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LANGUAGE AND COMMUNICATION WITH REGISTERS BY PHARMACIST AT DA'DI FARMA PHARMACY

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ABSTRACT
Registers are a variety of languages based on certain professions and social groups, such as pharmacists have certain types and functions of registers that are different from other professions. Therefore, this study aims to find out and explain the types and functions of registers used by pharmacists in pharmacies. This research is located at the Da'di Farma Pharmacy in Madiun, with 3 pharmacists working in the pharmacy as the subject. This study used a method to determine the object of the language under study and analyzed it descriptively to describe the situation that occurred. Data obtained through the observation method (observation) and the method of recording proficiency in the form of interviews. The results of the analysis show that there are three types of registers used, namely intimate and deliberative or formal. Then, the register functions used include informative, personal or individual closeness, interactive and instrumental functions. From the results of this analysis, it can be concluded that pharmacists use certain types and functions of registers when interacting with drug buyers without a doctor's prescription.

Keywords: *communication, language variation, register, pharmacist*

INTRODUCTION

Language in use has a social function, both as a means of communication and as a means of self-identification. The use of language as a linguistic symptom is constantly changing depending on the factors that influence it. Assessing the use of language must refer to the language-speaking community. For example, the use of language in groups of people of different professions or positions will use different languages.

Linguistic symptoms are related to factors that influence it, for example, social factors. The relationship between the two is studied in the sociolinguistic discipline. Sociolinguistic studies do not only concern the form and variation of language but also the phenomenon of language use in society. Kridalaksana, et al., (2005: 5), state that sociolinguistic studies focus on language variations that appear in society which can usually be traced to the existence of various social stratifications in society.[1]

The phenomenon of using language can be influenced by various factors, both linguistic and non-linguistic factors. The linguistic factor is a factor that is contained in the language itself. Linguistic factors include phonology, morphology, and syntax. Non-linguistic factors are factors that can influence the use of language, for example, social, cultural, educational, economic background, and so on. Besides that, the use of language is also

[1] Andika Rahmadani Sanjaya, "Register Perdagangan Di Beteng Trade Center Solo: Sebuah Kajian Sosiolinguistik" (PhD Thesis, Universitas Muhammadiyah Surakarta, 2012), 2.

influenced by situational factors, who speaks what language, to whom, when, where, and on what problems (Suwito, 1996: 26).[2] Linguistic factors, non-linguistic factors, and situational factors can cause the use of language in social interactions to vary. Language variation is a form of language manifestation change, but it does not contradict linguistic rules. Language variations will be related to the function of use.

Forms of language variations that have specificities by the situation and language requirements are called registers. The register is vocabulary whose use is specific to sure fields. The register according to Wardaugh (1988: 48) is a vocabulary that is used specifically to certain types of work and social groups.[3]

The register is a variation in speech used by a certain group of people who are adapted to the same profession and concern. One particular register can be distinguished from other registers. The registers are defined by the speaking person, the field of meaning to which the profession and concern are matched, and the means used. For example, the register of doctors, the register of farmers or agriculture, register of education (Parera, 1993: 53).

Pateda (1987: 60) explains that registers are a variety of language usage associated with a person's job which can be distinguished into several types, namely a) oratory or frozen, namely registers used by professional speakers because the patterns and rules are stable, usually used in solemn situations, such as mantras, laws, holy books, and so on. b) Deliberative or formal, which is a register that is used in official situations to expand deliberate speech, for example, a state speech. c) Consultative or business, namely registers used in-state transactions and proposals. d) Casual, namely registers used in informal situations. This variety uses allegro a lot, which is a shortened form of the word. e) Intimate or intimate, namely the register used in situations between family members.

Nababan (1991: 42) states that the function of the register includes a) instrumental function, which is the language that is oriented towards the listener or speech opponent. The language is used to regulate the listener's behavior so that the interlocutor wants to obey or follow what the speaker or writer expects. This can be done by speakers or writers using expressions that express requests, appeals, or pleas; b) interaction function, which is a contact-oriented language function between the communicating parties. The register in this case functions to establish and maintain relationships and show feelings of friendship or social solidarity. The expressions used are usually fixed patterns, such as when meeting, getting acquainted, asking about conditions, asking for goodbye, and so on; c) personality or personal functions, namely language functions that are oriented towards the speaker. Language is used to unite personal things in matters relating to themselves; d) the heuristic or problem-solving function, which is the function of using the language contained in an expression that asks, obeys, or states an answer to a problem or problem. The language used is usually a tool for learning everything, investigating reality, looking for facts, and explanations. The expressions used in this function are in the form of a question that demands explanation or explanation, for example, "try to explain!", "How is the work process ...?" etc.; e) the function of imagination, namely the function of using language which is oriented towards the message or purpose to be conveyed. Language in this function is used to express and convey the thoughts or ideas

[2] Imron Hadi, "Register Pedagang Buah: Studi Pemakaian Bahasa Kelompok Profesi Di Kota Padang," *Metalingua* 15, no. 1 (2017): 28.

[3] Afrinar Pramitasari, "Register Pelaku Industri Batik Di Kota Pekalongan: Kajian Sosiolinguistis," *Seloka: Jurnal Pendidikan Bahasa Dan Sastra Indonesia* 3, no. 2 (2014): 111.

and feelings of the speaker or writer; and f) information function, namely the use of language which functions as a tool to provide news or information so that others can find out.[4]

Several studies of language use were carried out by several researchers, including Afrinar (2014) who examined the use of registers by batik industry players in the city of Pekalongan. The results showed that there were two kinds of batik industry registers observed in this study, specifically registers primarily based totally on lingual units of language and grammatical categories. Two registers were found from the language unit of the language, namely registers in the form of single words and registers in the form of complex words. The register in the form of complex words includes registers in the form of phrases, compound words, reduplication forms, and affixed forms. Based on the grammatical category, registers were found in the form of nouns, verbs, and numerals.[5]

Research on language registers of Surabaya Petikemas terminal workers by Panji (2015). This research proves that certain populations of people often use language that is only known when it is associated with the occupation/profession concerned. The registers or language variations related to the profession of workers at the Tanjung Perak port are marked by the characteristics of their speech (language) in the form of the use of foreign words related to their daily activities.[6]

Research on the use of registers was carried out by Lestari (2010) on buskers as a professional group in Surakarta. He explained the verbal interaction patterns or the characteristics of the language used by the buskers in their daily activities and in communicating. The results showed that the buskers have a unique language/register which is not owned by other communities. Verbal interaction patterns (both internal, external, and mixed) can take the form of a non-formal Javanese-Indonesian mixed language.[7]

Variations in language can be found in the spoken community of the city of Madiun. One of the uses of language variations in speech communities in the city of Madiun can be seen in the variety of languages used by the pharmacists at the Da'di Farma Pharmacy. The pharmacist will use a form of language that has specificity by the situation and needs in their social activities.

Da'di Farma Pharmacy is a pharmacy or trading business that provides the needs of medicines both sold freely and has a responsible, namely a pharmacist. The interaction between the pharmacist and the buyer at the pharmacy is related to the medicine which includes the efficacy, how to use it, the dosage, the correct storage rules for the drug, and others. One of the symptoms of the interaction that occurs at Da'di Farma Pharmacy is the choice of language used by the pharmacist to the buyer. The choice of language is essential to support a good interaction between the pharmacist and buyers at Da'di Farma Pharmacy. Pharmacists strive to convey information that is clear and understandable to buyers. This effort is reflected in the choice of language they use.

The choice of language in the field of commerce, especially at the pharmacy, will reflect the uniqueness of language usage for pharmacists at the Da'di Farma Pharmacy in Madiun. Pharmacists communicate by choosing a specific form of language based on the scope of the

[4] Hadi, "Register Pedagang Buah," 28–29.

[5] Pramitasari, "Register Pelaku Industri Batik Di Kota Pekalongan."

[6] R. Panji Hermoyo, "Register Pekerja Terminal Petikemas Surabaya," *STILISTIKA* 8, no. 1 (2015): 48–67.

[7] Prembayun Miji Lestari, "Register Pengamen: Studi Pemakaian Bahasa Kelompok Profesi Di Surakarta," *Lingua* 6, no. 1 (2010).

drug trafficking profession for communication. The pharmacist will agree on the language used by the group. The agreed language will characterize variations in the use of language in the field of drug trafficking.

In connection with the above problems, this study focuses on the use of language in buying and selling interactions, especially the pharmacists who sell drugs at the Da'di Farma Pharmacy in Madiun. The use of the language studied is the register used in the buying and selling transaction between the pharmacist and the buyer in spoken form. The author chose a variation of the pharmacist oral register with the problem formulation, namely what type of register is used by the pharmacist at Da'di Farma Pharmacy in Madiun? And how is the register function used in drug buying and selling transactions? From this formulation the objectives of this study were to (a) determine the type of registers used in buying and selling transactions by pharmacists at Da'di Farma Pharmacy in Madiun; (b) describes the function of the register used in drug-buying and selling transactions by the pharmacist at Da'di Farma Pharmacy in Madiun.

The use of distinctive language in the field of drug trafficking understudy deserves to be studied from a sociolinguistic point of view. The study of language in terms of sociolinguistics will be useful by examining and examining the use of language in the field of drug trafficking. Therefore, researchers examined the form and function of using the registers of a pharmacist at the Da'di Farma Pharmacy in Madiun.

METHOD

This type of research method was descriptive qualitative and it was field research. Qualitative approaches were often called naturalistic research methods because the research was carried out in natural conditions (ethnographic research). In other words, this study wants to describe qualitatively in the form of words and not in mathematical or statistical numbers (Lindolof, 1995: 21).[8] In this study, the collected data were in the form of words, not numbers. By using this method, the data source has a natural background with the researcher functioning as a human instrument (Moleong 2017: 121-125).[9] The object of this research was located at Da'di Farma Pharmacy in Madiun. The subject of this study used 3 pharmacists who worked at the pharmacy.

In this study, data collection used the observation method and the method of recording proficiency in the form of interviews. This method has advanced techniques, namely the skillful involved listening technique and the proficient engaging free listening technique, and the note-taking technique (Mahsun, 2007: 242).[10] In this study, the data analysis process was interactive (interactive model of analysis), namely data analysis using data steps, data presentation, and verification (Sutopo, 2002: 96).[11] From the results of the analysis, it was found the rules relating to certain types and functions of registers the pharmacist language.

FINDINGS AND DISCUSSION

FINDINGS

[8] Diyah Atiek Mustikawati, "FROM INDRA TO MELVINO: A STUDY ON LANGUAGE SHIFT IN NAMING JAVANESSE CHILDREN," in *INTERNATIONAL SEMINAR ON EDUCATION*, 2020, 659.

[9] Lexy J. Moleong, "Metodologi Penelitian Kualitatif (Revisi)," *Bandung: PT Remaja Rosdakarya*, 2017.

[10] Hermoyo, "Register Pekerja Terminal Petikemas Surabaya," 49.

[11] Lestari, "Register Pengamen," 36.

Based on the data collection process from data sources, namely from the Da'di Farma Madiun Pharmacy. From the Pharmacist (P) dialogue with the Buyer (B) of drugs without a doctor's prescription, it was found that the register was used in almost all dialogues. The following shows some of the findings.

Data (1)

P : *Selamat pagi Mbak, ada yang bisa dibantu?*
(Good morning Miss, anything I can help with?)
B : *Mau beli obat batuk Mbak.*
(I want to buy cough medicine, Miss.)
P : *Untuk dewasa atau anak-anak Mbak?*
(For adults or children, Miss?)
B : *Dewasa Mbak, Saya sendiri. batuknya itu kayak di tenggorokan ganjel gitu lho Mbak.*
(Adults, myself. the cough was like in an odd throat, you know, Miss.)
P : *Sudah berapa hari batuknya Mbak? Apakah disertai demam dan pilek atau batuk saja?*
(How many days has it been coughing, Miss? Is it accompanied by fever and runny nose or cough?)
B : *Sudah 4 hari Mbak, ada demam sama pileknya. Obatnya yang tablet yaa Mbak!*
(It's been 4 days, sis, I have a fever and a cold. Please take the tablet for the medicine, Miss!)
P : *Baik Mbak, tunggu sebentar nggeh saya ambilkan.*
(Okay, Miss, wait a minute I'll get it.)
P : *Permisi Mbak, ini obatnya ya buat batuk pilek disertai demam. Minumnya sehari tiga kali satu tablet sesudah makan. Setelah minum dianjurkan jangan mengendarai kendaraan bermotor yaa Mbak, karena obatnya menimbulkan rasa kantuk. Obatnya disimpan di suhu ruang biasa ya Mbak.*
(Excuse me, Miss, this is the medicine for a cold cough accompanied by fever. Drink it three times a day one tablet after meals. After drinking it is recommended not to drive a motorized vehicle, Miss, because the medicine causes drowsiness. The medicine is stored at normal room temperature, Miss.)
B : *Kalo sehari minum sudah sembuh apakah harus dihabiskan mbak?*
(If a day's drinking is healed, do I have to finish it up?)
P : *Tidak Mbak, kalau sudah sembuh bisa dihentikan pemakaiannya. Apakah ada yang ditanyakan lagi Mbak?*
(No, Miss, when it's healed you can stop using it. Is there any question, Miss?)
B : *Sudah cukup jelas Mbak, terimakasih.*
(It's quite clear Miss, thank you.)

Data (1) describes the interaction between a pharmacist and a buyer who wants to buy a medicine for adult cough. The conversation was started by a pharmacist who asked for the needs of the buyer, it could be proven by using the following register "*Selamat pagi Mbak, ada yang bisa dibantu?*" Then the buyer conveyed his need to buy cough medicine. Furthermore, the pharmacist asks the buyer's cough symptoms to determine which medicine is suitable for the buyer's cough, the register used is "*Untuk dewasa atau anak-anak Mbak?*" and "*Sudah berapa hari batuknya? Apakah disertai demam dan pilek atau batuk saja?*" After the drug is given, the pharmacist will convey the medicinal properties, the rules for drinking it, the rules for storing drugs, and other rules that must be done by the buyer while taking the drug, as in the following statement "*Permisi Mbak, ini obatnya ya buat batuk pilek disertai demam. Minumnya sehari tiga kali satu tablet sesudah makan. Setelah minum dianjurkan jangan mengendarai kendaraan*

bermotor yaa Mbak, karena obatnya menimbulkan rasa kantuk. Obatnya disimpan di suhu ruang biasa ya Mbak." dan "Tidak mbak, kalau sudah sembuh bisa dihentikan pemakaiannya."

Data (2)

P: *Ada yang bisa dibantu?*
(Can I help you?)
B: *Mbak saya mau obat untuk nyeri setelah jatuh sama supaya cepat kering*
(Miss, I want medicine for pain after the fall and medicine to dry the wound)
P: *Sudah berapa hari ya Mas?*
(How many days have you, Sir?)
B: *Barusan*
(Just now)
P: *Ini ya obatnya Ciprofloxacin ini antibiotik supaya cepat kering diminum sehari 3x1 tab sama ini Mefix untuk nyeri nya diminun bareng sama antibiotiknya nggih*
(This is the medicine Ciprofloxacin, this is an antibiotic so that it dries quickly, take it 3x1 tab a day, this is Mefix for the pain, drink it together with the antibiotic.)
B: *Diminum sampai habis ya Mbak?*
(Drink it until it runs out, Miss?)
P: *Nggih*
(Yes)

Data (2) describes the pharmacy that the buyer arrives with complaints of pain due to falls. Just as in data (1) where the conversation begins with a pharmacist asking for the buyer's needs such as in the words "*Ada yang bisa dibantu?"* Afterward, the buyer says that he wants to buy medicine for pain caused by falls and to dry the wound. The pharmacist asked again about how long it had been for the buyer to have the wound, based on the use of the register of the pharmacist's statement, "*Sudah berapa hari ya Mas?*" After the drug is given, the pharmacist will convey the efficacy or use of each drug and the rules for taking it, the following is the register from the pharmacist "*Ini ya obatnya ciprofloxacin ini antibiotik supaya cepat kering diminum sehari 3x1 tab sama ini mefix untuk nyeri nya diminun bareng sama antibiotiknya nggih*".

Data (3)

P: *Selamat pagi Ibu, ada yang bisa kami bantu?*
(Good morning, Ma'am, how can we help you?)
B: *Anak saya batuk, pilek demam usianya 5 tahun obatnya apa ya Mbak?*
(My child has a cough, a cold, fever is 5 years old, what's the medicine, Miss?)
P: *Bisa pakai hufagrip flu dan batuk Bu. Minumnya sehari 3 kali 5 ml setelah makan. Penyimpanannya disuhu ruang, hanya boleh disimpan 1-2 bulan Bu. Ada yang bisa saya bantu lagi Bu?*
(You can use hufagrip, flu, and cough, Ma'am. Drink it 3 times a day 5 ml after meals. Store it at room temperature and should only be stored for 1-2 months Ma'am! Is there anything I can help you with, Ma'am?)
B: *Baik mbak terimakasih*
(Oke Miss, thank you)
P: *Terimakasih kembali Bu, semoga sehat selalu*
(You're welcome Ma'am, I hope you are always healthy)

Data (3) shows that buyers need to buy cough medicine for their children. As in the previous data, the conversation is always initiated by a pharmacist who asks for the needs of the buyer, following the register from the pharmacist "*Selamat pagi Ibu, ada yang bisa kami bantu?*" Different from data (1) and (2) in data (3), the buyer directly communicates cough symptoms accompanied by colds and fever to children aged 5 years, so the pharmacist immediately looks for drugs that match the cough symptoms delivered by the buyer. After the drug is given, as usual, the pharmacist will tell you the rules for taking the medicine and the rules for storing the drug, it can be seen from the use of the register on the following statement "*Minumnya sehari 3 kali 5 ml setelah makan. Penyimpanannya disuhu ruang, hanya boleh disimpan 1-2 bulan Bu*."

DISCUSSION

Based on the analysis of the findings related to the use of registers by Pharmacists at the Da'di Farma Pharmacy in Madiun, the data can be described again that:

Data (1)

On data (1) the register used by the pharmacist says "*Selamat pagi Mbak, ada yang bisa dibantu?*" is a type of deliberative or formal register, which is a register used in official situations to show the code of conduct of a pharmacist when dealing with buyers. The register in the speech has an interaction function, namely a language function-oriented to the contact between the communicating parties. The pharmacist tries to establish an interaction by opening a conversation through greetings and asking for the needs of the buyer.

The use of a deliberative or formal register is also found in the following expression "*Untuk dewasa atau anak-anak Mbak?*" and "*Sudah berapa hari batuknya? Apakah disertai demam dan pilek atau batuk saja?*" These are the main things that a pharmacist should ask the buyer as a requirement before deciding which medicine to give to the buyer. Based on the interview, it can be seen that the dose of the drug must be given to the person or patient with the appropriate dose because it has side effects. There are various factors to determine drug dosage, one of which is based on the patient's age. The pharmacist utterance contains a register that functions as a problem solver or heuristic, which is a function of using the language contained in an expression that asks, obeys, or states an answer to a problem or problem. In this speech, the pharmacist asks about the symptoms of illness that the buyer complained about, such as who is sick, how long, and what are the symptoms to make it easier for the pharmacist to choose the right drug according to the information from the buyer.

Likewise with the statement "*Permisi Mbak, ini obatnya ya buat batuk pilek disertai demam. Minumnya sehari tiga kali satu tablet sesudah makan. Setelah minum dianjurkan jangan mengendarai kendaraan bermotor yaa Mbak, karena obatnya menimbulkan rasa kantuk. Obatnya disimpan di suhu ruang biasa ya Mbak."* and *"Tidak mbak, kalau sudah sembuh bisa dihentikan pemakaiannya*." This type of deliberative register in the utterance is to inform the rules that the buyer must pay attention to while consuming the drug. The purpose of taking one tablet three times a day, that is, in a day the buyer is recommended to take the drug 3 times, every time she take the medicine she must take one tablet and the medicine is taken after eating.

The function of using the register includes an information function, namely the use of language that functions as a tool to provide information so that it can be known by others, the pharmacist delivers information related to the use of the drug to convince the buyer that the use of the drug is by the buyer's sick complaint. There is also an instrumental function, namely the use of language to regulate the listeners' behavior so that the interlocutors want to obey or

follow what the speaker expects. In this speech, the pharmacist urges the buyer to pay attention to the drinking rules and other rules of the drug that the buyer must comply with or enforce so that the drug can work optimally during the healing period.

Data (2)

As for the registers used in data (2) in the words "*Ada yang bisa dibantu?*" by a pharmacist, is a type of deliberative or formal register and the use of registers in these utterances has an interaction function, the same as in data (1) where the pharmacist must always show politeness by opening a conversation to ask the needs of the buyer. Still with the same type of register in the previous statement, on the words "*Sudah berapa hari ya Mas?*" has a problem-solving or heuristic function, where the pharmacist tries to gather information from the buyer regarding the pain symptoms experienced to determine which drug is suitable for the buyer's symptoms.

The statement "*Ini ya obatnya ciprofloxacin ini antibiotik supaya cepat kering diminum sehari 3x1 tab sama ini mefix untuk nyeri nya diminun bareng sama antibiotiknya nggih*" contains a register of the same type in the previous statement, which is deliberative, where the pharmacist is required to convey the efficacy and drinking rules of drugs given to buyers. The use of the register has an information function to convey information to the buyer about what information the buyer should know about the drugs they buy. And also the instrumental function, namely the advice or directions from the pharmacist to the buyer to take the drug according to the instructions from the pharmacist. Interestingly, the utterance contains a register of the word "Antibiotic".

Based on the information from the pharmacist from the interview results, "Antibiotics are a group of drugs used to treat and prevent bacterial infections. This drug works by killing and stopping bacteria from multiplying in the body." And the reason antibiotics have to be drunk until they run out is because "If antibiotic treatment stops halfway through, the infection can recur. In addition, if antibiotics are not used up, it can increase the risk of bacteria resistance to future treatments. As a result, bacteria can continue to live and multiply in the body by carrying resistance from antibiotics. This condition is known as antibiotic resistance." It can be seen from the following statement "B: *Diminum sampai habis ya Mbak?*" and "P: *Nggih*" So with this information and advice the buyer will not be confused about the correct use of the drug and the drug will also work effectively in healing wounds on the buyer.

Data (3)

On data (3) the pharmacist uses a register that says "*Selamat pagi Ibu, ada yang bisa kami bantu?*" which is a type of deliberative register as in the previous data, namely the use of a formal situation register which is a must for pharmacists in opening interactions with buyers. The utterance contains a register that functions to interact to establish and maintain relationships and to show feelings of friendship or social solidarity.

Likewise in the statement "*Minumnya sehari 3 kali 5 ml setelah makan. Penyimpanannya disuhu ruang, hanya boleh disimpan 1-2 bulan Bu*." The pharmacist still uses a deliberative type register but with a different function. The function of using the register in the utterance is informational and instrumental, where the pharmacist not only informs the buyer about the name of the drug and the drinking rules but also advises the buyer regarding the storage rules for the drug. Based on the results of the interview, the pharmacist said that the drinking rules need to be paid attention to by the buyer because if the dosage is wrong, the drug will not work optimally in healing or may even cause unwanted side effects.

At the utterance of "*semoga sehat selalu*" the pharmacist conveyed a form of concern for the buyer by wishing the buyer health. The utterance is a type of intimate register, namely the register used in situations between family members. The use of these registers has an interaction function, namely a language function-oriented to the contact between the communicating parties. Pharmacists try to be friendly like a family so that buyers are satisfied with the pharmacist's service at the pharmacy.

Intimates are widely used by pharmacists to get closer to customers personally. This type of register is mostly used through the greeting between the pharmacist and the purchaser. The expression is like the greeting "*Mbak*", "*Bu*", and "*Mas*".

CONCLUSION

From the results of the above discussion, it can be concluded that the pharmacists at Da'di Farma Pharmacy in Madiun use the register in the sale of drugs without a doctor's prescription as a form of language variation resulting from the process or the result of using special words or clauses related to medicinal properties, drug dosages, rules for taking medication, rules for drug storage and others. In this interaction, there are several types of registers used, namely intimate and deliberative or formal. Then, the registers used in interactions with buyers by pharmacists at the pharmacy are informative, personal, interactive, and instrumental. This is closely related to the pharmacist's goal, which is to give advice or directions to buyers by using certain registers to foster buyers' confidence that the medicine given will work optimally in curing the pain experienced by the buyer.

Based on the conclusion, the research on the use of registers by pharmacists only discusses the registers they use to buyers of drugs without a prescription at the pharmacy. Since this study only examines the use of registers in one aspect, the author suggests the next researchers examine the use of registers by pharmacists with buyers who purchase prescription drugs and the use of registers between pharmacists working in pharmacies and hospitals. This needs to be done to see the use or use of the register by a pharmacist from various aspects.

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