where it is a word used limited to the field of buying and selling only.

*Witri Bue Pradana* (1 September 2022) : Ready kursi tamu nya monggo di order bos, bahan kayu jati kuat bakh barang sampai baru bayar, free ongkir,wa 0858662\*\*\*\*\*

*Witri Bue Pradana* (September 1, 2022): Ready guest seats, Please order the boss, teak wood material is vital goods until just paid, free shipping, wa 0858662\*\*\*\*\*

Data [5] *Witri Bue Pradana* (September 1, 2022). There are various languages in the word 'Free Shipping', which means free shipping or free shipping. Jargon includes a variety of languages known as "shipping." The term "jargon" refers to expressions that are often incomprehensible to the general public or outsiders [39].

*Kakasi Hatake* (20 Oktober 2022) : Jual closet jongkok terlaris. Merk: Top ; Warna : Putih. Cod sukoharjo kota saja yaa om sore jam 5

*Kakasi Hatake* account (October 20, 2022): Selling best-selling squat closet Brands: Top; Color: White Cod Sukoharjo city only yaa om afternoon at 5 o'clock

Data [6] *Kakasi Hatake* account (October 20, 2022). The word 'cod' or '(Cash on Delivery)' means the process of buying and selling with a payment system carried out when the purchased goods have arrived at their destination. The word 'cod' is a variety of jargon language where it is a word used limited to the field of buying and selling only.

*Adjie Murni Dwfcare* (11 Oktober 2022) : Modal redmi 9 ram 4/64.. Fullset lengkap : Cari TT ram 2/3 asal dpt sisa. Di mahar geh siap harga 1,200 WA 0896314\*\*\*\*\*. Lokasi carikan sukoharjo

*Adjie Murni Dwfcare* (October 11, 2022) : Capital redmi 9 ram 4/64.. Complete full set Find TradeAdd ram 2/3 as long as it can be leftover In bargaining yes ready price 1,200 WA 0896314\*\*\*\*\*. Location find Sukoharjo.

Data [7] of *Adjie Murni Dwfcare* account (October 11, 2022). There is a variety of languages, namely the word ‘full set’, which means goods that are sold completely. The word ‘full set’ is included as a variety of jargon language where it is a word used limited to the field of buying and selling only.

*Shinta Wahyu Ramawati* (8 Februari 2022) : Milky cheesnya, mom and sist Cocok untuk camilan harga mumer only 37.000 udaa dapet dessert dengan rasa mantul. Yuk monggo diorder 0895230\*\*\*\*\*

*Shinta Wahyu Ramawati's* account (February 8, 2022): Milky cheese ya, mom and sist Suitable for snacks mumer only 37,000 can make already dessert with a taste of steady right.

Data [8] on *Shinta Wahyu Ramawati's* account (February 8, 2022). There is a variety of jargon language in the word ‘mumer’, which stands for cheap festive. The term this word refers to the price of an item sold by the seller at a very low price compared to other stalls.

*Arla Arsy* (4 Agustus 2022) : Up lagiii...Kemeja batik Uk L dan M.. minatt biza japriii 0878850\*\*\*\*\*. Lokasi polokarto.

*Arla Arsy's* account (August 4, 2022): Up again... Batik shirts Size L and M.. like can answer personally 0878850\*\*\*\*\*. Location Polokarto.

Data [9] on *Arla Arsy's* account (August 4, 2022) sells goods using a word contained in a variety of jargon language, namely ‘UP’ because the post will sink or shift if there are many other new items to be posted. The purpose of using ‘UP’ is to indicate that the item is still available, can be purchased, and can be read by those who are online at the time.

### 3.2.3 Variety of Mixed Language Codes

Code mixing is the use of two or more variants of a language in a society where one of the codes is the basis that has its function and autonomy. In this case, code-mixing can be interpreted as a condition where there is a language mixed with another language, either two or more languages, without anything in the language situation that demands language mixing. In short, code mixing is a mixture or use of two or more languages that is carried out in a communication process [40]. This code mix also refers to a pair of linguistic units derived from two or more languages in a single conversation [15].

This code mix is quite often found on social media, considering that social media does not only consist of one area but consists of people from various regions and even

countries. In this case, social media means the public becomes a multilingual region, so in general, it uses coded mixed language when interacting on social media. The existence of social media users from many regions is what triggers the emergence of a code-switching or code-mixing event. The practice of mixing Indonesian with other Indonesian or Indonesian with English and other languages is known as code-mixing. There are two types of code mix, namely mixing external codes and mixing internal codes, also called code-mixing in the form of words or phrases [40].

*Hudin Prasetya* (16 Oktober 2022) : Bismillah,, Ready Laptop Second. Kelengkapan : Laptop&Charger, Free Tas&Mouse USB + Mouse Pad, Kondisi Normal, Nominus, Harga Rp 3.850.000 Nett Garansi 10 Hari, Bisa Cod/Antar Ke Rumah Area Solo Raya Minat. wa.me/62888061\*\*\*\*\*

*Hudin Prasetya's* (October 16, 2022): Bismillah, Ready Laptop Second Completeness, Laptop &Charger, Free Bag & USB Mouse + Mouse Pad, Normal Condition, Nominus, Price Rp 3.850.000 Nett 10 Days Warranty Can Cod / Deliver To Home Area Solo Raya Minat wa. me/62888061\*\*\*\*\*

Based on data [1] on *Hudin Prasetya's* account (October 16, 2022). Sellers in offering their merchandise use the word 'Ready,' which means that the goods are already there or available and ready to be sold, and also in the post above, there is the word 'free' or free. Kridalaksan stated that code mixing is the practice of using language units, such as words, clauses, idioms, greetings, and so on, from one language to expand the style or variety of language. In this case, the word "BU" is used as a slang term because it is a modification of the Indonesian language which gives rise to a new term but is easily spread [41].

*Tika Saputry* (9 April 2022) : OPEN PO JAM DAN AKSESORIS 1. Jam 2. Kalung 3. Dsb. Close hari selasa siang. Ready -+5/6hari ya. Kualitas oke, harga terjangkau banget pastinya,,, murah meriah bestie harga nya udah tertera di gambar ya gaiss,,, star 15 k,,, tinggal keep aja

*Tika Saputry* (April 9, 2022): OPEN PO CLOCKS AND ACCESSORIES 1. 2 o'clock. Necklace 3. Etc. Close on Tuesday afternoon. Ready -+5/6 days, yes Quality is okay, and the price is really affordable for sure; cheap festive bestie, the price is already listed in the picture, gaiss, star 15 k, just keep it

Data [2] *Tika Saputry* account (April 9, 2022). There is the word 'PO (PreOrder)'; the word PO in the pot means that the goods will be produced when they meet the target or deadline, and also the words 'close,' 'ready,' 'star,' and 'keep.' The word is included in a variety of languages because the form of language used by sellers varies to attract buyers. The words "pre-order," 'close,' 'ready' 'star' and 'keep' are a variety of coded mixed languages because they use English in Indonesian sentences.



*Radja Taring* (7 September 2022) : Gelang rempah CUSTOM 08976349100 .. Bebas request nama warna dan ukuran sesuka hati Bisa kirim bayar ditempat (Barang datang baru bayar)

*Radja Taring* (September 7, 2022): CUSTOM spice bracelet 08976349100. Free request for color and size names at will. Can send payment on the spot (Goods come new pay)

In data [3] on the *Radja Taring* account (September 7, 2022), sellers use the word ‘Custom’ to attract buyers. The word ‘custom’ is included in the variety of mixed language codes because it uses English. ‘Custom’ means something whose manufacture is tailored to the buyer’s order or according to a certain character, desire, or function.

*Arie Soeliztyo* (4 Oktober 2022) : Siap order kak,, BSA request pokoke,, Siap anter depan rumah.. Wa 085643230504 .. Lok bekonang

*Arie Soeliztyo's* (October 4, 2022): Ready to order, sis,, can request pokoke, Ready between the front of the house. Wa 085643230504. Bekonang location

On data [4] *Arie Soeliztyo's* account (October 4, 2022). There is the word ‘order’ and ‘request’, which is included in a variety of languages. The existence of the word ‘order’ and the word ‘request’ is English, so, in this post, you can get used to various mixed language codes. The use of English-linked Indonesian is included as a code mix because it refers to a pair of linguistic units derived from two or more languages in a single conversation [15].

*Lucky* (10 Oktober 2022) : Monggo lur yang minat, hp only ...

*Lucky* (October 10, 2022): please lur that interest, hp only...

Data [5] *Lucky* account (October 10, 2022) The word ‘Only’ is included in the variety of coded mixed languages because it comes from English which means only or only. In the post above, there is a caption ‘hp only’, meaning that only cellphones are sold, not equipped with chargers or others.

### 3.2.4 Variety of Term Languages

This term can be formed by phrases contained in the syntax. Terms of use of Indonesian vocabulary should be considered when forming this term. There are general terms and specific terms in these terms. A general term can be interpreted as a term that comes from a specific field but is used quite often to be part of a broader vocabulary. A specific term, on the other hand, refers to a term with a meaning that is limited to a specific field and, therefore, unknown to the general public. The formation of this term is inseparable from morphology, the branch of linguistics that studies the ins and outs of words, changes in groups, and the meaning of words [42].

In the field of buying and selling, for example, there must often be terms related to online shops as well as buying and selling transactions. For example, terms such as fix order, order format, sold out, restock, and other terms [42].

*Joper Area Nguter* (16 Oktober 2022) : Bibit petelur ready lokasi: nguter sukoharjo open reseller doc ayam warna monggo. Bisa ecer atau per box..wa: 0821380\*\*\*\*\*  
*Joper Area Nguter* (October 16, 2022) : Laying seeds ready location: nguter sukoharjo open reseller doc chicken color silahkan. Can be retail or setiapi box.. WA: 0821380\*\*\*\*\*

Based on data [1] on the *Joper Area Nguter* account (October 16, 2022). Included in the variety of language contained in the word 'reseller' is a designation for sellers who sell other people's goods to their consumers. The word 'reseller' is included as a term because it relates to buying and selling.

*Devi Nna* (8 Mei 2022) : Pasang Wi-Fi IndiHome buat Rumah, Kost, tempat usaha, dll. PROMO Ramadhan 295 rb perbulan & Diskon. Pemasangan 50% Minat Wa.me/62859725\*\*\*\*\*  
*Devi Nna's* (May 8, 2022): Install IndiHome Wi-Fi for Home, Boarding House, business, etc. Ramadhan PROMO 295 rb per month & Installation Discount 50% interest Wa.me/62859725\*\*\*\*\*

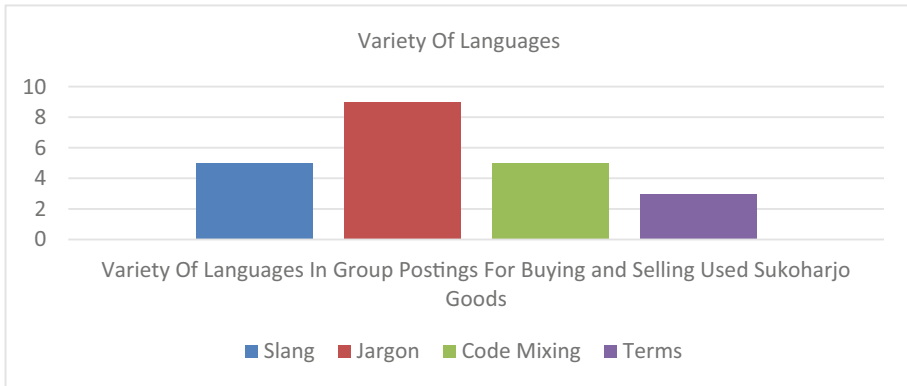
Data [2] *Devi Nna's* account (May 8, 2022) there is the word 'discount'; the word is included in the official Indonesian or contained in the KBBI. The word 'discount' is a variety of language terms related to buying and selling transactions. This discount is a general term that arises from a certain field but is widely used so that it becomes a common vocabulary [42].

*Belvina Bigesise* (13 September 2022) : Open Reseller & dropshipp produk pakaian pria ter update lengkap dan murah. (Tangan Pertama). Lokasi Pedan Klaten. WA 0823146\*\*\*\*\*  
*Belvina Bigesise* (September 13, 2022): Open Reseller & dropship menswear products are updated, complete, and cheap. (First Hand). Location of Pedan Klaten. WA 0823146\*\*\*\*\*

Data [3] on *Belvina Bigesise* account (September 13, 2022). There are the words 'open reseller' and 'drop ship'; both words are included in a variety of term languages. Dropshipping means a sales system where the seller or drop shipper only needs to market and sell goods belonging to other parties without the need to buy them first (stocking goods).

From the analysis that has been carried out, it is found that there are many varieties of language in sukoharjo's second-hand goods buying and selling posts, namely the variety of Slang as many as 5 (five) words, the variety of jargon language as many as 9 (nine) words. The variety of language mixed codes as many as 5 (five) words, and the variety of language terms as many as 3 (three) words (Fig. 1).

Indeed, language plays an important role in online purchase transactions, especially when it comes to product offerings. This allows for flexible conversations between sellers and potential buyers. Slang and foreign languages usually cause language variations, including in online transactions [43]. In addition, The use of communicative language



**Fig. 1.** Variety of Language

can also encourage others to increase feedback during online media trading. The language used in buying and selling in online media is usually up-to-date because it follows current trends. This makes it easier for them to communicate during buying and selling media on the internet [8].

Based on this data, it can be concluded that the use of language on social media, especially Facebook, in the Sukoharjo Used Goods Buying and Selling Group is dominated by a variety of jargon language. This variety of jargon language is often found in conversations in Sukoharjo used goods buying and selling groups because the interaction process involves communication that uses words that are limited to the field of buying and selling only. Thus, this variety of jargon language is often found on social media. Jargon is a variety of language formed by a particular social group where it becomes a social variety that is often not understood by the general public who are outside that Group [44]. In this case, the spoken expression is confidential. Usually, in buying and selling, there are special terms that other people who rarely interact with the trade do not understand.

### 3.3 The Relationship Between the use of Language in Sukoharjo's Second-Hand Posts on Facebook Social Media and the Learning of Negotiation Texts

The use of the language of a group is different from each other. One of the reasons why language is increasingly used is because of the ease with which people communicate and the power of online media. Social media plays a fairly important role in communicating [45]. Communication messages can be obtained from the Buy and Sell Group Post in Sukoharjo.

In the post contained in Group Jual Beli Barang Bekas Sukoharjo, many special markers are the hallmark of the negotiating text. The use of various language markers in the buying and selling field can be related to learning Indonesian SMA Class X Curriculum 2013. In this case, the appropriate basic competencies are in Basic Competency 3.11, namely Analyzing the content, structure (orientation, submission, offer, approval, conclusion), and language of the negotiation text, as well as Basic Competence 4.11.

Construct the negotiation text by paying attention to the content, structure (orientation, submission, offer, approval, conclusion), and language.

By understanding the use of various jargon languages, terms, code mixes, or Slang related to buying and selling transactions and negotiations, students can understand more about learning negotiation texts and their objectives. Learners can also find it easier to create negotiation texts with good and correct Indonesian rules. Language characteristics that are not standard in posts in Group Buying and Selling Used Goods Sukoharjo can also be used as evaluation material to analyze standard and non-standard words in a negotiating text or analyze the variety of languages used.

In this case, the linguistic study of language use in the buying and selling social media group can be linked to learning Indonesian, especially related to negotiating text material that can be found in class X SMA, according to [12]. For this reason, various data findings in this study can be used as teaching materials to help students achieve learning goals, namely content analysis, and structure, as well as language in negotiating texts.

## 4 Conclusion

Based on the research that has been carried out, several conclusions can be drawn as follows: 1) Language characteristics in Group's post Buying and Selling Used Goods Sukoharjo found 16 characteristics of non-standard language, which means that in the process of communication on social media, they often use non-formal language that is not in accordance with Indonesian rules. 2) The variety of languages found in Group Buying and Selling Used Goods Sukoharjo is in the form of Slang, jargon, terms, and mixed codes. The variety of jargon language is the type of variety of language that is most often found because, in this Group, the majority discusses buying and selling, so many words are used that are limited to the field of buying and selling only. 3) The use of language, both language characteristics and variety of languages in the posts contained in Group Buying and Selling Used Goods Sukoharjo, can be related to the learning of negotiating texts in high school class X on KD 3.11 and KD 4.11.

**Acknowledgments.** Praise the presence of God Almighty for His blessings, blessings, and mercy to the author, so that the author can complete the writing of this research article entitled Critical Discourse Analysis: The Use of Language in the Sukoharjo Used Goods Buying and Selling Group on Facebook Social Media and Its Relation to The Learning of Negotiating Texts. Completing the research article is not the end but marks the beginning of a new life adventure. The author would like to thank the supervisor for writing the article so that it can be completed. Thanks to the University of Muhammadiyah Surakarta for facilitating this program and helping to fund the publication of articles so that authors have the opportunity to write research and gain experience to contribute to the writing of these articles. The author is eager for constructive feedback, criticism, and suggestions for the sake of improvement and improvement of this article. During the process of writing this research article, the author encountered a number of challenges and difficulties, but Thank God the author managed to complete this article well.

**Author's Contributions.** The main author contributes by making proposals and carrying out research, including article writing, data analysis, and data collection. The second author contributes to reviewing the first author article and guides the proposal preparation.

## References

1. Yunarsih, "PEMBELAJARAN BAHASA INDONESIA DI ERA KOMUNIKASI DIGITAL," *Jurnal Inovasi Penelitian*, 3(5), p. 6065–6072, 2022.
2. N. Hasan, "CAMPUR KODE PADA GRUP FACEBOOK PORTAL GORONTALO EDISI 2020–2022," 3(1), pp. 71–90, 2022.
3. J. B. Landicho, "Speech Act Patterns in American and Filipino Online," *Journal of English and Applied Linguistics Vol. 1 No. 1*, vol. 1, p. 1, 2022.
4. R. R. Simatupang, M. Rahmadi and . K. Suddhono, "Tuturan Dalam Pembelajaran Bahasa Indonesia (Kajian Sociolinguistik Alih Kode dan Campur Kode)," *Kajian Linguistik dan Sastra*, p. 3(2) : 119–130, 2018.
5. M. F. Zein, *Panduan Menggunakan Media Sosial untuk Generasi Emas Milenial*, Jakarta: Komunitas Bisa Menulis, 2019.
6. Mulawarman and A. D. Nurfitri, "Perilaku Pengguna Media Sosial beserta Implikasinya ditinjau dari Perspektif Psikologi Sosial Terapan," *Buletin Psikologi*, p. 25(1) : 36–44, 2017.
7. S. Indrawati, "MENYIKAPI PENGGUNAAN BAHASA DI FACEBOOK:," *Seminar Bahasa dan Sastra Indonesia, Vol 1, No 1*, pp. 43-51, 2017.
8. J. Santosa, R. Setiawaty, A. B. Wahyudi, A. Sabardila, E. Purnomo and A. Tiyo, "PENGGUNAAN KATA NEGOTIASI DALAM FORUM FACEBOOK JUAL BELI ONLINE: TINJAUAN SOSIOLINGUISTIK," *KREDO: Jurnal Ilmiah Bahasa dan Sastra*, pp. 42–62, 2022.
9. S. Camacho and A. Barrios, "Social commerce affordances for female entrepreneurship: the case of Facebook," *Electronic Markets*, p. 1145–1167, 2022.
10. G. K. Assidik, "Pemanfaatan Media Sosial Sebagai Alternatif Media Pembelajaran Berbasis Literasi Digital Yang Interaktif Dan Kekinian," *Prosiding SAGA, vol.1, No.1*, pp. 242-246, 2018.
11. F. S. Akbar, "Slang Komunitas Jual Beli Sepeda Motor Surabaya," *Sociolinguistik, Vol.1, No.1*, pp. 1-8, 2020.
12. M. N. Rifai and Sudaryanto, "KAJIAN BENTUK DAN FUNGSI JARGON DI GRUP FACEBOOK DAN KAITANNYA DENGAN PEMBELAJARAN TEKS NEGOSIASI," *METABAHASA : Jurnal Pendidikan Bahasa dan Sastra Indonesia Volume 3 Nomor 1*, pp. 35-48, 2020.
13. A. Safira and A. P. Y. Utomo, "Tindak Tutur Direktif Pelatih Drum Corps Sabda Kinnara Drum Corps," *ALINEA: Jurnal Bahasa, Sastra dan Pengajaran, Vol 9, No 2*, pp. 127-136, 2020.
14. M. F. Salvador, G. Kondrak and P. Rosso, "Bridging the Native Language and Language Variety Identification Tasks," *Procedia Computer Science*, pp. 1554–1561, 2017.
15. B. R. Chakravarthia, A. Hande, R. Ponnusamyc, P. K. Kumaresanc and R. Priyadharshinid, "How can we detect Homophobia and Transphobia? Experiments in a multilingual code-mixed setting for social media governance," *International Journal of Information Management Data Insights, Vol 2, Issue 2*, 2022.
16. V. Ningrum, "Penggunaan Kata Baku Dan Tidak Baku Di Kalangan Mahasiswa Universitas Pembangunan Nasional "Veteran" Yogyakarta," *Jurnal Skripta Vol 5 No 2*, pp. 22-27, 2019.

17. A. R. Azizah, "PENGUNAAN BAHASA INDONESIA DAN BAHASA GAUL DI KALANGAN REMAJA," *JURNAL SKRIPTA : JURNAL PEMBELAJARAN BAHASA DAN SAstra INDONESIA, VOLUME 5 NOMOR 2*, pp. 33–39, 2019.
18. D. S. Istiqomah, D. S. Istiqomah and V. Nugraha, "ANALISIS PENGGUNAAN BAHASA PROKEM," *Parole: Jurnal Pendidikan Bahasa Dan Sastra Indonesia, 1 (5)*, pp. 665–674, 2018.
19. M. R. Qhadafi, "Analisis Kesalahan Penulisan Ejaan yang Disempurnakan dalam Teks Negosiasi Siswa SMA Negeri 3 Palu.," *Jurnal Bahasa Dan Sastra, 3(4)*, 2018.
20. R. H. Budhiono, "Istilah Dalam Forum Jual-Beli Daring Di Media Sosial Facebook," *Tuah Talino, Volume 14 Nomor 1*, pp. 49–65, 2020.
21. B. Purba and A. Sabardilla, "Karakteristik Ragam Bahasa Penjual Pembeli Dalam Grup Jual Beli Di Facebook," *BARISTA: Jurnal Kajian Bahasa dan Pariwisata, Volume 9 Nomor 1*, pp. 122–135, 2022.
22. J. N. Lester, C. R. Lochmiller and R. Gabriel, "Locating and Applying Critical Discourse Analysis within Education Policy: An Introduction," *Education Policy Analysis Archives, 24 (102)*, 2016.
23. A. Zahra, W. D. Pratiwi and E. Nurhasanah, "Analisis Tindak Tutur Ilokusi dalam Proses Tawar Menawar dan Pemanfaatannya sebagai Bahan Ajar Teks Negosiasi di Sekolah Menengah Atas," *Edukatif: Jurnal Ilmu Pendidikan Volume 3 Nomor 5*, p. 3308 - 3317, 2021.
24. Rohana and N. Angraini, "KEMAMPUAN MENULIS TEKS NEGOSIASI PADA SISWA," *JURNAL DIDACTIQUE BAHASA INDONESIA, Vol. 2 No. 1*, pp. 11–19, 2021.
25. K. Hammarberg, M. Kirkman and S. De Lacey, "Qualitative research methods: when to use them and how to judge them," *Human Reproduction, Vol.31, No.3*, p. 498–501, 2016.
26. Sugiyono, *Memahami Penelitian Kualitatif*, Bandung: Alfabeta, 2013.
27. J. Creswell, *Research Design: Pendekatan Kualitatif Kuantitatif dan Mixed*, Yogyakarta: PT Pustaka Pelajar, 2010.
28. C. Bradshaw, S. Atkinson and O. Doody, "Employing a Qualitative Description Approach in Health Care Research," *Global Qualitative Nursing Research Vol 4*, 2017.
29. M. Azizah, "Penerapan Etika Bisnis Islam Dalam Transaksi Jual Beli Daring," *Humani (Hukum dan Masyarakat Madani), Volume 10 No. 1*, pp. Halaman 83–96, 2020.
30. T. R. Rohindi, *Analisis Data Kualitatif*, Jakarta: Universitas Indonesia Press, 2002.
31. A. I. Yulianti, "Penggunaan Bahasa Pada Akun Instagram Lambe Turah: Analisis Wacana Kritis," *TELAGA BAHASA Volume 6 No 1*, pp. 369-386, 2018.
32. W. Ariesta, A. L. N. Qoyyimah and M. Markhamah, "Pergeseran Bahasa Baku: Ragam Bahasa Elitis dalam Akun Instagram Humor Recehku," *DIGLOSIA: Jurnal Kajian Bahasa, Sastra, dan Pengajarannya*, vol. 4, no. 3, pp. 259-274, 2021.
33. U. Kholifah and A. Sabardila, "Analisis Kesalahan Gaya Berbahasa Pada Sosial Media Instagram Dalam Caption dan Komentar," *Nusa: Jurnal Ilmu Bahasa dan Sastra*, vol. 15, no. 3, pp. 352–364, 2020.
34. X. Du, R. Zhu, Y. Li and A. Anjum, "Language model-based automatic prefix abbreviation expansion method for biomedical big data analysis," *Elsevier Public Health Emergency Collection*, vol. 98, no. 1, p. 238–251, 2019.
35. T. T. Sasidhar, Premjith and S. K. P, "Emotion Detection in Hinglish(Hindi+English) Code-Mixed Social Media Text," *Procedia Computer Science*, vol. 171, pp. 1346–1352, 2020.
36. J. Suleman and E. P. N. Islamiyah, "DAMPAK PENGGUNAAN BAHASA GAUL DI KALANGAN REMAJA," *Prosiding SENASBASA: (Seminar Nasional Bahasa dan Sastra)*, pp. Halaman 153–158, 2018.
37. M. Rizandi and S. Aprisari, "Analisis Kesalahan Penggunaan Bahasa dalam Forum Jual Beli Bangka Belitung pada Media Sosial Facebook," *Jurnal Pendidikan Bahasa dan Sastra Indonesia*, vol. 12, no. 1, pp. 31-41, 2022.

38. B. S. Purwanto, "Karakteristik Singkatan Dan Akronim Dalam Forum Jual Beli Burung Di Facebook," *Skripsi. Fakultas Keguruan Dan Ilmu Pendidikan Universitas Nusantara PGRI Kediri*, pp. 1–8, 2018.
39. R. Subhan, "Jargon dalam Jual Beli Di Pasar Sapi (Studi Komunikasi Transaksi)," *Jurnal Ilmiah : FONEMA, Vol 1, Nomor 2*, pp. 109-121, 2018.
40. I. S. Melati and G. K. Assidik, "Alih Kode dan Campur Kode Bahasa Jawa dan Bahasa Indonesia pada Kicauan Twitter Remaja di Surakarta," *Jurnal Pendidikan dan Konseling, Volume 4 Nomor 3*, pp. 1972–1977, 2022.
41. D. A. Mustikawati, "ALIH KODE DAN CAMPUR KODE ANTARA PENJUAL DAN PEMBELI (ANALISIS PEMBELAJARAN BERBAHASA MELALUI STUDI SOSIOLINGUISTIK)," *Jurnal Dimensi Pendidikan dan Pembelajaran Vol. 3 No. 2*, pp. 23-32, 2015.
42. R. Gewani and R. W. Amanda, "ISTILAH-ISTILAH PENGGUNAAN BAHASA PADA TRANSAKSI JUAL BELI ONLINE (ONLINE SHOP) DI AKUN MEDIA SOSIAL," *CARAKA, Volume 8, Nomor 2*, p. 100–119, 2022.
43. Hendaryan and T. N. A. Muakhor, "VARIASI BAHASA DALAM JUAL BELI ONLINE / MARKETPLACE INSTAGRAM," *Jurnal Diksatrasia*, pp. 206–211, 2021.
44. J. Garing, "Penggunaan Jargon Oleh Komunitas Waria Di Jejaring Sosial 'Facebook'," *Ranah : Jurnal Kajian Bahasa*, vol. 6, no. 1, pp. 1-29, 2017.
45. Puntoadi, *Menciptakan Pengjualan Melalui Sosial Media*, Jakarta: PT Elex Media Computindo, 2011.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

