

Argot in the Motorcycle Buying and Selling Forum on Facebook as a Buying and Selling Strategy : A Sociolinguistic Study

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ABSTRACT

Language has an important role in daily life, especially for communication between humans, including in buying and selling activities on social media, therefore the researcher conducted a study to reveal how the form and meaning of argot develops in the motorcycle buying and selling forum on Facebook, as well as how its use plays a role in strengthening social dynamics and community identity and this study aims to describe the use of argot in the motorcycle buying and selling forum that available on the Facebook platform. Argot, as a special form of language used by certain groups, in addition to this study is also to help members of the motorcycle buying and selling community to improve their strategies in terms of buying and selling and help increase knowledge for ordinary people. Through the study of sociolinguistic studies, this study examines the forms and meanings used by forum members, as well as their implications for social dynamics and interactions between members. This study uses a qualitative method with a descriptive approach and content analysis from posts in the facebook forum for buying and selling CB/GL/TIGER motorcycles in the Purbalingga, Banjarnegara and Purwokerto areas. Data was collected through the ability to see and record techniques on posts and buying and selling interactions in the forum. The results of the study show that the use of argot in this forum not only serves as an effective communication tool, but also as a symbol of identity and solidarity of the motorcycle loving community. Researchers found 16 forms of argot and divided into 3 types, namely the discovery of 5 phrases, 12 abbreviations, 3 sentences. These findings confirm the importance of understanding the role of language in the formation and maintenance of online communities, as well as provide further insights into sociolinguistic dynamics in the digital realm.

Keywords: *Argot; Sociolinguistics; Online Communities; buying and selling motorcycles; Facebook.*

INTRODUCTION

Language has an important role in human communication, including in buying and selling activities on social media (Herdiana et al., 2023; Paramita et al., 2022; Varghese & Agrawal, 2021). In the motorcycle buying and selling forum on Facebook,

especially for motorcycles such as CB, GL, or Tiger in Purbalingga and Banjarnegara Regencies, an interesting phenomenon has emerged in the form of the use of argot. Argot is a special type of language that is only understood by members of a specific community or group. Argot not only serves as a means of communication, but also creates group identity and increases effectiveness in buying and selling transactions, this phenomenon shows how language can adapt and develop according to the social and economic needs of the community (Hazell, 2023; Rahayu, 2023; Setiawan et al., 2024). The use of argot in motorcycle buying and selling forums is still rare to research because it has several complex dimensions. First, the argot reflects the social dynamics within the community, including how members build solidarity and hierarchy with each other. Second, argot also has a practical function in buying and selling transactions, where language is used to speed up understanding, increase mutual trust, or even hide certain information from outsiders (Arifah & Indra, 2022; Solikah, 2021). This makes this study relevant not only in the sociolinguistic context, but also in understanding communication strategies in digital-based economic activities. Previous research has shown that argot typically appears in groups with specific social characteristics, such as criminal communities, traffickers, or youth subcultures.

In today's digital era, social media has become the dominant platform in various social activities, including buying and selling transactions (Ong & Toh, 2023; Sanbella et al., 2024). One of the platforms that is widely used for this purpose is Facebook, which offers various community groups to facilitate interaction between sellers and buyers. One specific example is the motorcycle buying and selling forums where community members interact with each other using a distinctive language and often full of slang (Piranda et al., 2022; Rachmad, 2022; Santosa et al., 2022; Scott, 2021a; Setiawaty, 2024). Argot, as a form of argot language used by certain groups to maintain confidentiality or show the identity of the group, is very interesting to study from a sociolinguistic perspective, besides that researchers also participate in buying and selling activities to find out the truth of the use of argot in the forum (Hughes et al., 2023; Yuniarti et al., 2024). In the motorcycle buying and selling forum, the use of slang not only serves as a means of communication but also as a symbol of group identity that distinguishes community members from outsiders. This study aims to explore the form of argot used in motorcycle buying and selling forums on Facebook.

Research on argot has been carried out by (Arifah & Indra, 2022) with the title "Argot in the Palangkaraya Regional Buying and Selling Forum on Facebook", the study describes the form of argot used in buying and selling activities on Facebook in the Palangkaraya area, besides that argot research has also been carried out by (Sari, 2019) With the title "The Form and Meaning of the Word Argot in the Roman Elle Et Lui by Marc Levy", the study describes the form and meaning of the word argot contained in the romance *Elle Et Lui*. In addition, there is also research conducted by (Evendi et al., 2020) With the title "Seller Argot in the Online Buying and Selling Site Community Forum (FJB)-Pacitan Area (Sociolinguistic Study)", this study describes the forms of argot, the meaning of argot, and the factors that affect the use of seller's argot in the online buying and selling site community of the Pacitan Forum (FJB)-Pacitan Area. In addition, other studies that discuss have also been researched by

(Satria, 2021b) with the title *The Use of French Argot in the Pèse Sur Start Facebook Fanpage*.

Different from the above research, this study is more specific because it uses direct interviews and focuses on the form and function of argot in the forum for buying and selling CB/GL/TIGER motorcycles on Facebook in the Purbalingga, Banjarnegara and Purwokerto areas. Through a sociolinguistic approach, this research will identify and analyze the specific argots that arise in the interactions between forum members, as well as uncover the social and cultural functions of the use of these argots. By understanding argot in the context of this buying and selling forum, in order to gain deeper insight into the dynamics of communication and social identity in online communities. In addition, this study also has the potential to contribute to the development of sociolinguistic studies, especially in the context of language on social media.

METHOD

This study uses a qualitative method with a descriptive approach to examine the form of argot in the motorcycle buying and selling forum through the Facebook platform. The main focus of this study is the form of argot in the form of phrases, abbreviations and sentences used by community members in terms of buying and selling. Data were obtained through participatory observation in which researchers were directly involved as members in the Facebook group that was the object of the study, (Istanto et al., 2021; Mwita, 2022; Seim, 2024) as well as through in-depth interviews with several active members of the related Facebook group, as well as through in-depth interviews with forum members who often use argot in buying and selling communication activities. Data analysis is carried out by identifying, classifying, and describing the various forms of argot used.

The data collection technique in this study was carried out through several techniques, namely the listening technique, cakap or interview, and Sudaryanto's recording technique in (Fadilla & Wulandari, 2023; Ratnawati et al., 2021; Rosyidah et al., 2021). During the data collection process, researchers used tools in the form of mobile phones and stationery to record findings. What is used to collect data is cellphones and stationery. The documentation in the data collection in this study is in the form of an excerpt in a post in the forum for buying and selling CB/GL/TIGER motorcycles on the Facebook forum in the Purbalingga, Banjarnegara and Purwokerto areas.. Data collection was carried out from January to April 2024.

Data collection steps in this study (1) The researcher collects data sources in the form of offers or uploads of sellers in the form of buying and selling forums in the form of screenshots. (2) The researcher thoroughly reads the form of the offer or upload of the sellers, listens and pays attention to the form of argot contained in it. (3) After the data is collected The next step is to record all the findings into the data table. The data is then grouped by type to facilitate the process of further identification and analysis. This process is from the data reduction stage as miles and Huberman in (Ahmad & Muslimah, 2021; Annisa & Mailani, 2023; Harahap, 2021; Qomaruddin & Sa'diyah,

2024) state that the process of selecting, simplifying, and organizing raw data so that it is focused and meaningful for the purpose of research.

FINDINGS AND DISCUSSION

In the interaction that took place in the motorcycle buying and selling forum, it was found that this community uses distinctive language or slang to strengthen the group's identity and facilitate effective communication among its members in terms of buying and selling. The argots used are often the argot of phrases, abbreviations and sentences as well as local slang expressions. Of the three slang, it is not easy for outsiders to understand, but it is actually a characteristic of the motorcycle buying and selling forum community on Facebook. The following are the results of the analysis and the data found.

1. Types of Argot

1.Wujud Slang Table			
Ye s	Kind		
	Phrases	Singkatan	Sentence
1	STNK ONLY	PNP	Leave a Trail
2	BPKB ONLY	COD	Gasoline Trading
3	LIKE NEW	TT	No Minus
4	ORPHANE D	BT	
5		PHP	
6		MUM	
7		SPEC	
8		LOK	
9		MINUS	

From the findings, researchers managed to identify and find 16 argots used in buying and selling forums on Facebook. The argot is classified into three main types based on their form, namely phrases, abbreviations, and sentences. Each of these types of argot shows the linguistic diversity that is typical of the motorcycle buying and selling forum community on Facebook, reflecting how the members use language as a specific communication tool and focus on the context of buying and selling motorcycles. Phrases are used to convey more complex information, words for concise technical slang and sentences for more complete messages or clear instructions, indicating a level of understanding and deep familiarity among forum members.

2. Function and Meaning

A. Wujud slang Frasa

Phrase argot is part of argot, which is a form of language used by a particular social group, usually secret or only understood by that group (Oktaviani & Pratiwi, 2022; Septiani & Jatmiko, 2025). Argot is used to maintain exclusivity, group identity, or to hide meaning from outsiders. Phrase argot specifically refers to expressions or

combinations of words (phrases) that have a specific meaning within a group, which is often different from the literal meaning of the words (Mahayana, 2024). These phrases can be idiomatic expressions typical of a particular group, combinations of words whose meanings are only understood by community members and forms of codes or codes in communication between groups.

1. STNK ONLY

Quote: *"Find CB/gl money 4 million thanks to get **STNK ONLY** Kroya location"*

From the quote, it can be interpreted that "*STNK only*" means "only equipped with an STNK without BPKB, this phrase provides important information about the status of vehicle documents that the motorcycle sold is only equipped with a Vehicle Number Certificate (STNK) without a Motor Vehicle Owner's Book (BPKB). The use of this phrase has two main functions: first, to provide clear and specific information about the completeness of the documents of the vehicle sold; Second, to speed up the communication and transaction process by using argot that is already understood by all community members. The meaning of this phrase also reflects mutual understanding and agreement in the community, where clarity of information regarding the status of vehicle documents is very important in determining the value and legality of the motorcycle sold. From this quote, it can be interpreted that "*STNK only*" means "*STNK only*," which indicates that the motorcycle sold is only equipped with a Vehicle Number Registration Letter (STNK) without a Book.

2. BPKB ONLY

Quote: *"Sold fast again ma'am, because CB basic gl 100 Ss **BPKB ONLY** Normal Electricity Plate B"*

From the quote, it can be explained that "*BPKB only*" in the motorcycle buying and selling forum on Facebook serves to inform that the motorcycles sold are only equipped with a Motor Vehicle Owner's Book (BPKB) without a Vehicle Number Registration Letter (STNK). "*BPKB only*" has several important functions in the context of buying and selling motorcycles in the forum. First, this phrase provides clarity and transparency to potential buyers regarding the completeness of the available documents, so that they can make more informed decisions. Second, these phrases help speed up communication by using slang that is already known and understood by community members, ensuring that the information conveyed is fast and accurate. The meaning of "*BPKB only*" reflects the shared awareness of the importance of legal documents in motorcycle transactions, as well as demonstrating a high level of trust and understanding among forum members towards the legality status and value of the vehicles they trade.

3. LIKE NEW

Quote: *"who dare to please and like it, master brake nissin radial 17 mm original samurai / similar to master brake zx 1000, **like new** gajadi use just sell the position still installed on the motorcycle lok Purbalingga 089542194xxx"*

"Like new" means that the motorcycle is in almost the same condition as a new motorcycle, even though it has been used. The use of this phrase has several important

functions. First, this phrase gives potential buyers a clear picture of the quality and physical condition of the motorcycle, emphasizing that the motorcycle is still in excellent condition and worth considering like buying a new motorcycle. Second, this phrase facilitates communication by conveying information in a concise but informative manner, which is already understood by community members as an indicator of high quality. The meaning of "like new" reflects the expectations and quality standards in transactions on the forum, where the motorcycles sold are expected to meet the criteria almost perfectly, giving confidence and confidence to potential buyers regarding the products offered.

4. ORPHANED

Quote: "Orphan basic series letter, look for a honda automatic exchange if there is one, the engine is not noisy, not smoking, if there are any inbox questions".

From the quote it can be explained that "Orphaned" means that the motorcycle has no legal documents at all. The use of this phrase has several important functions in the context of the motorcycle buying and selling community. First, this phrase provides very clear and honest information to potential buyers regarding the completeness status of motorcycle documents, so that they can consider the risks and value of the transaction. Second, this phrase speeds up and simplifies communication by using argot that is already prevalent and understood by community members, so that information can be conveyed quickly and efficiently. The meaning of "*orphan*" reflects a shared understanding in the community about the importance of legal documents, as well as showing the openness and transparency of the seller in conveying the true condition of the motorcycle being sold.

5. SATSET

Quote: "**SATSET** make money or other exchanges, *Tirev (tiger revo) basik Gl complete letter agree to the top of the tilak 1 time*"

"sat set" in the motorcycle buying and selling forum on Facebook, this phrase is used to describe a fast and efficient transaction process. "Satset" means that everything is done quickly without much ado. The use of this phrase has several important functions in the motorcycle buying and selling community. First, this phrase confirms that the seller is ready to make a transaction immediately, indicating that they are prepared with all the necessary preparations and expect the same from potential buyers. Second, this phrase helps speed up communication by conveying a message in a short but clear way, which is already known and understood by community members as a commitment to smooth transactions. The meaning of "SATSET" reflects the value of efficiency and speed that is valued in the community, and shows the readiness and alertness of the seller to complete the transaction promptly, giving potential buyers confidence that they are dealing with a professional and trusted seller.

Through the use of argot in the form of this phrase, it can be seen that the int motorcycle buying and selling community not only creates a distinctive vocabulary that distinguishes them from other communities, but also indirectly builds an internal communication system that is rich in meaning (Arifah & Indra, 2022; Nasution et al., 2021). The phrase was formed in order to convey information quickly and clearly, but still maintain the nuances of togetherness and group identity. Efficiency in

communication is the main key, as well as a reflection of solidarity and collective understanding between community members.

B. The Shape of An Arrax

An abbreviated argot is a form of argot that is an abbreviation or acronym used by a certain social group to communicate in a distinctive, secret, or simply understood by the members of the group themselves (Ardhana & Mayasari, 2021; Octavia, 2018). These abbreviations are often uncommon or not found in the official language, as they were creatively created by the Facebook trading forum community. Formed from the initial letters or syllables of certain words, It has a specific meaning that is only understood by the user group and is used to reinforce the identity of the group or disguise the meaning from outsiders.

1. PNP (Plug and Play)

Quote: *"Ready shock front cbr 250 CBU as 37 still std blm PNP Honda ready to help pnpkan lok cilacap far ready to help send wa 08XXXXxxxx"*

PNP in the motorcycle buying and selling forum on Facebook, this word is used as an abbreviation for "Plug and Play." "PNP" means that the components or accessories of the motorcycle sold can be directly installed without the need for additional modifications or adjustments. The use of this word has several important functions in the motorcycle buying and selling community. First, this phrase provides clarity to potential buyers that the products on sale are easy to install and use, so they don't have to worry about compatibility or installation complexity. Second, this word makes communication easier and faster by conveying information in a concise but informative manner, which is already understood by community members as an indicator of ease and comfort. The meaning of "PNP" reflects the expectations and quality standards within the community, showing that the products offered are ready-to-use and minimize difficulties for users, providing confidence and comfort to potential buyers regarding the suitability and ease of use of the components or accessories sold.

2. COD (Cash On Delivery)

Quote: *"Carburetor Tiger skepan Mahar / TT ori, guarantee normal warranty.. Ready COD or send" seIndonesia raya Pcb open maps "FAISAL PROJECT SKEP" wa 08xxxxxxxxxx"*

From the quote, it can be interpreted that "COD" in the motorcycle buying and selling forum on Facebook, this word is used as an abbreviation for "Cash on Delivery." "COD" means a transaction made by cash payment when the goods are delivered directly to the buyer. The use of this phrase has several important functions in the motorcycle buying and selling community. First, this phrase provides clarity that the transaction is done in person, allowing the buyer to check the condition of the goods before making a payment, which increases a sense of security and trust in the transaction. Second, this word makes communication easier and faster by conveying information concisely and clearly, which is already understood by community members as a practical and secure payment method. The meaning of "COD" reflects the value of transparency and trust within the community, as well as showing a preference for direct and intermediary-free transactions, giving buyers confidence that they can view and verify the goods before completing the payment.

3. TT (Trade-Add)

Quote: *"Monggo exhaust NS PRO ori Round model sarditiangan ull sound bass ulem leheran roll bending pnp gl,mp, CB new condition monggo focus just does not accept tt/bt"*

The meaning of the word "TT" in the quote is used as an abbreviation for "Trade-in." "TT" means the seller and buyer make a transaction by exchanging the goods they own, plus a certain amount of cash if needed. The use of this word has several important functions in the motorcycle buying and selling community. First, the word "TT" provides clarity that the transaction involves the exchange of goods, for example, the buyer's old motorcycle is exchanged for the motorcycle offered by the seller, and there is a possibility of additional cash to balance the exchange rate. Second, this word makes communication easier and faster by conveying information concisely and clearly, which is already understood by community members as a form of flexible transaction that benefits both parties. The meaning of "TT" reflects the flexibility and innovation in the way of doing business in the community, as well as showing that community members are looking for a mutually beneficial deal, providing an opportunity to repair their vehicles in an easier and more affordable way.

4. BT (Barter)

Quote: *"Monggo exhaust NS PRO ori Round model jenong sarfull sound bass ulem leheran roll bending pnp gl,mp, CB new condition monggo focus on selling does not accept tt/BT"*

The use of this word in the above quote refers to an offer by the seller to the buyer, as from the transaction of the purchase of a motorcycle. "BT" provides information to potential buyers that the goods can be exchanged for other goods or other motorcycles. The use of this slang helps to speed up and facilitate communication among community members, who are already familiar with slang in the form of words to convey additional information about the offer that the goods or motorcycles can be exchanged at no additional cost depending on the agreement between the seller and the buyer.

5. PHP (False Hope Giver)

Quote: "CB basic mp 05 plate R tax late 7 months run. For those who have money and are serious, just ask, satset edition in **PHP** tok"

The word "PHP" in the quote is used as an abbreviation for "False Hope-Giver". This argot refers to someone or something that initially gives good expectations or promises, but ultimately fails to meet expectations or does not live up to expectations. In the context of a motorcycle buying and selling transaction, the use of "PHP" is often used to describe a situation in which the seller or buyer initially gives high expectations or promises about the condition, price, or completeness of the motorcycle to be sold or purchased, but ultimately does not correspond to reality after the transaction process has started or is completed.

6. BU (Need Money)

Quote: **"MOM!** CB basic mp upgrade tiger engine delicious, Haluss plate r cilacap tijk, interest can inbox/wa 08569143xxx"

The word "BU" in the quote is used as an abbreviation for "Need Money." This argot is used to convey that motorcycle sellers need money urgently so they are willing to sell their motorcycles at a lower price than usual or quickly. The use of "BU (Need Money)" helps facilitate communication among community members in understanding the reasons behind the lower price offer or the desire to make a transaction quickly. This can also be an important factor in negotiations, as buyers often understand that the seller's situation affects their decision to bid or not.

7. SPEK (Specifications)

Quote: "CB basic tiger 2000 plate r Banjarnegara.

SPEK as follows :piston 65.5, Noken brt T2 17, smooth porting, carburetor 28, standard pendulum, new Sultan Cat tank/, Postep Ori Revo, L2G shell, active Koso Spido, Ninja slebor, Scarlet UK 32 brand rear shockbreaker. Swapped for automatic vario 125/150, sell better"

The word "SPEC" in the quote means "SPECIFICATIONS" this word is often used to refer to information or technical specification details of the motorcycle offered or sought. These argots help facilitate communication among community members in conveying important information such as the year of production, engine capacity, physical condition, modifications, and other details relevant to the purchase or sale of the motorcycle. The use of "SPEK" or "SPECIFICATIONS" allows potential buyers or sellers to clearly understand what they are getting or offering, thus smoothing the negotiation process and reducing misunderstandings.

8. LOK (Location)

Quote: "CB basic neotech upgrade megapro complete letters plate R banjarnegara off tax 1 time electricity on all, stater on. Please just sell **LOK** raft, Banjarnegara wa 085799633137"

The word "Lok" in the quote has the meaning of "location", this argot helps facilitate the communication process among community members who want to know or notify the location where the motorcycle or buying and selling transactions take place. Using this abbreviation, community members can quickly convey or search for information related to the whereabouts of the motorcycle or where it meets to view and make transactions. The use of "Lok" is one example of how the abbreviation is used effectively in online forums to convey information.

11. ICIKIWIR (CB Motorcycle)

Quotation: "Please **ICIKIWIR**, tt bt grand that is worth it", basic cb 125 smooth engine, economical and powerful, ss blank ,cheap inbox"

From the quote above, "icikiwir" has the meaning of a motorcycle in the form of CB, the argot appears because there is a swear word that means that the word icikiwir is a CB motorcycle that is known to have high speed, resembling the behavior of a wild boar (piggy bank) that runs fast in the wild, but there are also those who swear that icikiwir is a motorcycle with a straight seat, therefore the word icikiwir is often used in terms of buying and selling to describe a motorcycle in the form of a CB.

The use of abbreviations as argot above not only serves to shorten words, but also shows the need for faster and more efficient communication, especially when

transacting (Anggraini, 2024). Behind the abbreviation, it can be seen that there is a creativity of language that grows from habits and interactions between members. This shows that it is not just a tool to convey information, but part of the way communities form a shared identity.

C. Slang in the Form of Sentences

Sentence argot is a form of argot that is a complete sentence that has a special meaning and is only understood by certain social groups (Evendi et al., 2020). These sentences can seem ordinary or simple to an outsider, but they actually hold hidden or symbolic meanings that only members of that community understand (Fauziah, 2015). This argot is characterized by a whole sentence and not just a word or phrase, used as a code or code between group members. Its meaning cannot always be understood literally by people outside the group but this argot is also used to maintain identity, solidarity, or communication confidentiality.

1. Leave a Trail (Leave a Trace)

Quote: "11 negotiators please leave a trail 08xxxxxxxxx"

From the quote above "Leave a trace" means to leave a trace or message. In the context of a sale, this means that if a buyer is interested in an item on offer or wants to get more information about the item, they can leave a trail in the form of a phone number or other means of contact. By leaving this trail, the buyer signals that they want to be contacted back by the seller for a more detailed explanation or to proceed with the transaction. This process facilitates communication between buyers and sellers, allowing sellers to provide the information needed by buyers and assisting in purchasing decisions. Additionally, leaving a trail can also help sellers identify serious and potential potential customers to make a purchase, so they can focus on more promising prospects. Thus, the concept of leaving a footprint is important in the interaction between sellers and buyers, smoothing the buying and selling process, and increasing the likelihood of successful transactions.

2. Gasoline Trading

Quote: "Gl 100 complete tax of 2022 long plate until 2026 Detailed specs as in the photo Tt bt sell rp 5500.000 **nego gasoline** monggo (feel free too)"

"Gasoline negotiation" refers to the concept that the goods offered can be bargained, but only up to the price of gasoline. This means that the seller is willing to give a discount, but the amount of the discount is only equivalent to the price of one liter of gasoline. For example, if the price of a liter of gasoline is 10 thousand rupiah, then the maximum discount that can be given by the seller is 10 thousand rupiah from the original price of the goods. This concept provides clear limits on price negotiations, so buyers cannot bid too low and sellers still get a reasonable profit. It also gives the buyer the impression that there is flexibility in pricing, but with certain reasonable limitations. Thus, "negotiating gasoline" becomes an attractive sales strategy, giving the impression that there is room for negotiation while maintaining a balance between the buyer's desire to get a lower price and the seller's need to maintain profitability.

3. No Minus (no flaws)

Quote: "Gl box complete plate R purwokerto off 3 times letter through the top under the smooth machine no minus must be seen to be delicious while having coffee please sat set masseh"

"No minus" means no shortage, which means that the goods sold do not have any shortcomings in the unit. This argot shows that the goods are in perfect condition, both in terms of physical and other supporting equipment such as correspondence and accessories. When the seller declares "no minus" they assure the buyer that the item is free of defects, damages, or other defects that could reduce its value or functionality. For example, if the vehicle is being sold, this statement indicates that the vehicle has no damage to the engine, body, or other components, and is equipped with complete and valid legal documents. This gives buyers a sense of trust and assurance that they are getting high-quality goods without worrying about potential problems down the road. Overall, "no minus" is an indicator of trust and transparency in buying and selling transactions, guaranteeing that the products offered are really in excellent condition.

Argot in the form of sentences shows how the community designs a unique form of speech to convey an indirect meaning, which can only be understood by the members of the community themselves, while strengthening a sense of solidarity (Nanda, n.d.).

CONCLUSION

As a result of this discussion, the researcher examined the use of special language (argot) in the online community of motorcycle lovers in the Purbalingga, Banjarnegara, Purwokerto area. This study uses a sociolinguistic approach to identify and analyze the argot used in the motorcycle buying and selling forum on Facebook. Through participatory observation and analysis of the content of posts in buying and selling activities, it was found that the argot in the forum not only serves as an effective communication tool, but also as a symbol of community identity and solidarity. The use of slang strengthens group solidarity and maintains the privacy of communications, as well as reflects the social and cultural identity of users. These findings emphasize the importance of the role of language in the formation and maintenance of online communities, as well as provide insights into sociolinguistic dynamics in the digital realm.

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