Linguistic Phenomena in Live Streaming Commerce

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ABSTRAK

Bahasa merupakan media komunikasi yang digunakan oleh masyarakat untuk berbagai kepentingan sehingga menciptakan fenomena yang dinamis. Dalam tren jual beli melalui penyiaran langsung, penjual menggunakan bahasa interaksi yang unik dan sangat menarik untuk dikaji melalui penelitian deskriptif kualitatif ini. Tim peneliti mengamati para penjual yang melakukan jual beli melalui penyiaran langsung pada platform Shopee sebagai subjek penelitian. Tim peneliti mengumpulkan data dengan observasi partisipatif sejak Oktober 2023 hingga November 2024. Analisis dilakukan dengan mengklasifikasikan data sesuai kriteria dan aktifitas penjual, kemudian memfilter, mendeskripsikan, menanggapi data dengan teori yang relevan, dan menyimpulkan hasilnya. Tim peneliti telah menemukan fenomena yang signifikan berbeda antara bahasa yang digunakan oleh penjual dengan 10-250 dan penjual dengan di atas 1000 peserta siaran. Sedangkan penjual dengan 10-250 dan 251-1000 peserta siaran lebih memiliki kesamaan. Penelitian ini juga berhasil mengungkap bahwa terdapat empat aktifitas penting dalam jual beli melalui penyiaran langsung yakni 1) memberi salam dan menyapa peserta siaran, 2) mendeskripsikan produk, 3) membujuk peserta siaran, dan 4) memblokir peserta siaran. Tim peneliti mengungkap bahwa para penjual menerapkan perluasan makna dalam memberi salam dan menyapa peserta siaran. Pada urutan demo dan deskripsi produk, beberapa penjual melakukan uji coba langsung terhadap produk dan menggunakan majas hiperbola. Penjual membujuk dan mencapai *closing* dengan menggunakan majas ameliorasi dan *personal barnding*. Terakhir, para penjual menggunakan majas ironi dan sarkasme untuk memblokir peserta siaran yang "nakal". Kajian tentang fenomena linguistik akan selalu berkembang sesuai dinamika maka para peneliti berikutnya disarankan untuk melanjutkan penelitian terkait.
Kata kunci: bahasa, fenomena, jual beli, penyiaran langsung

ABSTRACT

Language is a communication medium used by people for various purposes thereby it always creates dynamic phenomena. In the current trend of live streaming commerce, sellers interact uniquely and it is very interesting to study through this qualitative descriptive research. The researchers observed sellers who did live streaming commerce on Shopee as the research subjects. The researchers collected data with participatory observation from October 2023 to November 2024. The analysis was carried out by classifying the data based on the seller's criteria and activities, then filtering, describing, responding to the data with relevant theories, and concluding the results. The researchers had found a significant difference in the language used by sellers with 10-250 and sellers with more than 1000 participants. Meanwhile, sellers with 10-250 and 251-1000 participants had more common language usage. This study also succeeded in revealing that there are four important activities in the live streaming commerce namely 1) greeting and greeting the participants, 2) describing products, 3) persuading the participants, and 4) blocking the participants. The researchers discovered the sellers applied meaning extension in greeting and greeting the participants. In product description, some sellers conducted "try on the product" as body language and used hyperbole. The sellers persuaded and reached the closing by using amelioration and personal branding. Last, sellers used irony and sarcasm to block "rogue" participants. The study of linguistic phenomena will always develop due to its dynamics, so the next researchers are suggested to continue studying related sections of this reseach.
Keywords: language, phenomena, commerce, live streaming

A. INTRODUCTION

Language is a medium of communication used by all groups with various interests. Rabiah (2012) stated that language is a system arranged according to a certain pattern, but rather consists of several subsystems that differ from other languages. The language used by people is influencing their culture or vice versa. Moreover, Azizah et al., (2021) argue that language affects people's daily life. It can present suggestions so closely and affect human life. It can hence become the effective weapons for training people to behave (Suciartini & Gusti Bagus Sugriwa, 2022).

In using language, Dandy (2021) and Susanto et al., (2019) argue that people will always experience development and changes differently from one another. This is called a linguistic phenomenon. According to Haryono (2011), people have to know language development by studying its phenomena because it could show how human beings are driven by various interests. Then, they have led to meetings and interactions resulting in language use as a means of communication and influencing each other. Also, Arnianti (2019) views that by realizing the linguistic phenomena, people will be able to develop their cognitive use of language so they would not be at "pralinguistics" due to their lack of knowledge of it. Moreover, Zulkifli (2018) states that language and its dynamics or changes is very close to existence of society since it will affect all people to need language in all their activities. Last, knowing linguistic phenomena can orient people toward relevant information in their environment and toward affiliated social partners who are potential sources of knowledge, or whether others share a common knowledge and whether they can be source of information (Esseily, Somogyi, & Guellai, 2016).

Regarding to the trend of live streaming commerce, the researchers believe that it must create changes in linguistic phenomena too and would be very interesting to analyze. Supported by Katrini (2014), live streaming can show extraordinary and unique development of linguistic phenomena which surely contain great changes of language use. Terminologically, live streaming commerce is the most popular technology-based business model which facilitates interpersonal interactions and builds emotional value between sellers and consumers in a real-time (Cheng et al., (2022). Live streaming commerce is one manifestation of how technology facilitates many kinds of interactions in digital networks. Dwivedi et al., (2021) argue that the use of internet for live streaming promotion and sales has changed the ways of companies to conduct business with lower costs, improved brand awareness, and increased sales. Reinartz, Wiegand, & Imschloss (2019) add due to the rise of online or live streaming commerce, physical retailers are under tremendous pressure to redefine their position in the omnichannel environment. Therefore, they need to adapt to live streaming commerce soon to avoid their erosion of physical retailing.

There are several previous studies about the phenomena of language use and live streaming commerce. First, (Ma, Liu, & Li, (2023) had limited the study on mechanism of anchors' language appeals, rational appeal, and emotional appeal on users' purchase intention. They resulted the correlation of those three appeals to the customers' purchase intention, not on the brief description of language use and its power in the live streaming phenomena. Second, (Luo, Cheng, Zhou, Yu, & Lin, (2021) also studied about the linguistic persuasive styles used during the live streaming commerce and they discovered that styles appealing to personality had great impact to the sale volume rather than styles appealing to logic, to emotion, to reward, and to exaggeration. This study is unique but it failed to capture how the real styles are in use. Rather,

it calculated the correlation among those five appealing styles. Third, (Mubarok, Madonna, & Reza, (2024), had currently studied about the live streaming commerce and resulted general capture of communication style on it. They discovered that the host used more task-oriented communication style with informal language in Tiktok Shop.

The researchers here had seen the gap of the previous studies to show the novelty of the present research. Therefore, the researchers thought that it is urgent to question "what are the linguistic phenomena in four main activities showing the sellers' usage of language in the live streaming?". The four main activities were formulated based on the preliminary research, they inlude 1) greeting and greeting the participants, 2) describing products, 3) persuading the participants, and 4) blocking the participants. The researchers focused on these facets because it covers the beginning until the ending stage of the live streaming commerce. In addition, this research took the data from Shopee Live rather than TikTok Shop to avoid overlapped data resulted by (Mubarok et al., 2024) This research will be significant for people especially physical retailers to reveal the diversities of linguistic phenomena during live streaming commerce. Indeed, this research will help them in giving valid information about how they should understand linguistic phenomena in the live streaming and shift to become new players of it. Therefore, they could survive retailing by linguistic competence for live steraming and engage more customers.

B. LITERATURE REVIEW

To study the linguistic phenomena in live streaming commerce, the researchers need to review some related literatures that provide concepts of language development and changes. As stated by Yuniarto (2014) it includes meaning changes that have a chain effect. The meaning changes can be caused by several aspects in social life i.e human thinking and the environment. One of the meaning changes is extension which is going to elaborate here. The other framework needed is about body language and figure of speech consisting of hyperbole, amelioration, irony, sarcasm.

1. Live Streaming Commerce
Live streaming commerce has been introduced by (Cai & Yvette Wohn, 2019) as the general watching and product search scenario which offers enjoyment of interaction and trend setting that involved in internet celebrities.Purboyo, Refiana Said, Firdaus, & Mayvita (2025) had analyzed the systematic review of live-streaming commerce which has become a major trend in the modern e-commerce ecosystem. It combines interactive shopping experiences with dynamic digital marketing strategies. It also has rapidly evolved as a significant phenomenon in the digital business ecosystem. Some regions like China and America, had established e-commerce infrastructures and developed it across nations. In Indonesia, the two giant platforms of e-commerce which facilitate live streaming commerce are Shopee Live and Tiktok Shop.

2. Meaning Extension
Šeškauskienė (2008) explains that meaning extension has traditionally been associated with the language of fiction but now it has generated within everyday language and various discourses like socio-economic. Presupposing any meaning beyond the basic meaning of a word, collocation, sentence, or string of text or speech that originates from co-text, context, or an

existing system is known as meaning extension. According to Zimmermann (2020), meaning extension is also defined as the outcome of using a certain heuristic technique to determine contributions to referents and truth-values, which also results in the common hierarchy of functional types. In addition, Fatoni (2021) explains that meaning extension expands the meaning contained in a word and it changes meaning from a limited circle into general usage with some of its distinguishing elements.

3. Body Language

A review about body language is important to give understanding towards some actions of sellers who had tried on the product during the live streaming commerce. According to Resat (2019), body language is intrinsically linked to human interactions through possible gestures to have a completely different meaning in different cultures. Furthermore, Uzun (2021) states that every information in communication can be shared in several different ways with one another and body language is classified as the nonverbal communication. Its forms can be expressed with gestures, mimics and movements of the head, various parts of the body or the body itself as a whole. (Lucknow, 2022) adds body language plays core roles to convey meanings, attitudes, and intentions. Body language creates interpretation which can vary among individuals. It may signify attentiveness, sincerity, and other spectrum of emotions. Therefore, people shoud navigate and interpret body language by using cultural awareness and sensitivity to minimize misunderstandings and fostering successful cross-cultural interactions.

4. Hyperbole

(Aljadaan, 2018) asserts hyperbole as a figurative language that shows extreme exaggeration for emphasis. In using hyperbole, speakers do say something more than what it is. It is unique because it can occur in pure hyperbole, with metaphor, irony or any other non-literal speech act. Although, exaggeration in hyperbole is different since it has a wider pitch than non-hyperbolic utterances so it can figure out attitude even while it lacks normative bias.

5. Amelioration

Altakhaineh (2018) has studied about the semantic changes focusing on amelioration. He then defines amelioration as the process by which a term acquires a positive connotation. Amelioration will mean the word becomes more positive or even result in rise of quality. For more understanding, studying amelioration can be done by contrasting to pejoration which is processing word meanings in a negative connotation. Ilse de Wit (2021) has viewed amelioration as the change of original meaning from neutral or negative to positive. He also notes amelioration will make original negative denotation later gets lost.

6. Irony and Sarcasm

Wilson & Sperber (2012) state irony is a figurative language used to show that a stance that the speaker could otherwise be interpreted is ludicrously inadequate. It can also reveal satire or insult. In addition, Mendoza Ibáñez as in Gibbs & Colston (2024) claims that irony is can be based on a variety of mental processes that are frequently used in both verbal and non-verbal communication. Dinari, Nababan, & Djatmika (2017) argue that irony and sarcasm are almost difficult to distinguish. Although, the researchers here understand sarcasm as a derivation of irony which delivers insults in a bitter, coarser, and more hurtful language than irony.

C. METHOD

This research is qualitative descriptive. According to Kim, Sefcik, & Bradway (2017), qualitative descriptive research is to generate data of 'who, what, and where of events or experiences' from a subjective perspective. Lambert & Lambert (2013) also state that the goal of a qualitative descriptive research is to describe a phenomenon and its characteristics. Based on this view, the researchers here took the sellers who conducted live streaming commerce on the "orange" platform as the research subjects. The researchers studied their language use during the live streaming for 6 months; from October 2023 until November 2024. Then, the researchers would formulate and describe the linguistic phenomena in the live streaming qualitatively.

It would be verbal data which were collected through participant observation and documentation. According to Creswell & Creswell (2019), participant observation is a method for collecting data by taking field notes and engaging the researchers in roles of a complete participant. It means the researchers had joint the live streaming regularly in 6 months in order to collect the targeted data. While, documentation was the secondary data collection instrument used to recall some missing data of observation and here it was in the form of screenshot of the live streaming process.

The next stage is data analysis. This process was carried out by classifying data. The output was formulating the seller criteria. Next, the researchers obtained classification of how the sellers held Greeting and Addressing, product demo order and description, persuasion and closing, and blocking customers in the live streaming. The data were then filtered to obtain saturated data. Next, the re-searchers described and responded saturated data with some relevant theory. After confirming the data and the theory, the researchers concluded the findings on linguistic phenomena of live streaming commerce. The systematic process of doing this research can be shown as in figure 1.
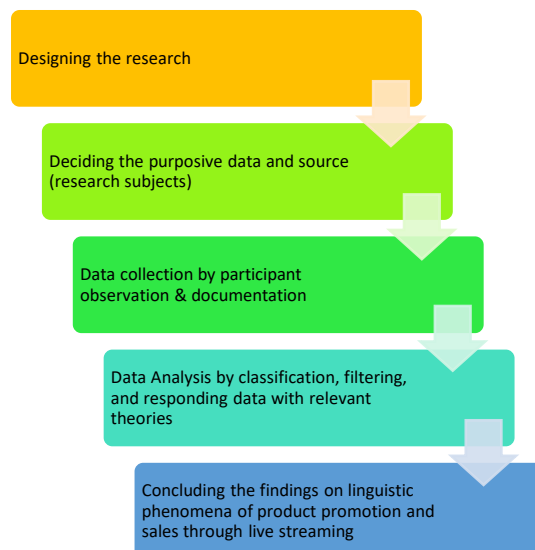

Figure 1. Systematic Research Method

D. FINDINGS AND DISCUSSION

In this part, the researchers elaborate on the findings of linguistic phenomena in live streaming commerce. Due to the four main activities in the live streaming commerce: 1) greeting and greeting the participants, 2) describing products, 3) persuading the participants, and 4) blocking the participants, the researchers then classified three criteria of sellers as the following

1) sellers with 10-250 live streaming participants.
2) sellers with 251-1000 live streaming participants
3) sellers with above 1000 live stream-ing participants

From three criteria of seller, the researchers highlight that the linguistic phenomena had the same characteristics among all sellers but there were significant differences between sellers with 10-250 participants and whose above 1000 participants. Meanwhile, sellers with 10-250 and 251-1000 live streaming participants had more similarities in using language. These remarks will be explained in the following sub-sections.

1.   Greeting and Addressing

Greeting and addressing refer to the way the sellers open the session and address participants of live streaming commerce. Some sellers opened the live streaming by salam or basmalah. Some others open the live streaming directly by "Kita mulai ya bun,". Some sellers addressed the live streaming participants by Kakak, Bunda, Kabunda, Mami, Mama, Mak, Bestie, Guys, Bang, Beib, Ayang, Bos, Teteh, Sri, and Mbak. The researchers had compared these uses among the sellers 1) with 10-250, 2) with 251-1000, and 3) above 1000 live streaming participants, then found that the two major ways of addressing for all sellers were Kakak and Bunda.

Kakak is basically defined as older brothers or sisters, but the meaning is now generating. Kakak becomes the way of addressing both males or females in general, whether she or he is older or younger than the sellers. Moreover, Bunda principally refers to the female parent and it generates the meaning as Kakak. Ernawati (2021) reported the meaning extension of Kakak and Bunda as the general customers. This finding showed that there is a shift in the reference of Kakak and Bunda with the original referred meaning, and in this case, it was caused by social and cultural development today ((Nursida, 2014). Kristinaupi et al., (2024) see it is natural because language will never be static but it is dynamic. Due to this, the researchers understand the phenomena as confirmation for language extension of meaning which mostly happen than narrowing (Shinta, 2010).

Furthermore, Ernawati (2021) also reported Bunda as the female customer but the researchers here found it different. The researchers understood Bunda as well as Kakak which did not specify gender to address. The researchers believed there must be male participants, although the sellers generalized the participants during the live streaming by addressing the participants using Kakak or Bunda. Therefore, the researchers found it as a linguistic phenomenon which shows that language reveals and reflects power (Ng & Deng, 2017). Using Kakak and Bunda reveals and reflects that female (housewives) has domination in shopping. They are the main decision makers when shopping for their household needs (Fauzia, 2016) and they are recorded as most potential customers for online shopping as released by Google and Temasek's e-commerce GMV (Gross Merchandise Volume) of 2017 (Emak-Emak RI Lebih Pilih Belanja Online Dibanding Ke Mal, n.d.)(Emak-Emak RI Lebih Pilih Belanja Online Dibanding Ke

Mal, n.d.)(Emak-Emak RI Lebih Pilih Belanja Online Dibanding Ke Mal, n.d.)(Emak-Emak RI Lebih Pilih Belanja Online Dibanding Ke Mal, n.d.).

Kabunda, Mami, Mama, Mak are original reference to females. The other addresses also reveal and reflect power of certain tribes in Indonesia such as Teteh, Sri, and Mbak, but refer still to female reference and domination. The phenoma of using languange for greeting and addressing in the live streaming show more linguistic domination of female. It was used by almost sellers, whether they had 10-250, 251-1000, or above 1000 live streaming participants. In conclusion, the sellers used language in greeting and addressing the live streaming participants by extension of word meanings and they preferred to use female reference as this gender has domination in shopping.

2. Describing Products

Throughout observation of the live streaming, the researchers found that the sellers conducted product demo order and description based on 1) the participants' request and 2) the seller's order. The sellers with approximately 10-250 live streaming participants tended to conduct product demo order and description based on the participants' request. The sellers would co-respond the participants' order request. They offered the participants by saying "Silakan Kakak/ Bunda, mau dijembrengin yang mana dulu?"

The use of language and attitudes shown by sellers with 10-250 live streaming participants can be understood as a communication strategy to increase the comfort and self-esteem of participants as their customer candidates. This is done considering that they still had had minimum followers. So, they need to behave very friendly to convince and give quality service to the participants.

Next, the sellers with 10-250 live participants also offered the demo order to the participants but they seemed to have their own order. These sellers would mention the participants' request like "Gamis? Siap kakak!" or "Etalase berapa kak?"

Although they offered to the participants, they would describe products based on their preference. Therefore, the researchers considered the offer is only for interacting with the live participants so that they could stay watching the live streaming. They would say "Ayo apa lagi, Kakak? Gamis ya? Ok Gamis, tapi bentar ini dulu deh kakak takut lupa" or they could say "Ok gamis dulu ya Bunda, tapi bentar ini dulu ya keselip tadi."

Furthermore, the sellers with above 1000 participants would do product demo in two ways, both by following the live participant requests and by their own order. These sellers followed the participants' request then posted the products in the display window. The sellers would say "Mau apa lagi, Bunda?" After posting the products in the display window, they would say "Silakan Bunda, gamis ini sudah diup di etalase 1 kode produk Fahira ya Bun..." For this case, the sellers may not state the price directly but asking the participants to check it in the display window. They would say "Harganya bisa dicek di etalase ya Bun..."

The other way for product demo was by trying it on. This happened to almost sellers especially in fashion and jewelry live streaming. The sellers should be very attractive on this method because the live participants may give them much questions related to the product and its fit to the host seller. Based on the researchers' observation, it could be the best product demo and description. In the case of describing food products, the sellers would like to do live cooking so the participants got convinced with the hygiene and hence this way increased the interest to buy. Both trying on the fashion or jewelry product and live cooking show how effective body

language to build good communication among sellers and live participants (Uzun, 2021). When Lucknow (2022) states that body language creates interpretation which can vary among individuals, yet the researchers claimed that the body language used by the sellers during the live can bring the participants into the same reference meanings, attitudes, and intentions. It was proven by the illocution released the participants was on target of the sellers. Therefore, further discussion about Lucknow's statementLucknow's statementLucknow's statementLucknow's statementLucknow's statement must be confirmed by any other researchers in the future.

3. Persuading the Participants

The linguistic phenomena used by the sellers in the live streaming were also unique to persuade participants so that they could get *closing*. The sellers tended to persuade the participants that they offered the cheapest price for the best product. The sellers persuaded the customers by some powerful statements like "barang bagus, langsung dicek out ya kakak". They also could give persuasion by stating the product brand and comparing it to the others. The researchers also found that somehow the sellers would say "bunda pasti tahu khan kualitas brand ini," or "impor ya bun". The researchers knew it only as a persuasion; not really confirming the brand's popularity or preferring the imported product. In other words, the sellers said something more than what it is and convinced the live participants by a sense of "if you are high, you must know or even buy this brand" as hyperbolic. The researchers could understand they must use hyperbole to make more interesting and convincing effect so that the participants can really "check out" and pay for the products.

Besides hyperbole, the researchers observed that the sellers also used amelioration to persudade the participants. As stated by (Altakhaineh, 2018), amelioration as the process by which a term acquires a positive connotation. Amelioration will mean the word becomes more positive or even result in rise of quality. Based on the observation, the researchers found that the sellers eventually said something negative to figure out positive thing. They were free to say "harga mencret, harga tumbang, harga meledak, harga gak ngotak" to refer to cheap. In Indonesian context, "mencret" refers to the condition of a person experiencing severe diarrhea but when it is attached to "harga mencret" it becomes the price state that the participants wait for. In addition, "tumbang" in Indonesia means falling, collapsing, or destroying but the sellers look very pleasant to the participants by saying "harga tumbang". Indeed, the sellers can prefer to state "harga tebus murah", "harga diskon", "harga pabrik" than "harga mencret or harga tumbang". Yet, the researchers understand that the commerce through live streaming had provoked the sellers to use hyperbolic and ameliorative language for entertaining.

The other persuasion was also done by personal branding. Based on the observation, the sellers might act very cruel to impress that they are honest and emphatic. The other sellers might also dance and scream to interract with friendly and welcoming nuance. In contrast, some sellers preferred to behave calmly and used limited words. The researchers understand their personal branding will invite the participants due to various preference. Although, the researhers support the statement of (Osei & Anim-Wright, 2024) that personal branding is pertinent in society because it supports individuals in creating the value of personal. More specifically, (Husein, 2013) add that personal branding can be a capital for success in online business (which previously in business offline) due to the influence created to the right targeted customers.

4. Blocking the Participants

This research was also observing the linguistice phenomena used by the sellers in blocking the "rogue" participants. They "rogue" in this context belongs to the customers who successfully grabbed the product but they failed to fulfill the payment. Based on the observation, the sellers would reveal satire or insult by telling "rogue" action of some customers. The sellers warned the other participants not to follow their "rogue" action. The sellers could say "tolonglah bunda-bunda sultan jangan hinakan kami dengan PHP" or in English "Oh you who are rich, please don't insult us with your PHP". This means irony "how can you claim yourself rich but in reality, you can not fulfill the payment and it hurts us as the sellers".

As stated by Dinari, Nababan, & Djatmika (2017), sarcasm is a derivation of irony which delivers insults in a bitter, coarser, and more hurtful language than irony. This phenomenon also happened during the live streaming commerce. Some sellers will not be doubt to say "Yang tidak punya uang jangan belanja, please sadar diri bunda-bunda!" meaning "Who does not have any money please don't check out the product (without payment), realize your financial ability please!" This sarcasm did not intend to underestimate "the actual poor" but indeed to avoid the payment failure. Sarcasm was also used by mixing some religious belief like "Awas ya bunda-bunda yang gak bayar gak amanah, dosa ditanggung di akhirat" meaning "Be aware you who doesn't fulfill the payment is the hyprocite, you bear the sin in the Hereafter".

The researchers evaluate all linguistic phenomena in the live streaming must have certain objectives and we cannot generalize their objectives as common. Hence, the sellers' unique statements in greeting and addressing, product demo and description, persuasion dan closing, and blocking customers will not end to discuss because they surely develop following trend and vice versa.

E. CONCLUSION

In this part, the researchers conclude that the language used by the sellers during live streaming commerce were significantly different among sellers with 10-250 and sellers with more than 1000 participants. Meanwhile, sellers with 10-250 and 251-1000 participants had more common language usage. It occured in four important activities in the live streaming commerce namely 1) greeting and greeting the participants, 2) describing products, 3) persuading the participants, and 4) blocking the participants, the sellers used language in varios ways. The sellers applied meaning extension for greeting and addressing the live streaming participants. While for the order of product demo description, some sellers conducted "try on" the product as their body language and used hyperbole. Amelioration and personal branding became the prominent language use to persuade and get closing targeted. Finally, the sellers used irony and sarcasm to block participants so that they would get deterrent effect for doing such "rogue" action. The researchers believe that this research result need to elaborate more by the future researchers. It is since study about linguistic phenomena will never stop its dynamics, so the next researchers are suggested to continue studying related sections of this reseach.

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