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## THE ROLE OF LANGUAGE STYLE AND COMMUNICATION IN BOOSTING SALES THROUGH LIVE STREAMING ON TIKTOK

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**Abstract:** *Language style is a way of speaking/writing that depends on the situation of the person (or people) you are speaking or writing to. Language style refers to the selection of linguistic forms to convey social or artistic effects. In communication, people usually use formal or informal language, depending on the situation they are communicating with others. Language style also tells the listener to accept what is being said, whether it is serious, ironic, funny, or otherwise (Saputri et al., 2022). According to (Joos Theory Author et al., 2023) in (Joos in Chaer and Agustina (1995: 92)) divides variety of language into five styles, they are; frozen style, formal style, consultative style, casual style, and intimate style. This study investigates how the role of language style in TikTok live streaming in selling products on the platform with qualitative methods. Qualitative is used to describe and analyse the phenomena that usually occur in daily activities and does not deal with numbers as a data (Saputri et al., 2022). In collecting data, videos were taken from three tiktok accounts, namely the Elformula Official, Nalalacollection, and FJ.bottle accounts with a duration of 10 minutes each. language style plays a critical role in the success of live-streaming sales on TikTok by fostering effective communication and engaging interaction between sellers and consumers. The casual and intimate language styles dominate this environment, creating a friendly and relatable atmosphere that appeals to TikTok's diverse audience. Sellers use dynamic, easy-to-understand, and personalized language to build trust and establish a connection with their viewers, enhancing customer engagement and loyalty.*

**Keywords:** *Language style; Semantics; Social Media; Tiktok.*

**Abstrak:** Gaya bahasa adalah cara berbicara/menulis yang bergantung pada situasi orang (atau orang-orang) yang Anda ajak bicara atau tulis. Gaya bahasa mengacu pada pemilihan bentuk linguistik untuk menyampaikan efek sosial atau artistik. Dalam komunikasi, orang biasanya menggunakan bahasa formal atau informal, tergantung pada situasi mereka berkomunikasi dengan orang lain. Gaya bahasa juga memberi tahu pendengar untuk menerima apa yang dikatakan, apakah itu serius, ironis, lucu, atau lainnya (Saputri et al., 2022). Menurut (Joos Theory Author et al., 2023) dalam (Joos dalam Chaer dan Agustina (1995: 92)) membagi ragam bahasa menjadi lima gaya, yaitu; gaya beku, gaya formal, gaya konsultatif, gaya kasual, dan gaya intim. Penelitian ini menyelidiki bagaimana peran gaya bahasa dalam live streaming TikTok dalam menjual produk di platform tersebut dengan metode kualitatif. Kualitatif digunakan untuk menggambarkan dan menganalisis fenomena yang biasanya terjadi dalam aktivitas sehari-hari dan tidak berurusan dengan angka sebagai data (Saputri et al., 2022). Dalam pengumpulan data, video diambil dari tiga akun tiktok, yaitu akun Elformula Official, Nalalacollection, dan FJ.bottle dengan durasi masing-masing 10 menit. Gaya bahasa memegang peranan penting dalam keberhasilan penjualan live-streaming di TikTok dengan mendorong komunikasi yang efektif dan interaksi yang menarik antara penjual dan konsumen. Gaya bahasa yang kasual dan akrab mendominasi lingkungan ini, menciptakan suasana yang ramah dan menyenangkan yang menarik bagi beragam audiens TikTok. Penjual menggunakan bahasa yang dinamis, mudah dipahami, dan

personal untuk membangun kepercayaan dan menjalin hubungan dengan pemirsa mereka, meningkatkan keterlibatan dan loyalitas pelanggan.

**Kata Kunci:** Gaya bahasa; Semantik; Media Sosial; Tiktok.

## INTRODUCTION

Language style is a way of speaking/writing that depends on the situation of the person (or people) you are speaking or writing to. Spoken language is used by TikTok account holders who conduct live broadcasts by speaking to interact with the audience. Meanwhile, written language is used by TikTok account holders who go live without speaking (Mulyati & Farihul Amin, 2024). Without using language, humans are unable to communicate even to express feelings, ideas or ideas between one another (Dewi, 2024). It helps explain difficult terms in a simple way without changing their meaning. Language style refers to the selection of linguistic forms to convey social or artistic effects. In communication, people usually use formal or informal language, depending on the situation they are communicating with others. Language style also tells the listener to accept what is being said, whether it is serious, ironic, funny, or otherwise (Saputri et al., 2022).

Social media is an online platform where users can easily share, make friends, and post about their daily activities. TikTok is one such platform that has been around since late 2019 and continues to thrive despite intense competition among social media platforms. TikTok consistently ranks among the top social media platforms in Indonesia, showcasing its large and active user base. In today's rapidly developing digital era, social media is one of the most popular platforms among students today. TikTok is one of the most popular social media in Indonesia, with an increasing number of users. Tik Tok is a platform or social media that has existed since the end of 2019 until now (Asfiani et al., 2023). TikTok has become a popular cultural phenomenon around the world, allowing users to

express themselves creatively and entertainingly. The app has also become a popular platform for influencer marketing, allowing advertisers to capitalize on the popularity of Tiktok influencers to promote their products or services (Nadhiro et al., 2023).

This platform allows users to share information through videos, text, and messages. It is also a tool for buying and selling, often referred to as e-commerce. E-commerce enables buyers and sellers to conduct transactions without meeting face-to-face, usually through websites that act as intermediaries, with the internet and technology serving as tools for advertising and marketing to meet their needs according to (Kniffin & Palacio, 2018) cited in (Aulabi et al., 2023). Tiktok users are unconsciously encouraged to use clear, concise, engaging, and easy-to-understand language to communicate effectively with their followers. Therefore, Tiktok users must always be creative in managing their audio and visuals to make their content appealing and engaging to their audience.

Language style and communication play an important role in boosting sales through live streaming on TikTok. A dynamic and relatable style grabs the audience's attention and keeps them engaged. A genuine and casual tone builds trust and creates authenticity. Clear and simple messages make it easier for viewers to understand the product's benefits, while persuasive phrases create a sense of urgency to buy. Emotional connections can also be strengthened through stories or enthusiasm, and positive comments from viewers enhance credibility. Friendly interactions help build a community and increase brand loyalty.

Style is how someone delivers an idea or message. It's easier to understand a message if we know the context and

style used by the speaker or writer. This style can be formal or casual, with a serious, ironic, or humorous tone. The language style used in upper-class settings is different from the style used in lower-class environments.

According to (Joos Theory Author et al., 2023) in (Joos in Chaer and Agustina (1995: 92)) divides variety of language into five styles, they are; frozen style, formal style, consultative style, casual style, and intimate style. Based on these reasons, this study aims to explore the role of language style in live streaming on the TikTok platform.

### **Casual Style**

According to (Hariharasudan & Kot, 2018) cited in (Joos Theory Author et al., 2023) explains that casual language style is the variety of language used in informal situations, sharing with family or close friends, discussions, and so on. When people use this style, it is usually shortened. In this style sometimes the sentences are lacking in grammar. Vocabulary is full of dialects and regional dialects and rarely uses proper and structural morphology syntax.

### **Frozen Style**

Frozen style is used when speaking in public and in front of many people, the words are carefully planned, the intonation is slightly exaggerated and there are many such rhetorical devices. Many language units are fixed and there are no variations within them. Expression in speech is still needed (Dong & Kumar Tarofder, 2023).

### **Formal Style**

Formal style according to (Widharyanto & Binawan, 2020) mentions some of the characteristics of the formal style are: Using a polite but impersonal tone, Language does not contain abbreviations, slang, or humor. The most important thing in a formal style is intonation, everything else is cohesive. Conversations take place in conversations with strangers and bosses. Another feature of this style is that the

speaker speaks by rank rather than by name.

### **Consultative Style**

(Joos Theory Author et al., 2023)

Consultative speech is between two people. When someone speaks, the others give brief responses at intervals, mostly drawn from a small inventory of standard signals such as "Yes", "No", "Uhhuh", "Mmm", "Huh", "Right", and "I guess so". This style usually occurs in conversations between doctors and patients, teachers and students, sellers and buyers.

### **Intimate Style**

The language used or developed in the family, lovers, and closest friends is known in a lovey-dovey fashion. This style is used in non-public situation (Widharyanto & Binawan, 2020). In this style the use of intonation is important and people usually use personal vocabulary. Like talking to family, loved ones, and friends. Intimate style is often used special nicknames like mam, dad, my children, my sweetie, my darling, or other night nicknames are used in this situation.

## **METHOD**

This study investigates how the role of language style in TikTok live streaming in selling products on the platform with qualitative methods. Qualitative is used to describe and analyse the phenomena that usually occur in daily activities and does not deal with numbers as a data (Saputri et al., 2022). The source of data taken by researchers is by listening to and observing the language style made in videos and written by social media users on Tik Tok in live streaming. In collecting data, videos were taken from three tiktok accounts, namely the Elformula Official, Nalalacollection, and FJ.bottle accounts with a duration of 10 minutes each. Because this research uses qualitative content analysis, researchers directly

collect, analyse, and interpret data in live streaming and from several references related to the topic. Qualitative research can also be defined as research that uses data collection methods by describing, classifying, and analyzing data and then drawing conclusions to conduct research ( Para Pean Silta, 2023).

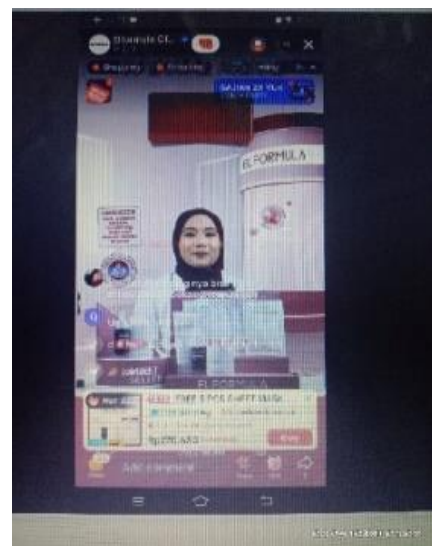
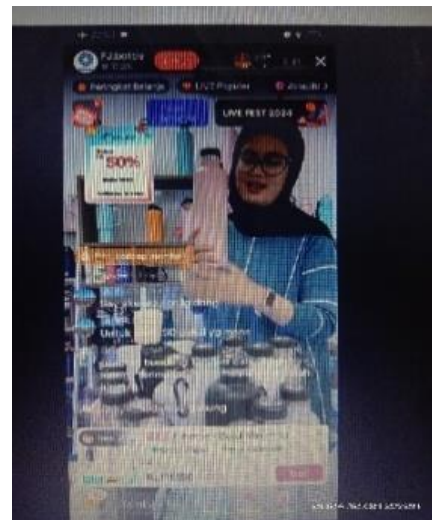
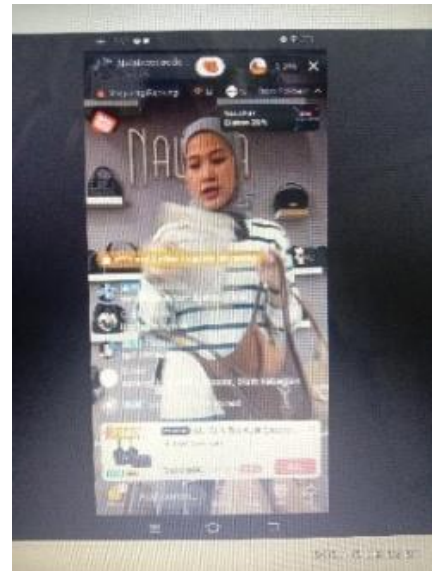
**FINDINGS AND DISCUSSION**  
**FINDINGS**

No	Language style	Frequency
1	Casual style	53
2	Frozen style	-
3	Intimate style	13
4	Consultative style	14
5	Formal style	-

TikTok is currently a social media that is used by all groups in social media. This platform also supports being used as a level in marketing its products through social media or better known as product digital marketing. After the gradual development of Tik Tok as a platform for live-streaming, live-streaming of various categories such as food, clothing and household goods has emerged. With the improvement of people's living standard and the huge market demand, all kinds of merchants have shifted from traditional media advertising and offline physical store marketing to online marketing, using the combination of Tik Tok's traffic introduction and webcast to sell goods to achieve the purpose of gaining profits (Dong & Kumar Tarofder, 2023).

**DISCUSSION**

TikTok is currently a social media that is used by all circles in social media. This platform also supports being used as a level in marketing its products through social media or better known as product digital marketing (Nadhiro et al., n.d.).



In knowing the language variety used by Nalalacollection, TikTok Elformula Official, and FJ.bottle accounts to promote their products through the Tiktok application, I analysed live streaming with a duration of 10 minutes per video. Of the 3 accounts above, more use casual language which is included in the relaxed or casual language variety and words that are often used to make it look more familiar and friendly with customers.

Example:

1. “siapa cepat dia dapat ambil kejar promo nya kakak bestie iya”
2. “kan ayo kejar promo nya kakak bestie”
3. “extra kalo kakak bestie masih bisa di payment gercepin aja stoknya bener-bener terbatas kalo kamu sudah check out payment langsung dimasukin prioritas pengiriman kakak bestie”
4. aku udh hidupin sayang untuk COD nya kalau misalkan di akun kakak tidak bisa COD pake akun baru.
5. “bagian bawahnya sudah ada anti selipnya udah ada gantungan stripnya juga dan cara minumnya minum langsung bukan sedotan”
6. “di etalase nomor 1 kejar promo nya yuk kaka”
7. “kalo kamu check out in nanti nanti keburu PO dikirim tahun depan ke buru kulit kamu jadi keriput say”

The above is an example of casual language that the host seller often says to attract consumers to buy each of their products. From there also the sellers often use slang or language that is often used in everyday conversation. Casual language style used in informal situations, for example with family or close friends, discussions, and so on. When people use this style, the sentences are usually shortened. In this style, sometimes the sentences lack grammar or are unstructured.

To get information about the product, prospective buyers simply send a short message in the comment field

available on Live TikTok. In TikTok Live Streaming (TikTok LIVE), viewers of potential buyers can ask the host for product information directly in the comments section (Monicha et al., 2023). Usually, prospective buyers use a variety of casual language. For example: ‘di etalase no 1 kak’, ‘etalase’ referred to here is where the traders put the goods being sold and usually the storefront arranges the goods so that when ordering prospective buyers easily see how the goods are arranged or attached to the storefront. Showcase is a term for where traders put and give special codes for each product virtually (Yogatama & Anggraheni, 2023).

The word that is often used by sellers or prospective buyers in communicating is the word ‘spill’, the word ‘spill’ is if interpreted in Indonesian from English which has the meaning of ‘spilling’ which can mean that sellers or buyers want to give a leak or ask for a leak about an item that is being sold. While the word spill in English means leak or spill. So, what it means here is that prospective buyers ask for a brief leak of the desired product info. The word of mouth technique in buying and selling Live Tiktok starts when the seller offers his wares (Yogatama & Anggraheni, 2023).

Furthermore, this technique is used interactively by the seller to respond to the prospective buyer's enquiry by bringing the product and providing brief information on the product. This stage is usually supported by a product display that is virtually pinned on the screen. The goal is to make it easier and invite prospective buyers to choose the desired product. This virtual display of the pinned product is usually accompanied by various other information, such as ‘hot promo’, free (free) shipping, % off (discount) and others. If the product stock is limited, the seller will usually inform you directly.

These virtual traders usually have special calls or designations for their customers. Here, people usually use Intimate Style language. In this style, the

use of intonation is very important and people usually use personal vocabulary. Like talking to family, loved ones, and friends. The intimate style often uses special nicknames such as mam, dad, my children, my sweetie, my darling, or any other evening nickname used in this situation. Usually, special products for household needs and baby supplies, they usually call their consumers with ‘mum’ because usually those who see or look for these items are married women. As for feminine products such as skincare, they usually use the title ‘cantik’, ‘kakang cantik’ or the like. This strategy is used to bring sellers closer to their consumers. And from this closeness, it can attract consumers to buy the goods being sold.

Media adjustments with the variety of language used are needed to help the audience understand the content, especially with time limits on TikTok social media. One strategy is to use a language style that many people like, namely with language that is interesting and not too formal, like that it can make it easier for customers to read and understand the content of the content so that consumers can remember it more easily. The use of strategies and language styles in digital marketing has proven to be effective in marketing their products and attracting customers. Time constraints also encourage users to deliver messages or content in creative and concise ways. Language use on TikTok reflects the unique social interactions and communication habits within the community. Therefore, users often use concise, humorous, and attention-grabbing language (Dewani et al., 2024). The effectiveness of digital marketing strategies used with a combination of casual and unique language varieties can be seen from the number of content watched, comments on content and products sold on the TikTok application.

## CONCLUSION

In conclusion, language style plays a critical role in the success of live-streaming sales on TikTok by fostering effective communication and engaging interaction between sellers and consumers. The casual and intimate language styles dominate this environment, creating a friendly and relatable atmosphere that appeals to TikTok's diverse audience. Sellers use dynamic, easy-to-understand, and personalized language to build trust and establish a connection with their viewers, enhancing customer engagement and loyalty. By incorporating elements like slang, humor, and familiar terms, sellers adapt their language style to the informal and interactive nature of TikTok. The strategic use of special nicknames, emotional appeals, and concise yet compelling product descriptions encourages consumers to participate actively and make purchase decisions. This combination of engaging language styles, visual displays, and interactive techniques effectively boosts sales and demonstrates the power of communication in digital marketing.

Ultimately, the success of TikTok as a platform for live-streaming sales highlights the importance of tailoring language style to the platform's unique characteristics, audience preferences, and marketing objectives. By leveraging casual and intimate styles, sellers can create authentic, enjoyable, and persuasive experiences that drive both customer satisfaction and business growth.

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