

ABSTRACT

Septiana Anjarwati. 2025. *“Persuasive Language Strategies Used in TikTok Live Shopping for Clothing Products”*

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This study discusses persuasive language strategies hosts use as sellers in TikTok live shopping sessions. The trend of live shopping, especially on the TikTok platform, encourages sellers to attract customers' attention through several ways, one of which is the use of persuasive language. This research focuses on five TikTok shop accounts that sell clothing products and actively conduct live shopping with a high number of viewers, including @kktops, @meinid, @knitgoods.id, @fashiontodayco, and @asaya.loveliness. This research uses a qualitative approach with Gorys Keraf (1982) theory of seven persuasion techniques, namely rationalization, identification, suggestion, compensation, conformity, displacement, and projection, which are then adapted in the context of TikTok live shopping. Data were obtained through screen recording of live shopping sessions, which were then analysed to identify utterances containing persuasion techniques. The results showed that there were 51 persuasive utterances distributed in five techniques, namely suggestion (28), rationalization (13), compensation (5), identification (4), and projection (1). Conformity and displacement techniques were not found in the data collected before. The most dominant technique is suggestion, which shows that this approach is the main strategy for attracting potential buyers. The dominance of the suggestion technique is also related to the interactive and fast-paced character of live shopping on TikTok, which encourages hosts to use an active persuasive approach that is also emotionally engaging.

Keywords: live host, persuasive language, persuasive strategy, persuasion techniques, TikTok live shopping

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Penelitian ini membahas strategi bahasa persuasive yang digunakan oleh host sebagai penjual dalam sesi TikTok live shopping. Maraknya tren live shopping, khususnya di platform TikTok, mendorong para penjual untuk menarik perhatian pelanggan melalui berbagai cara, salah satunya adalah penggunaan bahasa yang persuasive. Penelitian ini difokuskan pada lima akun toko TikTok shop yang menjual produk pakaian dan secara aktif melakukan siaran langsung dengan jumlah penonton yang cukup ramai, antara lain @kktops, @meinid, @knitgoods.id, @fashiontodayco, dan @asaya.loveliness. Penelitian ini menggunakan pendekatan kualitatif dengan teori Gorys Keraf (1982) mengenai tujuh teknik persuasi, yaitu rationalization, identification, suggestion, compensation, conformity, displacement, dan projection, yang kemudian diadaptasi dalam konteks TikTok live shopping. Data diperoleh melalui screen recording dari sesi live shopping yang kemudian dianalisis untuk mengidentifikasi ujaran yang mengandung teknik persuasi. Hasil penelitian menunjukkan terdapat 51 ujaran persuasive yang terdistribusi dalam lima teknik, yaitu suggestion (28), rationalization (13), compensation (5), identification (4), dan projection (1). Teknik conformity dan displacement tidak ditemukan dalam data yg telah dikumpulkan. Teknik yang paling dominan adalah suggestion, yang menunjukkan bahwa pendekatan ini menjadi strategi utama dalam menarik minat calon pembeli. Dominasi teknik suggestion ini juga berkaitan dengan karakter live shopping di TikTok yang interaktif dan cepat, sehingga mendorong host untuk menggunakan pendekatan persuasive yang aktif secara langsung juga yang melibatkan emosional.

Kata kunci: bahasa persuasif, belanja langsung TikTok, host live, strategi persuasif, teknik persuasi