

EXPLORING SPEECH ACTS IN LIVE SALES: A CASE STUDY OF ALICE NORIN'S TIKTOK ACCOUNT

Rida Nurlatifasari,

¹Universitas Duta Bangsa Surakarta
Jalan Ki Mangun Sarkoro No.20, Nusukan, Kec. Banjarsari
Surakarta, 57135 Central Java
Indonesia
Telp. 0271 747 0550
rida_nurlatifasari@udb.ac.id

ABSTRACT

This study is descriptive qualitative research employing a pragmatic approach, focusing on speech acts used during live sales events by Alice Norin on TikTok. The data is analyzed inductively, based on the research questions, and the meaning of the data is interpreted. The primary focus is on speech acts, examining their types within the live sales context.

The study is classified as descriptive. The data is derived from Alice Norin's utterances, transcribed from her live sales sessions. These utterances represent authentic spoken data, originating from recorded live streams. The selection of this data is motivated by Alice's ability to build personal connections with her audience through live streaming.

Data analysis follows a multi-stage process: describing the context (speaker, location, background, and purpose), categorizing speech acts in accordance with the research questions, connecting the utterances to their context, and analyzing the data using a predetermined theoretical framework. The findings show that directive speech acts were most prevalent (30 occurrences), followed by expressive speech acts (20 occurrences), commissive speech acts (10 occurrences), representative speech acts (15 occurrences), and declarative speech acts (5 occurrences). These findings highlight the significant role of speech acts in influencing audience behavior and fostering emotional connections, enhancing the effectiveness of live sales interactions.

INTRODUCTION

The phenomenon of speech acts in communication has become an increasingly relevant topic in linguistic studies, particularly in the context of direct interaction, where understanding the use of language in social situations plays a crucial role. In the era of digital globalization, advancements in communication technology have led to the emergence of various platforms that not only serve as entertainment tools but also as instruments for marketing and social interaction. One such platform that has revolutionized the way people communicate and transact is TikTok. This application, originally known for short-form video entertainment, has evolved into an effective marketing channel, particularly through its live streaming feature. The use of TikTok for marketing has become widespread, with many individuals and businesses utilizing this platform to sell products directly through live streaming sessions, facilitating real-time interaction between sellers and their audience.

In the context of live selling on TikTok, speech acts play a significant role. Speech acts can be understood as social actions performed through language, where the speaker not only conveys information but also performs an action that may influence social situations and the emotions of others. In live selling on TikTok, language is used not only to provide product information but also to establish a more personal interaction between the seller and potential buyers. Sellers, in this context, utilize various communication strategies, such as invitations, promotions, compliments, and persuasion, which aim to influence the audience, create emotional connections, and shape the identity and image of

the product being sold. The real-time interaction in live streams enables sellers to adapt their communicative strategies according to audience responses, making communication in live selling more flexible and dynamic.

More specifically, within the study of pragmatics and speech act analysis, interactions in TikTok live selling can be seen as concrete examples of the application of politeness strategies and perlocutionary acts aimed at achieving specific goals, such as increasing sales or strengthening relationships with the audience. These speech acts not only function to convey information but also to create a communicative experience involving persuasion, negotiation, and social adaptation elements. Therefore, the study of speech acts in this context opens the door for further analysis on how language is used to achieve specific objectives in the increasingly complex digital marketing world. Further research also offers opportunities to explore differences in the use of speech acts between individuals or groups in the context of online marketing, particularly on platforms like TikTok.

The concept of speech acts was first introduced by Austin (1962) in his work *How to Do Things with Words*, where he argued that speaking is more than just conveying information; it is also a form of social action (to say something is to do something). Thus, language not only serves as a means of communicating meaning or facts but also performs specific actions that can influence social situations and the emotions of others. This concept was later expanded by Searle (1969), who classified speech acts into five main categories: representatives, directives, expressives, commissives, and declaratives. These categories represent various actions performed by the speaker within communication. In the context of live selling on platforms like TikTok, speech acts are often strategically employed to influence audience behavior and motivate them to make a purchase.

TikTok, as a social media platform, has created a unique communicative experience that combines entertainment, social interaction, and economic transactions within a dynamic digital space. Zhang and Zheng (2021) explain that the live streaming feature on platforms like TikTok not only provides entertainment to the audience but also offers a space for more direct and personal interaction between sellers and buyers. Sellers can leverage the live feature to promote products interactively with their audience, using various speech acts that blend elements of information and persuasion. This allows sellers to tailor their messages based on audience feedback during the live stream.

Sellers in TikTok live selling frequently adopt various forms of speech acts to influence the audience. For instance, they may use representative speech acts to provide detailed product descriptions, directive speech acts to encourage the audience to make a purchase, expressive speech acts to praise the product, and commissive speech acts to offer guarantees or commitments regarding the product's quality or price. For example, during a live broadcast, a seller might say, "Hurry up and buy now, the discount is only available until midnight! The quality of this product is top-notch, you won't regret it!" This utterance combines several forms of speech acts: a directive speech act encouraging immediate purchase, and an expressive speech act praising the product's quality. In this case, the seller uses communication elements that not only focus on delivering product information but also strive to evoke emotions and motivate the audience to take action, namely, to make a purchase. Therefore, this strategy relies not only on the power of language to convey product information but also on the persuasive power to shape consumer decisions.

A deeper investigation into the use of speech acts in TikTok live selling opens avenues for a broader understanding of how language is used to influence audience decisions. In this context, speech act theory offers insights into how verbal interactions in

live streams can be leveraged to influence audience behavior, both consciously and unconsciously, and how the speech acts employed in such interactions directly impact the success of economic transactions in the digital marketing world. Previous research has made significant contributions to understanding the dynamics of speech act use in online communication, particularly in marketing and social interaction through social media platforms.

Several studies have previously examined speech acts in various online communication contexts, offering valuable insights into this phenomenon. Sihombing (2024) analyzed illocutionary acts in the interactions between sellers and buyers during TikTok live broadcasts, where sellers frequently used directive and expressive speech acts to influence buyers' decisions. Meanwhile, Fitriyani (2021) highlighted the use of representative and commissive speech acts in transactions on Instagram, where sellers use product descriptions and promises related to quality or delivery to reassure buyers. A study by Andriasih & Budiasih (2020) also found that directive speech acts, such as commands and requests, were predominantly used by sellers on WhatsApp to encourage buyers to complete transactions. On the other hand, Waskita et al. (2024) examined Anies Baswedan's TikTok live broadcasts, demonstrating how locutionary acts are used to build relationships with the audience in a political context. Additionally, Asnaini & Sari (2023) identified illocutionary speech acts in product advertisements by Shireen Sungkar on Instagram, where invitations and persuasive statements were the primary strategies to attract audience attention and persuade them to purchase products.

These previous studies provide valuable insights into the use of speech acts in online communication, particularly in the context of seller-buyer interactions on social media platforms such as Instagram, WhatsApp, and TikTok. The studies identified various types of speech acts used by sellers to influence buyers' decisions and how elements such as politeness, persuasion, and social influence play a crucial role in online transactions. However, most of these studies focus on general seller-buyer interactions or on live broadcasts conducted by prominent figures in political or entertainment contexts, such as politicians or celebrities. Nevertheless, there has been limited research specifically examining speech acts in TikTok live selling by individual influencers, such as Alice Norin, who is widely recognized as a successful influencer and seller on this platform.

Alice Norin is one of the prominent figures on TikTok, particularly in the context of product marketing and sales. As a seller using TikTok's live streaming feature, Alice Norin has developed highly effective communication strategies to capture the audience's attention and influence their purchasing decisions. Alice is not only a seller but also an influencer with a loyal following that frequently engages in her live broadcasts. In each of her live selling sessions, Alice not only provides product information but also builds a personal connection with her audience, creating a more immersive and interactive communication experience.

One of the key aspects to analyze is how Alice Norin employs various verbal communication strategies through speech acts during her live selling sessions on TikTok. The speech acts used by Alice in her interactions with the audience not only serve to convey product information but also aim to create an emotional bond with the audience, build a positive image of herself as a seller, and influence the audience to make an immediate purchase. In this context, it is essential to explore how Alice utilizes different forms of speech acts—such as directives, expressives, commissives, and representatives—to construct a narrative that encourages the audience to make purchasing decisions.

For instance, in directive speech acts, Alice often gives direct invitations encouraging the audience to buy the product, using phrases such as, "Come on, hurry up

and buy now, this opportunity won't come again!" This is a form of speech act aimed at influencing the audience to take the desired action, i.e., to buy the product she is offering. In this case, Alice employs a strong persuasion strategy to create a sense of urgency and attract the audience's interest in the product.

Additionally, Alice frequently uses expressive speech acts, where she expresses her enthusiasm or excitement about the product she is selling, such as when she says, "I really love this product, the quality is unquestionable, you will definitely be satisfied!" This expressive speech act serves to convey the seller's personal feelings about the product, aiming to assure the audience that the product is of high quality and worth purchasing. Through this expressive speech act, Alice creates a positive image of both the product and herself as a seller, making the audience feel more confident and motivated to buy.

Commissive speech acts employed by Alice are also worth noting, as she often offers guarantees related to the products she sells. For instance, Alice might say, "If this product doesn't meet your expectations, I will refund your money!" This is a commissive speech act, containing a promise or commitment that reflects Alice's confidence in the quality of the product she is selling. Such a promise aims to provide the audience with a sense of security and reduce their uncertainty in making a purchase.

Furthermore, representative speech acts are also used by Alice to provide detailed information about the products. For example, when explaining the composition or benefits of a product, Alice might say, "This product is made from natural ingredients that are safe for all skin types." This representative speech act serves to deliver objective information about the product, aiming to increase the audience's trust in what she is offering. In this case, Alice uses language to present relevant facts about the product, so the audience feels more confident in their purchase decision.

This study aims to delve deeper into how Alice Norin utilizes various forms of speech acts in her live selling sessions to influence audience behavior. One of the key questions to be addressed is how the use of these speech acts affects consumers' decisions to purchase products. The analysis will focus on the relationship between the types of speech acts used by Alice and audience responses, as well as how these verbal communication strategies can create an effective marketing experience on TikTok.

In addition, this study will examine other factors that may influence the use of speech acts in live selling, such as audience characteristics, social context, and the relationship between the seller and the buyer. TikTok, as a social media platform, has its unique dynamics of communication, where the audience not only acts as a receiver of messages but also as an active participant who can provide immediate feedback through comments or reactions. Therefore, it is essential to understand how sellers like Alice Norin adapt their speech act strategies based on the interactions occurring during the live stream.

Overall, this study will make an important contribution to understanding how speech acts are used in digital marketing on TikTok and how verbal communication strategies can influence consumer decisions. By examining the speech acts used by Alice Norin, this research also provides insights into how individuals or influencers with significant influence on the TikTok platform can strategically use language to affect the audience and maximize sales outcomes.

Thus, this research is expected to offer valuable contributions to the development of speech act studies, particularly in digital marketing through social media, and provide a deeper understanding of how language can be used to influence consumer behavior in the ever-evolving world of online marketing. This research gap also presents a fresh perspective in understanding the differences in the use of speech acts among different individuals or groups in the context of marketing on TikTok, which distinguishes it from

previous studies.

RESEARCH METHODOLOGY

This study was a qualitative descriptive research with a pragmatic approach. It was qualitative because it began with a linguistic phenomenon that occurred in the speech community and used this phenomenon as data for the research. The data were analyzed inductively based on the research questions, interpreting the meaning from the data. The linguistic phenomenon observed in this study focused on speech acts. Furthermore, this research was also considered descriptive. According to Creswell (2012), data in qualitative research is descriptive. This data was presented in the form of words or images rather than numbers. The data in this study came from the utterances made by Alice Norin, which were transcribed into words.

In pragmatic research, according to Archer, data was divided into two types: authentic data (natural data) and elicited data (data from elicitation), with authentic data further categorized into written and spoken data (Nugroho, 2013). The data in this study fell under authentic spoken data, as it came from the utterances of a TikToker during a live selling session. The data in this study consisted of utterances spoken by Alice Norin. These authentic spoken data were in the form of recorded data. This was because the data was sourced from a recorded live sale, which had been recorded, downloaded, and saved. The choice of this data source was based on Alice's ability to utilize live streaming to build a personal connection with her audience. She not only sold products but also created an interactive and entertaining experience for her followers. Alice had the ability to use language that was engaging, easy to understand, and effectively influenced the audience, making the speech acts used in her live selling sessions very interesting for analysis.

The data analysis procedure in this study was carried out in several stages as follows: describing the context, which included identifying the speaker, the setting, the background of the utterance, and the purpose of the utterance; presenting the form of utterances to be analyzed according to the research questions; connecting the utterances to the context surrounding them; and analyzing the data using the theory previously established. Drawing conclusions was the final stage in the research process.

In this study, the results of the data analysis were presented using an informal method. According to Sudaryanto (1993), the informal presentation technique is the one in which the results of data analysis were presented by describing the data in ordinary words or sentences. This method was chosen in order to present the discussion clearly and in detail, making it easier for readers to understand the research findings.

RESULTS AND DISCUSSION

Based on observations of the live event held on Alice Norin's account, a diverse distribution of speech acts was found. Directive speech acts dominated with a total of 30 utterances, aiming to direct or influence the audience to take specific actions, such as purchasing products or following instructions given. Next, expressive speech acts were recorded 20 times, reflecting the speaker's emotions or feelings, such as gratitude or excitement related to interactions with the audience. Commissive speech acts, which express the speaker's commitment to doing something in the future, were recorded 10 times, showing promises or intentions expressed to the audience. Representative speech acts, used to convey information or facts, were recorded 15 times, primarily focusing on product descriptions and their functions. Lastly, declarative speech acts were found 5 times, generally used to change a status or situation, such as announcing the results of a lottery or other final announcements.

These findings indicate that in the context of live selling, various speech acts were employed to achieve effective communication goals, with directive and expressive

strategies dominating in order to influence behavior and create emotional closeness with the audience. Here is a more in-depth analysis of each type of speech act used in the examples of utterances by Alice Norin, categorized according to the type of speech act.

1. Directive Speech Acts

Directive speech acts are those used to direct or ask the audience to do something, whether it is a command, invitation, or request. In the context of live selling on TikTok, these speech acts are aimed at motivating the audience to take specific actions, such as purchasing products or interacting.

Examples and Analysis:

- a. *"Yang mau warna rose yok komen satu satu"*

This is a directive speech act in the form of an invitation. Alice invites the audience to comment if they are interested in a particular color. This utterance directs the audience to interact with the live session, enhancing engagement and speeding up the purchasing process.

- b. *"Langsung join live sekarang"*

This is also a directive speech act in the form of a direct command or instruction. Alice instructs the audience to immediately join the live session. The word "langsung" creates a sense of urgency, encouraging the audience to act quickly.

- c. *"Kalau kehabisan bisa pusing deh ya"*

This is a directive speech act that aims to create a sense of urgency and fear to encourage the audience to purchase the product quickly. Alice implies that if the product runs out of stock, the audience will regret it. This sentence aims to push the audience to make a quick purchasing decision.

- d. *"Gilaaaaaa, buat 100 orang paling cepet yaa, cepetan liat tu liat, coba liat keranjangnya"*

This utterance is a strong directive speech act, with high intensity, such as the use of words like "cepatan" (speed) and "coba liat keranjangnya" (try looking at the cart). Alice directs the audience to look and take action quickly to get a special offer, pushing them to act fast so they don't miss out.

2. Expressive Speech Acts

Expressive speech acts function to express the speaker's feelings or emotions about something, such as admiration, surprise, or other emotions. In live selling, such expressions are used to connect the seller with the audience emotionally, creating a more personal bond.

Examples and Analysis:

- a. *"Ni warna yang winter..winter...winter... bisa untuk BB sampai 90kg beb"*

This is an expressive speech act used to show admiration or enthusiasm about the product, especially the repeated mention of the product's color. The repetition of the word "winter" gives an emotional effect, emphasizing that the product has outstanding quality.

- b. *"Kemeja yang udah ditanyain sejagad raya dari 300 ribu cuma jadi 150 ribu! Omooo"*

In this sentence, Alice expresses shock and excitement with the word "Omooo," a spontaneous expression used to convey surprise and admiration for the significant price cut. This utterance shows that Alice is surprised by the price drop, which can spark the audience's curiosity.

c. *"Serius ini ditambahin subsidi?"*

This sentence shows an expressive speech act of surprise at the addition of a subsidy, which might not have been expected by the audience. The word "serius" indicates a spontaneous reaction, which could increase the audience's confidence in the offer.

3. Commissive Speech Acts

Commissive speech acts are used to express a commitment or promise to do something in the future. In live selling, commissive speech acts are used to reassure the audience about certain aspects of the product or service.

Examples and Analysis:

a. *"COD kita nyalain yaa"*

This sentence contains a commissive speech act because Alice promises to activate the Cash On Delivery (COD) payment system. This promise is intended to increase the audience's comfort in making transactions, as they do not need to pay upfront before receiving the product.

4. Representative Speech Acts

Representative speech acts are used to provide information or describe situations or facts. In the context of selling, these speech acts are used to provide relevant information that helps the audience in their decision-making process.

Examples and Analysis:

a. *"bisa untuk BB sampai 90kg beb"*

This utterance contains a representative element, as Alice provides information about the color and size of the product, explaining that it can be used by people with a weight up to 90kg. This is objective information that helps the audience better understand the product.

b. *"Harga ambyar ya kan untuk new arrival"*

Alice provides information about the very affordable price for a new arrival product. This is a representative speech act because it gives an explanation about the product's price and creates the impression that the product has a very competitive price.

5. Declarative Speech Acts

Declarative speech acts are used to make statements that change a state or situation based on what the speaker says. In live selling, declarative speech acts can be used to establish something as true or to get the audience to accept a certain condition.

Examples and Analysis:

- a. *"Kemeja yang udah ditanyain sejad raya dari 300 ribu cuma jadi 150 ribu! Omooo"*

This utterance functions as a declarative speech act, where Alice changes the audience's perception of the product's price by providing information about a large price drop. Alice declares that the product is now cheaper, which affects the audience's purchasing decision.

This research presents significant findings regarding the use of speech acts in live selling on the TikTok platform, particularly on Alice Norin's account. Based on the analysis results, five types of speech acts were used: directive, expressive, commissive, representative, and declarative. Directive speech acts were the most dominant, indicating that in the context of live selling, sellers more often direct the audience to take specific actions, such as purchasing products or engaging further. These findings align with previous research that revealed that directive speech acts are an essential element in marketing communication, aiming to encourage the audience to actively participate and make purchasing decisions quickly (Fang, 2015).

Based on this study, the use of directive speech acts containing urgency and invitations aims to create a sense of need and urgency in the audience. These speech acts are designed to influence the audience's decision-making quickly, as in live selling contexts, where the audience is expected to act immediately to avoid missing out on a certain opportunity. Research by Zhao (2018) showed that such urgency is highly effective in increasing sales conversions in social media-based marketing. The same was found in this study, where the seller used speech acts that pressured the audience to act quickly.

Additionally, expressive speech acts, used to convey the speaker's feelings or emotions, were also quite significant. The use of emotional expressions in marketing communication aims to create closeness between the seller and the audience, strengthening a more personal social bond. This aligns with Keller's (2009) findings, emphasizing that emotional connection between sellers and consumers can increase audience engagement and extend brand relationships. In this context, the spontaneous expressions used by the seller can create a sense of familiarity and build a deeper connection with the audience.

Commissive speech acts, which demonstrate a commitment or promise to do something in the future, were also found in this study. The promises made by the seller to

provide certain services or guarantee transaction comfort help build trust among the audience. Such commitments are essential in marketing as they reduce uncertainty and assure the audience that they will receive what has been promised. Previous studies have shown that the use of commitments in marketing increases trust and comfort in the audience's purchasing decisions (Yang & Lee, 2021).

Representative speech acts, which provide objective information related to products or services, also play an important role in the audience's decision-making process. By providing clear explanations about products, the seller helps the audience obtain the necessary information to decide whether the product meets their needs. This is crucial in live selling contexts, where the audience relies on the information provided to ensure they make the right purchasing decision. This study shows that the use of representative speech acts in live selling enhances the credibility of the message and helps the audience objectively assess the product.

Declarative speech acts, though less frequent, still serve to change the status or situation, such as the price or status of a product. This study shows that the use of declarations in live selling can influence how the audience perceives a product or service, ultimately encouraging purchasing decisions. This is relevant to Moser's (2013) study, which emphasized the importance of perception shifts in marketing to increase a product's appeal to the audience.

The implications of these findings are significant for marketing practitioners and sellers on social media platforms. This research suggests that understanding the types of speech acts used in live selling can enhance communication effectiveness with the audience. Sellers who can strategically combine different speech acts can create a more engaging shopping experience and motivate the audience to make purchases. Therefore, it is essential for sellers to not only focus on calls to buy but also prioritize the use of expressive and commissive speech acts to build emotional connections and trust with the audience.

Furthermore, this study opens up opportunities for further research on the interaction between speech acts and audience responses in digital marketing contexts. Sellers can use these strategies to better understand their audience and create more personalized and relevant messages. This research also contributes to understanding how language and effective communication strategies in live selling can influence consumer decisions, and how these can be optimized to improve sales conversions.

This research may also serve as a reference for future studies exploring the relationship between specific speech acts and other factors, such as audience demographics, engagement levels, or purchase frequency. Thus, a deeper understanding of speech acts in live selling can provide broader insights for the development of more effective social media-based marketing strategies.

CONCLUSION

This research has identified the significant role of speech acts in live selling interactions on the TikTok platform, particularly on Alice Norin's account. Based on the analysis results, it was found that directive speech acts dominated the communication used, indicating that sellers more frequently direct the audience to take specific actions, such as purchasing products or participating in promotions. Expressive speech acts also serve as an effective strategy for building emotional closeness between the seller and the audience, while commissive, representative, and declarative speech acts play a role in building trust, providing necessary information, and changing the audience's perception of the products being sold.

These findings emphasize the importance of using various speech acts in building effective communication and motivating the audience to act. Sellers who can strategically combine different types of speech acts can create deeper and more personal relationships with the audience, which in turn can increase engagement levels and sales conversions. In the context of social media marketing, a deep understanding of using the appropriate language can improve communication effectiveness and the audience's decision-making.

This research contributes to expanding the understanding of the dynamics of speech act usage in marketing communication, particularly in live selling through digital platforms. The practical implications of these findings highlight the importance of sellers understanding the different types of speech acts that can influence audience behavior and strengthen brand relationships. For future research, it is recommended to explore further the relationship between the use of speech acts and audience characteristics, such as demographics and consumer preferences, to gain a more holistic insight into communication dynamics in the context of digital marketing.

REFERENCES

- Andriarsih, L & Budiasih, K. (2020). Tindak tutur direktif dalam interaksi penjual dan pembeli online shop di media sosial whatsapp. *La-Tahzan: Jurnal Pendidikan Islam*, 2(12), 251-263
- Asnaini & Sari, A. Tindak tutur ilokusi bahasa iklan produk pada media sosial instagram Shireen Sungkar. *Jurnal Ilmiah Bina Bahasa*, 16(2), 161 -171
- Archer, D., Aijmer, K., & Wichmann, A. (2012). *Pragmatics: An advanced resource book for students*. London & New york: Routledge.
- Austin, J. L. (1962). *How to do things with words*. Oxford: Oxford university press
- Brown, P., & Levinson, S. C. (1987). *Politeness: Some Universals in Language Usage (Studies in Interactional Sociolinguistics 4)*. In *TESOL Quarterly*. Cambridge: Cambridge University Press.
- Creswell, J. W. (2016). *Research Design : Pendekatan metode kualitatif, kuantitatif, dan campuran*. Yogyakarta: Pustaka Pelajar.
- Fang, Y. (2015). The impact of language use in social media marketing. *Journal of Interactive Marketing*, 29(3), 162-172.
- Jauhari, E. (2016). *Kritik dalam masyarakat budaya Arek di Surabaya: Kajian sosiopragmatik terhadap pemakaian bahasa sebagai sarana kontrol sosial*. Universitas Sebelas Maret, Surakarta.
- Keller, K. L. (2009). *Building Strong Brands*. Prentice Hall.
- Moser, C. (2013). The role of perception in marketing and consumer behavior. *Journal of Consumer Research*, 40(1), 35-52.
- Nugroho, M. (2013). Data dan metode pemerolehan data dalam penelitian pragmatik. *Proceeding Seminar Internasional*, 503–506
- Searle, J. R. (1969). *Speech Acts: An Essay in the Philosophy of Language*. Cambridge: Cambridge University Press
- Sudaryanto. (1993). *Metode dan aneka teknik analisis bahasa: Pengantar penelitian wahana kebudayaan secara linguistis*. Yogyakarta: Duta Wacana University Press
- Yang, S., & Lee, Y. (2021). The role of commitment in online consumer behavior. *International Journal of E-Commerce Studies*, 24(2), 88-105.
- Zhao, L. (2018). The effect of urgency in social media marketing on consumer purchase behavior. *Journal of Marketing Research*, 45(2), 243-257.
- Waskito, Ardani, et al (2024). Analisis tindak tutur lokusi dalam siaran langsung tiktok Anies Baswedan “Menyapa Masyarakat Lewat Media Sosial TikTok”. *Jurnal Kajian dan Penelitian Umum*, 2, 01-30. 10.47861/jkpu-nalanda.v2i4.1165.