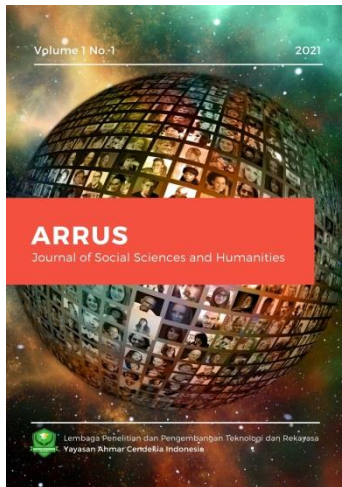




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RESEARCH ARTICLE

Examining Pragmatic Features in Tiktok Live Advertisement: A Case Study of Direct Selling Practices

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Abstract: This study explores pragmatic strategies in Tiktok Live advertisements to understand how sellers influence consumer purchasing decisions through direct sales. Employing a qualitative approach and a case study design, data were collected from two Tiktok Live ad videos featuring apparel and bags. The analysis focused on observing interactions between sellers and viewers, with an emphasis on the use of deixis, implicatures, presuppositions, and speech acts. The findings indicate that the use of personal and spatial deixis, hidden implicatures, presuppositions, as well as directive and commissive speech acts, is highly effective in capturing attention and driving purchases. Additionally, the study identifies “Directive Acts” as the dominant pragmatic category, with a total frequency of 38, indicating that directive actions (commands and instructions) are the most prevalent pragmatic strategy in direct selling on Tiktok Live. Language strategies such as creating urgency, personalizing interactions, and providing detailed product descriptions enhance viewer engagement. Positive viewer responses to various communication strategies underscore the success of direct sales campaigns. This research identified effective communication patterns in Tiktok Live ads and provides practical guidelines for sellers to enhance their communication skills on e-commerce platforms, thereby enriching linguistic pragmatic studies in the context of digital marketing.

Keywords: Tiktok Live, Pragmatic Strategies, Direct Selling, Speech Act, Digital Marketing

1. INTRODUCTION

In this advanced digital era, e-commerce platforms such as Tiktok have become the top choice for consumers to do shopping. One of the innovative features offered by Tiktok is Tiktok Live, a live broadcast platform that allows sellers to promote their products in real time to potential buyers. Direct selling through Tiktok Live has shown significant effectiveness in increasing sales and building direct relationships with customers.

The advertising language used in direct selling promotions on Tiktok Live has an important role in attracting attention and influencing consumer purchase decisions. The use of the right communication strategy can make advertising more persuasive and effective. In this context,



pragmatic analysis, which studies how context affects meaning in communication, becomes relevant to understanding how sellers use language to achieve their goals.

Pragmatics in advertising language includes various aspects such as the use of deixis, implication, presupposition, speech acts, and politeness strategies. Sellers often use deixis to create closeness with the audience, while implication are used to convey hidden meanings that can reinforce the promotional message. In addition, speech acts involving solicitations, promises, or offers are often used to encourage immediate action from buyers.

In the context of direct selling in Tiktok Live, sellers must be able to adapt their language to the dynamics of direct interaction and real-time responses from the audience. This includes the ability to handle questions, provide clarification, and respond quickly and effectively to feedback. Success in this communication depends heavily on the seller's sensitivity to the pragmatic context that develops during the live session.

This study aims to explore and analyze pragmatic strategies used in advertising language on Tiktok Live. By understanding the pragmatic techniques used by sellers, it is expected to find communication patterns that are effective in influencing consumers. The result of this research will not only contribute to the study of pragmatic linguistics but can also provide practical guidance for sellers in improving their communication skills on e-commerce platforms.

This research will use qualitative methods by analyzing examples of direct selling advertisements on Tiktok Live. Data will be collected through live broadcast recording and analyzed to identify and interpret the use of pragmatic strategies. Thus, this research will provide a deep insight into the role of language in the context of digital marketing and its contribution to the success of product promotion.

An understanding of how language and its communicative actions are used in Tiktok Live advertising can provide valuable insight into effective communication strategies in direct selling. This is not only relevant for marketing and sales practitioners, but can also aid in a deeper understanding of the dynamics of communicative interaction in the digital age.

Some previous studies have explored pragmatics in the context of digital advertising, but few have specifically focused on platforms like Tiktok Live and its direct selling aspects. Therefore, this study aims to fill this knowledge gap by conducting an in-depth pragmatic analysis of the language of Tiktok Live advertisements, focusing on speech acts, language strategies, and interactions between advertisers and audiences in the context of direct selling.

By understanding how language and its communicative action are used in Tiktok Live advertising, we can identify patterns that emerge in direct selling practices on the platform, as well as their implications in the broader context of digital marketing. Therefore, the purpose of this study is first to understand the pragmatic characteristic of the dominant language in Tiktok Live advertising, especially in the context of direct selling to identify effective communication strategies in online direct selling. The second is to analyze speech acts used in Tiktok Live ads and evaluate their effectiveness in influencing audience behavior, specifically in terms of stimulating interest and encouraging direct product purchases. The third is to identify and evaluate language strategies used in Tiktok Live ads, to understand the role of language strategies in influencing audience perceptions and buying actions, as well as whether there are differences in language strategies between different product categories. Lastly is to explore audience responses to the various communication strategies used in Tiktok Live ads, as well as to understand how those responses affect the success of direct sales campaigns, thus providing useful insights for marketing practitioners in designing more effective campaigns in the future.

2. Literature Review

This literature review will explore the basic theories of pragmatics and how they are applied in the context of advertising language, specifically in direct selling promotions on Tiktok Live. The main focus will include theories of deixis, implication, presupposition, and speech acts. As well as their practical applications in advertising.

2.1. *Basic Theory of Pragmatics*

First is deixis. It is a language element that refers to the situational context of a speech, such as the identity of the participant, the time, and the place of conversation. Moreover, there types of deixis which provides an important theoretical basis for deixis, categorizing it into deixis persona, place, and time (Levinson, 1983). Then, the continuation on this exploration expanded by examining how deixis functions in more complex and diverse communication (García Núñez & Merino Ferrada, 2000).

In the context of advertising, the use of deixis can create closeness and relevance to the audience. In the context of advertising, the use of deixis can create closeness and relevance to the audiences. For example, the word "now" in the sentence "buy now and get 50%" offline indicates the urgency and relevance of the time, encouraging the audience to act immediately.

Second is implicature. The concept of implicature was introduced in a book entitled "Studies in the Way of Words" (Grice, 1989). Grice distinguishes between conventional and conversational implications, the latter depending on the context and principle of cooperation in communication. Then, the updated of this theory was by introducing relevance theory which emphasizes the importance of context in understanding implicature (Sperber, D., & Wilson, 1995). Ads often use implication to convey hidden messages that can be more persuasive than direct messages. Example: "Using this product will make you feel more confident" implies that without the product, the audience may feel less confident.

Third is presupposition. It is the assumption taken by the speaker that the listener already knows or accepts as true. Then, using presupposition makes arguments more convincing especially when they bring in new information. The way people process presupposition such as "too" makes it more persuasive, showing that adding informative hints in communication can be effective (Thoma et al., 2023). In advertising, presupposition can shape audience perceptions and expectations. For example, an ad that says, "Come back fresher with this drink" assumes that the audience is looking for freshness, without having to explicitly state that need.

The last is speech Act. The speech act was developed in the concepts of locution, illocution and perlocution (Austin, 1962). Besides, there were also others types of speech acts such as representative, directive, commissive, expressive, and declarative (Searle, 1969). Recently the expansion of this theory by examining aspects of politeness and impoliteness in speech acts (Culpeper et al., 2017).

2.2. *Application of Pragmatics in Advertising*

Various pragmatic strategies are applied in advertising to increase attractiveness and persuasiveness where it was published in "The Discourse of Advertising" by (Guy, 1992). For example, the use of deixis to create immediacy, implications to convey hidden messages, and speech acts to direct audience actions.

A study in "Im/politeness, Social Practice and the Participation Order" emphasized the importance of politeness strategies in advertising communications (Culpeper et al., 2017). Ads that consider the positive and negative faces of the audience tend to be more accepted and effective. This is relevant for ads on Tiktok Live where direct interaction with the audience requires special attention to aspects of politeness and engagement.

In addition, the researcher also founded about a study about the way of seller promoted the product in Shopee Live platform by giving discounts such as price cuts and vouchers have succeeded to boosting consumer buying interest (Dwiyanti & Mandasari, 2024). It was like in Tiktok Live, the seller competed to give many benefits such as many discounts, and followers benefit so that the price tag was very affordable rather than Shopee based on the participants/ buyers in Tiktok Live.

3. Research Method and Materials

This research uses a qualitative approach to analyze Tiktok Live ads data and interaction between advertisers and viewers. The qualitative approach was chosen because it allows the researcher to understand the complex and deep context of the phenomenon under study.

This study uses case study design as a research approach. Case studies allow researchers to study specific phenomena in deep detail while maintaining context.

The sample was collected from two videos based on Tiktok Live advertisements that focus on direct selling from various categories such as clothing, bags, and cosmetics. Those categories were chosen because of the high number of viewers over 200 people who watched it live. The researcher chose two videos taken in April 2024. The live session happened at night around 9 pm until 11 pm. The chosen time was the priority because it was the after-work and idle time, so the probability of gathering many viewers was high. Ads to be included as inclusion criteria must have direct interaction between advertisers and audiences, and be relevant to the context of direct selling.

The method of collecting data was taken through video recording of Tiktok Live ads along with viewer comments and responses recorded during the live broadcast. The audiences or consumers send their comments via live chat and the advertisers directly answer it live. The data were also accompanied by verbal transcriptions of interactions that occur in the advertisement. Viewer comments and responses that appear during the live broadcast will be recorded and analyzed as part of the research data.

In the part of data analysis, the researcher analyzed it using a pragmatic approach to understand speech acts, implications, and language strategies used in Tiktok Live ads. Furthermore, the findings are categorized based on the type of speech act, language strategy, audience response, and other relevant factors. So, the findings are interpreted to identify patterns, trends, and pragmatic implications in the context of online direct selling.

4. Results and Discussion [11pt, Garamond, Bold, Justified]

F After observing many utterances that occurred in two videos that have viewers above 200 people, the researcher analyzed pragmatics features in direct selling promotion through Tiktok Live in terms of deixis, implicature, presupposition, speech acts, and politeness strategy.

Based on the first video related to selling women`s bags that had more than 800 viewers, there were some pragmatic components described in the table as follows;

Table 1: Pragmatic Elements in 1st Video

Category	Type	Amount	Example
Deixis	Personal Deixis	6	“Kamu”, “Kakak”, “Abang”
	Spatial Deixis	3	“sini”, “ini”, “itu”
Implicature	Standard Implicature	4	“4 orang lagi check out, diskonnya habis”
Presupposition	Existential Presupposition	3	“Resletingnya bukan plastic ya”
Speech Act	Declaration	4	“yang bisa payment, payment”
	Directive (command)	5	“buruan sini liat dalamnya”
	Commissive (offering)	4	“Abang banting 140.000, dikirim besok pagi jam 7”
	Assertive (Rhetorical Statement)	5	“siapa yang udah check out, siapa lagi”
Politeness Strategy	Polite Address	4	“sayang”, “kakak”, “abang”
	Praise	2	“cakep kan?”

From the table above, the researcher concludes some pragmatic elements. They are:

First is deixis. In advertising, deixis is used to create a connection with the audience directly. Second-person pronouns (personal deixis): “*kamu*” means you, “*kakak*” means sister, “*abang*” means brother, “*siapa*” means who, and “*aku*” means me. Those addresses make ads feel more personal and instantly greet audiences, creating closeness and a drive to action to buy the product. So they are included in personal deixis.

On the other hand, there are also spatial deixis such as “*sini*” (here), “*ini*” (this), and “*itu*” (that). These will direct the buyer’s attention to the product offered and desired action (e.g viewing product details).

Second is implicature. In this part, the message of the seller is conveyed implicitly and is not explicitly mentioned in a sentence. It was illustrated in one of the sentences such as “*4 orang lagi check out, diskonnya habis*” which means 4 more people check out, and the discount runs out. It implies that if the audiences or buyers do not buy it right away, they will lose the opportunity to get a discount. This creates urgency. They were encouraged to take immediate action without waiting any longer.

Third is presupposition. It is an assumption that is considered true in a conversational context without needing to prove it. This feature is also involved in some sentences in Tiktok Live selling products. It was brought by the seller to describe the traits and description of the products. One of the examples was “*resletingnya bukan plastik ya*” which means the zipper is not plastic. The presupposition of this sentence is the products that use plastic zippers are considered to be of poor quality. Seller intends to improve the perception of product quality by affirming its superiority.

The fourth is speech Act. Some actions are carried out through speech acts such as orders, requests, and offers. First is Declaration and commands which can be seen in this one example; “*siapa yang bisa COD sialahkan komen, yang bisa payment, payment*” (for those who can COD please comment, and those who can pay just pay). It gives instructions to the buyers to perform a specific action. Second is Offers which was depicted in this sentence: “*Bahannya full kulit premium grade A*” (The material is full grade A premium leather. It conveys product information to reach buyers.

The last is politeness Strategy. This is used to maintain social relationships and avoid conflicts. For example, there are “*sayang*” (dear), “*kakak*” (sister), and “*abang*” (brother). Those make communication feel warmer and more personal and create a more intimate relationship with the audience. In addition, there is also praise which is stated in this utterance: “*cakep kan?*” (isn’t it cool?). it increases the attractiveness of the product and influences the buyer’s positive perception of the product offered.

The elements above can be seen in the form of the following diagram.

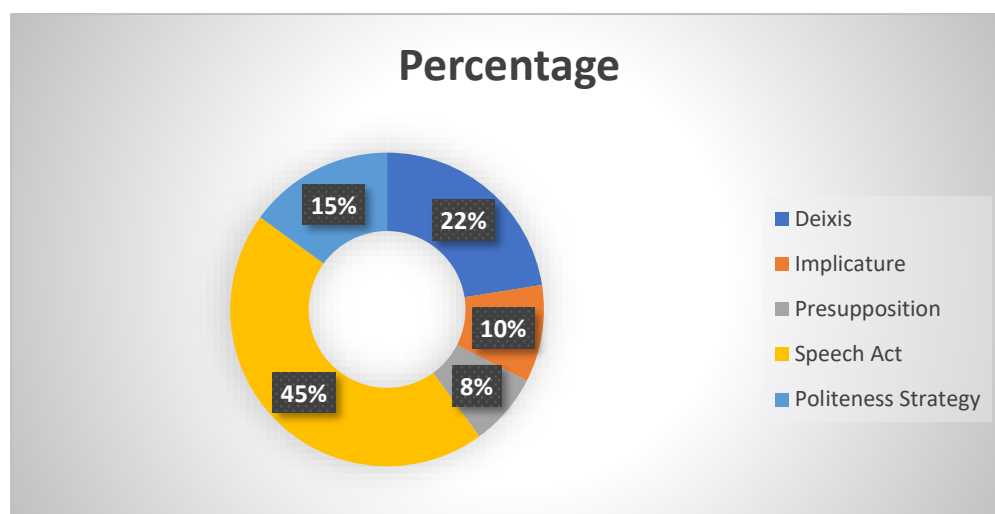


Figure 1: Percentage of Statistical Analysis of 1st Video

From the above diagram, it is seen that the most dominant category is speech acts with 45%. It displays that instruction, orders, offers and rhetorical questions are essential in a seller's strategy to attract and encourage customers to make a purchase. Then, deixis took second place with 9 examples (22,5%), emphasizing the importance of direct and personal communication in sales interactions. The politeness strategy has 6 examples (15 %), showing that politeness and friendly greetings are also important in creating a positive relationship with buyers. Implications and presuppositions were used less but remained significant, with 4 (10%) and 3 (7,5%) examples, respectively, helping to create urgency and affirm product quality.

Furthermore, in the second video, the researcher got several categories or elements of pragmatics. They are displayed as follows:

Table 2: Pragmatic Elements in 2nd Video

Category	Type	Amount	Example
Deixis	Personal Deixis	15	"Kakak", "Sayang", "kamu"
	Spatial Deixis	6	"sini", "ini"
Implicature	Strandard Implicature	7	"harga bisa berubah sewaktu-waktu", "pengiriman malam ini juga".
Presupposition	Existential Presupposition	5	"bahan rayon twill", "bahan wol impor premium".
Speech Act	Declaration	8	"bahan rayon twill, seratnya lebih padat".
	Directive (command)	9	"Kakak coba BB nya dulu berapa?"
	Commissive (offering)	8	"Kamu mala mini dikasih harga di bawah 65rb aja".
	Assertive (Rhetorical Statement)	4	"kok masih bengong"
Politeness Strategy	Polite Address	12	"kakak", "sayang"
	Praise	5	"warna cantik", "warnanya lebih mewah".

Based on the above table, researcher concluded some point of view. They are;

There are two types of this category, they are personal deixis such as "kakak", "sayang" and "kamu" and spatial deixis such as "ini", and "sini". Personal deixis uses second-person pronouns and familiar greetings to grab the viewer's immediate attention. In other side, the spatial deixis directs viewers to focus on a specific product.

There is standard implication that implies additional information that viewers need to understand such as "*harga bisa berubah sewaktu-waktu*", "*pengiriman malam ini juga*". In the category of presupposition, existential presupposition is founded. This gives assumption the existence or certain quality of the product to increase its appeal. It can be seen in these examples; "*Bahan rayon twill*", and "*bahan wol impor premium*".

Next, there are four speech acts. First is declaration that gives announcement of important information related to a product. It is seen in *"Bahan rayon twill, seratnya lebih padat"*. Second is directive (command) which direct instructions to viewers to take a specific action for example: *"Kakak coba BB nya berapa dulu?"*. The third is commissive (offering). It offers a price or oter advantage to encourage a purchase, for example: *"Kamu malam ini dikasih harga di bawah 65rb saja."* The last is Assertive (rhetorical statement) that asks questions which do not require answers to encourage viewers to think. the example can be seen in *"kok masih bengong."*

Lastly, there are two things in politeness strategy, they are polite address and compliment. Polite address is to create intimate or familiar atmosphere such as *"kakak"* and *"sayang"*. In term of compliment, it is applied to increase viewer's positive feelings about the product. Examples: *"warnanya cantik"*, *"warnanya lebih mewah"*.

Here is a display of percentage in diagram.

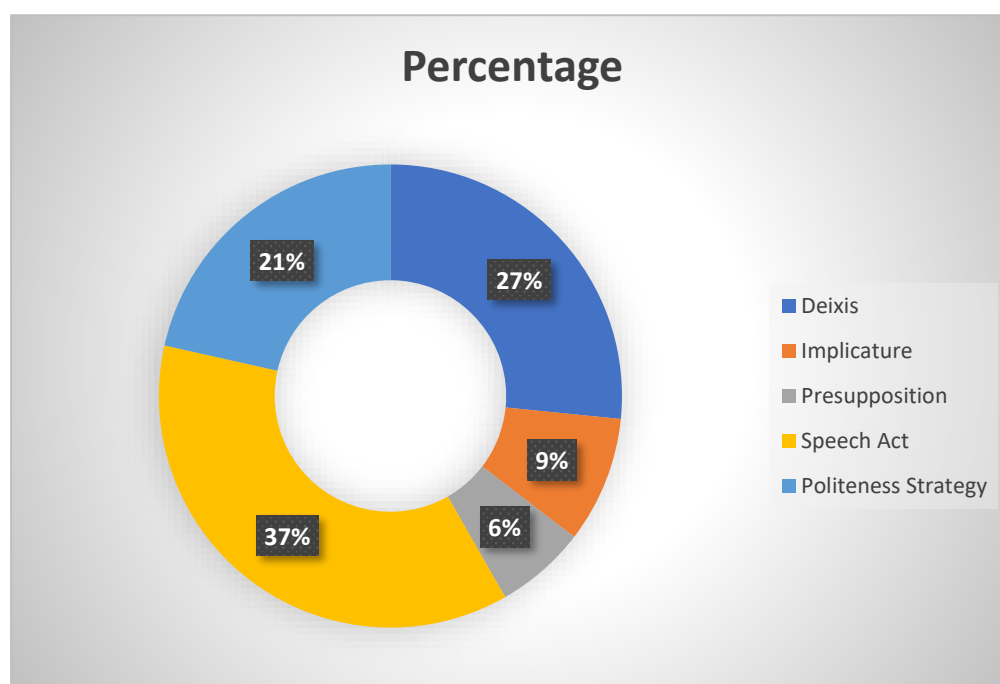


Figure 2: Percentage of Statistical Analysis of 2nd Video

According to the diagram above, speech act is the dominant category in the 2nd video with 35,4%. This shows that communication that occurs a lot focuses on actions carried out through language, such as commands, requests, promises, or statements. Deixis (25,6%) also has significant portion. This suggests that a lot of communication involves the use of words that refer to specific contexts such as time, place, and people. Politeness strategy (20,7%) ranks third. This presents that politeness or efforts to maintain social harmony in communication are also used quite often. Implications (8,5%) and presupposition (6,1%) had smaller percentages that other categories. This suggests that the use of implicit meanings and assumptions underlying utterances in communication is not as much as in other categories, but is nonetheless present in significant numbers.

5. Conclusion

From the analysis of two Tiktok Live ad videos, several key findings can be identified related to language pragmatic characteristics, dominant speech actions, language strategies, and viewer responses. There are several characteristics of language of these two videos. In first video, there are personal deixis such as *"kakak"* and *"sayang"* to build closeness. Second is implicature that emphasizes urgency (*"harga yang dapat berubah sewaktu-waktu"*). Then, presupposition assumes the viewer is already familiar with the product, which makes it easier to get the message across. The last is repetition which leads viewers capture the message

being conveyed. In the second video, there is temporal deixis to create urgency (“dikirim malam ini”). Then, the seller used friendly and polite tone to encourage purchases without excessive pressure. The seller has also described detailed product descriptions to provide a clear explanation to viewers. From the above total frequencies, the dominant pragmatic category is “directive acts” with a total frequency of 38, indicating that directive actions (commands or instructions) are the most widely used pragmatic strategies in both analyzed video texts.

The dominant speech acts from both videos are directive, commissive, and expressive. In addition, in term of language strategy, both sellers used persuasive strategy. The urgency emphasizes that the price can change at any time to encourage quick purchase decisions. Use personal greetings and direct interaction to build emotional connections. Moreover, they also provided detailed product descriptions to overcome viewer’s doubts. However, they had different strategy based on the product categories. In the first video, the seller focused on the size and fit of the product as well as visual descriptions to make it easier for viewers to imagine the product. General items in second video focused on the functionality and benefits of the product and the ease of the purchase process (e.g.; COD).

In addition, from the audience response through first video, there were many high engagements. It was proven by many comments that show active interaction with the seller, including questions about the product and size. Immediate feedback that influences how seller tailor his approach. In the second video, positive response to detailed descriptions and product demonstrations was there. Viewers were more likely to make a purchase immediately after hearing a full explanation and commitment from the seller. Therefore, the analysis shows that the effective use of pragmatic elements in Tiktok Live can increase engagement and encourage direct purchases. The use of personal greetings, urgency implications, and detailed descriptions are key strategies that are successful in capturing viewer’s attention and trust. Dominant verbal actions such as commands and calls as well as positive responses from viewers strengthen the effectiveness of direct sales campaigns on this platform.

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