

INTISARI

Penelitian ini bertujuan untuk menganalisis register layanan GoFood dalam aplikasi Gojek. Data yang dikaji adalah satuan-satuan lingual berupa kata, frasa, klausa, dan kalimat dalam layanan GoFood yang mewujudkan register bahasa. Selain itu, diteliti pula bentuk-bentuk kebahasaan pada register tersebut. Analisis selanjutnya berfokus pada pemakaian bentuk kebahasaan yang dilakukan melalui kajian tindak tutur. Data penelitian diperoleh melalui metode simak dengan teknik sadap yang dilanjutkan dengan teknik catat dan *screenshot*. Analisis data dilakukan melalui metode introspeksi dan metode padan translasional, lalu disajikan dengan metode formal dan informal. Hasil analisis menunjukkan bahwa register layanan GoFood memuat bentuk sederhana berupa kelas kata dan bentuk kompleks berupa afiksasi, reduplikasi, dan abreviasi, serta bentuk khusus berupa persajakan dan onomatope. Berikutnya, terdapat pula bentuk campur kode dan alih kode serta variasi ragam bahasa yang meliputi ragam resmi, ragam santai, ragam akrab, dan ragam konsultatif. Kemudian pemakaian bentuk kebahasaan dikaji menurut tindak tutur berdasarkan fungsi, yaitu tindak tutur representatif, deklarasi, direktif, komisif, ekspresif, dan bertanya. Analisis register dan tindak tutur memudahkan pengguna dalam memesan makanan secara daring melalui variasi bahasa yang *user-friendly* sehingga komunikasi dapat berjalan secara efektif dan lancar.

Kata kunci: sosiolinguistik, register, GoFood, aplikasi Gojek

ABSTRACT

This research aims to analyze the register of GoFood service in the Gojek application. The examined data are lingual units in the form of words, phrases, clauses, and sentences in GoFood services that materialize language registers. In addition, the linguistic forms of the register were also studied. Further analysis focuses on the use of linguistic forms through the study of speech acts. The research data were collected through the observation method using a recording technique followed by note-taking and screenshot techniques. Data analysis was conducted using the introspection method and the translational identity method, then presented using formal and informal methods. The results show that the GoFood service register consists of simple forms in the form of word classes and complex forms in the form of affixation, reduplication, and abbreviation, also particular forms including rhyming and onomatopoeia. Moreover, there are also forms of code mixing and code switching as well as variations in language styles i.e., formal style, casual style, familiar style, and consultative style. The use of the linguistic forms is reviewed according to speech acts based on function, such as representatives, declarations, directives, commissives, expressive, and questioning. Register and speech acts analysis allow users to order online food through user-friendly language, so that communication can be carried out effectively and smoothly.

Keywords: sociolinguistics, register, GoFood, Gojek application