



**THE REGISTER USED BY SELLERS ON SHOPEE LIVE IN
INDONESIA**

AN UNDERGRADUATE THESIS

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Requirements for the Degree of English Literature Bachelor**

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*“Christ is the Author of my faith, and its Perfecter too,
My Mediator, Guarantee, and faithful Witness true.”*

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ABSTRACT

Yosua Ade Putra. 2025. The Register Used by Sellers on Shopee Live In Indonesia. English Department. Faculty of Letters and Language Education. Widya Kartika University.

This study examines the linguistic phenomenon of register in the context of live shopping interactions on the Shopee platform. This study aims to identify the types of meaning and functions of the register used by online sellers during Shopee Live sessions. Using descriptive qualitative methods, data were collected through observation and documentation. Data was taken from interactions between sellers and buyers from two affiliate accounts and two official store accounts. The findings revealed that 34 registers were used in the context of sales during live shopping. The analysis showed that most registers contained conceptual and connotative meanings. Other meanings identified included affective, social, colloquial, and thematic meanings, while no reflective meanings were found. In terms of function, it was found that the registers had functions such as: First, a directive function, which is to encourage, advise, or influence the audience to take certain actions, including making purchases. Second, an informative function, used to convey facts or new information about the product, to create clear and efficient communication. Third, an expressive function, used to express the speaker's emotions and attitudes, which strengthens emotional bonds and creates a relaxed and friendly communication atmosphere. Finally, a phatic function, used to maintain social relationships between the seller and the buyer. No aesthetic function was found within them. However, more future research or study to include multiple platforms and to adopt a mixed-method approach for deeper insights.

Keywords: register, sociolinguistics, Shopee Live, language function, e-commerce, and live shopping.

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