
REGISTER OF SOCIOLINGUISTIC USED IN FORUM VAPE PURCHASING ON FACEBOOK

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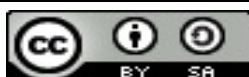
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ABSTRACT

This study aims to analyze the language register used on online vape buying and selling forums in Indonesia. The data was obtained from forum members' postings and conversations over three months. The method used was observe with the note-taking technique. The analytical framework used register theory and sociolinguistics. The results showed that vape buying and selling forums have a unique register characteristic, which includes (1) the use of special vape terms and acronyms, such as vape, RDA, RBA; (2) many elements of youth slang, such as lu, gua, bro; (3) casual and tending to informal language style; and (4) the main topics discussed were buying and selling vape products and devices. Sociolinguistic factors such as age, gender, social and educational backgrounds influence the language variations that emerge. Registers on vape buying and selling forums are dynamic and influenced by the development of the vape community itself. The implication is that understanding the register of online forums helps effective communication between members.

KEYWORDS

Sociolinguistic, Register, Vape, Buying and Selling, Forums, Vape Community



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INTRODUCTION

Online forums and social media provide fertile ground for examining how language use and style change in digital contexts. This study focuses on the sociolinguistic patterns evident in an online community of e-cigarette enthusiasts on Facebook. The use of vaping and electronic cigarettes has developed its own subcultural terminology and markers of identity, giving scope for sociolinguistic analysis. This paper specifically investigates language use in Facebook groups dedicated to discussing e-cigarette products, purchasing advice, MODs, coils, and e-cigarette culture more broadly. With over 10,000 members, this Facebook group represents an active online community of practitioners with common norms, values, and linguistic variables that justify academic research. Previous sociolinguistic studies in online forums have investigated language variation based on factors such as gender, age, ethnicity, and context (Smith 2019; Lee 2018). This

study builds on this scholarship by analyzing how the vapers in this Facebook group use language to construct identity, communicate expertise, and build community.

We identify key sociolinguistic features of this online e-cigarette community through a mixed-methods analysis of posts and comments using both computational linguistic techniques and qualitative coding. These include orthography, phonological approximations of sounds, abbreviations, acronyms, vape slang, and liberatory discourse. I argue that these linguistic variables allow vapers to identify a distinctive social identity and view vaping as a hobby, a creative outlet, and a liberating practice. This study contributes to research on online sociolinguistic patterns and subcultural discourses in digital spaces.

RESEARCH METHOD

On this article we used qualitative methods for sociolinguistic research on Vape on Facebook involve an in-depth analysis of the linguistic interactions that take place in this online community. Researchers conduct case studies of various posts, comments, and discussions related to e-cigarettes and discover linguistic patterns that reflect social identities, cultural norms, and community membership dynamics. Data collection included observing differences in language used, word choice, and unique communication practices developed among vapers on the platform. This study uses a qualitative approach to examine how language is used as a tool to form collective identities and explain social dynamics in Facebook's sociolinguistic e-cigarette community. The purpose is to provide a deeper understanding

RESULT AND DISCUSSION

Online forums and social media groups dedicated to specific interests often develop their own sociolinguistic registers that members use to communicate with each other. This phenomenon can be observed in the Facebook group for vape purchasing. Members use shorthand, slang, emojis, and other creative linguistic devices to discuss vapes and facilitate transactions. For example, "PM" is used for "private message," prices are given in shorthand like "\$50/120ml," and popular devices are referred to by abbreviations like "Voofoo Drag." Emojis are used to indicate preferences and reactions, with the fire emoji signifying something is good. There is also use of vape-specific slang like "chucking clouds" and acronyms like "MTL" (mouth to lung) and "DL" (direct lung) to describe inhalation techniques. This unique mix of creative spelling, abbreviations, slang, and emojis allows members who share the interest of vaping to communicate efficiently on the Facebook platform. It demonstrates how sub-groups on social media develop sociolinguistic registers tailored to their needs and interests.

Table 1. Register and its meaning

Example of Sentence	Register	Meaning
<i>Apalagi dengan adanya Internal Honeycom dan Slotted Airflow yang jadi ciri khas atomizer ini</i>	Atomizer	The function of the Atomizer / Atty is to heat the e-liquid until the material in the e-liquid changes from the liquid phase to the gas phase.
<i>Supaya kenikmatan di setiap puff-nya tetap terjaga</i>	Puff	Puffing is the process of inhaling vape vapor

<i>Fitur steel wires untuk mencegah vapers terkena dry-hit, yuk cobain</i>	Dry-hit	Dry Hit is a burning sensation caused by a burning wick.
<i>Kepo, gw kira bakal overhang parah di Hex gw dengan diameter gambotnya di 28.4mm.</i>	Overhang	Overhang is a condition where the diameter of the Atomizer is wider than the width of the mod,
		so that there is a part of the base of the Atomizer that extends out from the top side of the Mod.
<i>Sedang mencari ohm reader area samarahan</i>	Ohm reader	Ohm-Reader is a resistance reading tool on the coil.
<i>Mau nanya paps in ikan fresh wicking sama coiling, pertama pasang coil aman hotspot udah ilang...</i>	Coil	The coil is the part that heats up to convert the juice flowing on the coil into steam with the help of heat energy.
<i>Selalu kek gitu pas kelar wicking, apa itu normal-normal aja?</i>	Wicking	Wicking is a method of installing wick material.
<i>Meminimalisi flooding dan spitback</i>	Flooding	Flooding is when the juice fills the coil chamber so that the juice cannot burn completely.
<i>Tank Melo 4s nya benar-benar ajib, sama sekali no leaking loh...</i>	No Leaking	conditions where the liquid is heated well and does not return out of the atomizer
<i>Coil dibuat sendiri, bukan rebrand</i>	Rebrand	rebranding is the process of us giving our own brand over someone else's brand
<i>Flavour tetap sama, throat hit naik banget</i>	Throat Hit	Throat Hit is an itchy sensation in the throat like when we smoke conventional cigarettes. The higher the nicotine level in the eJuice we smoke, the stronger the TH we get. Usually smokers who

		usually smoke mild cigarettes use eJuice with a concentration of 6mg.
<i>Udah nyoba ganti driptip masih sama aja</i>	Driptip	Driptip is the part of the atomizer that is inserted into the mouth, where the steam is inhaled

Online forums and social media platforms like Facebook have evolved into dynamic communities where users sharing specific interests develop their own sociolinguistic norms. These norms form what is known as a sociolinguistic register, a specialized language variety shaped by the community’s practices, goals, and culture. In the case of a Facebook group focused on vape buying and selling, users adopt creative linguistic strategies—including abbreviations, slang, emojis, and localized terms—to streamline communication and create a shared identity. For example, abbreviations such as "PM" (private message) and price notations like "\$50/120ml" facilitate quick and efficient transactions. Moreover, brand abbreviations like "Voofoo Drag" or product-specific slang such as “chucking clouds” (exhaling large vapor) reinforce the group's insider language. Emojis, like the fire 🔥 emoji, also carry unique contextual meanings, expressing enthusiasm or approval of products, thus functioning as semiotic shortcuts that complement textual content.

The use of vape-specific jargon further illustrates the technical and social sophistication of the group’s discourse. For instance, "MTL" (mouth to lung) and "DL" (direct lung) refer to specific inhalation techniques known to experienced vapers, distinguishing novice from expert users. These linguistic patterns serve more than just practical functions—they strengthen group cohesion and signal belonging within the vaping subculture. The table provided exemplifies how common vape terms are embedded within Indonesian sentences in real user posts, combining local language with English terminology and industry-specific jargon. Terms such as *atomizer*, *dry-hit*, *overhang*, *ohm reader*, *wicking*, *flooding*, *rebrand*, *throat hit*, and *driptip* are not only integral to the vaping lexicon but also carry nuanced meanings in context. For example, "dry-hit" conveys a negative user experience caused by a burnt coil, while “no leaking” describes a desirable product performance—clear evidence of functional semantics shaped by practical vaping knowledge.

Table 1 reinforces the presence of this specialized register by aligning actual user-generated sentences with corresponding vape-related terminology and their meanings. The sentence “Apalagi dengan adanya Internal Atomizer Honeycom dan Slotted Airflow...” indicates technical features of vaping hardware that enhance vapor production. Meanwhile, the term “Puff” in “Supaya kenikmatan di setiap puff-nya tetap terjaga” denotes the act of inhaling vapor and links to the sensory experience valued in vaping culture. Each entry shows how the register accommodates technical concepts into everyday conversation, forming a hybrid discourse that blends informality with specialized knowledge.

The term “dry-hit,” for instance, emerges in posts warning others about discomfort caused by improper heating. Such terminology reflects collective experiences that are common among vapers, reinforcing peer-to-peer advisories in these online communities. Similarly, discussions involving “overhang” describe a mismatch in vape device sizing, showing how physical product specifications are easily shared using succinct, community-understood terms. In such a setting, linguistic creativity becomes a tool for efficiency, expressiveness, and community bonding.

Other expressions such as “wicking,” “coil,” and “flooding” highlight practical aspects of vape maintenance and setup, often appearing in troubleshooting or recommendation posts. These words, although technical, are seamlessly used in casual, conversational syntax, demonstrating how the community has domesticated specialist knowledge into social interaction. This blending of everyday Indonesian language with vaping-specific English terms and abbreviations showcases a code-mixing phenomenon that is characteristic of digital communities with global influences.

Ultimately, the vaping Facebook group is more than a marketplace—it is a discursive space where a distinct sociolinguistic register flourishes. The language used not only facilitates efficient communication but also reflects shared experiences, knowledge systems, and social norms unique to the vaping community. This example underscores how digital affinity groups co-construct their own communicative norms that evolve with the practices and identities of their members, turning language into both a functional tool and a marker of community membership.

CONCLUSION

Online forums for buying and selling e-cigarettes in Indonesia have their own language registers that include specific e-cigarette terms and acronyms, elements of youth slang, and casual and informal language styles. Linguistic registration, influenced by sociolinguistic factors such as age, gender, social and educational background, is dynamic and influenced by the development of the vaping community itself. Understanding the language registries of these forums can help facilitate effective communication between members.

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