Register to Buy and Sell Indonesian SEO Community on Telegram

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Abstract

The rapid development of the internet has given birth to several influential platforms, such as social media. The increasing use of social media triggers the use of a particular community's distinctive language that reflects its culture. This study analyzes the buying and selling registers, functions, norms, and values of the Indonesian SEO Community (KSI). This qualitative research uses research in the form of a selling' feature (chat) sourced from the KS I Telegram group. The data was collected through participant observation, semi-structured interviews, and field notes. The analysis process occurs in the register, morphology, and function analysis stages. Using the theory of the formation of the wordKridalaksana (1992) and Yule (2010), it was found that the KSI register was mainly in the form of basic morphemes or did not undergo the formation process. Other formation processes are abbreviation, the merger of two non-predictive words (phrases), affixation or derivation, compounding (merging), and coinage (combination). Meanwhile, the function of using registers analyzed using the Thurlow & Brown framework (2003) is dominated by SEO terminology. Other registers also function for communication efficiency, persuasiveness, greetings, pronouns, informativeness, and transactions. A significant finding in this study is that instant messaging has a different context of use and pressure than other digital media. This is reflected in *checkout registers* that function as promotional closures and have lower pressure on buyers than TikTok live broadcasts. In addition, using neutral terms such as *agan, colleague, guys, everyone, all,* and *mbah* reflects inclusive and egalitarian community management. Through register analysis from the perspective of Digital Ethnography, the implications of this research can be used by business people to maximize their sales in the digital space.

INTRODUCTION

Internet technology has been increasingly used and has experienced rapid development in recent years. These developments have led humans to the invention of social media as a platform that allows people worldwide to connect without being limited by space and time. Currently, social media not only plays a role as a tool to meet entertainment needs but also is an excellent opportunity in the business field. This is an innovative way of doing business so that companies can carry out commercial activities in cyberspace (Infante & Mardikaningsih, 2022). One social media used by the public for commercial purposes is Telegram. Telegram is Indonesia's third most widely used instant messaging application after WhatsApp and Facebook Messenger. According to Databoks, the number of users in 2023 will reach 12.91% (Muhamad, 2024), and in 2024, it will increase with the number of users at 61.3% (Annur, 2024).

The increasing use of social media, especially instant messaging applications, as a place to buy and sell has triggered the emergence of specific languages to communicate between sellers, buyers, and community members. Language in digital media, including social media, differs from everyday language commonly used face-to-face. Crystal (2006) said that the influence brought by digital media triggers the use of language such as the use of emoji emoticons, stickers, GIFs, memes (Maíz-Arévalo, 2024), abbreviations, hashtags, acronyms, ellipses, and the neglect of the use of capital letters (Mukhtar & Fatima, 2024). Not only in terms of language, this also brings differences in terms of culture. In daily communication that is carried out synchronously, speakers and speech partners can immediately express if things happen that do not suit them. Meanwhile, communication in digital media that is asynchronous (indirect), in this case, group chat, is limited by rules that apply to each group member. That way, group administrators do not have to remind members many times when they speak out against the norms built in the group (as happened with the Indonesian SEO Community). Cultural differences also appear when speakers show their identity. In contrast, in face-to-face communication, identity can be transmitted through accents, accents, or tones when speaking, while in digital media, identity is transmitted through the choice of language and slang used (Mukhtar & Fatima, 2024).

One of the groups that uses Telegram for buying and selling activities is the Indonesian SEO Community (KSI). KSI is a collection of digital marketing practitioners who want to share knowledge and discuss SEO, social media, etc. This group freely held discussions through the Telegram application using jargon or technical terms related to SEO-related professions. Although it is not as contrasting as the TNI register as the research conducted by Rachma Firdaus (2024), it is quite difficult for outsiders to know the meaning of what they are talking about. For example, you need SEO agency info to produce around 30 articles/day, provide backlinks, and fix technical issues. These examples show that KSI members often use special terms, such as SEO agency, around 30 articles/day, and provide backlinks. In the field of Linguistics, typical languages that are only used in certain groups are called registers.

Registers are language items related to different occupational or social groups (Wardhaugh & Fuller, 2017). Biber defines registers as linguistic features that permeate a text or conversation. The term can also refer to various jobs, from computer programming to car mechanics. According to Biber, register analysis includes three main components, namely situational, linguistic, and functional analysis. Situational analysis (context) refers to using registers and the media, such as oral or written. Linguistic analysis refers to words and structures that appear frequently, are distinctive, and permeate. Functional analysis is the relationship between situational characteristics and linguistic features (Biber & Conrad, 2009).

In this study, the analysis of linguistic features is focused on the word formation process according to Kridalaksana (1992)And Yule (2010). There are 13 processes of word formation,i.e., Affixation or derivation, reduplication, Composition, Abbreviation, Analytical Methods Orborrowing (loan), reverse derivation, backformation (back-formation), Conversions (conversion), coinage (kinase), compounding (merger), blending (mixing), free morphemes And Phrase. In Linguistics, analysis against the shape can be followed by a function analysis. This research uses a framework by Thurlow and Brown (2003)to guide the analysis of the function of using registers. According to Thurlow & Brown (2003), Bahasa is always multifunctional, and its function always depends on the context for its meaning. Thus, interpreting the meaning of the message and the communicative purpose behind it is not necessarily easy. There are six functions of using the KSI language, which are categorized based on the framework Thurlow & Brown (2003). First is the persuasive function of convincing speech partners, including attracting buyers and attention. AsFree, promoAndpromo code.Second is the information used to inform, explain, or explain related to a matter, either information provided by the seller or requested by a prospective buyer.

Regarding business, the information function helps provide details about products and services and how to buy or pay. AsWTB, WTSAnd#KSISELL.Third, traditional languages are used to facilitate the buying and selling process. Asresell, orderAndPO.Fourth, SEO terminology refers to technical terms related to the profession of Search Engine Optimization (SEO) mentioned by a member in a message (chat). Members use this language to refer to understood terms to avoid misunderstandings. Generally, the technical language of SEO is also used to refer to the products or services offered by members, such as web hosting, domain names, and backlinks. Fifth, the sand pronoun is the language used to address group members. Usually, it is used as an opening before the seller conveys the intention and purpose of sending the message (chat) in the group. Asagan, PartnersAndguys. Sixth, as eCommunication Competency, e.language or term is used for practicality or shortening communication. The language or term is used because KSI members have understood it together. Asex, TagsAndchannel.

Research on registers and their functions has been carried out before. However, previous studies have only used qualitative descriptive methods combined with sociolinguistic approaches (Maqsood & Akther Labony, 2024Putri, 2024; Temporosa & Louise, 2024; Bustamante et al., 2022; Anik et al., 2023), so the analysis has not presented more profound results related to the values and norms underlying the use of registers. In this case, the excavation of values and norms in a language is significant, as values and norms reflect the culture embraced by a particular community (Arslan et al., 2024). Bustamante et al. (2022) used Sociolinguistics to research how students communicate with their professors through online platforms, both when asking questions, making clarifications, consulting, and making requests. Anik et al. (2023) used Sociolinguistics to examine the peculiarities of registers (different jargon), why they use them when selling products, and what they mean by the jargon on street vendors in Dhaka. Maqsood and Akther Labony (2023) used a sociolinguistic approach to examine the forms of English registers used on Instagram sites for restaurants and grocery stores and the implications of using registers. Putri (2024) also used Sociolinguistics to research the form and meaning of registers used by online store managers in live streaming. Temporosa and Louise (2024) used Sociolinguistics to examine registers, word formation processes, functions, and cultural implications in K-POP news articles.

This paper was made to complete the exploration of previous studies that have not examined the use of registers using digital ethnographic reviews. Digital ethnography is a method used to examine the knowledge shared by others, learning values, and experiences they have (Coleman, 2010). Singer (2009) said that the purpose of ethnography is to depict cultural membership in a community as a whole. So, culture is an important component in this study. Hine (2000) argues that digital ethnography aims to improve the understanding of meaning, use of technology, and cultural experiences in digital media (Kaur-Gill & Dutta, 2017). Like traditional ethnography, digital ethnography involves field recording techniques, participant observation, and interviews to understand more profound behavior. In applying participant observation, ethnographers can conduct reconnaissance without involvement with participants in the field (Bell, 2001). Hakken (1999) said that the important elements that must be explored in this study include how self-identity is formed, structured, and expressed on a digital-based platform (Kaur-Gill & Dutta, 2017). find registers used by KSI members, and explain why these features appear. What are the values that underlie the use of registers? Therefore, two questions are formulated: (1) How is the process of forming the buying and selling registers of the Indonesian SEO Community on Telegram? (2) Why did these features appear and be used? The answers to these questions can provide an in-depth understanding of the Indonesian SEO Community's language usage on Telegram and the influence of values and norms on the use of language in the community.

RESEARCH METHODS
Research Approach and Design
This study uses a qualitative approach with digital ethnographic design. Qualitative refers to studies that do not look at quantitative data. The qualitative approach explores attitudes, behaviors, and experiences through interviews or group focus (Wardhaugh & Fuller, 2017). This approach tries to get deep thoughts from participants through their experiences (Dawson, 2007) and answers questions about how speakers use language to carry out their social lives (Wardhaugh & Fuller, 2017). Further, the qualitative approach also provides knowledge about the norms of the speaking community, the repertoire of specific individuals, and the relationships among speakers (Wardhaugh & Fuller, 2017). Meanwhile, digital ethnographic design is research that studies a specific chat room, discussion group, or observing virtual reality. So, the employment of digital

ethnographers is digital media. Ethnographers work by processing collections of texts and graphics available on digital media and engaging in understanding meanings depicted through texts or graphics (Kaur-Gill & Dutta, 2017).

Data and Data Sources

The data or sample of this study is in the form of words suspected to be buying and selling registers in the Indonesian SEO Community group from January 1, 2024, to December 24, 2024, which are selected purposively. Purposive sampling is a data collection technique that enforces early determination through exclusion and inclusion criteria relevant to the research focus (Rose et al., 2020). The research sample was obtained from the Indonesian SEO Community group chat on Telegram's 'selling' topic feature. The authors also used interview transcripts and field notes as secondary data to support the depth of the research results (Phillippi & Lauderdale, 2018).

Data Collection Techniques

Data was collected using participant observation techniques, semi-structured interviews, and *field notes*. Participant observation involves immersing oneself in a culture or community (Rossetti, 2024). In this study, participant observation is carried out by becoming community members. Previously, the researcher had been a community member since April 27, 2023. Along with the observation of the participants, the researcher also applied *the fieldnotes* technique to collect information that can be used as a trigger during interviews and things that have the potential to be used as data, including community chats that are suspected to contain registers.

Semi-structured interviews with the founders of the Indonesian SEO Community via Zoom were conducted to get deeper data. Semi-structured interviews allow researchers to dig out uniformities from participants while still having the opportunity to develop other interview questions so that other important information can emerge (Dawson, 2007). This interview was also conducted to confirm the assumptions held by the researchers, exploring how they use the registers, values, norms, and knowledge owned by the community. The interview process was conducted online, recorded, and involved fieldnote techniques to trigger the informant's answers based on the notes made during the participant's observation and recorded important things if needed. After that, the researcher listened back to the interview recording and transcribed it.

Data Analysis Techniques
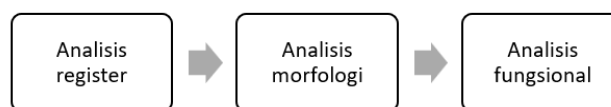
Chart 1. Flow of the research process of the Indonesian SEO Community

The data analysis in this study uses text analysis techniques to see prominent linguistic features (registers) and functions of language use in the context of written semi-formal situations (Riazi, 2016). Furthermore, the analysis in this study includes the analysis of registers, morphology, and functions as contained in "Chart 1". First, the author performs an analytical register to identify typical or pervasive conversational linguistic features. These linguistic features can be first-person pronouns (I and we) or second-person pronouns (you) (Biber & Conrad, 2009). After that, a morphological analysis was carried out to find out the process of forming the buying and selling registers of the Indonesian SEO Community. Finally, function analysis is applied to determine the functions of using registers. This is done by examining chat data, interview results, and records. In this stage, the author also explores community values and norms to get more profound analysis results.

Results

Based on the analysis results, from January 1, 2024, to December 24, 2024, as many as 137 buying and selling registers were found in the 'selling' chat feature of the Indonesian SEO Community on Telegram. Furthermore, several registers are explained based on the formation process and the function of their use as follows.

The Process of Forming a Register for the Buying and Selling of the Indonesian SEO Community.
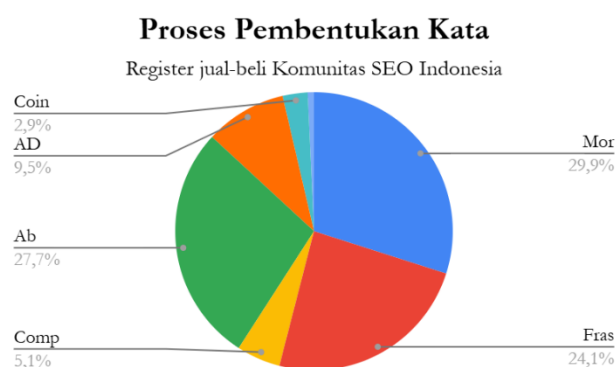
Diagram 1. Proses pembentukan kata register jual-beli Komunitas SEO Indonesia

AD   : Afiksasi atau Derivasi
Ab   : Abreviasi

Coin : *Coinage* (koinasi)
Comp : *Compounding* (penggabungan)
Mor : Morfem bebas
Fras : Frasa

KSI members use registers that are pretty varied in buying and selling activities. Judging from the formation process, most registers did not undergo the formation process or were included in the root word (free morpheme) as much as 29.9%. Meanwhile, the rarest register formation process is *coinage*, with a percentage of 2.9%. In addition, there was also an abbreviation process with a percentage of 27.7%, the merger of two non-predictive words or phrases at 24.1%, affixation or derivation at 9.5%, and compounding (merging) at 5.1%.

Free Morpheme (Mor)

The most common registers are free morphemes or words that do not undergo the formation process. Registers include domain*, gratis, kuota, detail,* and *order.* Register *domain* means a website address, such as .com, .org, or .net. In the context of KSI, this register declares the products offered. In addition, there is also a register *gratis,* which means no payment or free. This register is widely used when sellers offer products to increase the interest of community members. Register *kuota,* the meaning of a specified amount or allotment. In this context, *kuota* is used to promote events related to SEO. Record *details* and *orders* are used side by side as a *call to action* or closing part of product promotion. *Details* mean more detailed information; order means how to order products offered through the website mentioned earlier.

Abbreviated (Ab)

(Kridalaksana, 1992) *clipping* (kliping). Proses penggalan ditunjukkan pada register *promo* dan *info.* Keduanya mengalami proses pemendekan dari kata *promosi* dan *informasi. Promo* bermakna potongan harga, dalam konteks ini merujuk pada potongan harga produk yang ditawarkan dan *info* bermakna pemberitahuan yang merujuk pada pemberitahuan kursus SEO. Selain itu, beberapa register mengalami abreviasi dari proses pemendekan yang menggabungkan huruf atau biasa disebut dengan akronim . Seperti DR yang terbentuk dari huruf awal dari sekumpulan kata (Kridalaksana, 1992)*Domain Rating* yang berarti 'alat untuk mengukur kekuatan profil *backlink* website dalam SEO', KEPO dari *knowing every particular object* bermakna 'rasa ingin tahu berlebihan tentang urusan orang lain', DA dari *Domain Authority* yang berarti 'metrik pemberian peringkat pada website.'

Some KSI registers are also formed due to contraction abbreviations or shortening processes by summarizing basic or combined lexemes (Kridalaksana, 1992). For example, *murmer* which is formed from the combination of lexemes *murah meriah* means 'very cheap', *japri* formed from *jalur pribadi* means 'a request to *chat* privately or directly to the intended partner', *sosmed* formed from *sosial media* refers to digital platforms to interact in cyberspace. The last form of abbreviation is formed from the clipping process when a word or more is reduced to a shorter form (Yule, 2010). Registers formed due to this process include *DevSecOps, ex,* and *custom. DevSecOps* or *Development Security Operations* means 'integrating security into the software development and operation process.' While ex is short of expired, which means 'expired.' This register shows *page authority subscription deadline* information (SEO metrics). *Custom*, short for customize, means 'change as desired.' This register shows the advantages of a particular product in that the product has features that can be changed as desired.

Phrases (Fras)

The KSI register consists of registers in the form of words and phrases, as found by Aziza (2022) in his research on the register of sports articles in the online newspaper Jakarta Post. Phrases formed from combining one or more words are flip domain, web hosting, fast indexing, and *guest post backlink*. All four are commonly used for product promotion. *Flip domain* Refers to the services offered, namely exchanging website addresses; web hosting refers to services to store and manage certain websites on the internet; fast *indexing* means quickly indexed is a way for sellers to show the advantages of *the guest post backlink* services they offer. Meanwhile, *guest post backlinks* are article publication services with *a specific niche* (theme) and links (*backlinks*) to the client's website. In addition to English phrases, there are also Indonesian phrases such as *kode promo* and *harga spesial.* These two registers are usually included in promoting a product or service. *Kode promo* means 'discount codes' such as NY-HOSTING, and harga spesial means 'lower price.''

Affixation or Derivation (AD)

Affixation is changing lexemes into complex words (Kridalaksana, 1992), while derivation is forming new words by adding affixes (Yule, 2010). The reseller is one of the registers that goes through both of these processes*.* The word has the addition

of *the affix re-* at the beginning and the *suffix -er* at the end. The word *reseller* refers to the activity of selling again. Based on the context, this register is used to show the advantages of its service, that anyone can resell its services, namely '*guest post external websites*''.

These two change processes make a word undergo the addition of a prefix, such as *resell, which has the addition of re-, invest, which has the addition of ber-, and index, which has* added *ter-. Resell* means 'sell again,' meaning *investing* in this context, is not 'to invest money in a company to make a profit,' but 'to pay a certain amount of money for a product or service to be purchased,' and *indexed* means 'the service offered (such as *an AI* keyword agc script) make it easier for web pages to be quickly recognized and included by search engines in their index listings.'

In addition, affixation is also seen at the end of a word called a suffix. Examples of registers that have been affixed are *recurring* with the addition of *-ing, tools* with the addition of *-i,* and *the list* with the addition of its bound morphemes (Indonesian). Lexically, *recurring* means recurring payment, but in the context of KSI, this register refers to information that the cost of renewing *a web hosting* service remains the same for 3 years. This register indicates the advantages of services offered by the seller. *Tools* refers to software that is commonly used in the field of SEO. KSI members commonly use this register when they offer software products for SEO. While *the list* refers in context, it means 'a list of domains that a member will exchange through the services he offers.'

Compounding *(Penggabungan)* (Comp)

Compounding is the process of combining two words that produce a single form (Yule, 2010), Such as *the incorporation of* backlinks from *back+link, cashback* from *cash+back, worksheets* from *work+sheet, WordPress* from *word+press,* and *freelance* from *free+lance.* The two words combined into one not only produce a new form but also a new meaning. *Backlinks* refer to 'the connection between two websites built using HTML code.' This register is used to name the product offered. *Cashback* means 'refund,' often used to entice consumers to purchase the services offered.

Worksheets refer to digital worksheets commonly created through the Google Sheets application. KSI members use this register by combining it with other registers, such as free, so the combination of the two registers becomes an attraction that shows the product's advantages (Hastutik et al., 2023). WordPress register refers to software or open platforms for managing websites. Members use this register as information or a description of a blog they are selling, and the blog uses WordPress software. Meanwhile, *freelance* means 'freelancer' and is used as a professional description when KSI members open up opportunities for new jobs or projects.

Metanalisis atau Borrowing (Peminjaman) (MB)

In KSI, there is also a loan register in English, a platform borrowed from the French platform*.* In French, this word is defined as a flat surface on which objects can stand. However, when this word was borrowed into English, it was adopted as a *platform* and had an additional meaning, namely 'software' in the context of technology. Based on the context of KSI, this register refers to products in the form of software commonly used in the field of SEO, such as the following chat excerpts: *kantorku lagi bikin beta platform untuk DevSecOps. Jadi platform ini bisa multiple scanner seperti SAST, DAST, IaC, SCA, SecretScan (my office is creating a beta platform for DevSecOps. So this platform can be multiple scanners such as SAST, DAST, IaC, SCA, SecretScan).*

Functions of Using the Indonesian SEO Community Buying and Selling Register
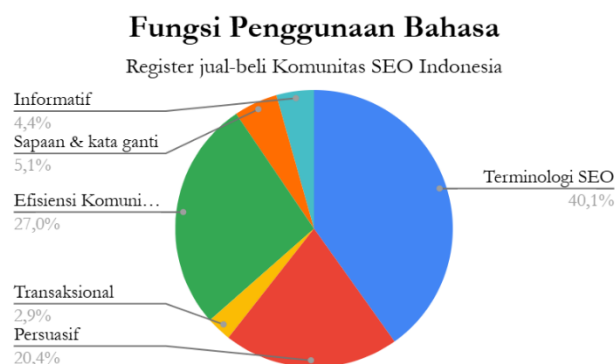
Diagram 2. Functions of using the Indonesian SEO Community Buying and Selling Register

Based on the analysis of the function of using the KSI sales and purchase register following the mechanism of the formulation of the function Thurlow & Brown (2003), six functions are found, as shown in the diagram above. The register function was most commonly found to refer to SEO terminology, with a percentage of 40.1%. At the same time, the least is the transactional function, with a percentage of 2.9%. Other functions of the sales and purchase register are communication efficiency with a percentage of 27%, persuasive 20.4%, greetings and pronouns 5.1%, and informative 4.4%.

Terminology SEO

Functions that refer to SEO terminology are languages or terms community members have

mutually understood, such as *Buzer, data entry, SCA, and publishing.* A *buzzer* register refers to a *buzzer* or service that involves a group of people to spread certain information or opinions in cyberspace. In the context of KSI, this register is one of the products offered within the group, namely 'buser services.' In addition to products, SEO terminology also represents a variant of the profession in the field of SEO, one of which is *data entry*. This profession exists not only in the field of SEO but also in several other fields, such as FnB, retail, and finance. In the context of KSI, this register offers services to community members. SEO terminology can also facilitate mentioning processes or activities in this field, such as *SCA* and *publishing. SCA* (*Software Composition Analysis*) identifies and manages third-party software components used in an application. *Publish* refers to publishing content to a website to be accessible to the public.

Using terminologies that have been understood together without converting them to other languages can provide smooth communication between members and minimize misunderstandings. Although it is possible to convert it to Indonesian, this has been proven to trigger misunderstandings and delays in understanding. Therefore, English terminology is retained and used during conversations, as the original science originated in America.

Communication Efficiency

In addition to technical SEO terminology, KSI members use standard terms commonly used by the public, such as *spill, via, e-book, e-commerce,* and *tags.* The writing of *the word spill* found in this study experienced a spelling error where the word was written with a *spil.* This spelling error can be caused by several factors, such as inaccuracies in typing or keyboards that can occur in digital media or a lack of vocabulary or language knowledge (Crystal, 2003). Register *spill* means 'give information.' In the context of KSI member conversations, potential buyers commonly use this register when they want information (urgently) from a particular service provider. Register *via* means 'through,' which indicates information where a buyer can contact a seller or purchase a service of a particular product or service. As with the following snippet, share *the rate card. Or via japri?* The *e-book* register is *an electronic or digital book* used to describe a product. *E-commerce* means *electronic commerce* or buying and selling activities carried out digitally through cyberspace. This register is used as its original meaning, referring to digital market platforms, such as Shopee, Tokopedia, etc. KSI members use the register tag to

name one of the group members. They prefer to tag this activity rather than *call me in chat* because by using the register, one will not only mention the name of the person to whom it is intended, but also the person who is called will get a notification of the mention.

Based on these five registers, it can be seen that conversations in the context of buying and selling in the digital world require practicality. Community members prefer direct communication without words. This value is reflected not only in the buyer's message to the seller but also in the seller's message to the buyer when they promote a product or service. The promotion is carried out through short text messages to write the products or services offered, additional information, the advantages of the products or services offered, and contacts that can be contacted.

Persuasive

Consumers can see and get information from the products or services offered through indirect buying and selling activities. Digital buying and selling require each seller to introduce the product and interest consumers without directly showing their products or services. Therefore, KSI uses several variations of registers to attract consumer interest. It shows its advantages using the register customization and auto purge or provides extraordinary things through the register kode kupon, such as free and test trials.

Customize means 'message as desired,' and *auto purge* means 'automatic deletion *of cache* or temporary data in the server.' Both are used to show the advantages of the products and services offered. The implementation of the register is such as *bisa customize tema* or *seamless integration, publish, edit post, update plugin, edit thema auto purge tanpa perlu pencet"* (press). Register *kode kupon* refers to a series of letters and numbers used to get discounts. This register is usually included in promoting classes or courses offered in KSI. While *free* means 'free' and *test trial* means 'trial test.' Both registers are used as additional information when the seller offers a specific product or service and are used by the buyer when they want more information, such as *free?*

These registers are a form of reward for traders and consumers. Its application in sales can affect consumer purchase intentions, thus having an impact on product sales (Luo et al., 2021). In addition, these registers can also create a sense of urgency for buyers, creating a feeling of impulsivity (Putri, 2024) when there is kode kupon that can cut costs and be free of certain products.

Greetings and Pronouns

KSI members are gathered because of the profession's similarities, namely in the field of SEO. It comprises people from various regional backgrounds, ages, and positions. There are several variations of registers that members use to call each other, such as *agan, rekan, guys, everyone, all,* and *mbah. Agan* is short for *juragan*, which means 'you' (seller and buyer). *Rekan* means 'friends' or 'friends,' guys means 'colleagues,' and *everyone* and *all* means 'everything.' Members commonly use these five registers to greet other members or greetings by sellers to buyers and vice versa.

One of the most common types of registers is the register *mbah.* KSI members commonly use this greeting to greet the founder of this community, namely Nur Anasta Rahmat. KSI members and people outside KSI use this register, as other major agencies also use such a designation. They deliberately used the register because Anas is one of the most extended people (approximately 17 years) in the SEO world at KSI.

In addition, each field of work allows for differences in knowledge and proficiency level, as well as in the field of SEO. This difference can be seen from the identity of the position owned by each community member. Even so, community administrators strictly prohibit using impolite greetings and showing the seniority or superiority of each individual. Therefore, each member is prohibited from using greetings such as *suhu, mastah, newbie, cupu, puh, sepuh, sifu, suhu2, mastah2, master2,* and *suhu2.* This prohibition was enforced to minimize harmful seniority practices outside the community, such as *bullying*, bullying of new members, and lowering each other's self-esteem. Consistent with these findings, Jailobaev et al. (2021) said that social media can be a platform to support each other, empower each other, and have a sense of belonging as a team.

Information

In KSI, the buying and selling process is carried out through short writing that can tell other members that someone is selling or needs certain products or services. They use registers such as WTS, WTB, and #KSISELL to do this. *WTS* or *Want To Sell* means 'want to sell,' *WTB* or *Want to Buy* means 'want to buy,' and *#KSISELL* is the community's official hashtag that can be used to sell products or services. The buying and selling process can run efficiently, clearly, and quickly using several registers. This is because members who need something can use this register and search for it in the search field to find the product or service they need. These registers can also be information so that readers immediately know the intentions and objectives of members when introducing certain products or services.

Some KSI members also often provide additional information to promote products or services by inserting *PM* registers such as *minat+detail PM* and *DM* like *boleh DM jika berminat. PM, personal message, DM, or direct message* means '*private chat.*' The two registers are used interchangeably when they are promoted. That way, other members can find out and send messages to get more complete information about the products or services offered. KSI also enforces several other hashtags that can facilitate members, both when discussing and selling, such as *#ASK* to ask questions, *#WTS* to market digital marketing products or services, *#WTB* to find certain digital marketing services or products, *#Hiring* to send job vacancies, and *#Share* to share information with group members. These hashtags can be used according to their function so that group members can respond appropriately to messages. Indirectly, hashtags also reflect the value of collaboration and mutual support upheld by the community. Community formation is not a place where the members are the most knowledgeable or proficient in the world of SEO, but the community is a place to grow in the field they are engaged in.

Transactional

Some other registers have transactional functions or languages that can help buying and selling activities in KSI, such as *resell, order, PO,* and *checkout. Resell* means 'reselling activity' and is used by sellers or buyers who want to resell certain products or services, such as *ada yang jual backlink yang boleh saya resell in? Ada teman cari hehe. Order* means 'order' or 'buy.' This register is commonly used at the end of promotions such as *http://www.(link) untuk detail dan order nya.* While *PO* or *Pre-Order* means 'order in advance.' This register can provide information that the product cannot be obtained directly but must wait within a predetermined period. Register *checkout* means 'buy' or 'complete purchase transaction.' Its use is commonly combined with words such as *yuk, segera, and checkout via Clicky!* As a closing sentence of the promotion.

Discussion

Language and culture are two things that explain how societies maintain and build their cognitive universe. Culture in a society is embedded in how they use language. This can be seen from the linguistic features contained in their language (Arslan et al., 2024). For example, in this study, KSI used many core registers where the register did not undergo a formation process. This shows that most of the languages used by KSI are colloquial

languages used in specific contexts according to the goals of each member. In addition, this also represents the stability of the language in KSI. In a sense, community members do not create much new language. However, existing terms are explicitly treated to represent the community's identity. Even so, it is not easy for someone outside the community or with other professions to understand the registers used by KSI. Remember, most of these registers are technical registers related to SEO activities.

Regarding its use function, KSI members use many registers that can support communication, persuasive, and informative efficiency, as found by Putri (2024), Maqsood & Akther Labony (2023), and Herlina & Simatupang (2024). Nevertheless, several functions can show the community's uniqueness and differences from previous studies. These functions relate to SEO terminology, greetings, and transactional terms. Benveniste (1974) says language is very close to a person's definition. It is impossible to imagine someone without a language and someone who has found a language for himself (Tektigul et al., 2023). In KSI, most languages (registers) refer to technical terms related to the SEO profession. Dominating the function that refers to SEO terminology compared to other functions in the KSI sales and purchase register shows the community's identity. In addition, it also proves that they are connected and collected because of the same profession, namely activists in the field of SEO.

The greeting register is a unique part of digging up registers, along with their meanings, values, and norms. As explained earlier, the community prohibits polite greetings that show seniority, such as suhu, mastah, newbie, cupu, puh, sepuh, etc. Through the prohibition, community members are encouraged to use or create other greetings that show equality in members' knowledge. As stated by Tektigul et al. (2023), the creation of language (words) refers to the world's mind or knowledge that serves as the basis for the formation of one's mind). Therefore, they use other greetings such as *mbah*, *guys, agan,* etc.

Based on the analysis results, this study found a difference in the use of the *checkout* register with that found by Putri (2024). The use of checkout registers in TikTok live broadcasts, as researched by Putri (2024), puts more significant pressure on the buyer, as this register is part of the information to the buyer that they need to complete the product as soon as possible. This is because when buyers do not complete the payment immediately and just put it in the cart, they can run out of products offered (Putri, 2024). Meanwhile, in Telegram, which is applied through written messages, the pressure to complete the payment is not as tremendous as the live broadcast of TikTok, which is applied orally and hunted over time. Remember, the checkout register plays more of a role as part of a *call to action* or call to action from the seller to the buyer.

CONCLUSION

Based on the analysis results, the KSI registers are dominated by the root word or registers that do not undergo the formation process, with the most dominant function referring to technical terms related to the SEO profession. The many basic forms that dominate the KSI register show that members do not create many new registers. Instead, use pre-existing terms for a specific context. Dominating the register that refers to the term SEO reflects the identity of the members that they are incorporated due to the similarity of the profession. In the transactional function that reflects the buying and selling discourse in KSI, it was found that the checkout register has a different context of use than TikTok's social media. The use of *checkout* in Telegram instant messaging has lower pressure or impulsivity than its use in TikTok live broadcasts. On Telegram, *checkout* is part of a *call to action* or the closing part of a promotional discourse. At the same time, on TikTok livestream, this register can exert more significant pressure to complete a larger transaction through an atmosphere of haste built by buyers. In contrast, the pressure on the buyer to purchase a product or service is built through a persuasive function with a register *kode kupon, free,* and *auto purge.* These registers can build an implied atmosphere, so buyers are encouraged to complete their transactions.

Another uniqueness of this community is reflected in several registers that function as greetings or pronouns. In KSI, there is a prohibition on using greetings that indicate seniority. Using neutral registers such as *agan, rekan, guys, everyone,* and *mbah* reflects inclusive and egalitarian community management. That way, the negative impact of differences in knowledge and position can be minimized, and community Telegram groups can be a positive place to grow for new and old members. This study focuses on KSI registers over a certain period, so it does not include the dynamics of long-term register changes. This study also does not emphasize the difference between the use of buying and selling registers on digital and face-to-face platforms, so it cannot be seen that registers are used in the digital realm. Business people can use the results of this research to maximize their sales and develop more effective marketing strategies. Overall, this study

contributes to linguistics by expanding the findings of profession-based registers in communities on digital platforms. Further research can fill in the limitations of this research or explore other aspects of the digital register.

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