



# **REGISTERS USED BY CUSTOMER SERVICE OF *PT. TIKI* JALUR NUGRAHA EKAKURIR (JNE) AT JNE SUMBERSARI 1**

**UNDERGRADUATE THESIS**

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**STUDY PROGRAM OF ENGLISH  
DEPARTMENT OF LANGUAGES AND LITERATURE  
FACULTY OF CULTURAL STUDIES  
UNIVERSITAS BRAWIJAYA  
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NUGRAHA EKAKURIR (JNE) AT JNE SUMBERSARI 1**

**UNDERGRADUATE THESIS**

**Presented to  
Universitas Brawijaya  
In partial fulfillment of the requirements  
For the degree of Sarjana Sastra**

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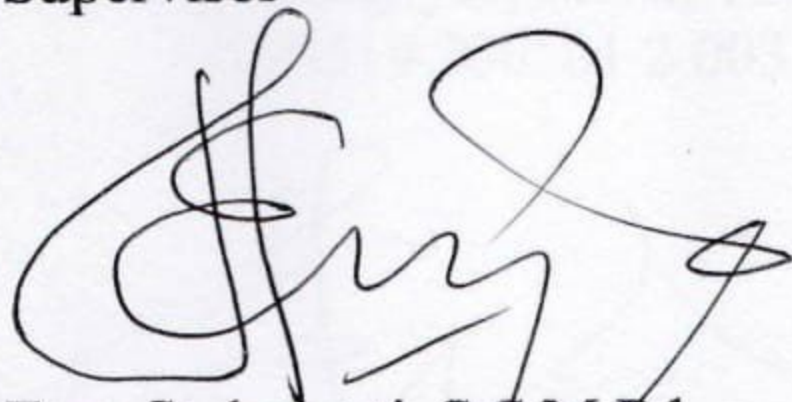


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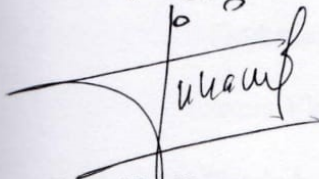


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## ACKNOWLEDGEMENTS

First of all, the researcher presents the deepest gratitude to Allah SWT for the blessing and guidance so that this thesis can be completed. Moreover, the researcher would like to give greatest thanks for her supervisor, Emy Sudarwati, S.S M.Pd who helped her excellent guidance, patience, and great knowledge to her thesis writing process. The researcher is also grateful to Isti Purwaningtyas, M.Pd as the examiner for the suggestion and constructive comment for the improvement of this thesis. Besides, the researcher would also like to thank for customer service as the speaker source in this research.

Secondly, a special gratitude is expressed to her beloved parents, Moch. Solikin and Nuriyah, her beloved brother Faqih Fansuri and also her beloved sister Syifa Nurul Lathifa for their encouragement and prayers to finish this thesis properly. The researcher doesn't forget to deliver thanks to the second parents, Bpk. Ir. H. R. Imam Santoso M.Si and Ibu Ir. H. Nilawati for the support.

Then, the next acknowledgements are delivered to the researcher's beloved friends Lani Dzikiriana, Yulfika Rohma, Nindya Yonna, Amira Fadhila, Devi Yanti, Devi Tria, Imania Firdha, Rubiatun Khasanah, Khairun Nisa, Alfiatus Sholihah, and Maratul Mufarrahah for their contribution in reminding, spreading their loves and giving their support and comments for the improvement of the study.

Malang, 19 July 2017

The researcher





## ABSTRAK

Palupi, Kuni Dyah, 2017. **Registers Yang Digunakan Oleh Layanan Pelanggan Dari PT. Tiki Jalur Nugraha Ekakurir (JNE) di JNE Summersari 1.** Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: Emy Sudarwati.

Kata Kunci : Sociolinguistik, Register, Sistem Pengiriman, PT. Tiki Jalur Nugraha Ekakurir, Layanan Pelanggan.

Salah satu ciri khas manusia adalah mereka mempunyai bahasa dan menggunakannya untuk berkomunikasi. Sebagai makhluk sosial, komunikasi adalah cara yang sangat penting untuk membentuk suatu kelompok masyarakat. Masyarakat membentuk kelompok-kelompok masyarakat berdasarkan area, ketertarikan, kelas sosial, agama dan sebagainya. Pada kelompok masyarakat tertentu, anggotanya membuat istilah-istilah untuk kelompoknya dan ini disebut register dalam variasi bahasa. Dalam studi ini penulis mempelajari tentang register yang digunakan oleh layanan pelanggan di PT. Tiki Jalur Nugraha Ekakurir (JNE) dengan menggunakan konsep register dari Brown dan Attardo (2009). Adapun permasalahan dalam penelitian ini adalah (1) apa saja register dan makna yang digunakan oleh layanan pelanggan di PT. Tiki Jalur Nugraha Ekakurir (JNE), (2) apa saja faktor kontekstual dari register yang digunakan oleh layanan pelanggan pada PT. Tiki Jalur Nugraha Ekakurir (JNE).

Pada penelitian ini penulis menggunakan metode deskripsi kualitatif dengan sampel homogen. Data berasal dari percakapan antara layanan pelanggan dan para pelanggan di salah satu kantor cabang JNE tepatnya di JNE Summersari 1. Sumber data yang dipakai adalah ungkapan yang dipakai oleh pelayan langganan tentang sistem pengiriman di JNE. Penulis mendeskripsikan kontekstual analisis tentang register yang digunakan oleh layanan pelanggan.

Penulis menemukan 21 register yang dipakai oleh layanan pelanggan di PT. Tiki Jalur Nugraha Ekakurir (JNE). Beberapa register mempunyai makna secara umum bagi orang luar dan arti bagi komunitas tersebut. PT. Tiki Jalur Nugraha Ekakurir membuat istilah untuk memudahkan pelanggan menyebutkan jenis layanan pengirimannya. Umumnya penulis menemukan sebagian besar kontekstual analisis yang mempengaruhi pembicara adalah fungsi diskursif tentang jenis sistem layanan pengiriman. Layanan pelanggan memberi informasi agar pelanggan faham layanan yang dimaksud.

Register yang digunakan oleh layanan pelanggan dari PT. Tiki Jalur Nugraha Ekakurir (JNE) memiliki hubungan dengan sistem pelayanan pengiriman. Penulis menyarankan agar penulis selanjutnya menganalisa register di bidang lain karena masih banyak lapangan yang bisa dijadikan objek.





## ABSTRACT

Palupi, Kuni Dyah, 2017. **Registers Used by Customer Service at PT. Tiki Jalur Nugraha Ekakurir (JNE) at JNE Summersari 1.** Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Emy Sudarwati.

**Keywords:** Sociolinguistics, Registers, Delivery System, PT. Tiki Jalur Nugraha Ekakurir, Customer Service.

One of the characteristics of human being is that human has language and use language for communication. As a social being, communication is the most important way to create the society. People create society based on region, interest, social class, religion, occupation and many others. In specific group people create their own terms in their community and it is called register. In this study, the writer conducted a study about registers used by customer service of *PT. Tiki Jalur Nugraha Ekakurir (JNE)* using the concept of register by Brown and Attardo (2009). There are two problems of the study; they are (1) what are the registers and meaning used by customer service at *PT. Tiki Jalur Nugraha Ekakurir (JNE)*; (2) what are the contextual factors of the registers used by customer service at *PT. Tiki Jalur Nugraha Ekakurir (JNE)*.

This study the writer used descriptive qualitative approach with homogeneous purposive sampling. The data were conversation between customer service and customer in the one of branch office of JNE exactly at JNE Summersari 1. The data source was the utterances used by customer service about delivery system in JNE. The writer described the contextual analysis of the conversation where the registers used by the customer service.

The writer found 21 registers used by customer service of *PT. Tiki Jalur Nugraha Ekakurir (JNE)*. Some of the registers have common meaning some do not. Common meaning is what people know in general about the terms. *PT. Tiki Jalur Nugraha Ekakurir* makes term to make it easier for customer to mention the kind of delivery service of it. Generally the writer found all of the contextual factors influencing the speakers are the discursive function about the kind of delivery service system. The situation is when the customer service give information to make the customer feel understood when they what to send package.

The registers used by customer service of *PT. Tiki Jalur Nugraha Ekakurir (JNE)* have relation with the delivery service system. Those registers are important knowledge to reach understandable when sending package. The writer suggest for the next writer to analyze register in other field because still many field can be used as an object. It can give information not only for English students but also for other people who need the kind of delivery service system.





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## CHAPTER I

### INTRODUCTION

In this chapter, the researcher discusses some important points related to the area of the research. They are background of the study, problems of the study, objectives of the study, and definition of key terms.

#### 1.1 Background of the Study

One of the characteristics of human being is that human has language and uses language for communication. Wardhaugh (2002, p.3) says “a language is a system of arbitrary verbal symbol which is used by the members of a speech community as a mean of communication to interact and express their ideas, feelings and thoughts”.

As a social being, communication is the most important part to create the society. it is very important because by using communication we can share our opinion or deliver the meaning in our daily interaction. Communication cannot be separated from language because we use language as a media to communicate with each other and language is used to make communication easier in daily life as we communicate using language, therefore language and society is closed related.

One of branches of linguistics studying the relationship between language and society is called sociolinguistics. Trask (1999, p.282) defines sociolinguistics as a





branch linguists which studies the relationship between language and society.

Furthermore Chaika (1987, p.2) states that sociolinguistics is the study of the way people use language in social interaction. It means that the relationship between language and society is connecting each other.

Sometimes people use language in society or specific group of people in the community or in the company. A company is an association or collection of individuals, whether natural persons, legal persons, or a mixture of both. Company members share a common purpose and unite in order to focus their various talents and organize their collectively available skills or resources to achieve specific, declared goals. In this research, the researcher try to introduced one of the companies that operate the delivery system in the service delivery framework in Indonesia, called Tiki Jalur Nugraha Ekakurir (JNE). This is a delivery marketing system in which every process using delivery service to deliver the thing that the customer need. The employee of the company makes some particular terms used by all members are called register. Nowadays, the online shopping activities is so numerous that why the online shopping activities should complete the service by using good delivery system and in this case there will be somehow service from delivery agency on of them is JNE. The writer is interested in investigating register used by JNE.

These are some reasons why the writer used JNE for object not the other delivery system. The first one, the office of JNE is everywhere, as the service of JNE is satisfying and there are so many branches of JNE for Indonesia especially in Malang so it is avordable and this is reachable which makes customers choose JNE as one of





their delivery systems. The second one is JNE provide the picking up the service because the object of the study somehow is very important. The employee of the company make some particular terms used by all members are called register. For the example, the customer service of JNE sometime mention terms like “COD” or Cost On Delivery which means that the payment will be charged after the thing delivered. According to Wardhaugh (2006) register is a kind of language variation, or it is vocabulary used by certain people in a social group and has particular meaning in the group. Register is also a part of language.

The writer has some purposes when choosing register topic in the JNE. This study gives contribution to the wider community that is useful to know the registers used by the JNE. Nowadays a lot of people who are self-employed and sell their wares by using online sites or commonly known as online shop. With the JNE is easier for the seller to send the ordered items desired by the buyer, it is extremely beneficial for those who are separated distances to easily send goods without having to deliver directly to the destination, we can take advantage of services between the goods provided by the JNE. Therefore, knowing the existing registers in the JNE is very helpful for those who will send the goods by using JNE services. This study also gives contribution for the readers about the analysis of register meaning and contextual factors that influence the speakers when delivering the register in the business.



: Register is kind of language variation, it is vocabulary which used by certain people in social group and has particular sense in the group (Wardhaugh, 2006).



### 3. PT. Tiki Jalur Nugraha Ekakurir (JNE):

JNE is an express and logistics courier services company, originated from Indonesia and it is official name is Tiki Jalur Nugraha Ekakurir, nowadays Tiki JNE is better known as JNE (Wikipedia).





## CHAPTER II

### REVIEW OF RELATED LITERATURE

In this chapter, the researcher presents the discussion about the theories and previous studies underlying this research. The main theory of this research is sociolinguistics which is focused on register used by the official employee of Tiki Jalur Nugraha Ekakurir (JNE).

#### 2.1 Sociolinguistics

When talking about the relationship between language and society, the linguist must learn the study about social and language “Sociolinguistics”. Meyerhoff (2006, p.26) stated sociolinguistics is a very broad field and it can be used to describe many different ways of studying language. It is study about language and society, and how people use language to communicate each other. Sociolinguists use a rank of method to analyze patterns of language use in society. They study the interaction, sociology, anthropology and cultural studies of the society. In similar course Yule (2010, p.) said that Sociolinguistics is the study of relationship between language and society, it has strong connection with anthropology of language and culture, and sociology of the role language plays in social group and social psychology how attitudes and perception are expressed. So sociolinguists try to analyze language from a social perspective they use all those connections.





## 2.2 Language Varieties

Language variety may be defined as a set of linguistic items with similar social distribution. A language variety may be defined as a set of linguistic items with similar social distribution. Every people cannot speak alike, even they are in the same area and all were born there. According to Wardhaugh (1998), language variety is terms of specific set of linguistic or human speech pattern such sound, words, grammatical features which has connection with some external factors such as geographical area or social group while in the book entitled Sociolinguistics Variation, Bailey and Lucas (2007) described the area of language variation, the human speech pattern has been areas of phonology, syntax, and style. It is happen in the group of people. Thus, language variety is the variation of human speech pattern (sound, style, vocabulary and grammatical) which influenced by social factors and individual differences such as social group, class, age, sex, race, background class, education, occupation or social network and interest.

### 2.2.1 Register

Register is one of language varieties learned in sociolinguistics. Fromkin et al (1996) explained the different between style and register, if style is the language variation that determined by the speaker attitude toward the hearer or the situation. In register, it is determined by subject matter or the purpose of the communication. For the example, word *software* and *network* are the register of computing. Registers related to many technical terms such as science, profession, trade or occupational that





has its own set of words. According to Trudgill (1974, pp.104) defined that register is a language variety that is shaped by the work environment — Occupational linguistic varieties of that sort have been register, and likely to occur in any situation involving members of particular profession or occupation. As well as, Holmes (1992, pp.282)

stated that overtime the language of groups develop more and more characteristic which distinguishes their communication from those of other group. Meanwhile, Wardhaugh (1998) register is complicating factor in any study of language varieties.

It is a set of vocabulary items languages with discrete occupational or a social group. While according to Brown and Attardo (2009) it is another variation of language which determined by the subject matter rather than geographical social issue. For example sport announcer talk, “she shoots!” and “she score!” In brief, register is kind of language varieties. It is a set of vocabularies which is created and used by certain social group based on subject matter. Register is also known only by people who used the words. It not only connects with the occupation but also particular vocabulary.

Further, Brown and Attardo (2009) say that the concept of register used is often defined as related to the contextual factors, those are:

**a. Subject Matters:** it is what the text is about and what speakers are talking about will determine, to a certain extent, their choices in the various linguistics levels: lexical, syntactic, and so on. Chemistry or physic, for example will have their own registers.

**b. Social roles or situation:** it is about who the speaker, what he or she does and how the situation when using the registers.





c. **Discursive function:** the aim or purpose of using register, such as discussing, insulting and so forth, such as the “field of discourse”

Contextual factors are the background factors that influence people delivering their utterance. There is additional explanation from Cutting (2002) about situational context. It is the situation where the interaction is taking place at the moment of the speaking. This is the demonstrative pronoun, used for pointing to something that hearer and the speaker can see. So, contextual factors are the features used to see the contextual meaning of the register.

When talking about register, there is a language variety which has the same concept of register which called “jargon”. In his book entitled the study of language, Yule (2010) says that jargon is one of the defining features of register. It is kind of special vocabulary and used in specific areas of work or interest to social situation, jargon is used to see people who belong to the “insider” and “outsider” of the group in community. According to Fromkin et al (1996) jargon is specialized vocabulary used by those inside a social group and it is formal vocabulary for them. Akmajian et al (2001) also explain how people in the group use jargon. People use jargon with vocabulary item such as phonemes, morpheme and transformation, jargon does not exists in limited group, but it exists in special interest group. Jargon is often basis for feeling group of solidarity and show who do not use jargon are not part of the group.

So, jargon is more specific terms rather than registers. It is used by the insider of the group to create the solidarity. In brief, Jargon is a part of register. It is also the special



vocabulary used by the member of the group and it differentiates to those who become the member of the group or not.

### 2.3 Tiki Jalur Nugraha Ekakurir (JNE)

JNE is a company engaged in the field of shipping and logistics based in Jakarta, Indonesia. The official name is Tiki Jalur Ekakurir Nugraha (JNE). PT Tiki Jalur Ekakurir Nugraha was established on 26 November 1990 by H. Soeprapto Suparno. The company pioneered as a division of PT Citra van Courier Express (Tiki) to deal with international courier network. Starting with eight people and capital of 100 million rupiah, JNE began its business activities are focused on handling the activities of customs, import shipments, documents and delivers from abroad to Indonesia. In 1991, JNE expand its international network by joining as a member association of courier companies some countries of Asia (ACCA) which the station in Hong Kong who then gave the opportunity to the JNE to develop the conduction region to the whole world. Because of competition in the domestic market, JNE also address expanding domestic network. With the domestic network and its name Tiki, JNE benefit of competition in the domestic market. JNE also expand its services to logistics and distribution. Over the years TIKI and JNE develop and become two companies that have directions respectively. Because of these two companies have become rivals. JNE eventually became the company itself with its own management. JNE created them own logo that distinguishes it from Tiki. JNE



The second previous study is conducted by Nony Wahyuningtyas (2014) entitled “Registers of Debates Used by Malang Debating Union”. In her study, Wahyuningtyas was eager to find out registers meaning and the meaning of registers in Debating Union, in terms of analyzing registers meaning in connection to the participants and communicative purpose. She gives description on the meaning of register in connection with the context or situation use. In her research, she applied qualitative approach with register found within debate activity as the data source. She





conducted research with recorded material as the material to be analyzed, therefore she took concern on document or content analysis. She finally found 14 terms of register.

This study has similarities and differences to Wardhana's and Wahyuningtyas's study. The similarities between this present studies to the previous studies are; both of the previous studies and the writer's study are about the topic, that is register and the research method, which is qualitative one. Wardhana was interested in analyzing registers and the meaning of them. It is the same as the present study, in which the writer is also willing to find out registers and their meaning within a forum or community. Meanwhile, Wahyuningtyas gives description on the meaning of register in connection with the context or situation. In the present study, the writer does an analysis face to face communication between customer service and the courier of JNE.

Then, the differences among this study with Wardhana's study is the analyzed registers found in figure trading forum on Kaskus and how the variable that consist of field, mode, and tenor were applied by the members on Kaskus. Meanwhile, Wahyuningtyas study is interested in analyzing registers and the meaning of them within a forum or community. It is different from the present study, in which the writer wants to find out registers and the meaning within conversation between customer service and the courier in JNE. Moreover, Wahyuningtyas attempts to analyze registers found in community and concerns face to face communication



among debaters in Malang Debating Union and applies the theory of Biber and Conrad (2009).

The differences among this study with Wardhana's and Wahyuningtyas studies are in the data sources. This study took the data from the employee of JNE especially between customer service and courier of JNE, and the data were the utterances used during they are having conversation each other. Then

Wardhana's study took the data source from written text in forum Kaskus.

Meanwhile, Wahyuningtyas study took the data from debaters in Malang Debating Union.





## CHAPTER III

### RESEARCH METHOD

Here, the writer elaborates the research method. Research method is used to show how the writer conducts the research. There are four aspects which are discusses in this chapter. They consist of research design, data source, data collection, and data analysis.

#### 3.1 Research Design

In this research, the writer analyzed the registers used by customer service in JNE. Therefore, the data of the research were in a form of word; it meant, this research used qualitative approach. Ary et al (2002, p.565) also states that qualitative research is the study or analyzing phenomena from the perspective of the human participants in natural setting without proving the predetermining hypotheses. Therefore, when using the qualitative method to analyze the data, the writer does not need to predetermine hypotheses and prove it, the researcher needs to analyze what is the important of the data.

In addition, Creswell (1998, p.455) said that qualitative research is an inquiry which aims to dig up information about social phenomena, in which the writer or researcher should deal with words analysis, holistic picture, so on. In this case, the view about qualitative could be summarized into an approach of conducting research



1. Describing and listing register to answer the problem of the study. The researcher listed the register after reading data transcription from the



conversation used by the employee in JNE. Then the researcher described the meaning of the register in term of common meaning and particular meaning. Common meaning are checked in the Oxford Online dictionary, Cambridge Online dictionary and acronym finder, and then particular meanings are the meaning of register based on the community. The researcher looked up the meaning from the employees of PT. Tiki Jalur Nugraha Ekakurir (JNE), from contextual utterances and consulted the finding to the employee. The data are presented in the table as follow:

Table 3.1 Register Utterances Used in PT. Tiki Jalur Nugraha Ekakurir (JNE)

No	Register	Datum	Common Meaning	Particular Meaning

2. Explaining the data in order to understand the meaning of the registers or particular terms. This analysis is based on the theory from Brown and Attardo (2009) about the contextual concept that influences the register. The data were analyzed on some parts. They are the utterances, the subject matter, the social roles or situation and the discursive function.
3. Drawing the conclusion based on the finding of the study.





## CHAPTER IV

### FINDING AND DISCUSSION

This chapter consists of two sub-chapters. They are finding and discussion.

Sub-chapter finding present description of data and analysis that refers to research problems.

#### 4.1 Finding

In this part, the writer presents the finding based on statement of the problems stated in the first chapter. It contains registers that are used of *PT. Tiki Jalur Nugraha Ekakurir (JNE)* and the registers meaning in the form of table. The writer presented all the findings which are obtained from the conversation between customer service and customer of *PT. Tiki Jalur Nugraha Ekakurir (JNE)* and found register languages used by the employee in their conversation after taking the record and transcription it. The findings registers used between customer service and customer of *PT. Tiki Jalur Nugraha Ekakurir (JNE)* was shown as follows:

##### 4.1.1 The Register and the Meaning of Register Used by Customer Service of *PT. Tiki Jalur Nugraha Ekakurir (JNE)*

In this subchapter, the writer listed the registers language used by customer service of *PT. Tiki Jalur Nugraha Ekakurir (JNE)* based on the result of analyzes the conversation.



**Table 4.1.1 Registers Used by Customer Service of PT. Tiki Jalur Nugraha Ekakurir (JNE) and It's Meaning**

No	Registers	Datum	Common Meaning	Particular Meaning
1	REGULAR	1 line 4	<b>Registration</b> The action or process of registering or of being registered (Oxford).	<b>Regular</b> This is a package delivery service where the package arrived at the destination 2-3 days after it was sent.
2	YES	2 line 4	Used to give an affirmative respond (Oxford).	<b>Yakin Esok Sampai</b> This is a package delivery service where the package reaches the destination the day after it is sent.
3	OKE	3 line 16	-	<b>Ongkos Kirim Ekonomis</b> This is a package delivery service where the package arrived at the destination 3-6 days after being sent
4	PELIKAN	4 line 33	<b>Pelican</b> A large bird which catches fish and carries them in the lower part of its beak, which is like a bag (Oxford)	<b>Pengiriman Lintas Kawasan</b> An A4-sized envelope capable of holding documents up to 1 kilo weight and delivery time of service is on the same business day.
5	COD	5 line 40	Collect On Delivery (Oxford)	<b>Cash On Digital</b> Is a JNE application feature, which is useful as an online transaction mediation tool especially online buying and selling, where the role of mediator is JNE, similar to a joint account.
6	BA	6 line 51	<b>Bachelor of Arts</b> a first college degree (= qualification) in the arts or social sciences , or someone who has this degree. (Cambridge)	<b>Bad Address</b> The circumstances in which the recipient address is incomplete or unclear.
7	RESI (Receipt)	7 line 53	a piece of paper which proves that money, goods or information have been received	Receipt in writing concerning letters, parcels, remittances (Typically 13 to 20 digits) located underneath the bar-code serves to track the whereabouts of the items shipped (where it is currently located).
8	STATUS	8 line 53	an accepted or official position, especially in a social group (Cambridge)	Term to know the condition or description of goods sent.
9	TH	9 line 54	<b>Th (Symbol)</b> The chemical element thorium. (Oxford)	<b>Not at Home</b> The packet recipient is not at home (out)





Table continued...

No	Registers	Datum	Common Meaning	Particular Meaning
10	VOLUME	10 line 59	the amount of space that is contained within an object or solid shape (Cambridge)	Contents or magnitude of objects in the room or box
11	AU	11 line 76	- Angkatan Udara - Astronomical Unit (Oxford)	<b>Antar Ulang</b> Re-delivered goods because they did not get abandoned in the previous day
12	FW	12 line 79	-	<b>Forward</b> The packet is forwarded to the JNE agent in the destination city
13	LBA	13 line 84	-	<b>Luar Batas Antar</b> Location of packet delivery destination outside the JNE shipping zone, usually due to the address indicated in remote location.
14	HO	14 line 88	Head Office	<b>Hold</b> Package is being held by JNE.
15	BOX UNDEL	15 line 95	-	<b>Box Undelivered</b> The packet has been sent to the destination address but no one is in place and has been contacted many times, but the phone number listed there is no response.
16	SS	16 line 99	Sarjana Sastra (KBBI)	<b>Super Speed</b> Is the delivery of a packet or time sensitive document which must be dispatched as soon as possible beyond JNE's regular and fixed route schedule
17	JLC	17 line 101	-	<b>JNE Loyalty Card</b> Is a membership program aimed at loyal customers of JNE
18	POINT	18 line 104	an idea, opinion or piece of information that is said or written (Cambridge)	Term used to rate the number of times customers use the service and points can be redeemed for rewards.
19	JESIKA	19 line 115	-	<b>Jemput Asi Seketika</b> Provide pick-up service from the place of activity to delivery to the destination.
20	PESONA	20 line 119	<b>Pelican</b> A large bird which catches fish and carries them in the lower part of its beak, which is like a bag (Oxford)	<b>Pengiriman Lintas Kawasan</b> An A4-sized envelope capable of holding documents up to 1 kilo weight and delivery time of service is on the same business day.



Table continued...

No	Register	Datum	Common Meaning	Particular Meaning
21	DIPLOMAT	21 line 123	An official representing a country abroad. (Oxford)	<b>Diplomat Service</b> Is a time-sensitive delivery service for valuables / high value or important documents that require optimal security

#### 4.1.2 The Social Factors of Register Used by Customer Service at PT. Tiki Jalur Nugraha Ekakurir (JNE)

The following is the detailed analysis on the registers and meaning used by customer service at PT. Tiki Jalur Nugraha Ekakurir (JNE). The writer found 21 registers used by the customer service of PT. Tiki Jalur Nugraha Ekakurir (JNE). The writer found 15 registers which have common meaning and 6 Registers do not have common meaning. Then, to answer second problem of the study, the writer analyzed the registers based on the contextual factors analysis. The analyses are presented as follow:

##### 1. Datum 1 Regular

Utterances

Customer : Mas mau kirim barang.

C Service : Barangnya berupa apa Mbak?

Customer : Dokumen Mas

C Service : Mau pakai JNE **Regular**<sup>1</sup> atau Yes?

Customer : Kalau Regular gimana, kalau Yes gimana Mas?

C Service : Regular 2-3 hari sampai tergantung kota

Yes pengiriman keesokan hari sampai

Customer : Regular aja gak apa-apa Mas

Analysis





Subject matter :

In this conversation customer and customer service talked about the type of package used in shipping.

Social roles or situation:

The social roles or situation described in this particular context is that the customer asks about the meaning of certain term in packaging that is regular because he or she still does not know what term means so, he or she asks it to the customer service and the customer service explain it.

Discursive function:

The discursive function of register REG is REG refers to a fast delivery service, safe, and reliable to the corners of Indonesia, with a period of 2-3 days to the destination.

2. Datum 2 YES

Utterances

Customer : Mas mau kirim barang.

C Service : Barangnya berupa apa Mbak?

Customer : Dokumen Mas

C Service : Mau pakai JNE Regular atau Yes<sup>2</sup>?

Customer : Kalau Regular gimana, kalau Yes gimana Mas?

C Service : Regular 2-3 hari sampai tergantung kota



Yes pengiriman keesokan hari sampai

Customer : Regular aja gak apa-apa Mas

Analysis:

Subject matter :

Customer and customer service talked about the type of package used in shipping.

Social roles or situation:

The social roles or situation described in this particular context is that the customer asks about the meaning of certain term in packaging that is yes because he or she still does not know what term means so, he or she asks it to the customer service and the customer service explain it.

Discursive function :

The discursive function of register YES is refers to a premium shipping service with destination targets on arrival the next day including on Sundays and public holidays. The YES service provides a re-charge guarantee when the items are not received the next day past 23:59.





### 3. Datum 3 OKE

#### Utterances

CS : Mas kirim barang ya

S : Iya mas silahkan, apa mas barangnya?

CS : Ini mas, media buat sayuran mas.

S : Silahkan ditimbang dulu.

CS : Lebih dari 5 kg mas, mau kirim pakai apa?

S : Apa ya mas, pokok e gak terlalu mahal wes.

CS : Oo, yaudah OKE<sup>3</sup> aja yo?

S : Iya mas

#### Analysis:

##### Subject matter :

Customer talked about the type of package used in shipping.

##### Social roles or situation:

The social roles or situation described in this particular context is that consumer's request a package service at an economical price because the goods delivered do not have to arrive as soon as possible.

##### Discursive function :

The discursive function of register OKE is the economically priced service utilizes Air Cargo transportation modes and land transportation, connecting major cities, provincial capitals to districts.



#### 4. Datum 4 PELIKAN

##### Utterances

C : Mas kalau mau kirim dokumen dan segera sampai bisa?

CS : kemana mbak ngirimnya? Silahkan taruh di timbangan Mbak.

C : Ke area Malang juga Mas.

CS : Iya mbak, pakai **PELIKAN**<sup>4</sup> (Pengiriman Lintas Kawasan),

untung mbaknya kesini sebelum jam 11, jadi bisa langsung diantar dan sampai hari ini juga.

##### Analysis

##### Subject matter :

Customer service provides an explanation of the package to be used by the sender of goods.

##### Social roles or situation:

The social roles or situation described in this particular context is that consumers are listening to customer service explanations.

##### Discursive function :

The discursive function of register PELIKAN is a special Pre-Paid Envelope service for delivery of documents, Compact Disc (CD), or invitation cards with maximum weight of 1 kg and A4 max size dimension into the city on the same day (weekdays).





## 5. Datum 5 COD

### Utterances

C : Mas kirim barang ya

SC : Isinya apa mbak?

C : Pakaian Mas.

CS : Eem,, Mbaknya punya Olshop ya?

C : Hehe,, iya mas.

CS : Gimana kalau saya saranin Mbaknya pake my COD<sup>5</sup> aja?

C : Gimana itu mas?

CS : jadi, disini JNE berperan sebagai mediasi untuk pembayaran.

Jadi Mbaknya cukup gunakan layanan My COD, JNE yang

akan mengirim dan mengurus pembayarannya, Mbaknya

cukup memantau laporan pengiriman melalui aplikasi MyJNE.

### Analysis

#### Subject matter :

Customer service talked about delivery system service to the customer.

#### Social roles or situation :

The social roles or situation described in this particular context is that customer service is the person who gives information and explanation about the service to the customer.

#### Discursive function:

The discursive function of register is a JNE application feature, which is useful as an online transaction mediation tool especially online buying and selling,



where the role of mediator is JNE, similar to a joint account.

#### 6. Datum 6 BA

##### Utterances

C : Mas mau tanya, kemaren kan saya ngirim barang ke Pasuruan, tapi sampe sekarang kok belum nyampek ya barangnya?

CS : Hari apa Bu, dan pakai layanan apa?

C : Hari senin saya ngirimnya, pakai Regular kalo tidak salah. Kan seharusnya 2 hari yang lalu sampainya.

CS : Sebentar Bu saya lihat dulu.

Ibu yakin alamatnya sudah benar? Soalnya disini ada keterangan **BA**<sup>6</sup> (Bad Address) Bu. Coba Ibu cek dulu alamatnya.

##### Analysis:

##### Subject matter:

The customer asked about the problem which is the goods she has sent hasn't arrived yet.

##### Social roles or situation :

The social roles or situation described in this particular context is that customer doesn't know why her good hasn't arrived to the destination address yet.





Discursive function :

The discursive function of register BA is the term used by JNE when the address is unclear / incomplete, lack of information of RT / RW, sub district, house number, and alley and so on.

#### 7. Datum 7 RESI or RECEIPT

Utterances

C : Mas, 4 hari yang lalu saya beli barang online kan, tadi saya cek **RESI**<sup>7</sup>, STATUS nya kok TH. Maksudnya gimana ya Mas? Padahal barang seharusnya sampai kemaren.

Analysis:

Subject Matter:

Customer checked the receipt for knowing the goods

Social role or situation:

The social roles or situation described in this particular context is that customer knows the good.

Discursive function:

The discursive function of register RESI is the term used for the located underneath the bar-code serves to track the whereabouts of the items delivered.



## 8. Datum 8 STATUS

### Utterances

C : Mas, 4 hari yang lalu saya beli barang online kan, tadi saya cek RESI, STATUS<sup>8</sup> nya kok TH. Maksudnya gimana ya Mas? Padahal barang seharusnya sampai kemaren.

### Analysis:

#### Subject Matter:

Customer checked the receipt for knowing the goods.

#### Social role or situation:

The social roles or situation described in this particular context is that customer knows the status of her/his goods.

#### Discursive function:

The discursive function of register STATUS is the term to know the condition or description of goods sent.

## 9. Datum 9 TH

### Utterances

C : Mas, 4 hari yang lalu saya beli barang online kan, tadi saya cek RESI, STATUS nya kok TH<sup>9</sup>. Maksudnya gimana ya Mas? Padahal barang seharusnya sampai kemaren.

### Analysis





Subject matter :

Customer does not know the utterance meaning.

Social roles or situation:

The social roles or situation described in this particular context is that customer asked to the customer service about the meaning of the utterance.

Discursive function :

The discursive function of register TH is the term used when the recipient of the goods is not home / is out. Sometimes, the courier leaves some notes for the information.

10. Datum 10 VOLUME

Utterances:

CS : **VOLUME<sup>10</sup>** itu rumusnya panjang x lebar x tinggi x 6 ribu  
Kalo 3.2 beratnya 1 kilo Tapi kalo beratnya diatas 3.5 itu  
Cuma diambil volumenya Tapi kalau beratnya 4 kilo yang  
diambil beratnya Kalau volumenya 3 kilo beratnya 1 kilo  
diambil beratnya.

Analysis:

Subject Matter:

Customer service explained the volume meaning.



Social role or situation:

The social roles or situation described in this particular context is that customer service explained what so-called volumes on delivery of JNE

Discursive function:

The discursive function of register Volume is the term of contents or magnitude of objects in the room or box used on delivering

# 11. Datum 11 AU

Utterance

C : Mas barang pesanan saya kok belum sampai ya? Padahal biasanya 3 hari sudah sampai.

CS : Bisa lihat resinya Mas? Saya lihatkan.

C : Ini Mas resinya.

CS : Statusnya AU<sup>11</sup> Mas.

Emm gini Mas, ini seharusnya ikut pengiriman kemaren, tapi tidak sempat terantar di hari itu, makanya diantar ulang hari berikutnya, mungkin hari ini diantarnya Mas.

Analysis:

Subject matter

Customer does not know the meaning of the utterance





Social roles or situation :

The social roles or situation described in this particular context is that the customer service explain the meaning of the utterance to the customer

Discursive function :

The discursive function of register AU is a term used when a courier takes the goods back because it did not get delivered on the previous day.

## 12. Datum 12 FW

Utterances

C : Mas mau tanya ya, status di web kok FW<sup>12</sup>. Maksudnya apa ya Mas?

CS : Iya Pak, FW itu maksudnya barang masih diteruskan kea gen JNE di kota tujuan.

Analysis:

Subject matter :

Customer does not know the meaning of the utterance

Social roles or situation:

The social roles or situation described in this particular context is that the customer service explains the meaning of the utterance to the customer



Discursive function:

The discursive function of register FW is the term used when the item packet is forwarded to the JNE agent in the destination city.

### 13. Datum 13 LBA

Utterances

C : Mas barang kiriman saya kok belum sampai ke tujuan, saya sudah ditanya-tanya sama orangnya.

CS : Coba saya cek dulu di web.

Pak ini statusnya **LBA<sup>13</sup>** (Luar Batas Antar), jadi alamat yang Bapak tuju itu diluar daerah pengiriman JNE, jadi mungkin Bapak bisa memberitahu penerima untuk mengambil paket di kantor JNE terdekat.

Analysis:

Subject matter

The costumer confused because the package has not reached the destination.

Social roles or situation

The social roles or situation described in this particular context is that customer service gives information to the customer





Discursive function :

The discursive function of register LBA is the term used when the packet delivery destination is outside the JNE delivery zone, usually due to the address listed in a remote location.

14. Datum 14 HO

Utterances

CS : Ada yang bisa saya bantu?

C : Mas ketika saya cek web kenapa paket saya kok di HO<sup>14</sup> ya?

CS : Hmm,, bisa karena beberapa faktor Mbak, biasanya sudah dikirim dua kali tapi tetap tidak ada penerima di alamat yang dituju, lebih baik Mbak tanyakan langsung ke kantor pusat saja.

Analysis:

Subject matter:

Customer felt confused because her package status is Hold.

Social roles or situation:

The social roles or situation described in this particular context is that customer asks to the customer service why her package was held by the office.



Discursive function:

The discursive function of register HO is the term used when packaged goods are being held by JNE, due to various factors.

#### 15. Datum 15 BOX UNDEL

Utterance

C : Mas 4 hari yang lalu saya kirim paket ke Jombang, tapi paket belum sampai juga di tempat tujuan Mas.

CS : Itu bisa saja paket ditahan di kantor karena kurang lengkapnya alamat atau bisa juga **BOX UNDEL**<sup>15</sup>.

Maksudnya, barang sudah dikirim ke tempat tujuan tapi tidak ada orang dan ketika dihubungi berkali-kali nomor tidak ada respon.

Analysis:

Subject matter:

Customer felt confused because her good not arrive to the destination.

Social roles or situation:

The social roles or situation described in this particular term is that consumer asks about the problem of not arrive the goods he has sent





Discursive function:

The discursive function of register BOX UNDEL is the term used when the packet has been sent to the destination address but no one the addressee is in place and the courier has contacted many times through the listed phone number but does not get a response.

#### 16. Datum 16 SS

Utterance

CS : Mas mau kirim dokumen buat ikutan lomba, tapi bisa ndak Mas nyampek secepatnya?

C : bisa Mbak., kita menyediakan layanan SS<sup>16</sup> (Super Speed) jadi dokumen bisa diantar secepatnya Mbak.

Analysis:

Subject matter :

Customer asked to the customer service for service sending good as soon as possible.

Social roles or situation:

The social roles or situation described in this particular context is that customer service gives alternative to using SS delivery service.



Discursive function:

The discursive function of register SS is a packet delivery term or a time-sensitive document that must be dispatched as soon as possible outside of JNE's regular routine and fixed routes. An SS service uses direct air transport to the destination, as long as flight schedules are available. The target of delivery time is within 24 from the pick-up at the sender. The sender will receive a successful news delivery message SMS

#### 17. Datum 17 JLC

Utterances

C : Mas saya pernah denger ya ada kata-kata **JLC**<sup>17</sup>, itu sebenarnya buat apa dan maksudnya gimana?

CS : Ooh JLC itu JNE Loyalty Card Bu, jadi sebagai konsumen aktif JNE, Ibu bisa mendaftar keanggotaan JNE, nanti bisa dapat poin juga. Dari poin yang Ibu kumpulkan pada ketentuan yang ditetapkan Ibu bisa mendapatkan hadiah langsung dari pihak JNE.

Analysis:

Subject matter:

Customer felt be anxious to find out the meaning of JLC term.





Social roles or situation:

The social roles or situation described in this particular context is that customer service explained the meaning of utterance JLC.

Discursive function:

The discursive function of register JLC is a membership program term addressed to JNE loyal customers; JLC holders will get various benefits such as speed of service, rebate during the promo period, and a very attractive draw prize.

#### 18. Datum 18 POIN

Utterances:

CS : Ooh JLC itu JNE Loyalty Card Bu, jadi sebagai konsumen aktif JNE, Ibu bisa mendaftar keanggotaan JNE, nanti bisa dapat **POIN<sup>18</sup>** juga. Dari poin yang Ibu kumpulkan pada ketentuan yang ditetapkan Ibu bisa mendapatkan hadiah langsung dari pihak JNE

Analysis:

Subject Matter:

Customer service explained about point to the customer



Social role or situation:

The social roles or situation described in this particular context is the reward for joining the JNE application.

Discursive function:

The discursive function of register POIN is the term used to rate the number of times customers use the service and points can be redeemed for rewards.

#### 19. Datum 19 JESIKA

Utterances

C : Mas apa benar di JNE ada layanan penjemputan dan pengiriman ASI?

CS : Iya Mbak memang ada, disini kami menyebutnya dengan layanan **JESIKA**<sup>19</sup>.

Analysis:

Subject matter :

The customer asked whether or not JESIKA's services are correct.

Social roles or situation :

The social roles or situation described in this particular context is that customer expected to use of JESIKA Services.





### Discursive function

The discursive function of register JESIKA

provides breastfeeding service from the place of

activity to delivery to destination, JESIKA will

provide peace and comfort for nursing mothers

because it uses a motorcycle delivery mode

equipped with cool cooled bag, ice pack, sealed

plastic clip, and barcode, to maintain the

quality of breast milk and to prevent confusion

with other breast milk during delivery to

maintain the quality of breast milk and to

prevent confusion with other breast milk during

delivery

### 20. Datum 20 PESONA

#### Utterance

C: Mas mau ngirim barang ke Balikpapan.

CS: Apa Mas barangnya?

C: Ini makanan kering Mas.

CS: Disini kami juga menyediakan layanan **PESONA**<sup>20</sup> Mas, Pesanan Oleh-Oleh Nusantara, jadi Mas bisa pesan oleh-oleh dari Padang misalnya tanpa harus pergi kesana.

#### Analysis:



Subject matter:

Customer service notified if there is a food delivery service at JNE.

Social roles or situation:

The social roles or situation described in this particular context is that customer service gives information to the customer about utterance.

Discursive function:

The discursive function of register PESONA is a typical Indonesian culinary food delivery service without having to go to the area of origin. The choice of food from several regions in Indonesia that we offer has been through the selection of feasibility and trial period for almost a year so it is safe for consumption by customers.

## 21. Datum 21 DIPLOMAT

Utterance

C : Mas ada tidak pengiriman barang dengan pengamanan yang ketat dan cepat?

CS : Emm., ada kok Mas, kita juga menyediakan layanan **DIPLOMAT<sup>21</sup>**, jadi dengan Diplomat, pelanggan bisa mengirim barang berharga/bernilai tinggi atau dokumen penting yang menuntut pengamanan optimal.





Analysis:

Subject matter:

Customer asked the optimal security for sending the good

Social roles or situation:

The social roles or situation described in this particular context is that customer service gives explanation to the customer.

Discursive function:

The discursive function of register Diplomats are time-sensitive delivery services of valuable goods or important documents that require optimal security.

Using special officers who are always ready to deliver their own (hand carry) of shipment by using the fastest mode of transportation. The Diplomat Service implements strict supervision by our officers from the time of pick-up at the sender's location, delivery, to handover at the receiving location.

Those are the contextual factors analysis influencing the speakers when using the registers in the conversation between customer service and courier. The utterances were taken from data transcription of the conversation between them.

In other words it is knowledge that comes from a shared basis of experience. *PT. Tiki Jalur Nugraha Ekakurir (JNE)* is of course public company, it means that they do thing with many customer. People in any given group expect members to be familiar with common situations and have practical ways of working out common problems,





and an overall understanding of the consequences of their actions. Common meaning can only be acquired and demonstrated within some region, community and culture; it is by no means universal. Having common meaning is important for many reasons.

One reason is so that you can understand the importance of what others say. Another is so that you can take what they have to say, and why they say it. Sometimes it is important to look at why they say it, not how. People could very easily mix up two different common meaning. Sometimes they have to listen to the soul of the words, not even the words themselves. One example is, "it's is time to get serious." Serious does not mean "harsh" or "abusive." Serious means they are taking part in a major step, such as how the dentist cleans your teeth or how there is an important task to get done. It means that you must beware of what one is trying to say. It is known that register is used within the inner group or inner members of community in this case is *PT. Tiki Jalur Nugraha Ekakurir (JNE)*, but when it is a public company/ institution that they need to socialize the word so that people can be understand the register term. It is bit different with the theory that registers are used in their group to make them exclusive but in this case is actually to be able to ease the communication.

In this research, the researcher also found some of the registers are in abbreviation form such as REG, YES, OKE, COD, BA, TH, AU, FW, LBA, HO, SS, JLC, POINT, RESI, VOLUME, STATUS. This abbreviation happens because by using abbreviations, the terms in JNE will be more easily remembered by the customers, and it is also easier to enter data on the computer and for the effectiveness.



JNE also used acronym forms, such as PELIKAN, BOX UNDEL, PESONA, JESIKA, and DIPLOMAT. The acronyms form aims to make the customer memorize the term quickly, easier to be memorized and understood by the members.

Regarding the contextual factors analysis, generally the writer found that most of the subject matters are about the kind of delivery service in delivery system as the delivery services are the main purpose for the delivery system marketing. So, in this case, people come to JNE is the purpose to send the goods, besides the customer service will also talked things related to the delivery of goods only because of the customer service wants to be professionals in doing their job.

Regarding to the social roles or situation the position of the speaker is to give information to the customer, in this case the speaker is a customer service whose job is to serve customers in the delivering goods.

Last, it is the discursive function. Generally, the function of the registers used by customer service is to make the customer feel understood about the utterances.

The function of discursive function is to make customers feel understood with the utterances. Because if the customer does not understand the terms used by customer service it will lead to misunderstandings, and if misunderstood it will affect to the quality of unsatisfactory service. It is always related to the subject matter because the members use registers in order to support the subject matter.





Form the contextual analysis subject matter, social roles and situation, and the discursive function are related to each other. It can be seen that contextual factors play important roles that influences the speakers when delivering the registers. The contextual factors can be used to see the role and position of the speakers, the topics and the purpose of the speakers. Last, contextual factors are also used for seeing the particular meaning of the registers itself. Contextual factor important for shipping activities, because it is will create mutual understanding between customer service and the service user to understand each other so that will formed of the good service.

Related to previous study from Wardhana (2013) entitled “Register Analysis in Action Figure Trading Forum on Kaskus”. In the analysis, Wardhana attempted to find out the registers as well as variable of register, containing field, mode, and tenor which were applied in action of figure trading forum on Kaskus. He applied qualitative approach with document analysis as his research design. Furthermore, he used trading terms which are made, arranged, and explained by the members and statements containing register which were used by the seller and the customer via internet. Compared to the current study, it turns out that Wardhana's research has its own register because the register is used in trading on the forum in Kaskus. Whereas the current researcher finds the register in the shipping field of goods, so all the registers found will also be different terms and meanings. Between particular situation and contextual factors have some similarities such as fields related to subject matter and tenor related to social roles or situation. This proves that Wardhana's



research is the same as the contextual factor in present study, only the term used differently.

The last previous study conducted by Nony Wahyuningtyas (2014) entitled “Registers of Debates Used by Malang Debating Union”. In her study, Wahyuningtyas was eager to find out registers meaning and the meaning of registers in Debating Union, in terms of analyzing registers meaning in connection to the participants and communicative purpose. She gives description on the meaning of register in connection with the context or situation use. In her research, she applied qualitative approach with register found within debate activity as the data source. In this study, the writer found that registers used between customer service and customers are related to their goal that is to make easier for delivery service system

Based on the finding, the writer found the registers that have particular meaning for inside group whether it has common sense or not. Then, the contextual factor is important background that influences the speakers when delivering the registers. The customers can get information about the registers when they come to the branch of JNE.



## CHAPTER V

### CONCLUSION AND SUGGESTION

In this chapter, the writer presents the conclusion of the study and the suggestion to the next writer who wants to conduct registers study. The conclusion is based on the finding and discussion and the suggestion given in order to suggest for next writer to conduct the better study.

#### 5.1 Conclusion

From the result of analysis, the writer identified 17 registers used in PT. Tiki Jalur Nugraha Ekakurir (JNE) employee, they are *REG, YES, OKE, PELIKAN, COD, BA, RESI, STATUS, POIN, TH, VOLUME, AU, FW, LBA, BOX UNDEL, HO, SS, PESONA, JLS, JESIKA, DIPLOMAT*. Those registers have two different meanings, namely common meaning and particular meaning.

Based on the analysis, contextual factor was an important background to see who the speaker is, the topics and the purpose of the speaker. Most of the contextual factor influencing the speakers about delivery service system. The situation is when the speakers deliver the material in front of the customer. The speaker has purpose and role to persuade the audience to join in the office and also give motivation to the



employee to understanding the utterance. Registers have a big role in the community because registers are important knowledge in the delivery system. The employee use registers in order to ease their way to communicate whit the other employee and they can learn about the business term as well.

## 5.2 Suggestion

Register is one of the language variations that is interesting to be discuss. Unconsciously or consciously, most of people use the terms registers in their daily activity to communicate with others. The writer who conducts a study about registers which are used by employee of PT. Tiki Jalur Nugraha Ekakurir (JNE) wants give a suggestion for the next writer who want to conduct a study on registers phenomena analyze it in other field, such as fashion or sport community, and use different technique such as key person technique. Lastly, the next writer may apply different theories from others linguistics field in analyzing the finding so the result can be richer and more various.





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## Transcription of the Conversation

NO	UTTERANCES
1	Mas mau kirim barang.
2	Barangnya berupa apa Mbak?
3	Dokumen Mas
4	Mau pakai JNE <b>Regular</b> <sup>1</sup> atau <b>Yes</b> <sup>2</sup> ?
5	Kalau Regular gimana, kalau Yes gimana Mas?
6	Regular 2-3 hari sampai tergantung kota
7	Yes pengiriman keesokan hari sampai
8	Regular aja gak apa-apa Mas
9	Ini gak bisa dijangkau mas
10	Kok gak bisa mas kenapa?
11	Ini soalnya masuk kabupaten lumayan jauh ini
12	Satu kilonya 77
13	Oh masuk kabupaten beda ya mas ongkosnya. Kemarin dihitung habis gak sampek 100
14	Ini dihitung 2 kilo.
15	Iya dihitung 2 kilo, gak sampek 85.an
16	Mau pake yang apa? <b>OKE</b> <sup>3</sup> apa <b>REGULAR</b>
17	Yang OKE berapa hari? Itu agak lama 5-7 hari
18	Kalo regular 2 hari 3 hari.
19	Iya mas silahkan, apa mas barangnya?
20	Ini mas, media buat sayuran mas.
21	Silahkan ditimbang dulu.
22	Lebih dari 5 kg mas, mau kirim pakai apa?
23	Apa ya mas, pokok e gak terlalu mahal wes.
24	Oo, yaudah OKE aja yo?
25	Mau pake yang apa? Regular apa...
26	Yang regular berapa yang cepat berapa?
27	Regular 8ribu sama yang YES 16 ribu
28	Berapa hari nyampe?
29	Besok lusa sampek
30	Mas kalau mau kirim dokumen dan segera sampai bisa?
31	kemana mbak ngirimnya? Silahkan taruh di timbangan Mbak.
32	Ke area Malang juga Mas.
33	Iya mbak, pakai <b>PELIKAN</b> <sup>4</sup> (Pengiriman Lintas Kawasan), untung mbaknya kesini
34	sebelum jam 11, jadi bisa langsung diantar dan sampai hari ini juga.
35	Mas kirim barang ya
36	Isinya apa mbak?
37	Pakaian Mas.





38	Eem,, Mbaknya punya Olshop ya?
39	Hehe,, iya mas.
40	Gimana kalau saya saranin Mbaknya pake my <b>COD<sup>5</sup></b> aja?
41	Gimana itu mas?
42	Jadi, disini JNE berperan sebagai mediasi untuk pembayaran. Jadi Mbaknya cukup
43	gunakan layanan My COD, JNE yang akan mengirim dan mengurus pembayarannya,
44	Mbaknya cukup memantau laporan pengiriman melalui aplikasi MyJNE: Mas mau
45	tanya, kemaren kan saya ngirim barang ke Pasuruan, tapi samapi sekarang kok belum
46	nyampek ya barangnya?
47	Hari apa Bu, dan pakai layanan apa?
48	Hari senin saya ngirimnya, pakai Regular kalo tidak salah. Kan seharusnya 2 hari.
49	yang lalu sampainya.
50	Sebentar Bu saya lihat dulu.
51	Ibu yakin alamatnya sudah benar? Soalnya disini ada keterangan <b>BA<sup>6</sup></b> (Bad Address).
52	Bu. Coba Ibu cek dulu alamatnya
53	Mas, 4 hari yang lalu saya beli barang online kan, tadi saya cek <b>RESI<sup>7</sup></b> , <b>STATUS<sup>8</sup></b>
54	<b>TH<sup>9</sup></b> . Maksudnya gimana ya Mas? Padahal barang seharusnya sampai kemaren
55	Mas barang pesanan saya kok belum sampai ya? Padahal biasanya 3 hari sudah
56	sampai.
57	Bisa lihat resinya Mas? Saya lihatkan.
58	Ini Mas resinya.
59	<b>VOLUME<sup>10</sup></b> itu rumusnya panjang x lebar x tinggi x 6 ribu
60	Kalo 3.2 beratnya 1 kilo
61	Tapi kalo beratnya diatas 3.5 itu Cuma diambil volumenya
62	Tapi kalau beratnya 4 kilo yang diambil beratnya
63	Kalau volumenya 3 kilo beratnya 1 kilo diambil beratnya.
64	Volume 3 kilo beratnya 1 kilo diambil volumenya
65	Ini sama yang ini, sama medianya?
66	Iya
67	Brarti kerdus aqua gelas itu 4 kilo pasti kena volume
68	Yang gak kena volume itu kardus kertas yang 1 rim itu gak kena volume.
69	Kardus mie gak kena volume. Kardus kertas juga gak kena
70	Ini bobotnya enteng tapi kena volume,
71	Ya dibagi2 mas kalo sman gak mau.
72	Ooh gtu gak apa-apa?
73	Iya gak apap-apa.
74	Ini kan enteng banget dalemnya
75	Iya dipisah-pisah aja mas kalo sman gak mau, gak apa-apa resinya banyak.
76	Statusnya <b>AU<sup>11</sup></b> Mas.
77	Emm gini Mas, ini seharusnya ikut pengiriman kemaren, tapi tidak sempat terantar di.



78	hari itu, makanya diantar ulang hari berikutnya mungkin hari ini diantarnya Mas
79	Mas mau tanya ya, status di web kok <b>FW</b> <sup>12</sup> . Maksudnya apa ya Mas?
80	Iya Pak, FW itu maksudnya barang masih diteruskan kea gen JNE di kota tujuan.
81	Mas barang kiriman saya kok belum sampai ke tujuan, saya sudah ditanyatanya sama
82	orangnya.
83	Coba saya cek dulu di web.
84	Pak ini statusnya <b>LBA</b> <sup>13</sup> (Luar Batas Antar), jadi alamat yang Bapak tuju itu diluar
85	daerah pengiriman JNE, jadi mungkin Bapak bisa memberitahupenerima untuk
86	mengambil paket di kantor JNE terdekat.
87	Ada yang bisa saya bantu?
88	Mas ketika saya cek web kenapa paket saya kok di <b>HO</b> <sup>14</sup> ya?
89	Hmm,,bisa karena beberapa faktor Mbak, biasanya sudah dikirim dua kali tapi tetap
90	tidak ada penerima di alamat yang dituju, lebih baik Mbak tanyakan langsung ke
91	kantor pusat saja
92	Mas 4 hari yang lalu saya kirim paket ke Jombang, tapi paket belum sampai juga di
93	tempat tujuan Mas.
94	Itu bisa saja paket ditahan di kantor karena kurang lengkapnya alamat atau bisa juga
95	<b>BOX UNDEL</b> <sup>15</sup> . Maksudnya, barang sudah dikirim ke tempat tujuan tapi tidak ada
96	orang dan ketika dihubungi berkali-kali nomor tidak ada respon
97	Mas mau kirim dokumen buat ikutan lomba, tapi bisa ndak Mas nyampek
98	secepatnya?
99	bisa Mbak,, kita menyediakan layanan <b>SS</b> <sup>16</sup> (Super Speed) jadi dokumen bisa diantar.
100	secepatnya Mbak
101	Mas saya pernah denger ya ada kata-kata <b>JLC</b> <sup>17</sup> , itu sebenernyabuat apa dan
102	maksudnya gimana?
103	Ooh JLC itu JNE Loyalty Card Bu, jadi sebagai konsumen aktif JNE, Ibu bisa
104	mendaftar keanggotaan JNE, nanti bisa dapat <b>POIN</b> <sup>18</sup> juga. Dari point yang Ibu
105	kumpulkan pada ketentuan yang ditetapkan Ibu bisa mendapatkan hadiah langsung
106	dari pihak JNE.
107	Kabupaten sampit paling timur
108	50 ribu
109	Kabupaten Sampit kota Waringin Timur
110	Kabupaten Sampit, eh kecamatan Sampit yaa
111	58, eh 58 po 59 iki
112	Iku sing regular opo oke?
113	Iyo 58 regular. Sing OKE 50
114	Mas apa benar di JNE ada layanan penjemputan dan pengiriman ASI?
115	Iya Mbak memang ada, disini kami menyebutnya dengan layanan <b>JESIKA</b> <sup>19</sup>
116	Mas mau ngirim barang ke Balikpapan.
117	Apa Mas barangnya?
118	Ini makanan kering Mas.



119	Disini kami juga menyediakan layanan <b>PESONA<sup>20</sup></b> Mas, Pesanan Oleh-Oleh
120	Nusantara, jadi Mas bisa pesan oleh-oleh dari Padang misalnya tanpa harus pergi.
121	Kesana
122	Mas ada tidak pengiriman barang dengan pengamanan yang ketat dan cepat?
123	Emm,, ada kok Mas, kita juga menyediakan layanan <b>DIPLOMAT<sup>21</sup></b> , jadi dengan.
124	Diplomat, pelanggan bisa mengirim barang berharga/bernilaitinggi atau dokumen
125	penting yang menuntut pengamanan optimal
126	Kirim?
127	Iya.
128	Mau pake yang apa? YES Regular?
129	Berapa hari
130	Yang Yes besok sampai. Regular 3 hari
131	3 hari, hari jumat donk
132	Yes aja Mas
133	Kenapa gak Regular
134	Jumat kan tanggal merah takutnya gak nyampek. Soalnya butuh Kamis
134	Ibu sama Bapaknya gak ada no telepon?
135	Biasanya gak pake no telepon mas
136	Ibu sama Bapaknya kan bisa ditelpon kalo ada barang dikirim.
137	Kalo gak ada ya gpp.
138	Ini ada Mas. +626546432
139	Yakin ini? no apa?
140	No telepon
141	Kok separuh gini. Ini bukan no telepon ini mah
142	Enggak takutnya gak masalah gak nyampeknya, takutnya kalo gak ada orang disana.
143	Takutnya kalo security itu gak mau nerima barang, lha kalo ada no teleponnya kan
144	orangnya bisa dihubungi langsung dikasih tau kalo ada paketan



## Permission Letter for Conducting the Study



KEMENTERIAN RISET, TEKNOLOGI, DAN PENDIDIKAN TINGGI  
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27 FEB 2017

Nomor : 0583/UN10.F12/PN/2017  
Lampiran : 1 (satu) lembar  
Hal : Permohonan Ijin Penelitian

Yth. Pimpinan kantor Pusat JNE  
Jalan Hamid Rusdi Nomor 125  
Kota Malang, Jawa Timur

Dalam rangka penyelesaian tugas akhir mahasiswa Program Sarjana (S1) Fakultas Ilmu Budaya Universitas Brawijaya, kami mohon dengan hormat agar Saudara:

nama : Kuni Dyah Palupi  
NIM : 135110101111039  
semester : VIII (Delapan)  
program studi : S1 Sastra Inggris

diberikan ijin untuk melaksanakan kegiatan penelitian dan memperoleh data pendukung berkaitan dengan usulan skripsi berjudul:

REGISTERS UTTERANCES USED BETWEEN CUSTOMER SERVICE AND COURIER IN  
P.T. TIKI JALUR NUGRAHA EKAKURIR (JNE)

Selanjutnya kami sampaikan bahwa data yang diperoleh akan dijaga kerahasiannya dan hanya digunakan untuk penelitian (terlampir).

Demikian atas bantuan dan kerjasama yang baik ini, diucapkan terimakasih.



Prof. Ir. Ratya Anindita, MS., Ph.D.  
NIP 196109081986011001





## Surat Pernyataan

Yang bertandatangan di bawah ini,

nama : Kuni Dyah Palupi  
NIM : 135110101111039  
semester : VIII (Delapan)  
program studi : S1 Sastra Inggris

dengan ini menyatakan bahwa berkaitan dengan penyusunan skripsi program sarjana saya dengan judul,

REGISTERS UTTERANCES USED BETWEEN CUSTOMER SERVICE AND COURIER IN  
P.T. TIKI JALUR NUGRAHA EKAKURIR (JNE)

akan menjaga kerahasiaan data yang diperoleh dan jika terjadi penyalahgunaan terhadap data tersebut, saya bersedia untuk ditindak sesuai dengan hukum yang berlaku di Indonesia.

Pernyataan ini saya buat atas kesadaran saya akan etika penelitian yang berlaku.

27 Februari 2017

Yang membuat pernyataan,



Kuni Dyah Palupi  
135110101111039





### BERITA ACARA BIMBINGAN SKRIPSI

1. Nama : Kuni Dyah Palupi
2. NIM : 135110101111039
3. Program Studi : Sastra Inggris
4. Topik Skripsi : Register (Sociolinguistics)
5. Judul Skripsi : Registers Used by Customer Service of PT. Tiki  
Jalur Nugraha Ekakurir (JNE) at JNE Sumbersari 1
6. Tanggal mengajukan : 22 September 2016
7. Tanggal selesai revisi : 19 Juli 2017
8. Nama Pembimbing : Emy Sudarwati, S.S., M.Pd
9. Keterangan Konsultasi :



No	Tanggal	Materi	Pembimbing	Paraf
1.	28 Oktober 2016	Penyerahan BAB I, II dan III	Emy Sudarwati, S.S., M.Pd	
2.	6 November 2016	Konsultasi BAB I, II dan III	Emy Sudarwati, S.S., M.Pd	
3.	11 November 2016	Menyerahkan revisi BAB I, II, III + ACC seminar proposal	Emy Sudarwati, S.S., M.Pd	
4.	3 Maret 2017	Pelaksanaan seminar proposal	Emy Sudarwati, S.S., M.Pd	
5.	16 April 2017	Revisi BAB I, II dan III + menyerahkan BAB IV dan V	Emy Sudarwati, S.S., M.Pd	
6.	16 Mei 2017	Menyerahkan revisi BAB I sampai BAB V	Emy Sudarwati, S.S., M.Pd	
7.	30 Mei 2017	ACC seminar hasil	Emy Sudarwati, S.S., M.Pd	
8.	12 Juni 2017	Pelaksanaan seminar hasil	Emy Sudarwati, S.S., M.Pd	
9.	15 Juni 2017	Menyerahkan revisi setelah seminar hasil + ACC ujian skripsi	Emy Sudarwati, S.S., M.Pd	
10.	11 Juli 2017	Pelaksanaan ujian skripsi	Emy Sudarwati, S.S., M.Pd	





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11.	16 Juli 2017	Menyerahkan revisi setelah ujian skripsi	Emy Sudarwati, S.S., M.Pd	
12.	17 Juli 2017	Menyerahkan revisi setelah ujian skripsi + ACC jilid skripsi	Emy Sudarwati, S.S., M.Pd	


10. Telah dievaluasi dan diuji dengan nilai:

B+


Malang, 19 Juli 2017

Mengetahui

Ketua Jurusan

  
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Dosen Pembimbing

  
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