

# The Illocutionary Speech Acts of Women's Underwear Sellers while Live on TikTok Shop: A Provision of Information

## *Tindak Tutur Ilokusi Penjual Pakaian Dalam Wanita saat Live di Toko TikTok: Sebuah Pemberian Informasi*

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**Abstract-** An illocutionary speech act is an utterance uttered by the speaker with a specific purpose. This research aims to identify the illocutionary speech acts of women's underwear sellers when live on TikTok Shop and to recapitulate what illocutionary speech acts are uttered by women's underwear sellers when live on TikTok Shop and their functions. The method used in this research is qualitative. The research data is the sentences that women's underwear sellers spoken during live on TikTok Shop. The data source comes from live video recordings of women's underwear sellers on TikTok Shop. The research data was analyzed using J.R. Searle's speech act theory. The research results show that assertive, directive, commissive, expressive, and declarative speech acts were found in the speech of women's underwear sellers while live on TikTok Shop. Of all the speech acts, the most frequently used is assertive speech acts, followed by directive and commissive speech acts.

**Keywords:** speech act, TikTok, live, seller

*Abstrak – Tindak tutur ilokusi merupakan suatu tuturan yang diucapkan oleh penuturnya dengan suatu tujuan tertentu. Penelitian ini bertujuan untuk mengidentifikasi tindak tutur ilokusi penjual pakaian dalam wanita saat live di TikTok Shop serta merekapitulasi tindak tutur ilokusi apa yang paling banyak dituturkan penjual pakaian dalam wanita saat live di TikTok Shop beserta fungsinya. Metode yang digunakan dalam penelitian ini adalah metode kualitatif. Data penelitian berupa kalimat yang diucapkan oleh penjual pakaian dalam wanita saat Live di TikTok Shop. Sumber data berasal dari rekaman video live penjual pakaian dalam wanita di TikTok Shop. Data penelitian dianalisis menggunakan teori tindak tutur dari J.R. Searle. Hasil penelitian menunjukkan bahwa ditemukan tindak tutur asertif, direktif, komisif, ekspresif, dan deklaratif pada tuturan penjual pakaian dalam wanita saat live di TikTok Shop. Dari semua tindak tutur yang digunakan tersebut, yang paling banyak digunakan adalah tindak tutur asertif, disusul dengan tindak tutur direktif, dan tindak tutur komisif.*

**Kata kunci:** tindak tutur, TikTok, live, penjual

### INTRODUCTION

In this digital era, buying and selling transactions can occur in both real and virtual worlds. The use of the internet for buying and selling or business process is called electronic commerce or e-commerce (Maulana et al., 2015). With e-commerce, people do not need to go to shopping centers to buy something. By selecting

a product and ordering via e-commerce, the goods can be delivered to the buyer's home. Payment methods can vary depending on the buyer's wishes, either by bank transfer or pay directly when the products arrive. This ease of purchasing has led to a shift in people's consumption patterns. Based on research conducted by the Central Statistics Agency (BPS), people prefer

shopping online rather than coming to the shop in person (Yamin, 2018). Therefore, e-commerce companies have mushroomed in Indonesia, including TikTok.

Initially, TikTok was a social media-based application to edit and upload short videos. However, in its development, TikTok added a shopping feature to the application called TikTok Shop. Users can use this feature to promote and sell products, as well as carry out buying and marketing activities. TikTok Shop is a superior feature on TikTok and makes TikTok increasingly popular with the public because it is considered a multifunctional platform (Hidayat, 2022). Therefore, many online shops use TikTok Shop to sell their products. In the Sensor Tower report on Store Intelligence Data for Q1 2022, the application with the most downloaded worldwide was TikTok, with over 10.8 million downloads (Tim Redaksi, 2022). This makes this platform interesting to study from a variety of perspectives, ranging from technology and communication to language issues.

TikTok has many users because it is easy to use, favored by millennials and celebrities, and has features that allow content to be distributed optimally (Dewa & Safitri, 2021). A popular feature on TikTok Shop is the Live feature. With this feature, sellers can offer their products directly and be watched by potential buyers. This feature lets sellers and buyers interact with questions and answers now. Buyers can ask for information about the products displayed in the window in the online shop. Usually, sellers offer their merchandise live and answer all questions and comments from the live audience. Apart from that, buyers can also directly see the products displayed in the shop window to be aware of the effect of taking photos that show products that are not as good as they are.

The goods bought and sold on TikTok Shop vary from household equipment to food, beauty, clothing, and many women's needs because women are a promising target market for online shop entrepreneurs. Women tend to be more consumptive because they are often tempted to appear more attractive than others (Ratna & Nasrah, 2015). Indonesian Political Indicators Researcher from the University of Indonesia, Dr. Rizka Halida, said that based on surveys, women shop online more often than men, and the items they buy most are clothing. (Muqorobin, 2022). Therefore, women's underwear is one of the best-selling products on TikTok Shop. Many women prefer

to buy underwear online because they feel their privacy is better protected. In addition, they can choose various types of underwear from multiple stores at cheaper prices and more time efficiently. Because of the high volume of customers, many women's underwear online stores sell or offer their products live 24 hours a day to interact with all of their customers from various circles, including teenagers, housewives, career women, and people who do not have time to shop online during the day. This is also one of the reasons why online stores are more appealing to buyers and have evolved into a new lifestyle, increasing online sellers' turnover. The way sellers speak when offering their products on TikTok Live is worth studying to determine their intentions. The findings of this study can help sellers improve their products as one of the most effective marketing techniques. The reason for this is that women's underwear sellers on TikTok Live communicate differently than they do in physical stores.

Based on this, this study investigates how sellers of women's underwear on TikTok Shop Live interact with potential buyers. TikTok Shop is chosen as the subject of this study because it is currently the most popular and the most downloaded app in Indonesia. To investigate this, this study employs speech act theory. This theory was chosen because speech acts are related to speech analysis and how language speakers interact with their interlocutors (Austin 1962).

Previous studies related to speech acts and e-commerce have yet to be the focus of attention of prior research. Speech act studies that use Searle's theory focus more on linguistic aspects, especially linguistics and speaker behavior in a domain. Speech act analysis in the linguistic element analyzes speech act as a theory (Drid, 2018; Mabaquiao, 2018; and Acheoh, 2017). Study of speech acts on speaker behavior raises political themes (Aboh and Agbedo, 2020; Hussain et al., 2020) and actress behavior in films (Fadhilah et al., 2021; Rahmawati, 2021; and Tutuarima, 2018).

Studies on e-commerce emphasize aspects of e-commerce itself (Vicentius & Tjhin, 2022), fashion, products, online shopping, women, and online stores. This study focuses on what TikTok Shop Live underwear sellers tell potential buyers to increase their confidence in purchasing a product; e-commerce products lack clear names that can describe the product due to product catalogue data, which is known as the snowball effect (Niemi and Mrugalska, 2022); estimation of gender who purchase products on e-

commerce based on the day and time of accessing the site (Duc et al, 2017); the influence of gender on buyers' habits towards specific references in the e-commerce sector (Mishra and Dharma, 2021 and Bashir et al., 2020); online shopping via websites or online shopping applications depends on the level of convenience and trust of buyers (Hilmi and Giswandhani, 2022; Nguyen, 2020; Wardani et al., 2020; Maree et al., 2019; and Agren and Barbutiu, 2018); credibility of online shopping based on experience which has a positive and significant effect on trust (Oktavianti et al., 2022) and buyer attention (Amarullah et al., 2022 and Mou et al., 2017).

Analysis of live communication using linguistic principles, especially speech acts in e-commerce media such as TikTok, has yet to receive attention. This article examines explicitly how sellers on TikTok Shop Live try to sell their goods to viewers who might become customers.

Sellers use different language to promote their goods in physical shopping malls than on TikTok Shop Live. The speech used by sellers when they live on TikTok Shop has distinct characteristics that serve specific functions based on the seller's purpose, such as the speech used by sellers of women's underwear. This study investigates the speech acts of female underwear sellers when offering their merchandise through Live on TikTok Shop to determine how the female underwear seller attracts the audience to buy their merchandise. A speech act is carried out through a speech or utterance (Yule, 2015). When someone says something, that person is doing something. According to Austin (1962), speech acts are divided into locutionary, illocutionary, and perlocutionary (Saifudin, 2019). This research will focus on illocutionary speech acts because the utterances spoken by sellers while living on TikTok Shop certainly have aims and objectives to be achieved, not just speaking without expecting anything from their speech partners, in this case, potential buyers.

## RESEARCH METHOD

The data for this study are the utterances (Suhandano, 2021) made by a seller of women's underwear during live on TikTok Shop. The data was gathered from live video recordings of women's underwear sellers on TikTok Shop. The research data comprised 120 utterances from ten video recordings from ten online stores. Each video is five minutes long.

The video was taken using a random sampling technique between February 6 and 12, 2023. The random sampling technique was chosen because it can represent the entire community while accurately describing the situation in the field. The researcher randomly selected the videos by collecting videos that met the research criteria until the target number was reached.

The criteria for the shop used as the object of this research are women's underwear shops that have over than 10,000 followers and live sales video watched by more than 100 people. This number is a fairly large number and indicates the number of buyers at the store. In this way, it is possible to conclude that the store's seller was successful in communicating with potential buyers using the appropriate speech acts. The researcher did not specify the gender of the sellers. However, all of the sellers in this study are women. This is because the researcher did not find any male sellers selling women's underwear live on TikTok Shop.

This research is presented using a qualitative method. The qualitative method was chosen because researchers want to describe the situation in the field more precisely, transparently, and in detail. Although this research has recapitulations and percentage calculations, these are simple calculations that can be done using Microsoft Excel without unique methods. The data collection method employed recording, listening, and note-taking techniques.

The researcher recorded while listening to a women's underwear seller live on TikTok. Researchers also documented essential details for the study. After the recordings had been collected, they were transcribed.

The data transcription results were then reduced to meet research needs. Things that were not required for the research were removed, such as the seller's utterances to her colleagues. This is because this study only looks at the words uttered by the sellers to the buyers. Furthermore, the data were coded and grouped (Moleong, 2021).

Coding uses numbers that indicate the video number and the minutes and seconds the utterance is spoken. For example, code 70245 indicates that the utterance appears in video number 5 and is expressed at minute 2, second 45.

After the data was coded, it was grouped and analyzed using J.R. Searle's theory. The theory also serves as a parameter for determining the type of

speech act. J.R. Searle's theory was chosen because it provides a more succinct classification of speech acts that includes all speech acts performed by others (Filia, 2017).

Cruse defines illocutionary speech as what is done, implying that the speech uttered by someone serves a specific purpose and objective (Cruse, 2000). An utterance is something the speaker says with a particular intention, such as commanding, promising, providing information, greeting, and so on. According to J.R. Searle (Kentary et al., 2015), illocutionary speech acts are classified into five categories: assertive, directive, commissive, expressive, and declarative.

Assertive speech requires speakers to tell the truth. Its purpose is to communicate, provide information, and express opinions. An informative speech act can be described based on the current situation. Speakers use directive speech acts to get their speaking partners to do something. Directive speech acts perform the following functions: ordering, requesting, instructing or directing, offering, asserting, commanding, inviting, demanding, advising, collecting, and recommending.

A commissive speech act is the speaker's commitment to do something in the future. This speech act requires the speaker to commit to what they say. The purpose of commissive speech acts is to promise, threaten, refuse, swear, and so on. Expressive speech acts are those that serve to express the speaker's psychological state. These actions include confirming, agreeing, apologizing, affirming, greeting, praising, and thanking. The final category is declarative speech acts, which can influence a system. The party expresses this speech act in power or a higher authority.

## RESULT AND DISCUSSION

Based on the results of data analysis, assertive, directive, commissive, expressive, and declarative speech acts were found in the speech of women's underwear sellers while conducting live on a TikTok Shop.

Sellers use assertive acts of speech to describe their products or make claims about their quality, such as, "*BH ini talinya bisa dilepas pasang, bisa menjadi kemben, muat sampai 70 kilo*" (This bra has removable straps, can be made into a tube top, and can fit up to 70 kilograms). Directive acts can take the form of a seller's recommendation to a potential buyer, such as "*Kalau kamu BB nya diatas 60, aku rekomendasiin banget kamu checkout yang ini. Karena ini tuh nampung*

*banget, bahannya adem, melar. Pokoknya enak banget dipake*" (If you weigh more than 60 kilograms, I strongly recommend purchasing this. Because this can accommodate, the material is also excellent and stretchy, making it very comfortable to wear). Commissive acts involve a seller's commitment or promise, such as, "*Ayo buruan check out sekarang juga, kalau kamu check out sekarang bakal dikirim hari ini juga*" (Hurry check out. If you check out now, it will be shipped today). Expressive acts can include the seller's expressions, such as welcoming new audience members to the live show, "*Selamat datang buat temen-temen yang baru gabung*" (Welcome for those who have just joined). The last one is declarative. The seller declares or makes a statement about something that alters the condition. For example, the seller may state that the flash sale will be extended for ten minutes. "*Oke, karena kalian masih antusias banget, aku perpanjang nih flash sale nya sampai 10 menit ke depan ya*" (Okay, because you guys are still so enthusiastic, I am extending the flash sale for another 10 minutes). As a result, the flash sale, which should have ended and forced the buyer to pay the total price, can continue for the next 10 minutes.

**Table 1** Seller Communication Function while Live on TikTok Shop

Illocutionary Speech Acts	Function
Assertive	1. Provide information 2. Express an opinion
Directive	1. Order 2. Offer 3. Recommend 4. Give instruction/direction 5. Affirm Ultimatum
Commissive	1. Promise
Expressive	1. Greet 2. Thank you 3. Apologize
Declarative	1. Extend the flash sale time 2. Continue the product explanation session

The assertive speech act in the women's underwear seller's words during live on TikTok Shop consists of 2 functions: providing information and expressing opinions. Assertive speech acts in the form of giving information function to provide information to the audience who are potential buyers regarding the

products sold in the shop. The assertive speech that acts of expressing an opinion is seen when the sellers convey their views or opinions regarding the effects of their shops.

The directive speech act in the women's underwear seller's speech during live on TikTok Shop consists of 6 functions: ordering, offering, recommending, giving instructions/hints, affirming, and threatening. The commissive speech acts found in the speech of women's underwear sellers while living on TikTok Shop are only commissive speech acts with the function of promising. Expressive speech in the address of women's underwear sellers, when live on TikTok Shop, consists of 3 functions: greeting, thanking, and apologizing.

**Table 2** Percentage of Seller Communication Functions While Live on TikTok Shop

No.	Speech Acts	Amount	Percentage
1.	Assertive	47	39.2%
2.	Directive	45	37.5%
3.	Commissive	17	14.2%
4.	Expressive	9	7.5%
5.	Declarative	2	1.7%
Total		120	100%

Calculating the percentage of speech acts from the 120 data analyzed was that there were 47 data in the form of assertive speech acts, 45 data in the form of directive speech acts, 17 data in the form of commissive speech acts, 9 data in the form of expressive speech acts, and 2 data in the form of declarative speech acts. From these results, the speech acts that are most frequently used are assertive speech acts at 39.2%, followed by directive speech acts at 37.5%, commissive speech acts at 14.2%, expressive speech acts at 7.5%, and declarative speech acts at 1.7%.

Of the 47 data on assertive speech acts, 42 data consist of providing information. The sellers offer detailed information regarding the products they are selling to their live audience, who are potential buyers of their products. The remaining five utterances contained opinions. The sellers express their opinion regarding the products sold in their shops. These five opinions are positive opinions regarding the product.

Furthermore, of the 45 directive speech acts, there are 22 data which are directive speech acts with the function of order, followed by 9 data in the form of directive speech acts which function to offer, 6 data in the form of directive speech acts which serve to

recommend, 5 data in the form of directive speech acts which work to give instructions., Two data in the form of directive speech acts, which function to emphasize, and finally, 1 data in the form of directive speech acts, which serve to threaten. Seventeen data on commissive speech acts were found, all of which had a promising function. Of the nine expressive speech act data, 4 data function to greet, 3 to thank, and 2 to apologize. Lastly, two declarative speech act data were found, extending the flash sale time and continuing to explain the goods. All speech acts can be found in the words of women's underwear sellers who live on TikTok Shop. Of all the speech acts, assertive speech acts are the most commonly used by sellers. The seller's assertive speech primarily consists of providing information and expressing seller's opinion about the product. For example, the seller stated, "This bra is very good; the model is cool and comfortable to wear; I really like it." All opinions expressed by sellers about their products are those that highlight the benefits of their products. The seller intentionally delivers this speech act to persuade the audience to purchase the product. Sellers commonly use assertive speech acts because they are effective in their trade.

Although assertive speech effectively generates buyer interest, others must influence buyers. Sellers use directive speech acts to encourage the audience to purchase their products, for example, by recommending products suitable for buyers, making attractive offers, providing purchasing instructions, etc. Commitment speech acts are also required to pique buyers' interest by making appealing promises. The sellers also understands that the buyer's comfort is necessary to increase sales. As a result, the sellers use expressive speech acts to be friendly with potential buyers and make them feel at ease while watching they live. If many people watch the live show, they will purchase more.

Finally, the sellers employ declarative speech to demonstrate their authority over pricing and discounts and their ability to ignore uncooperative or disorderly buyers. The following is a more detailed explanation. The speech acts used by these sellers have proven to be effective at attracting buyers. This can be seen in the number of live viewers and followers on their shop accounts. The speech acts used by women's underwear sellers can be used as a model for other sellers to increase their sales.

When selling women's underwear live on TikTok Shop, the seller will provide detailed information on

the products asked for by potential buyers. The information is usually about the material, hook, rope, and product size. The seller will also show the items in the shop window so potential buyers can see them directly in greater clarity and detail. That way, buyers can ensure that the product they buy is what they want.

(1.00.43)

*Tuh lihat cupnya tu satuan kayak gitu ya, dia misah gitu ya (sambil menunjukkan cup BH ke depan kamera). Terus pengaitnya dari bagian depan ya, Cantik, ya.*

(See, the cups are in units like that; yes, it is separated from each other (while showing the *bra* cup in front of the camera)). Then the hook is in the front. Beautiful, isn't it?)

The seller informs the buyer about the *bra* cup's details and the hook's position that is in the front. The seller deliberately brings the *bra* cup closer to the camera so that potential buyers can see the shape of the *bra* cup being offered. Potential buyers can receive the maximum information provided.

(2.00.36) *Sudah bisa COD juga, Cinta.*

(You can COD too, Love)

The seller informs the buyer that the shop can currently serve the COD (Cash on Delivery) payment system or pay on the spot. So, the buyer does not need to transfer payment because payment can be made when the package arrives, namely by paying via the courier who delivers the package. This information is given to buyers when the seller explains the payment system that can be used to shop online at their store. That way, buyers have a choice in making payments.

(2.01.37)

*Etalase 49 aku punya perbikininian, bahannya bahan nilon paris, satu size aja, dan ini muat sampai BB 65.*

(Storefront 49: I have a bikini; the material is Parisian nylon, only one size, and it fits up to 65 kg weight.)

The seller provides information about the product in display case number 49 in her online shop. This information is provided at the request of buyers who ask to be shown and explained about the product in window 49. The seller offers information regarding the product, namely bras and panties or bikinis made from Paris nylon. There is only one size, and the bikini fits anyone weighing under 65 kilograms. The seller provides this information while showing parts of the bikini in front of the camera.

(4.03.20)

*Untuk payudara jumbo ada di etalase nomer 68.*

(For the jumbo breasts are in display case number 68.)

The seller provided information to one of the buyers who asked if display case number 68 is a *bra* with large cups that people with jumbo or large breasts can use. Previously, the buyer asked about the number of jumbo-size bras in the display case.

Sellers also try to increase the confidence of potential buyers by trying to provide their personal opinions on the products they sell. Expressing this opinion is characterized by the presence of subjective words.

(1.00.24)

*Nih, ini buat ke pantai ya, lebih ke pantai ya (sambil menunjukkan cup BH ke arah kamera). Dia bener-bener kayak buat ke pantai banget ya, Cantik, ya.*

(Here, this is for the beach, yes, more for the beach, yes (while showing the *bra* cup towards the camera). It looks like for going to the beach, right? Beautiful, isn't it?)

The seller shares her opinion about one of the *bras* she is selling. She believes the *bra* is more suitable for wearing at the beach than for everyday use at home. The seller strengthens her opinion by showing the *bra* cup's shape, modeled like a bikini. The words 'more' and 'like' in the utterance indicate that the utterance is the seller's opinion. The seller does not objectively describe the *bra* model, material used, or strap shape. Sellers prefer to provide statements that are in line with their personal opinions.

(1.01.25)

*Ini bener-bener cakep banget tau gak sih, branya bagus banget.*

(This is cute; the *bra* is perfect.)

The seller gave her opinion about the *bra* she just explained detailed information about. Previously, the seller had provided information regarding the *bra*; then, at the end of the explanation, the seller gave the seller's opinion that the *bra* was excellent and beautiful.

(8.02.12)

*Ini etalase 23, ada bra bagus banget, dia menampung banget, Kak, bahannya bagus banget, bra impor.*

(This is displaying case 23, there is a very good *bra*; it holds up well, Sis; the material is excellent, and the *bra* is imported.)

The seller gave her opinion about the *bra* in display case 23. Previously, the seller had provided information regarding the *bra*; then, at the end of the explanation, the seller gave the seller's opinion that the

*bra* was excellent and beautiful. Reasonable and attractive is the seller's argument to convince potential buyers to purchase immediately.

The seller tells the buyer to check out the products and to make payment immediately. The more buyers have made payments, the more products are sold to achieve the seller's goals.

(1.00.15)

*Langsung cus, Kakak, di check out, ya, Teman-teman, ya, dipayment-payment dulu, yang belum pada payment di payment dulu.*

(There you go, sister, please check out. Lets do the payment, for those who haven't lets do the payment)

(2.01.12)

*Yang mau buru-buru check out sekarang sebelum harganya aku naikin lagi ke 100 ribu.*

(Come on, hurry up check out now before I increase the price again to 100 thousand.)

(5.02.34)

*Jadi untuk kakak User yuk sat set langsung di check out untuk etalase nomer 9 jangan sampai kehabisan ya, Kakak User.*

(Sisters Users, let's check out the set for display case number 9; do not run out, Sister Users.)

The seller utters the three statements above to tell the buyers to check out the goods they sell. To purchase online at the TikTok Shop, select the items you want in the shop window, enter the desired items into the virtual shopping basket, and check out to get a payment code. If the goods have been checked out, the buyer decides to buy. Therefore, the seller of women's underwear told his buyers to check out, which means he told them to buy his merchandise.

(2.01.50) *Aku ingetin lagi, waktu aku 2 menit lagi.*

(I remind you, I have 2 minutes left.)

In the example (2.01.50), the seller reminds the audience that she only has 2 minutes left to go live. When it is live, the seller is holding a flash sale, namely selling their merchandise at a lower price than the regular price at the specified time, namely when it is live. At that time, the seller was live for 2 hours. Therefore, the seller's statement reminding the audience that he only has 2 minutes left has the aim of telling buyers to immediately check out the items they have purchased and make payment before the flash sale time runs out because the products will be sold at regular prices after the flash sale time runs out. With this information, the seller hopes the buyer will not think twice about buying the products.

(6.02.49)

*Kakak Aet, buat Kakak Aet itu berapa dulu LD nya, Sayang. Komen lagi LD nya berapa.*

(Sister Aet, for Sister Aet, what is your chest width, darling? Please say in the comment your chest width.)

In the example (6.02.49), the seller asked the prospective buyer named Aet to take measurements of her chest circumference and notify the seller via the comment column. Previously, the prospective buyer had asked what size *bra* would suit her with a body weight of 65 kilograms. However, the seller can only recommend the right size after knowing the wearer's chest circumference. Hence, the seller tells the prospective buyer to measure his chest circumference immediately and convey it to the seller. Sellers do this so the buyer can get a *bra* size that fits their body size so that when the goods arrive, they will be satisfied. This is because if the buyer feels disappointed, the buyer can give a lousy assessment of the shop and seller, which will be detrimental to the seller.

(9.00.15)

*Sambil dibantu tap-tap layarnya, share-share, salin tautannya, silakan.*

(Please help us, by tapping the screen, sharing, and copying the link.)

In the example (9.00.15), the seller asks the buyer to tap the screen, meaning she sends a gift to the seller. So, TikTok Shop has a feature for giving gifts from viewers to live people, including when offering merchandise. The gift-giving part is in the form of roses, with values such as 5,000, 10,000, 20,000, and other amounts. If the seller receives roses from the audience, the seller can exchange the money for a rupiah according to the value sent by the audience. In this statement, the seller also asked his viewers to share the live link with their friends so they could watch it.

(10.03.37)

*Ni bunda-bunda yang ada di sini yang kepo sama yang aku pake ada di etalase 12 ya.*

(Ladies here who are curious about what I am using are in display case 12.)

In this statement, the seller indirectly asks prospective buyers to click on window 12 to see the product details, including the price, so that buyers can find accurate information regarding the product.

(10.04.13)

*Untuk bunda-bunda yang mau payment di payment sekarang juga ya. Buruan bun. Mumpung murah-murah banget.*

(For mommies who want to pay, pay now. Hurry up. While it is very cheap.)

The seller said (10.04.13) to order prospective buyers who had already checked out to make payment for their orders immediately.

Sellers offer their merchandise by providing attractive offers so that their live viewers are interested in buying.

(2.02.00)

*Harga awal 30 ribu malam ini aku kasih 13 ribuan aja. 2 menit lagi aku naikin semua harga ke 100rb.*

(The normal price is 30 thousand. Tonight, I will give you 13 thousand. In 2 minutes, I will increase all prices to 100 thousand.)

(3.00.20)

*Saya lagi promo ya, lagi murah-murah banget ya, 1 lusin cuma 50 ribu.*

(I am currently on promotion; it is cheap; one dozen is only 50 thousand.)

Sellers utter all the statements above to offer their merchandise to potential buyers. Sellers make offers to buyers by selling their merchandise at lower prices than usual, even from other shops on the TikTok Shop.

To serve buyers, sellers also recommend items that the seller thinks are suitable for the buyer. This satisfies buyers and gets the best goods from the shop.

(2.02.16) *BB 48 yang size 34 aja, Sayang.*

(For 48 kg using size 34, darling.)

(5.01.06)

*Kakak Echy yang EL ya. Kalau Kakak Echy gak suka yang ngepres sizenya yang QL, tapi aku nyaranin kakak echy sizenya yang EL ya.*

(Sister Echy the size is EL. If sister Echy does not like tight size you can wear the QL size, but I recommend that sister Echy uses the EL size.)

(9.01.16) *Etalase 3 BB 65 ambil yang size 3 XL ya.*

(Display case 3 is for 65 kg weight, take size 3 XL.)

(10.00.03)

*Kalau bunda BB nya 50 aku rekomendasiin etalase nomer 28.*

(If your weight is 50, I recommend the display case number 28.)

In the utterances (2.02.16), (5.01.06), and (9.01.16), the seller provides recommendations to prospective buyers regarding the right size for the prospective buyer. Previously, prospective buyers asked the seller what size was right for their weight. Then, the seller gives recommendations for the correct size. In this case, the prospective buyer has already decided which *bra* model she will choose. The prospective buyer

needs clarification about determining the correct size. The utterance (10.00.03) is also an utterance that functions to recommend. However, in this utterance, the seller suggests a *bra* model because the prospective buyer still needs clarification about choosing a good one for herself.

The seller provides instructions or directions to the buyer so that the buyer can successfully carry out the purchasing process smoothly. The seller also provides instructions so buyers can benefit from the application and get cheaper prices.

(3.03.15)

*Dilihat di keranjang kuning ya kak ya. Di spil-spil boleh Kak, yuk, Kak, di spil-spil aja.*

(Look at it in the yellow basket. We can spill it for you. Let's ask us to spill it.)

(8.01.38)

*Kakak yang baru gabung kakak langsung klik yang keranjang kuning, klik keranjang kuning mau nomor berapa, di spilin.*

(Sister, who has just joined, immediately click on the yellow basket, click on the yellow basket, what number do you want, then we can spill it for you.)

In these two utterances, the seller intends to give instructions or directions to the audience who have just joined the live. The seller provides instructions on how the audience can see the shop's products by clicking on the yellow basket image and then choosing which product the seller wants to explain. Here, the seller uses the word *spill*, a popular word on social media. *Spill* is also popularly used by sellers and buyers when live on the TikTok Shop. The meaning word *spill* comes from the English phrase 'spill the tea,' which means to reveal secrets. According to Khalis and Rifhan, *spill Tea* is used on social media to ask other people about the issue of the discussed object (Raihan et al., 2022). In this case, the word *spill* experiences a slight shift in meaning to reveal product secrets or what buyers need to know regarding a product.

(8.00.48) *Di klaim vouchernya, Kak.*

(Claim the voucher, Sis.)

In the statement (8.00.48), the seller gives instructions to buyers so they can buy without paying shipping costs or free shipping, namely by clicking on the free shipping voucher claim feature.

(10.02.26)

*Kalau mau minta direkomendasiin tu harus cup nya cup apa, busanya busa tipis apa busa tebal, pakai*



*kawat atau enggak. Gitu sayang biar aku tu bisa memprediksikan ya.*

(If you want to ask for a recommendation, what cup should it be, should it be thin or thick foam, should it use wire or not? That is it, darling so that I can predict, okay?)

In the statement (10.02.26), the seller gives instructions on recommending a bra suitable for prospective buyers by telling them the cup size they usually wear and the characteristics of the bra they like. The seller confirms certain information so that the information provided is more precise and the buyer does not receive the wrong information.

(5.02.58)

*Sudah ya, Kaka User, lunas ya sudah aku spilin.*

(That is it, Kaka User; I have paid it off. I have spilled it.)

In the statement (5.02.58), the seller emphasized that she had carried out his debt to explain one of the products that User wanted. The seller had promised the User to describe the buyer's desired product.

(8.02.15) *Semua yang kita jual ini bra impor.*

(Everything we sell is imported bra.)

In the example (8.02.15), the seller emphasizes to the audience, who are potential buyers, that the bras sold in her shop are imported products, not local. This is confirmation because the seller has previously explained this information.

Sellers not only make promises to buyers but also give ultimatums. This is done so buyers do not do things detrimental to the seller and that both sellers and buyers are cooperative.

(8.04.05)

*Kakak jangan spam komen ya kak ya, kasian komen orang ketimpa2, cukup sekali aja komennya ya kak. Kak Ulfa, Kak Dira jangan spam komen ya, kasian komen orang ketimpa-timpa sayang. Ini punya kakak udah disini, sabar ya. Klo kakak spam komen lagi gak aku spilin ni.*

(Sist, do not spam comments; it is a shame that people's comments get mixed up. Just one comment is enough, sist. Sist Ulfa and Sist Dira, do not spam comments; it is a shame that people's comments are overwritten, dear. Yours are here, be patient. If you spam comments again, I will not do anything about it.)

The seller utters the utterance (8.04.05) to give a request to the buyers named Ulfa and Dira. The two buyers wrote comments several times because they could not wait for the seller to explain their desired

product. Their written words often make other buyers' comments pile up and unreadable. Therefore, the seller gave a request not to explain the product Ulfa and Dira wanted if they continued repeatedly writing words.

The seller promises to the buyer to further convince the buyer.

(2.00.18)

*Yang ini harga awal 100 ribu, kali ini cuma 30 ribuan aja buat kalian yang check out sebelum jam 20.00, waktunya 4 menit lagi.*

(This normal price is 100 thousand; this time, it is only 30 thousand for those who check out before 20.00; it is 4 minutes to go.)

In the utterance (2.00.18), the seller promises the buyer to give a cheaper price, namely 30,000, if the buyer checks out before 20.00. This speech act is called a commissive speech act because if a buyer checks out before 20.00, the seller must only give a price of 30,000.

(2.02.48) *Dapet dong, Sayang.*

(You get it, darling.)

This statement was given to the buyer, who asked whether she would get a discount because she had bought six pieces. The seller's answer includes a commissive, namely a promise because the seller must give a discount to the buyer.

(2.03.11)

*Kalau ada 3 orang yang komen 'mau' aku perpanjang waktunya 5 menit.*

(If there are three people comment 'want,' I will extend the time by 5 minutes.)

These utterances include utterances that contain the commissive speech act of promising because if three buyers write the comment "want" as many as three people, the seller must keep her word to extend the flash sale time.

(3.02.33)

*Saya gak akan mau nipu pelanggan ya, ini bahan nilon ya, Kak, ya.*

(I do not want to cheat customers, this is nylon material, Sis.)

These words are commissive because the seller must do something according to what she says, not deceive customers.

(6.03.14)

*Kakaknya komen lagi ya mau di spil etalase berapa nanti kita bantu kakaknya ngesepil etalase.*

(Please give your comment again, sis. Which display you want me to spill. We'll spill it for you.)

(8.00.34)

*Coba komen nomer berapa, diambilin, langsung dispilin.*

(Try commenting on what number, I'll take it, and spill it.)

This utterance contains a promise because the seller must explain a product the buyer wants if a buyer writes a comment about a product she wants.

(10.01.32)

*Ni coba Bunda Winong, Bunda Winong cupnya cup apa, Sayang, nanti aku rekomendasiin yang cantik.*

(Let us try Mom Winong. What cup does Mom Winong have, darling? I will recommend a beautiful one later.)

In this statement, the seller must do something, namely, recommend a beautiful *bra* to Mom Winong if Mom Winong has told her the cup size of her bra.

(10.01.55)

*Bisa, Sayang, tinggal di note aja. Bunda, kalau misalnya Bunda mau request warna, mix ukuran, bisa. Tinggal di note aja di catatan pesanan ya.*

(Yes, darling, note it down. Moms, if you want to request colors or mix sizes, you can. Just make a note in the order notes.)

These utterances contain a commissive speech act because the seller must do something, namely, send the color and size of the *bra* according to what the buyer wants, according to what is in the purchase note.

The seller greets the buyer to show the seller's friendliness. Buyers will like a friendly seller because charity is synonymous with kindness. Buyers will automatically think that the seller is a good person by showing friendliness. That way, buyers will have confidence in buying goods at the shop.

(1.02.41)

*Kita dah ada siapa ni, ada kak User, kak DHT, kak Isya, kak Bobol, kak Rara, kak Safarina. Hai.*

(Who do we have? There are Sis User, Sis DHT, Sis Isya, Sis Bobol, Sis Rara, Sis Safarina. Hi.)

In these two utterances, the seller wants to show her friendliness by greeting her live audience. The seller also calls out the names of the audience one by one to direct her attention.

The seller shows that she is ethical by saying thank you to the buyer.

(2.02.50) *Makasih ya, udah selesain pembayaran.*

(Thank you for completing the payment.)

These words show that the seller feels grateful because the buyers have made payments for purchases at her shop.

Apart from thanking her, the seller also showed that she did not hesitate to apologize if she was at fault. This is done to increase the buyer's trust in the seller.

(6.03.38)

*LD 110 ga ada, Sayang, maaf ya. Kalau LD 100, 110, kita belum ada, maaf ya.*

(Chest width 110 is not available, darling, sorry. For chest width 100, 110, we do not have it yet, sorry.)

(7.04.48) *Kakak, maaf tadi salah nyebut ya, Kakak.*

(Sister, I am sorry that I said it wrong)

In the speech (6.03.38), the seller apologizes for disappointing the prospective buyer. The seller felt she could not satisfy the buyer's needs, so she apologized. In the statement (7.04.08), the seller apologized for providing incorrect price information. The actual price was 95,000, but the seller incorrectly stated the price as 65,000, which made a buyer complain, so the seller apologized.

Women's underwear sellers who live on TikTok show their power in two ways: extending the flash sale time and continuing the product explanation session. In this case, the seller, as the shop owner, has higher power over the goods sold. The seller can provide cheap or high prices and can continue explaining about his merchandise or not.

(2.05.00)

*Oke, karena sudah ada 3 orang yang komen 'mau', aku tambah waktunya lima menit lagi sampai jam 8.15 ya, Sayang, ya.*

(OK, because three people have already commented 'want,' I will add five more minutes to 8.15, darling.)

In the statement (2.05.00), the seller declares that she will increase the flash sale time by 5 minutes. These words from the seller changed the condition, where at 20.10, the price of the goods had returned to average prices to remain at discounted prices.

(5.03.57) *Kita lanjut spill.*

(Let us continue spilling.)

In the statement (5.03.57), the seller declares that the product spill or explanation sessions will continue. This changes the conditions where previously the live event was about to end but turned into continuing. The seller decided this because the audience was still significant, and many commented, asking for explanations about their desired products.

## CONCLUSION

Based on the results of data analysis, it can be concluded that the seller managed to convince

prospective buyers to buy the products by using assertive speech acts. This is accomplished by giving detailed information about the products. Knowing a product's specifications can persuade a buyer that it is worthwhile and meets the buyer's needs. Sellers do not always ask their audience to purchase their products. They ask indirectly, for example, by recommending products that are appropriate for buyers or by providing appealing deals.

A review of the overall research findings reveals that women's underwear sellers do not stop talking to introduce their products while selling live on TikTok Shop. Unlike offline sellers who rely on buyers' actions to hold and see their products, TikTok Shop Live underwear sellers are more vocal in encouraging buyer interest.

The study's findings highlight the importance of sellers' speech acts in increasing sales. Therefore, sellers need to pay attention to their speech acts when interacting with buyers. Sellers should try to introduce the quality of their products and attract buyers by providing ease of communication. The findings of this study also lend support to J.R. Searle's theory that a person does something in his speech. Every utterance carries an intention. The intention may be expressed directly or indirectly. J.R. Searle's speech act theory can provide a detailed explanation of the seller's intention to prospective buyers.

When selling live on TikTok Shop, sellers engage in both verbal and physical activities. This study only examines verbal or linguistic interactions between underwear sellers in TikTok shop. It is critical to conduct additional research on how sellers communicate on TikTok Shop Live from the other end, which involves sellers' physical activities. Further research can be conducted using a multimodality approach because they communicate with potential buyers verbally, physically, or through body movements.

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