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Scrutinizing Register Realization in Facebook Trading Group

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Abstract

This study aims at scrutinizing the register patterns used by the sellers in promoting their goods in the popular Facebook trading group used by people in Ngabang, West Borneo, "Ngabang *Jual-Beli*". The group is an ambient representation of language variation used in West Borneo. The register analysis covers the field, tenor, and mode of the discourse. The data analysis encompasses domain, taxonomy, componential, and cultural theme analysis modified by Santosa (2017). The domain covers the kinds of goods being sold. The taxonomy analysis is the three metafunctions in the SFL framework. The combined domain and taxonomy in the componential analysis figure out the register patterns in the group. The findings reveal that in the field of discourse, the posted clauses are dominated by the use of the material process, relational identification, and relational attributive process. The material process reflects the experiential meaning of the current activities. Meanwhile, the information of the goods realizes relational identification and relational attributive processes. With respect to the tenor of discourse, there is a tendency for the sellers to use declarative clauses which reflect equal status between the sellers and the customers by considering the minimal social distance. Furthermore, in the mode of discourse, the unmarked topical theme reflects as the majority of the ellipsis subject referring to the sellers. The study implies the language used in digital trading should take into account the participants, the relationship among the participants, and the media used to persuade their target market.

Keywords: facebook trading group, online shop, register, systemic functional linguistics

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INTRODUCTION

Facebook changes the way people sell their goods. Its ability to provide information, personal text, and photo as the media richness is the vividness of online content (Coyle & Thorson, 2001; Van Der Heide et al., 2012; Wang et al., 2010). A good understanding of the product and the ability to simplify sophisticated functional and technical terms of the offered products are outstanding selling skills that online sellers must have to provide similar-understandable information within their posts between the sellers and the potential consumers. The ability to provide rich information using simple language may support the effectiveness of the sellers' posts. To achieve effective selling, the sellers should prioritize caring about creating successful posts when offering their goods. However, it is not an ability that every seller has. The members of the Facebook trading group are known to vary in age, gender, goods expertise, and educational levels. Facebook posts in Facebook trading groups display a variety of language used by the members of the groups as they engage in communication and business dealings with one another. Given this variability, the sellers must be able to identify the participants they are interacting with, the nature of their interactions with customers, and the appropriate terminology to use when posting on Facebook. In online selling, the use of language is one factor that influences the sale (Tabpawan, 2022). A register viewpoint makes it simple to see the language dimension used in a particular community. The chosen register is meant to make communication between the members of some specific groups easier (Nurani et al., 2014).

The present study investigates a Facebook trading group named "Ngabang *Jual-Beli*". This Facebook group is popularly used by people in Ngabang, Landak Regency, West Borneo. It has 27.400.000 members from several districts around the Landak region and 110-120 average daily posts. The group consists of various sellers depending on the offered goods such as electronics, vehicles, food and beverage, and fashion. Each seller employs a different register covered by mixed language, English and Indonesian (Agung et al., 2021) which makes this group worth scrutinizing.

In the context of Systemic Functional Linguistics (SFL), register is defined as the configuration of semantic resources that the member of the

culture associates with a situation type (Halliday, 1978). It is the meaning potential that is accessible in a given social context. In this case, the register refers to the linguistic functional variation known as language style. As a language variation viewed from the use, register is affected by the context of the situation and also the linguistic features realized in the text.

Halliday & Hasan (1989) defined register as a variety according to its use including three parameters of the context of the situation in which it is used. Those parameters cover field, tenor, and mode of discourse. The first parameter, the field of discourse refers to what is happening, to the nature of the social action that is taking place: in what situation the participants are engaged in, and in which language figures as some essential components (Halliday & Hasan, 1989). Field is the realization of ideational metafunction which analyzes clauses and discourse. At the clause level, the analysis goes to transitivity, a group of verbs, and a group of nouns. Meanwhile, at the discourse level, the analysis covers reference chains, lexical strings, and activity order (Wiratno, 2018).

The second parameter, tenor of discourse refers to what kinds of role relationships are being obtained among the participants, including permanent and temporary relationships in which they are involved (Halliday & Hasan, 1989). Tenor can be viewed through the negotiation relationship among the language users involved in the text. Tenor is the realization of interpersonal metafunction involving three kinds of relationship, namely status, contact, and affect (Wiratno, 2018). Status is the position of each participant in the discourse, whether they are in an equal position or not. Contact reveals the intimacy of the relationship between participants such as whether the participants are in face-to-face, indirect, or one/two ways communication. Affect relates to the emotional relationship among the participants.

Third, mode of discourse refers to what part the language is playing, and what the participants are expecting the language to do for them in that situation: the symbolic organization of the text, the status that it has, including the channel and the rhetorical mode (Halliday & Hasan, 1989). Mode is the realization of a textual metafunction. To reveal the mode of the discourse in the text, it can be seen through kinds of moods, theme realization,

lexis use, the complexity of the clause, and the interdependency of clause relationship (Wiratno, 2018).

Studies of registers on online trading have been conducted by some researchers (Agung et al., 2021; Alfi, 2013; Lubis et al., 2016; Wardana, 2013). The studies of register on Facebook trading reveal the domination of verb register form in the sellers' posts (Agung et al., 2021; Alfi, 2013; Lubis et al., 2016). Moreover, the registers are formed by the mixed language (English and Indonesian). The register functions are mostly in the form of offering and consultative. Their studies employed a sociolinguistics perspective to depict register realization. These studies can identify the different linguistic forms of register used in Facebook's online buying and selling. However, they are unable to explain how clauses are produced within the activity of promoting goods and services on Facebook. The depiction of mixed-language use to the traits of clauses in the sellers' posts throughout their promotions is a myriad of analyses for upcoming research. Those earlier research, in contrast to this one, were not designed to capture the phenomenon of register utilized by the sellers, particularly about its classification of the supplied commodities. Online sellers on Facebook also come from a variety of social backgrounds. Since each seller probably uses their technical jargon, there are many different terms. Furthermore, those studies have not yet taken into account how well-developed interpersonal relationships between the sellers and the customers lead to successful selling.

Meanwhile, Wardana (2013) scrutinized register realization in action figure trading on Kaskus online trading forum using the SFL approach. The study reveals there are 10 ordinary terms and 4 uncommon terms. The meaning of the terms should be viewed through field, tenor, and mode dimensions. Additionally, the language used in the forum is informal which enables sellers and customers to build a close relationship. Despite this research was able to use SFL views to disclose a three-dimensional register, it is still relatively limited in terms of the language used for buying and selling in online forums in Kaskus. The peculiarities of the creation of clauses in online forums for buying and selling in Kaskus are not yet covered by this research.

According to a review of earlier research, a register study is required to reveal the proliferation of clauses in sellers' Facebook posts in Indonesia. Facebook users in Indonesia are diverse therefore the sellers have to adjust and simplify the use of promotional language to enhance a simpler understanding of the Facebook users when reading the sellers' posts. In addition, interpersonal relationship is a part of the priority of analysis in online buying and selling on Facebook to take a holistic picture of registers in buying and selling on Facebook. This study offers an analysis of register from an SFL perspective. It enables to reveal the characteristics of clauses in the sellers' posts in the online trading group on Facebook. Furthermore, the register realization from three dimensions in field, tenor, and mode based on the offered goods is another priority. A register study is necessary to involve the context of the situation yet where its immanent register lies in the context of situation level, one level higher than language, and one level lower than genre in the context of culture field (Martin, 1992; Wiratno, 2018).

Given that case, the context of the situation is supposedly circumscribed in the kinds of the offered goods. Each seller may have a different register for promoting them. Giving domain classification to the kinds of goods being sold offers a new paradigm to the register study. It also depicts the patterns of register in online trading within Facebook Group. Moreover, to the best of our knowledge, the register study employing SFL approach on local Facebook online trading in Indonesia is very limited. This study is expected to provide new insight into register in SFL which reveals linguistic phenomena in the context of online buying and selling of the "Ngabang *Jual-Beli*" Facebook group in West Borneo. Hence, the present study attempts to answer the gap by answering the following questions:

1. What are the language characteristics of the sellers in the "Ngabang *Jual-Beli*" Facebook Trading Group?
2. What is the register realization covering field, tenor, and mode in each domain of the sellers of the "Ngabang *Jual-Beli*" Facebook Trading Group?

RESEARCH METHOD

This qualitative study employs Systemic Functional Linguistics to depict the register realization. It describes the analysis based on the Systemic Functional Linguistics (SFL) framework developed by Halliday & Hasan (1989) covering three parameters, namely field, tenor, and mode of the discourse. The field of discourse includes experiential meaning (experiential). This involves transitivity analysis which realizes experiential meaning, namely process, participant, and circumstance (Santosa, 2003). The tenor of discourse involves interpersonal meaning. Tenor relates to three interpersonal relations, namely status, contact, and affect (Santosa, 2003; Wiratno, 2018). The mode of discourse is realized through textual meaning. This analysis is realized in the kinds of MOOD and theme.

The data of this study is the clauses derived from the sellers' posts in the "Ngabang *Jual-Beli*" Facebook trading group in West Borneo that realized the register of online trading limited to the postings from January 2021 to December 2021. The variety of the sellers and the prevalence of the mixed language are the reasons for choosing this group. The data were analyzed by domain, taxonomy, componential analysis, and cultural theme (Spradely, 1980; Miles & Huberman, 1994; modified by Santosa (2017) whereas the domain covers the kinds of the offered goods; the taxonomy analysis is the three metafunctions in the SFL framework. The domain analysis identified the usage context (Santosa et al., 2021). The domain and taxonomy were combined in the componential analysis. It portrays the register patterns in the "Ngabang *Jual-Beli*" Facebook trading group. The componential analysis investigates the relationships between the data categories in the taxonomy and the context of the data in the domain. Theoretical analysis is employed to depict the contextual relations among the categories in the cultural theme.

RESULTS & DISCUSSION

As explained above, the register of the discourse can be obtained through the three parameters: field, tenor, and mode of the discourse. Field of the discourse is realized through experiential meaning. The experiential meaning can be revealed through transitivity analysis involving the lexico-grammatical analysis of the clauses. Tenor of the discourse is realized through

interpersonal meaning. The interpersonal meaning has its grammar structure called MOOD system and MOOD structure. Mode of the discourse is the projection of textual meaning. It is oriented to the medium of communication in terms of spoken and written language. However, the influence of the local language on the use of Bahasa Indonesia in promotion dominates the data of the study. Hence, the description of the characteristic of the data is drawn as follow.

Characteristics of the data

Fifty posts obtained from the "Ngabang *Jual-Beli*" Facebook trading group from May to July 2021 are considered as the data of the study. As a member of the group, we have observed and found out that there are four kinds of goods offered in the group, namely vehicle, food and beverage (F&B), electronic, and fashion. These goods are considered as the domain of the analysis. First is the analysis of the pattern of the clauses. The analysis divulges the partiality of using a simple-clause ellipsis in the subject, predicate, or complement. The sellers are keen on omitting the subject of the clause. Table 1 describes the pattern of the clauses of the posts.

Table 1.
Post with ellipsis

No	Kinds of goods	Ellipsis (in %)		
		Subject	**Predicate**	**Complement**
1.	Vehicle	9.8	12.0	4.3
2.	F&B	6.5	12.0	-
3.	Electronic	35.7	11.0	6.5
4.	Fashion	-	2.2	-

According to the offered goods, each seller uses a different pattern of clauses. Electronic sellers mostly omit subjects in their clauses. They initiate the predicate in their clauses. For instance:

[1]   *Jual hp Vivo v19 harga 1,800 nego kondisi hp seperti di poto minat Chet*
(Selling Vivo V19 cellphone-price 1,800- negotiable-cellphone's condition as seen in the picture-interested kindly chat)

Ø	*jual*	*hp Vivo v19*	*harga 1,800 nego [kondisi hp seperti di poto minat Chet]*
S	P	O	Complement

Vehicle, F&B, and fashion sellers tend to omit the predicate of the clause in their posts. For instance,

[2] *Soul gt.2014. Surat lengkap, tangan pertama.*
(Soul GT 2014 (has) complete vehicle registration certificate, first-hand)

Ø	[menjual]	*Soul gt.2014*	*[dengan]Surat lgkp, tangan pertama*
S	P	P	Complement

[3] *1 buah 8000 besar2 ya*
(The (price of each) big fruit (is) 8000)

[harga] 1 buah	Ø *[adalah]*	*8000 besar2 ya*
S	F	Complement

[4] *Ready sepatu cewek ukuran 38 bahan karet, lentur, ringan, kuat.*
(Ready, women shoes size 38, material rubber, light, and solid)

[it]	*[is] ready*	*sepatu cewek*	*[dengan] ukuran 38 bahan karet, lentur, ringan, kuat*
S	F/P	Complement	Circumstances

Analyzing the characteristics of the data, particularly on the language use reveals that the sellers tend to simplify the clauses by omitting subject or predicator/finite. They merely focus on the complement referring to the goods, price, and quality.

Field of discourse

The description of field of discourse in the "Ngabang *Jual-Beli*" Facebook group reflects the experiential process derived from transitivity analysis covering process, participant, and circumstance. As Matthiessen (2019) said that register relates to what is happening to the nature of the social action that is taking place; what the participants are engaged in, in which the language figures some essential components. The transitivity analysis of the process also involves material, mental, relational identification, and relational attribution. Its analysis of participants covers the actors or phenomena of the process. Meanwhile, circumstance includes

location, manner, thing, and time. Table 2 presents the result of transitivity analysis in experiential meaning.

Table 2.
The frequency of transitivity analysis in experiential meaning

No	Kinds of goods	Experiential Meaning (in %)							
		MEN	MAT	IDT	ATT	Circumstance			
						LOC	MAN	THI	TIM
1	Vehicle	-	12,12	2,02	11,11	15,38	-	-	-
2	F&B	5,05	4,04	11,11	8,08	-	-	15,38	8
3	Electronic	-	19,19	4,04	18,18	23,08	23	11,54	-
4	Fashion	-	1,01	1,01	3,03	-	-	3,85	-

The transitivity analysis reveals that the material process is dominated by the clauses which are used by the sellers of Vehicle and Electronic. An example of a material process can be seen below.

[5] *Jual/ tukar-tambah Vivo y81.*
    (sell/trade-ins Vivo Y81 cellphone)

Ø	*Jual/ tukar-tambah*	*Vivo y81*
Actor	Material (doing) process	Goal

The clause *Jual/tukar-tambah Vivo Y81* is *jual /tukar-tambah* (sell/ trade-ins) considered as a material process. It is because the verb shows the process of doing something that is selling/ trading the cellular phone Vivo Y81. The actor of this process is the ellipsis. Yet, it refers to the seller itself.

Reviewing the promotion activities posted by the sellers, the study finds that most of them realize the material process. It is indicated by the terms which are used by the sellers such as *jual* (sell), *tukar-tambah* (trade-ins), *melayani* (serve), *pesan* (order), etc, and reflect the material doing the process. The goal of the process is the offered goods.

Meanwhile, the trend in Food & beverage sellers is to use a relational identification process in their clauses. It is accustomed to establish identity to something. The characteristics of its participant are token and value. The occurrence of the identification process of F&B posts was 11.11%. The example can be seen below.

[6] *Gandaria masak 20.000/ bungkus*
(The [price of] ripe Gandaria fruit is 20K/Pack)

(Harga) Gandaria masak	Ø [adalah]	*20.000/ bungkus*
Token	Process	Value

The finite [*adalah]* (is) can be categorized as a relational identifying process. That finite relates to "the process of being" to establish value. Its process is realized by an identity [*adalah*] (is) *20.000/ bungkus*. The clause of *Gandaria masak 20.000/ bungkus* signifies that the F&B seller wants to give information that the price of the ripe *Gandaria* is 20K rupiahs per pack. The finite [*adalah*] (is) belongs to the relational identifying since it substantiates a value of *20.000/ bungkus* as the identity to the token *Gandaria masak*.

The data also shows that all of the sellers operate attributive processes in their clauses. Its frequency is 18.18% in the electronic posts, 11.11% in the vehicle posts, 8.08% in the F&B posts, and 3.03% in the fashion posts. The relational attributive process realizes a quality to something "the process of being". The characteristics of its participant are carrier and attribute. The attribute is typically an indefinite nominal group or nominal group with an adjective as the head. An example of an attributive process can be seen below.

[7] *Motor kami noken, kk (Motor [yang] kami [jual] tidak ada kendala, kakak!)*
(The motorcycle [we offer] has no mechanical problem)

Motor [yang kami] jual]	tidak ada kendala	kakak
Carrier	Attributive process	

Data [7] reveals finite/predicator *tidak ada kendala* as a relational attributive process since it indicates "the process of being" to assign a quality to something. Its process is realized by the quality of the motorcycle with no mechanical problems. Thus, *the motor*cycle is the carrier of this attributive process. In short, the clauses that use relational identification and attributive process conceive that the sellers want to give value to the promoted goods.

In the "Ngabang *Jual-Beli*" Facebook group, mental processes are found in fourth place and come out with a percentage of 5.05 appearing in F&B posts. Mental processes involve the senses for instance feeling, thinking, perceiving, etc. The mental process consists of three kinds, namely affective (feeling), cognitive (thinking), and perceptive (perceiving through the five senses).

[8] *Pelanggan2 saya suka dengan Ayam Gepreknya.*
(My customers like the mashed chicken)

Pelanggan2 saya	suka	*dengan Ayam Gepreknya*
Senser	Process	Phenomenon

The verb *suka* (like) belongs to the mental process in the subcategory of affective (Santosa, 2003; Wiratno, 2018) since the sensing process is reflected through the feeling "like" the (smashed chicken) *ayam geprek* being sold. The characteristics of its participants are recognized as senser and phenomenon. In this case, the senser is realized by *Pelanggan-pelanggan saya* (my customers). It acts as the subject of the clause. Meanwhile, *dengan ayam geprek (the smashed* chicken) acts as a phenomenon. By using a mental process, the seller wants to tell that the customers have the same feeling as them about the food being sold.

It is done by delivering strong evidence, the F&B sellers tend to use the customers' testimony. Showing the same feeling and perception toward the taste of the promoted food is considered important. The promotion activities also embrace the circumstance (location of the online shops), manner (negotiable price), thing (the condition of the goods), and time of the delivery service.

Tenor of discourse

The tenor of discourse reflects the interpersonal relationship between the sellers and the customers. The analysis steps in three aspects namely status, affect, and contact (Wiratno, 2018). The status reflects the intimate relationship between the sellers and the customers. The affect relates to the emotional point of view or the participant's judgment (Santosa, 2003; Wiratno, 2018). It means that affect refers to the sellers' justification of the

promoted product to the customer candidates. Meanwhile, the contact is looking for the familiarity of the language used between the participants. It involves the signature of the relationship whether it is one- or two-way communication, direct or indirect communication, and how close the relationship is.

The findings disclose the sellers' clauses are dominated by the interaction of giving information. Figure 1 illustrates the composition of interpersonal interaction of the sellers' clauses.
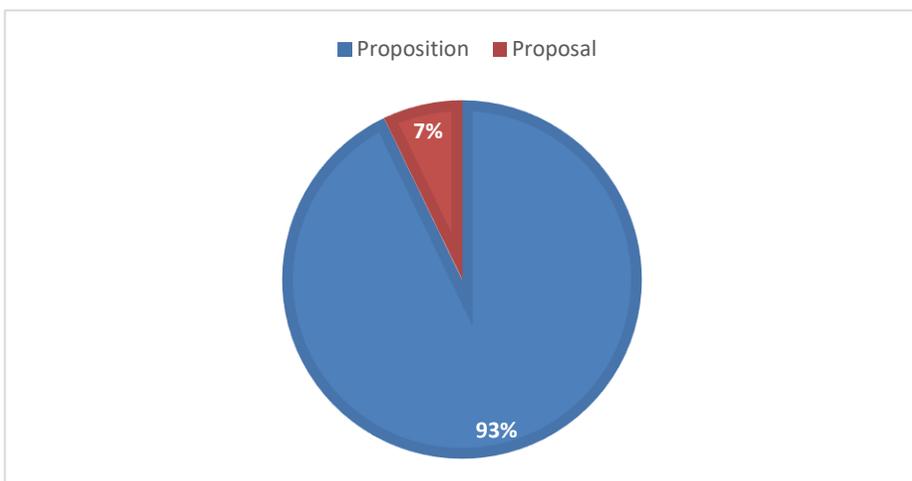

Figure 1. Mood structure analysis

Reviewing, the data, the sellers exploit giving information clauses largely in their postings. They describe their goods and services to provide information catchy information to the Facebook group visitors. Meanwhile, there are 7% of the sellers' clauses ask for service such as asking for the buyer's identity for the delivery kinds of stuff. The interpersonal interaction is best portrayed in the MOOD system analysis. The data divulges that indicative declarative clauses dominate the sellers' postings. They are presented in various goods. In addition, the imperative clauses are also presented in F&B, electronic, and fashion domains with lower frequency. Table 3 below shows the MOOD analysis.

Table 3.
The frequency of MOOD system analysis

No	Kinds of goods	Interpersonal Meaning (in %)	
		Indicative declarative	Imperative
1.	Vehicle	24.49	0
2.	F&B	22.45	1.02
3.	Electronic	42.86	4.08
4.	Fashion	3.06	2.04

Table 3 manifests the declarative clause becomes the majority in the "Ngabang *Jual-Beli*" Facebook Group. The identification of declarative clauses can be seen from the position of the subject that precedes the predicator or finite. Declarative clauses are beneficial to provide information on the promoted goods to the customer candidates. The finding indicates that the degree of relationship between sellers and customers is equal. An example of the declarative clause is as follows.

[9] *Vivo Y12i mulus ori 1,400 nego tipis*
    (Vivo T12i flawless original, price 1,400, negotiable)

(*kondi*si/condition) Vivo Y12i	Ø [*adalah*]	*mulus ori 1,400 nego tipis*
S	F	Complement
Mood		Residue

Indicative: declarative; giving information

Meanwhile, the imperative clauses can also be found on the sellers' posts in F&B, electronic, and fashion. Imperative clauses are identified from the position of predicator or finite that precedes the subject. They are used by sellers for particular reasons. First, F&B sellers utilize imperative clauses to ask the customer candidates to list their names in the Pre-Order list.

[10] *Tulis nama dan alamat untuk PO*
     (Write your name and address for Pre Order)

Tulis	*nama dan alamat (anda)*	*untuk PO*
Predicator	Subject	Complement
Mood		Residue

Second, some electronic and fashion sellers utilize it to ask the customer candidates to visit their offline shops for further transactions such as quality checking or sampling.

[11] *Cek kondisi barang, datang saja ke Toko Anshana di Jalan Tungkul nomor 105*
(Kindly visit Anshana shop at Tungkul street number 105 to check the condition of the good)

Cek (kondisi barang), datang saja	*ke Toko Anshana di Jalan Tungkul nomor 105*
Predicator	Complement
Mood	Residue

As the predicator precede the subject or complement, it indicates that the sellers bespeak the buyer to do something. They lead and attempt to provide the opportunity for the buyer candidates to check the quality of the goods to prevent complaining. The imperative clauses help the sellers to persuade buyer candidates to visit their shop and provide face-to-face transactions are excluded.

Furthermore, the next aspect to be considered is the affect. Considering the frequent use of declarative clauses, it denotes that the sellers put themselves as part of the customers' social life. Providing a detailed description of the promoted products is for the sake of building product value. The agentive role is said to be equal and the social role is considered non-hierarchic. Viewing the aspect of contact, the use of familiar terms of trading is customer friendly and more understandable for instance *jual/ tukar-tambah, pre-order, minat, chat, inbox, pengantaran,* etc. The minimal frequency of the appearance of the technical terms implies that the social distance between participants is considered minimal.

Mode of discourse

Martin (1992) in Santosa (2003) states that mode covers two variables namely channel and media. Channel relates to language use; it tends to be spoken or written language. Meanwhile, media refers to the proportion of the language used in certain media. Those variables are realized in the textual

theme of the clause. In the "Ngabang *Jual-Beli*" Facebook group, the textual theme is mostly expressed by unmarked topical themes. Table 4 shows the percentage of the realized textual meaning in the group.

Table 4.

The percentage of textual meaning

No	Kinds of goods	Textual Meaning (in %)	
		Marked topical theme	**Unmarked topical theme**
1.	Vehicle		24.49
2.	F&B	1	22.45
3.	Electronic		46.94
4.	Fashion		5.10

The unmarked topical themes are realized through the use of the subject ellipsis "I" which appears in the "Ngabang *Jual-Beli*" Facebook group that refers to the sellers. The existence of unmarked topical themes mirrors the position of the actors (sellers) as the doer of promotion activity. The channel variable can be analyzed through the pattern of the clauses. Most of the clauses are complex clause-type paratactic. The indication is obvious in the use of elaborative conjunction comma (,) in the clause (Santosa, 2003). The function of complex clause-type paratactic tacks on the information especially the specification of the promoted goods. Since the clauses are mostly omitted either in the subject or predicate, it signifies that the language form in the group tends to be spoken text with two ways of communication (Eggins, 2004; Pratiwi, 2016). It gives a significant result to the number of followers of Ngabang *Jual-Beli.* Various social backgrounds of the group's members can easily understand the posted promotion by the sellers. With respect to the language, Ramirez-Asis et al. (2021) noted that promoting products on Facebook needs both interactive language and real-time connectivity to keep in touch with the customers. Hence, the usage of spoken text channels is appropriate in social media.

Discussion

The study demonstrates that the language characteristic of "Ngabang *Jual-Beli*" posts represents the usage of simple clauses. It is indicated by the omission of the subject or predicator (finite) for the sake of effective

promotion by exposing the complement referring to the goods, price, and quality. The result of the study corroborates Lubis et al. (2016) and (Wardana, 2013) that the role of language in promotion is oriented to persuade people to buy goods by applying effective and efficient words.

Concerning the field of the discourse, the results reveal that the sellers frequently use relational and material processes to shape their promotion. It is because buying and selling are the prime activities in such a group. Sellers use various terms of language as a medium by writing the word *"jual"* (sell), *"tukar-tambah"* (trade-in)*, and so on*. This study confirms that promotion posting involves large numbers of verbs (Alfi, 2013). The social setting and purpose of the interaction are referred to as the field. The social setting of the register occurs when the sellers provide additional information about the purchasing and trading system, the merchandise, and its specifications. The material process helps the sellers convey the process of doing which is realized through verbs showing physical activity (Wiratno, 2018). Additionally, the relational process helps the sellers to describe the offered product (ibid.).

For the tenor of the discourse, the domination of proposition clauses contributes to the equality relationship between the seller and the potential buyers. The existence of a declarative clause in most of the seller's clauses indicates that the sellers pose their selves in an equal position with the buyer. This is in line with the study from Agung et al. (2021) and (Wardana, 2013) revealing that the social distance between seller and buyer in trading tends to be minimal. The findings of Pratiwi's (2016) study, which asserted that there is less interaction between advertisers and their target consumers in mass media commercials are in conflict with this. The assumption that there is an intense interaction between buyers and sellers in social media trading is supported by the study's outcome comparison. The sellers attempt to polish their postings as interactive as possible by eliminating the distance.

The result of mode of the discourse analysis reveals that the sellers tend to use spoken text in their promotion activity to give informative content. It can be seen through the form of two-way communication, the existence of many ellipses clauses, and more dominant complex clauses (Santosa, 2003). Moreover, spoken text which is appropriately used in social media such as

Facebook is proven successful in attaining customer response (Chetioui et al., 2021). In line with this, "Ngabang *Jual-Beli*" Facebook group has massive followers and active members. They have various social statuses and educational backgrounds, so simple language use is effective. The use of language is the art of selling in advertising to persuade consumers to change their concepts and attitudes which evokes more interest in the offered posts (Thongchuay & Srinuanpam, 2019). This strategy is an effective implementation to be adopted in the level of post advertising, namely from "push advertising" to "trust advertising" which leads to the successful selling of the sellers (Dehghani & Tumer, 2015).

CONCLUSION

Register realization in the "Ngabang *Jual-Beli*" Facebook group can be magnified through its variables namely: field, mode, and tenor of discourse. The field of discourse presents the experiential discourse covers the process involving the clauses, participants, and circumstances. The material process is the most dominant process realized in the sellers' clauses. In this case, the majority of electronic sellers use it in their posts. It signifies the involvement of physical activity in selling and trading. Furthermore, relational identification and attributive process are used by the seller to describe their promoted goods. The circumstance of the process involves the circumstance of location, thing, manner, and time. The tenor of discourse reveals that the relationship between the seller and the customer candidates is agentive or social roles. Their status is equal and social distance is minimal. With respect to the mode of discourse, the unmarked topical theme is the majority theme that is used by the sellers. The unmarked topical theme is realized through the ellipsis subject "I" referring to the seller. In addition, the promotion texts are the form of spoken-written text with two ways of communication. This implication of this research actualizes the need for language use in the context of marketing on social media, especially Facebook. Informative, effective, and efficient are the characteristics of that needs. The Sellers have to notice their language use and its affinity with what the participants are doing (field), the relationship among the participants (tenor), and the suitability of form and meaning towards the choice of the media (mode). Despite the present study

could reveal the pattern of the register in the online trading group, there is a limitation regarding the time of the study. The source of data has no various patterns since the limitation of the focus is only on the seller and buyer's interaction without comparing to the other groups. If similar research is conducted within a larger group for a longer duration, the interaction between seller and customer candidates in the comment box will gain more interesting topics and findings for future study.

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