

## Language Style On E-Commerce Shopee

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### Abstrak

*E-Commerce merupakan salah satu produk jual beli terfavorit secara elektronik pada layanan online atau melalui internet. E-Commerce dapat menjangkau pembeli di seluruh dunia oleh karena itu E-Commerce dianggap lebih menguntungkan bagi penjual dan pembeli. Untuk menarik minat para pembeli, setiap E-Commerce menggunakan gaya bahasa yang menarik dan komunikatif. Oleh karena itu, penelitian ini akan mendeskripsikan gaya bahasa yang di pakai di E-Commerce Shopee. Metode penelitian ini adalah deskriptif kualitatif dan objek dari penelitian ini adalah E-Commerce Shopee. Penelitian ini mengkaji tentang gaya bahasa E-Commerce Shopee pada bulan Desember 2021 hingga Januari 2022. Hasil dari penelitian ini adalah E-commerce Shopee menggunakan gaya bahasa untuk menarik pembeli untuk membeli produknya. E commerce Shopee menggunakan gaya bahasa a consultative style, Casual Style dan Intimate style. Gaya Bahasa tersebut digunakan karena gaya Bahasa tersebut lebih cocok dan karena gayanya jauh lebih ringan, lebih fleksibel, dan lebih komunikatif.*

**Kata Kunci:** E- Commercee, Shopee, Language Style.

### Abstract

*E-Commerce is one the most favorite selling and buying products electronically on online services or over the Internet. It can reach worldwide buyers therefore it is considered more beneficial for sellers and buyers. To get buyers' interest, every E-Commerce uses interesting and communicative language style. Therefore, this study is going to describe E-Commerce Shopee language style. The method of this study is descriptive qualitative and the object is E-Commerce Shopee. This study examines language style of E-Commerce Shopee in December 2021 to January 2022. The result of this study is E-commerce Shopee uses language style to attract the buyers to buy their product. E commerce Shopee uses a consultative style, Casual Style and Intimate style. Those styles are suitable because the style is much lighter in form, more flexible, and more communicative.*

**Keywords:** E- Commercee, Shopee, Language Style

### 1. Introduction

Nowadays, the development of E-commerce causes many changes on language style. Using interesting, modern and up to date Language in E-commerce is one of the strategies. Setiana and Maysarah (2019) explained that in the world of e-commerce not only the quality of goods that buyers see but how to communicate the admin so that language is needed because language is a communication tool between sellers and customers. Buyers use the language or words to attract the attention of customers although the buyers must remember to still use polite language.

According to Crystal (2013) in Indra and Hamzah (2018) communication refers to the transmission of information (a message) between a source and a receiver using a signaling system; restricting this notion to “human communication”. In communication, people have many ways to communicate with other people. People use language as a tool of communication to say their wants, messages, information, and ideas to other people. Communication also influenced by style between speaker and hearer. It can be concluded that relationship has big impact to people in understanding communication.

language has important role for communication in every aspect such as education economics, science, technology and business. According to Wahyuni (2015) Language has many variations or variations of language. Hartman and Stork (1972) distinguish variations of language based on criteria (a) the geographic and social background of the speaker, (b) the medium used, and (c) the subject. The variety or variety of languages concerns all personal problems of the speaker, such as age, education, sex, occupation, nobility, socioeconomic conditions, and so on. We can see the differences in language variations used by children, adolescents, adults, and older people. It is in line with Indra & Hamzah (2018) In society, people have variation in using language that can be called as language variation. Language variation is a language phenomenon that occurs in speech community. One type of language varieties is style.

Wahyuni (2015) added that the style of language allows us to judge the person, character and abilities of a person who uses the language. The more the style of the language, the better the judgment of people will be; the worse a person's language style, the worse the judgment will be given to him. So the style of language can be given the limitation as "a way of expressing the mind through language typically displaying the soul and personality of the language user".

It is not an easy thing to differentiate good language styles and bad language styles, Gorys Keraf in Wahyuni (2015) mention that there are three elements of language style; honesty, courtesy, and interesting. 1) Honesty is a style of language that follows the rules or rules of good and correct in the language 2) Courtesy is a style of language rewarding or respecting others who are spoken to, especially listeners or readers. This respect is manifested through a style of language that uses clear and concise phrases. 3) Interesting is the use of varied language styles will avoid monotony in tone, structure, and diction. In addition, an interesting language style also has a vast and powerful vocabulary to create a sense of joy and pleasure.

Wang et al., (2016) in Liu et al (2020) define that Language style can comprehensively manifest the characteristics of language system and language application. Language can be used by individuals to achieve persuasive purpose in a certain communication state. Moreover Pennebaker et al. (1997) in Liu et al (2020) divided conversational language into emotional words (e.g., happy, sad, angry) and cognitive process words (e.g., since, because, reason). According to the characteristics of text contents, Willemsen et al. (2011) in Liu et al (2020) classified online reviews into expertize claims, review valence and argument density, and explored how different language styles of review contents affect consumers' cognition and attitudes.

Moore (2004) in Indra and Hamzah (2018) states that styles in speaking involve the ways speakers, as agents in social (and sociolinguistics space), negotiate their positions and goals within a system of distinction and possibilities. Style influenced by some factors such as

educational background, social status, age, and sex of the speakers. In language style, a speaker speaks differently with other people according to the situation and the context when they communicate. A speaker will note to the choice of the words, grammar, and structure of the sentences according to the context and with whom the speaker speaks. Pangaribuan at al (2020) stated that Language style can be used for all people, but they have a certain characteristic. The factors making the different language styles are the environment, knowledge, and society. The means or message can be paid attention to someone's capability. It will be successful if it is used well.

Missikova (2003:16) and (Brown, 2000:260) in Pangaribuan at al (2020) explained that language style is the way of conscious intentional selection, systematic patterning, and implementation of linguistic and extra-linguistic means concerning the topic, situation, function, author's intention, and content of an utterance. Style is not a social or regional dialect, but a variety of language used for specific purposes, style vary considerably within a single user's idiolect.

According to Martin Joos (2020:70- 71) in Pangaribuan at al (2020) there are 5 types of language style, namely. Frozen style, Formal style, Consultative style, Casual style, and Intimate style. 1) Frozen style or oratorical style is defined as the most formal style in speaking and it will be often used in an important moment, such as the worship celebration, the death celebration, and so on. 2) Formal style is defined as the style of language that is used for the serious situation we can see in the process of teaching-studying in the educational world. Where between the given language style of the materials to the students, the moments use a formal style. 3) A consultative style is often found in daily conversation. The typical occurrence of consultative speech is between two persons. While one is speaking, at intervals, the other gives short responses, mostly drawn from a small inventory of standard signals. There are some basics of the system, essential to its operation. 4) Casual conversations/ Casual Style are between friends or colleagues or sometimes members of a family; in his context words need not be guarded and social barriers are moderately low. An informative style will be much lighter in form, more flexible, direct and involved, but correspondingly more subjective, less accurate, and less informative. Positively casual style is characterized by the use of the first name or even nicknames rather than little and last name in addressing one another. The pronunciation is rapid and often slurred. 5) Intimate style always uses for the close friend and the members of the family. Actually, for the point of intimate style, it can embarrass for non-group members to hear them in-group intimate style. Intimate style is the style, which is highly economical and is accompanied by a lot of non-verbal communication; people who know each other very well use it.

## **2. Research Method**

This study is conducted through observations It uses a descriptive analysis method. It is a library study, therefore the instrument used is a study of documentation by analyzing the language style of the text on Shopee Live and Shopee Feed. how the seller promotes and describes the products to be sold. Data sources have been taken from e-commerce Shopee on December 2021 to January 2022.

## **3. Result and Discussion**

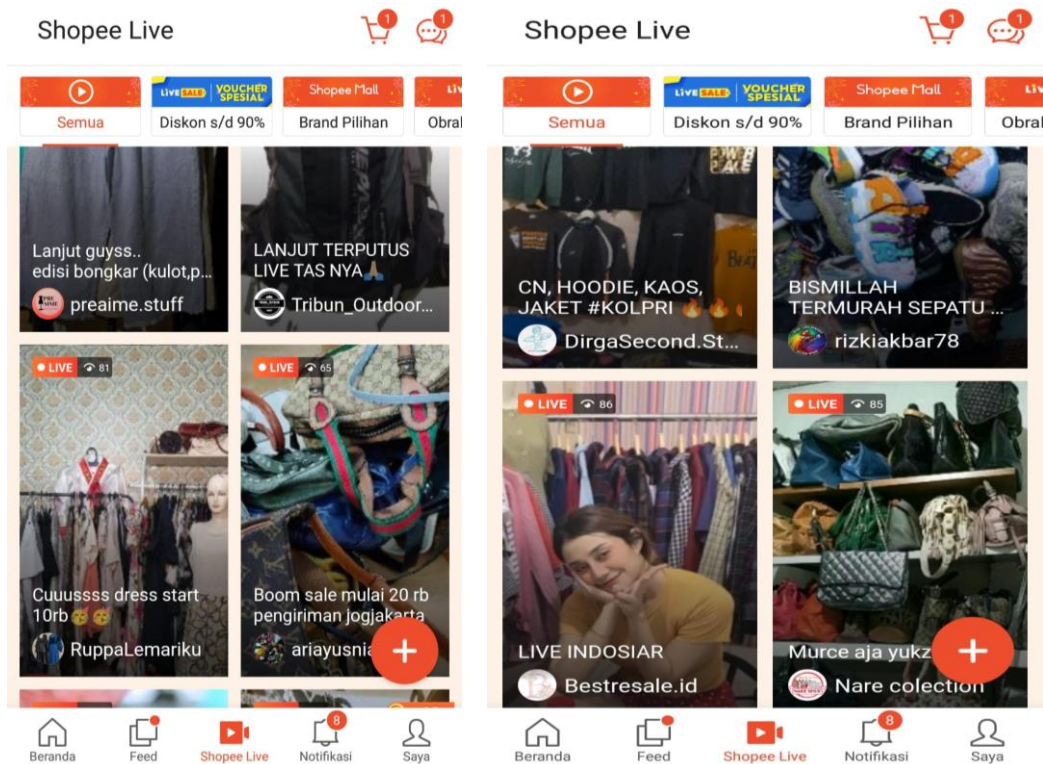
### **Result**

Language as means of communication is one of the attractive ways to promote seller products. E-commerce Shopee uses language style that is lighter, more flexible, direct and involved. It can be seen through these pictures taken from Shopee Live and Shopee Feed.

These data are classified into some types of language style. According to Martin Joos (2020:70- 71) in Pangaribuan at al (2020) there are 5 types of language style, namely. Frozen style, Formal style, Consultative tyle, Casual style, and Intimate style.

The data show that most of the language style on E-Commerce Shopee uses three styles, they are Consultative tyle, Casual style, and Intimate style. They promote the products in same styles. They use informal language, consider the customers as friends in daily conversation.





Here are samples of Shopee language style, Shopee uses same style in every promotion.

“Yuhuu sobat shopee, kita cek ha...apa yang bisa kamu dapat berdasarkan Zodiakmu, yukk kira kira kamu dapat yang mana...”

“Wah! Ada Voucher Shopee 10 Juta nih!....”

“ lanjut Guys edisi bongkar kulot....”

Cuussss dress start 10rb...”

Boom sale mulai 20rb....pengiriman Jogjakarta

Bismillah termurah sepatu

Buat kalian para joml...unya pasangan buat tahun baru belum?...

Sobat Shopee saatnya belanja kebutuhan si kecil di ...

Yuuuu ada stock nih....warna inceran jangan sampai lolos lagi...

Coffee lovers mana suaranya?...kira kira kamu suka kopi apa nih...

Yuhuu, Sobat Shopee Kita...es dulu yukk- coba perhatikan meja kerja diatas, ....

Wow tas face berkualitas... terjangkau banget... yuk sobat Shopee di checkout....beli ya di....

### Dicussion

Language is used to transfer idea or information, It has various different styles and its style has an important role to deliver the purpose of the communication. The E-commerce language style shows the purpose of the communication. The purpose is to communicate the products to the customers. Therefore, E-Commerce Shopee uses a consultative style, Casual style, and Intimate style because those styles are used for daily conversation, between friends or colleagues or sometimes members of a family; in his context words need not be guarded and social barriers are moderately low. An informative style will be much lighter in form, more flexible, direct and involved. It means that the styles applied is to make the

communication more communicative. Other language styles like Frozen style and Formal style, are not suitable for promoting product because Frozen style or oratorical style is for formal style in speaking and it will be often used in an important moment, such as the worship celebration, the death celebration, and so on. Formal style is defined as the style of language that is used for the serious situation such as in the process of teaching-studying in the educational world.

Here are samples of the language style. The E-commerce does not use formal language because they want to get the interest from the customers. The language is as simple and interesting as possible.

“Yuhuu sobat shopee, kita cek ha...apa yang bisa kamu dapat berdasarkan Zodiakmu, yukk kira kira kamu dapat yang mana...”

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“Yuhuu and Yukk” are utterances to invite a friend or close friend to do something. The communication is less formal and more communicative. Although there are some formal style like “Sobat Shopee saatnya belanja kebutuhan si kecil di” “Bismillah termurah sepatu” but the style is still informal language.

It is obvious that E-Commerce Shopee invites the customers as a friend, there no formal language or style. Language is lighter and flexible. Intimate style always uses for the close friend and the members of the family. Actually, for the point of intimate style, it can embarrass for non-group members to hear them in-group intimate style. Intimate style is the style, which is highly economical and is accompanied by a lot of non-verbal communication; people who know each other very well use it.

#### **4. Conclusion and Suggestion**

##### **Conclusion**

The writers conclude that E-commerce uses language style to attract the buyers to but their product. E commerce Shopee uses a consultative style, Casual Style and Intimate style. Those styles are suitable because the style is much lighter in form, more flexible, direct and involved.

##### **Suggestion**

Other researchers can compare other language style that is used by other E commerce.

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