

‘Barangnya ready ya, wal...!’: LANGUAGE USE OF FACEBOOK GROUP AS A MARKETING PLATFORM

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ABSTRACT

In this digital era, Facebook's (known as FB) function is to post, share, and give comments. People can also endorse their business for selling and buying something and gain much attention from the platform. This current study aims to explore language use in Facebook groups as a marketing platform, viewed from linguistic and localized features. It was conducted in a qualitative study by involving two FB public groups in Samarinda as the research subjects. In collecting data, observation and documentation of FB's posts and comments were employed. In analyzing data, it was conducted quantitatively and qualitatively. Based on the findings, it can be summarized that language use in the platform can be categorized within several features, namely: (1) lexical and syntactical features. In lexical features, it was primarily found in reduced forms (6 data), word choice (1 data), and spelling (3 data). In contrast, in syntactical features, it was mostly found capitalization (6 data), grammar (1 data), and punctuation (2 data), (2) localized features found from posts and comments in the two selected FB groups as a marketing place in Samarinda are code-switching (1 data), code-mixing (10 data), lexical borrowing (3 data), and shift (2 data), and (3) Banjar and Java language mainly were employed to communicate in those FB groups beside of using Indonesia language. In brief, it can be said that Facebook, as a marketing platform, has introduced a new expertise in the selling and buying process, utilizing various vernaculars that exist in the Kalimantan context.

Keywords: Language Use, Facebook, Marketing Platform, and Qualitative Study

ABSTRAK

Di era digital ini, fungsi Facebook (dikenal sebagai FB) adalah memposting, berbagi, dan memberikan komentar. Orang juga dapat mendukung bisnis mereka untuk menjual dan membeli sesuatu dan mendapatkan banyak perhatian dari platform. Studi saat ini bertujuan untuk mengeksplorasi penggunaan bahasa di

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grup Facebook sebagai platform pemasaran, dilihat dari fitur linguistik dan lokal. Hal ini dilakukan dalam studi kualitatif dengan melibatkan dua kelompok publik Facebook di Samarinda sebagai subjek penelitian. Dalam mengumpulkan data, pengamatan dan dokumentasi postingan dan komentar FB digunakan. Dalam menganalisis data, dilakukan secara kuantitatif dan kualitatif. Berdasarkan temuan tersebut, dapat diringkas bahwa penggunaan bahasa dalam platform dapat dikategorikan dalam beberapa fitur, yaitu: (1) fitur leksikal dan sintaksis. Dalam fitur leksikal, terutama ditemukan dalam bentuk yang direduksi (6 data), pilihan kata (1 data), dan ejaan (3 data). Sebaliknya, pada fitur sintaksis, sebagian besar ditemukan kapitalisasi (6 data), tata bahasa (1 data), dan tanda baca (2 data), (2) fitur lokal yang ditemukan dari postingan dan komentar di dua grup FB yang dipilih sebagai tempat pemasaran di Samarinda adalah code-switching (1 data), code-mixing (10 data), peminjaman leksikal (3 data), dan shift (2 data), dan (3) bahasa Banjar dan Jawa terutama digunakan untuk berkomunikasi di grup FB tersebut selain menggunakan bahasa Indonesia. Singkatnya, dapat dikatakan bahwa Facebook sebagai tempat pemasaran telah memberikan keahlian baru dalam proses jual beli dengan berbagai bahasa sehari-hari yang ada dalam konteks Kalimantan.

Kata kunci: Penggunaan Bahasa, Facebook, Tempat Pemasaran, dan Studi Kualitatif

A. INTRODUCTION

Facebook (henceforth FB) is one of the existing platforms designed where users can post, comment, and share pictures, videos, texts, etc., virtually. Historically, FB was created by Mark Zuckerberg and launched in 2004. The platform is the most popular and widely used as a social network and an entity of global proportions (Mosquera et al., 2020; Nwala & Tamunobelem, 2019). In Indonesia, the total number of FB users is 176,500,000, or 63.9%, per June 2021 (InternetWorldstats, 2021). Once a profile is created, the platform can look for and send friend requests, write messages, share news articles, videos, statuses, and so on (Caers et al., 2013; Miller et al., 2019). Joison in Fleuriet et al. (2014) also adds that FB holds the leading role in developing and maintaining social relationships. It can be said that FB has had other functions besides sharing text and pictures, such as building social relationships and sharing information widely.

FB also becomes a marketing place for some businessmen. People can use it to sell and promote any product or brand to others through posts, comments, and even direct messages, virtually without meeting one another directly. Nikou et al. (2020, p. 30) explored social media and entrepreneurship, arguing that social media activities and entrepreneurial activities are less limited and predefined. Kabadayi and Price (2014, p. 204) explain that this new form of engagement in social media

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opens many new opportunities for a brand to extract value from existing and potential customers. Additionally, social networking sites have become the most influential means of communication for organizations to market their products. Clients are decreasing their dependency on traditional conversation channels, such as television or newspapers, as a source of product statistics for their decision-making (Lee & Kahle, 2016; Mangold & Faulds, 2009).

This current study involves two FB public groups (i.e., SL and BGL) from Samarinda City as the research object. As the capital city of East Kalimantan, Samarinda has several characteristics, such as (1) many people of Samarinda have FB accounts, (2) a multi-cultural city, (3) the center of business in East Kalimantan, and (5) a satellite city of IKN (*Ibu Kota Negara*) in the future.

Based on the preliminary study conducted, it was found that most of the inhabitants in Samarinda city do not only use FB to post and share feelings, videos, or pictures, but also, they use the platform as a place to conduct a buying and selling process like promoting kinds of stuff, preloved clothes, health product, massage therapy, and so on. In other instances, the FB user engaged in code-mixing and switch-mixing the Indonesian language with English and local languages in Samarinda, such as Banjarnese or Javanese, in several posts or comments. These activities were primarily found in several FB groups. From our point of view, this phenomenon has demonstrated that FB's function as a social media platform has expanded to include sharing emotions and posting favorite pictures. Still, it is also used as a marketplace for buying and selling.

Several previous studies were chosen as references to support this current study. First, Karanjakwut (2018) investigated the linguistic and localized features of Thai in English writing on a closed FB group, finding that linguistic features primarily included parts of speech, punctuation, verb tenses, and capitalization, while lexical features were mainly located in word choices and spelling. Second, Fink et al. (2020) reported entrepreneurial marketing on FB. Social media offers many chances for entrepreneurs to market their product with various strategies in society, such as involving celebrity endorsement to improve purchase intention among members in the FB fan community. Third, Reyes et al., (2018) observed it through FB posting. They found that FB makes it easier for people to share and post their feelings with most posts related to a situation, object, mental state, or interjection.

However, the use of FB as a marketing platform has not gained much attention. Indeed, language use in social media (i.e., FB) from the Kalimantan context (i.e., local languages) has not been explored in depth. To address the gap, this study aims to investigate the function of FB as a marketing platform in the FB group in Samarinda, focusing on the linguistic and localized features of the local languages around Samarinda. In another, this current study is focused on the selling and buying process at FB by proposing one research question, namely: How is language

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use in the FB group as a marketing place in Samarinda viewed from linguistic and localized features?

B. LITERATURE REVIEW

1. FB as a marketing place

As a social media, FB is a trend for being used by everyone where they can post, comment, and upload words or pictures digitally, so people in other places know it. In addition, FB is known as the most famous social networking site for internet users (Tadesse et al., 2018; Tariq et al., 2020; Tariq & Sarfraz, 2018). Talking about users of FB itself, FB is the leader of marketing social platforms, which is simple, fast, and attractive to share any information with 2.9 billion users all over the world as of June 2021 (Alrubaian et al., 2018; InternetWorldstats, 2021; Verma et al., 2021). In addition, FB and others are elements of conversation for tens of millions of human beings in everyday life. Nonetheless, even more notable than their ubiquity is the social nature of that technology and how it provides new contexts for social expression and engagement (Bazarova et al., 2013).

As a marketing platform, FB has marketed a lot of stuff and has been interesting for anyone to access. It is in line with Schjoedt et al., (2020), they argue that social media gives entrepreneurs enormous potential. An advantage of FB use as a marketing platform is communicating with the company about their wants and needs. It also influences the quality of customer service (Direction, 2012; Hansson et al., 2013). Chawla and Chodak (2021, p. 60) experimented with an FB fan page as a social media platform for business and found that social media marketing is highly dynamic. Managers and researchers are actively seeking new ways to assist businesses and advance scientific understanding in rapidly evolving competitive markets. Besides that, several challenges were found in effectively conducting a marketing communications experiment on social media. In another study, Leung et al. (2015) studied the marketing effectiveness of social media for the hospitality industry. They concluded that hotel customers' social media experiences influence their attitudes toward social media sites, which affects their attitudes toward hotel brands. In addition, different social media sites show the exact marketing mechanism in terms of marketing effectiveness.

From those explanations, it can be concluded that FB is the most popular social media used by society to make friends and share information. Data from social media users shows that FB is the most used by people in the world statistically. As a marketing platform, FB is very dynamic and has introduced practical improvements for selling and buying mechanisms. Anyone can promote their content in the form of pictures through posts or share it in one or several groups, provided an admin has admitted them to the Facebook group. Besides that, FB also teaches everyone to change their marketing from traditional to modern by using technology.

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2. Linguistic Features in FB

Linguistic features are elements found in a language that can be found in the text. According to Kibort and Corbett (2010, p. 1), features are fundamental to linguistic description. Linguists frequently turn to them as they try to understand and model the complexity of natural language. In addition, the impact of features has increased steadily so that today, given a group of linguists of varied theoretical persuasions, the use of features is likely to be something shared (Kibort & Corbett, 2010, p. 2). Khamkhien (2014) conducted a study about linguistic features of evaluative stance, found that the choice of linguistic features in academic discourse gives significant information on the evaluative stance that the writer is taking towards the projected subject. In addition, evaluation is important because it plays a vital role in building and organizing a text's ideological basis.

He and Li (2009) identified four levels of linguistic features from several studies, i.e., phonology, lexis, syntax, and discourse pragmatics. Gao and Zeng (2021) explored linguistic features, ideologies, and critical thinking in Chinese news comments. They classified linguistic features, such as (1) idioms, to show respondents' attitudes and ideologies, (2) connotative meanings connected with figures of speech that appeared in the news commentary, and (3) parallel sentence structures in syntactic structure. In addition, five major types of internet language features are classified into (1) graphic, such as interjection, abbreviations, word letter replacement, code-switching, code-mixing, and diction, (2) orthographic, such as word spelling and capitalization, (3) grammatical, such as passive voice, verb use, and personal pronoun, (4) lexical, such as interactive features and the stream of consciousness, and (5) discourse, such as emoticon usage and excessive punctuation (Crystal, 2011).

In other recent studies at FB, Kachru and Nelson (2006) identified three linguistic features: phonological features, lexical features, and syntactic features, but Karanjakwut (2018), in research about linguistic features at FB found that linguistic features are just focused on lexical and syntactic features of writing. Hashim et al. (2017), in a study about linguistic features of Malaysian students' online communicative language in the academic setting, found that language used by participants on FB, such as code-switching, code-mixing, fillers, emoticons, spelling modifications, foreign language words, and colloquial Malaysian English. In addition, Sulistyowati et al. (2020), in research at FB, found (1) three language variations among Indonesian, English, and Javanese, (2) English and Indonesian abbreviations, and (3) four spelling form errors, such as erroneous use of capital letters, in-front letter, periods, commas, quotation marks (“..”), abbreviations or apostrophes (“”).

Based on the explanations above, it can be concluded that linguistic features are elements found in writing, such as phonology, syntax, punctuation, and grammar. In FB, linguistic features are easily identified because the data of the

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features are in written form. Therefore, it is interesting to analyze how Facebook users post, share, or comment on anything they see in Facebook groups. In this current study, FB users’ posts and comments were investigated to analyze their language use by adapting the ideas of Crystal (2011) and Karanjakwut (2018).

3. Localized Features in FB

Localized features are linguistic elements that have been converted or combined with local languages or terms. In FB, the localized features always happen when a user posts or comments. Karanjakwut (2018, p. 7) investigated localized features of Thai in English writing found in a closed FB group, where translation and transfer were found in the students’ writing. The others were code-switching, code-mixing, and reduplication. In another study, Wu (2018, p. 252) focused on linguistic and non-linguistic features on Facebook. It concluded that code-switching, code-mixing, and emoticons are the most prevalent linguistic and non-linguistic features used by Malaysian youths in Facebook status updates. It portrays the bilingual and multilingual performers in the communication of the Malaysian youths.

Relating to other localized features mentioned, Halim and Maros (2014) emphasized the function of code-switching in FB, that users employ code-switching to improve their interaction in FB, besides using it as a strategy, and negotiate meaning. In addition, code-mixing also happens in localized features. Code-mixing is a beneficial strategy for communication in bilingual communities. It is influenced by several reasons, such as discussing a particular topic, quoting someone else, emotions, interjections, and unknown translations. The Indonesian language is used in phonology systems, word formation, and word structure (Kurniawan, 2016; Luke, 2015). Localized features are also believed to ease communication between a speaker and listener. Indeed, several social factors influence it. Holmes and Wilson (2017) indicate social factors in code choice, i.e., (1) social distance, (2) status, (3) formality, and (4) function.

Based on the explanations above, it can be said that localized feature takes place when words or sentences of the dominant language are mixed or switched into local languages, such as when Indonesian is combined with the Java language or English is switched to the Indonesian language. Besides that, several localized features were found, such as code-switching, code-mixing, or emoticons. In this current study, localized features are focused on the mixed language (e.g., Indonesian-Banjar language or Indonesian-Java language).

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C. METHOD

1. Research Design

This current study utilized a qualitative research design supported by several quantitative data. Fraenkel et al. (2012, p. 426) explain that qualitative research is a research study that investigates the quality of relationships, activities, situations, or materials. Tracy (2019, p. 8) also adds that qualitative methods are valuable for writing class papers and scholarly research articles, and support staged performances, white papers, grant applications, corporate consulting, social media, and web content. This study aligns with the current research, which analyzed language use among Facebook users when posting and commenting in Facebook groups.

2. Demographic Data

Participants of this current study were FB members who joined two FB public groups in Samarinda city, namely: (1) SL (created on November 26, 2015) and (2) BGL (created on October 18, 2019). The real names of the FB users and groups are pseudonyms to keep them confidential. Two reasons for choosing those groups are (1) actual-time information posts and (2) the number of FB users that join the group. SL's members are 50,047 members, and BLG's members are 14,485 members.

From the groups, data collection that is used to analyze and show in this current study is shown in Table 1, as follows:

Table 1 Demographic Data of FB Members

| Number | FB's Name | n | Percentage |
|--------|-----------|----|------------|
| 1 | SL | 20 | 57% |
| 2 | SGL | 15 | 43% |
| TOTAL | | 35 | 100% |

A majority of the data used in analyzing linguistic and localized features in this current study are from the SL FB group (n= 20, 57%), while the other data are from the SGL FB group (n=15, 43%) (see Table 1). It means that the SL FB group has more varied data than the SGL FB group. Those data were analyzed and categorized, which features include in linguistic features and localized features. In addition, several relevant theories were used to support these findings.

3. Data Collection and Analysis Technique

Secondary data for this study were collected through observation and documentation. In the observation step, the researchers were just non-participant observers who did not participate in any activities with the group, as explained by (Fraenkel et al., 2012). In the next step, the researchers documented any posts and

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comments of the FB users joining the two selected FB groups as secondary data. The data collected were the posts and comments of Facebook users from September to December 2021.

In analyzing the data, this current study employed both quantitative and qualitative approaches. In quantitative research, the data were presented graphically and described descriptively, whereas in qualitative research, the data were presented graphically and described descriptively. Miles and Huberman's model was employed. Eisenhardt (2002, p. 3) writes that Miles and Huberman (1984) have highlighted specific techniques for analyzing qualitative data. Their ideas include various devices, such as tabular displays and graphs, to manage and present qualitative data without compromising its meaning through intensive coding. There are three steps to follow from the model. Firstly, data display. In this step, the researchers displayed all the data they found on Facebook. Secondly, data reduction. In this step, the researchers analyzed the data to categorize whether the features are linguistic or localized. Thirdly, concluding. In this step, I made conclusions based on the fixed data that had been analyzed and reduced in the previous step.

D. FINDINGS AND DISCUSSION

1. Findings

a. Linguistic Features

This part shows lexical features and syntactical features adapted from several experts' ideas (i.e., Crystal, 2011; Kachru & Nelson, 2006; Karanjakwut, 2018), as follows:

1) Lexical Features

Based on the findings, several posts and comments from the two Facebook groups, i.e., SL and SGL, are classified as linguistic features where FB users in the groups wrote posts or comments inappropriately using reduced forms, word choice, and spelling.

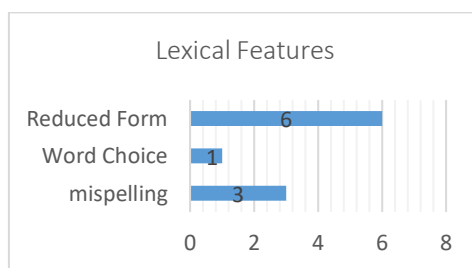


Figure 1 Lexical Features of the Two FB Groups

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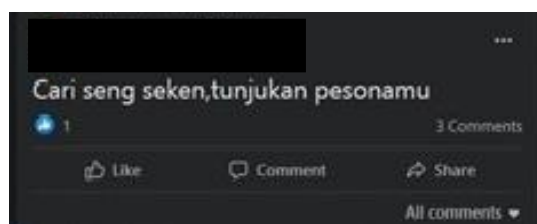
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From Figure 1, a majority of lexical feature problems found from the two selected FB groups are **reduced forms** where FB users of those groups wrote posts or comments by reducing several forms. The FB users also encountered similar issues in writing, namely spelling and word choice, in their posts or comments (see Figure 1).

Sample Data of Lexical Features

There are three sample data of lexical features analyzed and shown in this current study, as follows:

1. Sample 1 is a **word choice in lexical features**. It is written '*Cari seng seken, tunjukan pesonamu*' (Translated: 'Find a former roofing, show your charm') (see Picture 1). From the sentence, two words are identified as mistakes in word choice, namely (1) the word '*seken*' should be written '*bekas*' and (2) the '*tunjuk*' should be written '*tunjukkan pesonamu*.' Therefore, the post will be more precise to read if it is written '*Cari seng bekas, mohon tunjukkan barang dan harganya!*' (Translated: 'Find a former/second roofing, show it and its price!').



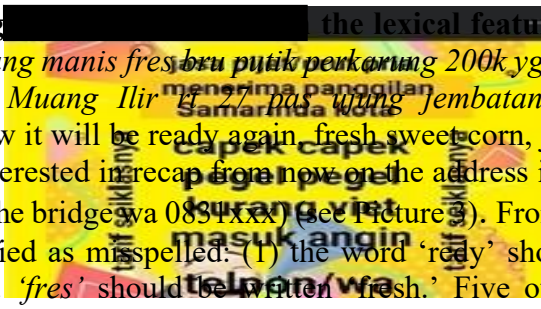
Picture 1 Looking for Information About Price

2. Sample 2 is a **misspelling and reduced forms in the lexical feature**. It is written '*Capek capek pegel pegel kurang viet masuk angin telpon/WA 0823xxxx. Bayar seiklasnya*' (Translated: 'Tired, achy, not fit, catch a cold. Phone/WhatsApp 0823xxxx. The price is sincere') (see Picture 2). From the sentence, two words are identified as misspelling, namely: (1) a word '*viet*' should be written '*fit*,' and (2) a word '*pegel*' should be written '*pegal*,' while two words are also identified as reduced forms, namely (1) a word '*telpon*' should be written '*telepon*,' (2) a word '*seiklasnya*' should be written '*seikhlasnya*,' and (3) word '*WA*' should be written '*WhatsApp*.' Therefore, the post will be more comfortable to read if it is written '*Capek-capek, pegal-pegal, kurang fit, masuk angin. Telepon/WhatsApp 0823xxxx. Tarif seikhlasnya!*' (Translated: 'Tired, achy, not fit, catch a cold. Phone/WhatsApp 0823xxxx. The price is sincere!').

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Picture 2 Promoting A Massage Therapy

3. Sample 3 is a **spelling**  **the lexical feature**. It is written 'Besok redy lagi jagung manis fres bru putik perkarung 200k yg minat rekapan dr sekarang alamat Muang Ilir rt 27 pas ujung jembatan wa 0831xxx' (Translated: Tomorrow it will be ready again, fresh sweet corn, just put out per sack 200k who are interested in recaps from now on the address is Muang Ilir rt 27 right at the end of the bridge wa 0831xxx) (see Picture 2). From the sentence, two words are identified as misspelled: (1) the word 'redy' should be written 'ready,' (2) the word 'fres' should be written 'fresh.' Five other words are identified as reduced forms, namely (1) word 'bru' should be written 'baru,' (2) word 'yg' should be written 'yang,' (3) word 'dr' should be written 'dari,' (4) word 'rt' should be written 'RT,' and (5) word 'wa' should be written 'WhatsApp.' Therefore, the post will be suitable if it is written 'Besok ready lagi jagung manis fresh baru putik perkarung 200k yg minat rekapan dari sekarang alamat Muang Ilir RT.27 pas ujung jembatan WhatsApp 0831xxx' (Translated: 'Tomorrow, ready again, fresh sweet corn just put in 200k sacks which are interested in recaps from now on the address is Muang Ilir RT.27 at the end of the WhatsApp bridge 0831xxx').



Picture 3 Selling Corns

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2) Syntactical Features

Based on the findings, several posts and comments from the two FB groups, i.e., SL and SGL FB groups, are classified as syntactical features where FB users in the groups conducted inappropriate writing a posts or comments through capitalization, verb tenses, and punctuation.

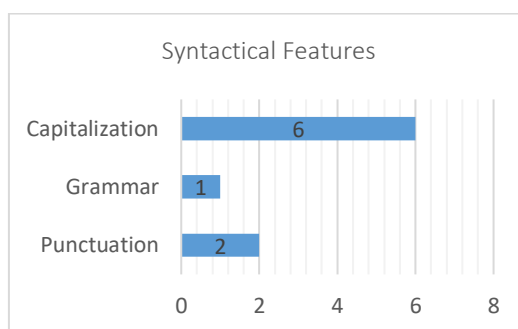


Figure 2 Syntactical Features

A majority of syntactical feature problems found in the two selected FB groups are due to capitalization, where FB users of those groups wrote capital letters in incorrect places. Besides that, several FB users wrote sentences in posts or comments that were not based on grammar. In addition, punctuation is still found where FB users do not write posts or comments using appropriate punctuation (see Figure 2).

Sample Data of Syntactical Features

There are four sample data of syntactical features analyzed and shown in this current study, as follows:

1. Sample 1 is a **punctuation and capitalization in syntactical features** because the post is written '*Bismillah ready es cincau hijau dan dawet Rp 5.000,-/orsi, mangkalnya di sebrang gg. Harkat jl. gunung sepih (lingai)monggo sedulur yg minat langsung ke lapak ya. Ayok budayakan minum minuman khas indonesia hehehe gaskeeun*' (Translated: '*Bismillah ready green grass jelly and dawet Rp 5,000-/portion, the store is across Gang Harkat—Mount Sepih (lingai) street. Please, brothers and sisters interested, go directly to the stall. Let us make a culture of drinking Indonesian special drinks hehehe gaskeeun*'). From the sentence, two words are identified as problems in capitalization, namely (1) word 'gunung sepih' should be written 'Gunung Lingai,' and (2) word 'Indonesia' should be written 'Indonesia.' In punctuation, the sentence should be added by (.) dot, (,) comma, and (!) exclamation mark. Therefore, the post will be more comfortable if *Bismillah* is written. *Ready es cincau hijau dan*

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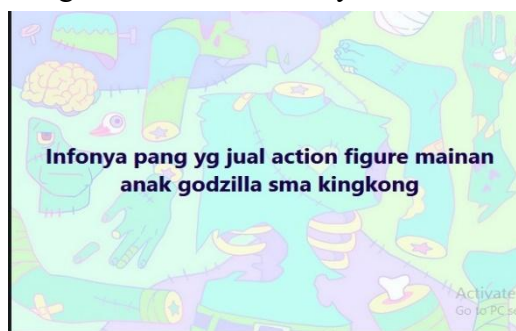
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dawet Rp 5.000,-/porshi, mangkalnya di sebrang gg. Harkat jl. Gunung Sepih (Lingai) monggo sedulur yg minat langsung ke lapak ya!. Ayok budayakan minum minuman khas indonesia hehehe gaskeeun!' (Translated: 'Bismillah. Ready green grass jelly and dawet ice at 5,000 Rupiahs per portion, available across the street from gang Harkat. Mount Sepih (Lingai) street. Please, brothers and sisters interested, go directly to the stall! Come on, let us make it a habit to drink Indonesian special drinks hehehe *gaskeeun!*').



Picture 4 Promoting A Traditional Drink

2. Sample 2 is **punctuation in syntactical features**. It is written '*Infonya pang yg jual action figure mainan anak godzilla sma kingkong*' (Translated: 'Please let me know who sells action figures for children's toys, Godzilla and Kingkong') (see Picture 5). The sentence should be equipped with an exclamation mark (!). Besides that, I found two words have a problem in reduced form, namely (1) word 'yg' should be written 'yang' and (2) word 'sma' should be written 'sama.' Therefore, the sentence will be more suitable if it is written '*Infonya pang yang jual action figure mainan anak godzilla sama kingkong!*' (Translated: 'Please let me know who sells action figures for children's toys, Godzilla and Kingkong').



Picture 5 Looking for information about Action Figure

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3. Sample 3 is **a grammar in the syntactical feature**. It is written in the English language ‘In the name of Allah, come on the cup is made of Makassar. It is only 2K. Send me a message 0853xxx’ (see Picture 6). A problem in word choice has been identified: (1) a word ‘in the name of Allah’ should be written ‘*Bismillahirrohmanirrahim.*’ Therefore, the sentence will be more suitable if it is written ‘*Bismillahirrohmanirrahim.*’. Brown cake is sold for only 2K Rupiahs. It is made from Makassar. Interested? Text me to 0853xxxx.’.



Picture 6 Promoting A Brown Cake

4. Sample 4 is **a punctuation and capitalization in syntactical features**. It is written ‘*Umpat lalu,,,,sayur,,,,iwak layng sdg.layang ganal.anakan gembung.lele.teri basah.udang putih/loreng.selangat.ceker.hati.usus ayam.ayam.WA BIAR LAKAS 0852xxx*’ (Translated: Passing by, vegetables, medium-sized flying fish, big fish, puffy chicks, catfish, wet anchovies, white/shrimp strips, strangulated, claws, liver, chicken intestines, and chicken. WhatsApp for fast 0852xxxx!).

The sentence should be fixed using a comma (,) to separate each item mentioned in the sentence and an exclamation mark (!) at the end of the sentence. Besides that, two words of the sentence are identified as having a problem in capitalization, namely (1) the word ‘BIAR’ should be written ‘*biar*’ and (2) the word ‘LAKAS (Banjar language)’ should be written ‘*lakas.*’ In addition, two words of the sentence are identified as reduced form, namely (1) word ‘*layng*’ should be written ‘*layang*’ and (2) word ‘WA’ should be written ‘WhatsApp.’ Therefore, the sentence will be more suitable if it is written ‘*Umpat lalu, sayur, iwak layang sedang, layang ganal, anakan gembung, lele, teri basah, udang putih/loreng, selangat, ceker, hati, usus ayam, dan ayam. WhatsApp biar lakas 0852xxxx!*’ (Translated: Passing by, vegetables, medium-sized flying fish, ganal kite, puffy chicks, catfish, wet anchovies, white/shrimp strips, strangulated, claws, liver, chicken intestines, and chicken. WhatsApp for fast 0852xxxx!).

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Picture 7 Selling Vegetables

3) Localized Features

In this part, localized features from (Karanjakwut, 2018) idea was adapted. Based on the findings, several posts and comments from the two FB groups, i.e., SL and SGL are classified as localized features, such as reduced forms, word choice, and spelling, as is shown in figure 3:

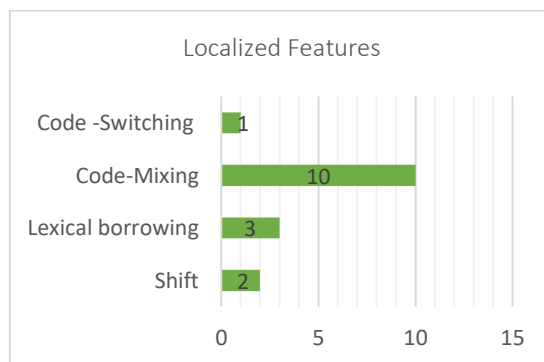


Figure 3 Localized Features

Most localized features found from the two selected FB groups are code-mixing. The FB users of those groups used it to communicate with other users who have a similar background, while others used lexical borrowing when posting or commenting in English. The other FB users also used code-switching and shifts during posting or commenting (see Figure 3).

Sample Data of Localized Features

There are four sample data of localized features analyzed and shown in this current study, as follows:

1. Sample 1 is a **borrowing technique**. It is written '*info dmn yang jual **tuak** manis, buat obat **watuk**...uhuk2*' (Translated: 'please info, which is selling wine,

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the sweet for a cough medicine... uhuk2') (see Picture 8). In English, *tuak* refers to minuman keras (*beer*), and *watuk* refers to *batuk* (cough). Another user also found a comment to respond to the post. The comment employed **code-mixing** from the Banjarnese language '*Wadah julak Radit.*' In English, "*Wadah*" refers to a container or receptacle for holding something, but in this context, it means purchasing something. In another, *Julak* refers to Aunt.



Picture 8 Looking for A Cough Medicine

- Sample 2 is **code-switching**. This post responds to FB users' comments in picture 7 about cough medicine (see Picture 9). PS, a member of the SL FB group, writes it. The users commented on the post by using the Javanese language. It is written '*Obate nangoi kuwi watuk e gk uhuk uhuk heg, dadi ehek ehek gerrrr :D*' (Translated: The medicine is for cough, not uhuk uhuk, so it's ehek ehek gerrrr :D).



Picture 9 Responding A Post

- Sample 3 is a post written by STA, a member of the SL FB group, was analyzed that the post employs code-mixing (see picture 10). There is a mixing language between Indonesian and Banjar language, which was written '*apa pank lagi kada usah ditanya ya beb ulun be jualan lain setahun 2 tahun sudah jalan 12 tahun*

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wajar aja banyak yg langganan’ (Translated: What is more, you do not have to ask, I am selling another year, 2 years, 12 years, it's only natural that there are many who subscribe'). The sentence is identified as code-mixing because three words of the sentence are identified as Banjar language words, i.e., (1) word *‘pangk’* refers to *‘sih’* (heck), (2) word *‘kada’* refers to *‘tidak’* (no), (3) word *‘ulun’* refers to *‘saya’* (I or me)’.



Picture 10 Selling A Health Product

4. Sample 4 is one post written by IFL, a member of SL FB group, was analyzed that the post employs code-mixing (see Picture 11). There is a combination between Indonesian and Banjar language written *‘Jilbb baru semua warna kada lengkap.. Harga mulai 10rb-15rb aja sambil borongan acil jual harga nyungsep wkwkwkw WA 0823xxxx’* (Translated: The new hijab, all colors are not complete. Prices start from 10 thousand-15 thousand while the auntie sells the price dropping wkwkwkw WA 0823xxxx'). The sentence is identified as code-mixing because two words of the sentence are identified as Banjar language words, i.e., (1) word *‘kada’* refers to *‘tidak’* (no) and (2) word *‘acil’* means *‘bibi’* (aunt)’.



Picture 11 Selling A Hijab

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2. DISCUSSION

This current study contributes to linguistic and localized features on FB as a marketing place where FB is believed to be a platform for instant communication, facilitates building social networks with friends freely, and provides access to pertinent information seamlessly (Assimakopoulos et al., 2017). In addition, FB has given an unprecedented opportunity to study widely in a natural setting (Wilson et al., 2012). Therefore, it can be classified as a dominant feature used in the two selected FB groups (i.e., SL and SGL) as a marketing place in Samarinda. From the data analysis, most of the data are collected from the SL FB group (57%), while the others are from the SGL FB group (43%). This means the SL FB group is more varied in linguistic features and can be analyzed for localized feature usage.

In linguistic features, the most dominant lexical features found from the FB users' posts and comments in the two selected FB groups are reduced forms (6 data). It is followed by spelling (4 data) and word choice (1 data), while the most dominant syntactical features found are capitalization (4 data), grammar (1 data), and punctuation (2 data). It is in line with Karanjakwut (2018) studies, where linguistic features found in the closed FB group in Thailand consist of lexical and syntactical features such as reduced forms, spelling, capitalization, or punctuation. Still, it is not in line with the subject and type of FB group employed in the study, where the subject was a student, and the FB group used is closed and solely for educational purposes. Additionally, it is consistent with Hashim et al. (2017), who noted that spelling is one of the linguistic features used by Malaysian students in the academic setting.

From our point of view, linguistic features are effectively able to analyze someone's ability in writing. Based on the analysis, most of the data indicate that FB users from the two selected groups frequently write posts or comments without adhering to Indonesian grammar or using punctuation correctly. They write based on their mind into verbal text, not written text. It is assumed that another FB user understands the meaning of the post. In contrast, it is not easy to immediately know and distinguish between verbal and written text. For another reason, Crystal (2011, p. 31) reports that people with different cultural backgrounds have different views on how formal a piece of writing on the internet should be or how figurative it should be. In addition, mastering linguistic features also helps someone in writing a post or giving a comment on the FB correctly and easily understood.

In localized features, the most dominant features found from posts and comments in the two selected FB groups are code-mixing (10 data). It is followed by lexical borrowing (3 data), shift (1 data), and code-switching (1 data). This aligns with Karanjakwut's study (2018), which examines localized features in code-switching, shift, and other phenomena; however, it differs in the subject chosen, specifically the Thai language. Besides that, it is also in line with (Wu, 2018) that

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focused on linguistic and non-linguistic features, where it was found that code-switching and code-mixing were used among Malaysian youth on FB. Consistent with (Hashim et al., 2017), it also found code-switching, code-mixing, and foreign language words using Malaysian English among Malaysian students.

In contrast, Dovchin (2017), in a study focused on Mongolian FB pages' language, found that there is a combination of English and Mongolian languages. The Mongolian FB users delocalize English rather than just borrowing it to accommodate their communicative practices. They linguistically localize English resources while maintaining multiple layers of local meanings. It effectively develops the modern Mongolian language in terms of vocabulary, meanings, phrases, and terminology. Carroll and Mari (2017) focused on Puerto Rican languages showed that Puerto Ricans can successfully maintain their Spanish language as a primary language to communicate in FB, although exposed to English.

From our perspective, localized features have represented social conditions in Samarinda, where most people engage in borrowing, code-switching, and even code-mixing using the Banjar language in their daily communication, despite being non-native speakers. They have assimilated Indonesian and local languages to communicate. This current study also demonstrates that localized features occur not only in real life but also on social media, as evidenced by Facebook groups where users interact in those languages. However, they have never met each other in recent times.

Discussing FB groups as a marketing place, there is a similarity with Fink et al.'s study (2020), where FB is used to market products. Still, the difference is that the two selected FB groups in this current study do not involve a celebrity in promoting a product. This current study focuses on the linguistic and localized features of the FB user in the FB group. In addition, social media has become an organization's strategy to promote products and brands to consumers with various influence aspects of consumer behavior, such as awareness, information acquisition, opinions, attitudes, purchasing behavior, and post-purchase communication and evaluation (Mangold & Faulds, 2009; Pinto & Yagnik, 2016). Active participation of consumers can reflect their engagement in liking, commenting, and sharing the message posted by the brand (Su et al., 2015). In addition, FB, as a social media business, can be used as technology for entrepreneurial learning, marketing purposes, entrepreneurial ecosystems, and opportunities identification (Schjoedt et al., 2020; Secundo et al., 2020)

From our point of view, FB as a marketing platform is undeniable in this era. There is a changing way of selling and buying where the process tends to be done on social media because everyone joining the group can see, and the seller can reach all their targets to promote their products. Besides that, there is no fixed rule

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governing how one FB user uses this platform to promote products, transaction processes, etc.

Local languages involved in posting or commenting were generally the Banjarnese and Javanese languages. From our point of view, local language involvement helps FB users express their identity, although it is not used to communicate perfectly. Besides that, language becomes a characteristic that people use as a medium of communication, but it can also be learned as a source of pride. It has assimilated with the Indonesian language and become an integral part of Samarinda's identity. Using a local language in communication helps people identify and recognize it as a characteristic of the area. Whenever people communicate, they communicate from and on particular places (Blommaert, 2010, p. 78). Besides that, it should be considered in terms of certain social factors. The social context of talk and the function and topic of the discussion are important in accounting for language choice in many different kinds of speech communities (Holmes & Wilson, 2017, p. 21). Posts and comments on FB appear casual and friendly, as the primary purpose of the conversation is to facilitate the sale and purchase of goods through social media, accessible to anyone. FB has played a critical part in changing how people worldwide communicate with one another to inform any activity by posting and commenting, from verbal to written (Fitriyani et al., 2019; Musonera & Weber, 2018). In addition, the language of the FB of late is in a state of flux (Nwala & Tamunobelem, 2019).

From those discussions above, it can be said that linguistic and localized features of FB as a marketing place in Samarinda have shown a clear gap among the previous studies compared with findings that shows several samples of linguistic and localized features found, so it becomes an exciting analysis to discuss through how Samarinda people promote and buy any product by utilizing FB as a marketing place. Besides that, the linguistic and localized features in this current study have also highlighted the characteristics and uniqueness of the local languages used (e.g., Banjarnese language) by the Samarinda people, which differ from those in other areas. Crystal (2011, p. 32) argues that the language of the internet cannot be identified with either spoken language or written language, despite sharing some features with both. In addition, Schjoedt et al. (2020, p. 6) state that the real challenge of social media today is to attempt to classify social media in a meaningful way.

E. CONCLUSION

Based on the analysis and discussion, this current study reveals that languages used view linguistic and localized features of the two selected Facebook groups as a marketing platform in Samarinda. First, the linguistic features identified are lexical and syntactical. In lexical features, it was primarily found in reduced forms (6 data), word choice (1 data), and spelling (3 data), while in syntactical features, it

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was primarily found in capitalization (6 data), grammar (1 data), and punctuation (2 data). Second, the localized features identified are code-switching (1 data), code-mixing (10 data), lexical borrowing (3 data), and shift (2 data). Besides that, the Banjar and Java languages are primarily used for posting or commenting in the two FB groups. Several factors influence linguistic choice to communicate, namely (1) participant, (2) setting, (3) topic, and (4) function (Holmes & Wilson, 2017).

Pedagogically, FB has introduced a new approach to analyzing people’s interactions as a virtual society, with various writing problems to complete sociolinguistics research. As a marketing platform, FB has given new expertise into the selling and buying process, where people do not have to meet directly. They stay in one place and can communicate with the sellers virtually through posts, comments, or direct messages 24 hours a day. Additionally, FB, as a marketing platform, has had a significant impact on new business strategies, allowing sellers to utilize it as a marketing tool. Schjoedt et al. (2020) argue that social media necessitates new approaches to business strategy and advocate for a shift in business from a passive to an active customer base. Therefore, the benefits of using FB as a marketing platform are to give everyone an equal opportunity to learn how to use technology to market their products.

As mentioned in the introduction, Samarinda is a multicultural city that may also shape its language use, both in spoken contexts and on social media, by preserving existing local languages (e.g., Facebook). Besides that, this current study is expected to provide insight for FB users on how to write a post or comment correctly without causing problems for other users when reading it, especially in terms of linguistic features. Overall, the researchers believe that this current study represents a significant step in understanding the linguistic and localized features of FB as a marketing platform. Future research may use this current study as a reference to investigate other linguistic and localized features in FB or other social media more comprehensively and in greater depth.

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