

Imperative Utterances in Shopee Advertisements

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ABSTRACT

The rapid growth of e-commerce applications has intensified competition among various platforms. As new e-commerce platforms emerge, advertising strategies have become critical for capturing consumer attention. Language elements in advertisements play a vital role, as the rhetorical style used can significantly influence consumer interest. This study aims to analyze the effectiveness of using imperative speech acts in Shopee advertisements. A qualitative method was employed in this research, utilizing documentation from selected advertisements. The study analyzed three Shopee advertisement videos to identify and assess the types of imperative speech acts used. The findings reveal that Shopee advertisements prominently feature direct and literal imperative speech acts. These acts serve to encourage specific actions, such as downloading the app, making purchases, or participating in promotional campaigns, thus enhancing audience engagement. The analysis indicates that the use of imperative speech acts in Shopee advertisements is highly effective. The platform's ability to compel consumers through clear and action-oriented language contributes to its success in the competitive e-commerce market. The effectiveness is evident from the widespread adoption of the Shopee application among consumers. This study highlights the importance of strategic language use in advertising and underscores how tailored rhetorical approaches can influence consumer behavior, solidifying Shopee's position in the e-commerce industry.

Keywords: Imperative Sentences; Shopee Advertisement

INTRODUCTION

The era of globalization represents a comprehensive transformation, shifting from conventional technologies to advanced modern systems. This rapid evolution has firmly integrated technological sophistication into global society, driven by an unrelenting pace of innovation (Kusuma & Wibowo, 2020). Today, digital advancements continue to flourish, adapting to the ever-growing demands of an increasingly competitive era. Among various strategies employed by businesses, advertising has become an indispensable tool for capturing consumer attention (Pratiwi, 2021).

One notable example is the advertising strategies employed by Shopee, one of the largest e-commerce platforms in Asia. Shopee utilizes persuasive imperative speech acts to influence consumer behavior and position itself as a preferred shopping destination. These utterances, designed to encourage action, have been identified as key components in engaging audiences and driving user engagement with the platform (Santoso, 2023).

The primary objective of such advertising is to reshape consumer perceptions and sustain their focus on the e-commerce platform. Effective advertising holds immense potential for boosting company profits by shaping audience perspectives and maintaining relevance in an increasingly competitive market (Suryani & Andriani, 2022). Persuasive imperative utterances require careful rhetorical execution to ensure clarity, factual accuracy, and inclusivity, while fostering consumer trust and engagement (Kusumawati, 2020).

Shopee adapts its advertising content to align with audience preferences, employing a tailored approach that motivates potential users to choose its platform. The language used in these advertisements incorporates diversity and ensures inclusivity while avoiding deceptive tactics. Persuasive imperative utterances effectively drive audience decisions by maintaining authenticity and relevance (Yuliana, 2021).

This study aims to analyze the imperative speech acts in Shopee advertisements and their impact on audiences and consumers. It also seeks to identify the various types of imperative utterances present in these advertisements. Through this analysis, the research provides insights into the linguistic strategies employed in advertising, particularly in the competitive e-commerce sector.

By examining Shopee's use of imperative speech acts, this research highlights how linguistic strategies can effectively influence consumer behavior and enhance the overall effectiveness of digital advertising. These findings aim to contribute to the development of more impactful and engaging advertising messages in today's dynamic and competitive digital landscape.

LITERATURE REVIEW

Speech acts are utterances produced by a speaker during communication with a conversational partner. In pragmatics, speech acts are defined as the product of verbal actions rather than the actions themselves (Pratiwi, 2021). They are integral to an individual's personality, often reflecting rhetorical style and self-expression. Speech acts function as a medium for communication, linking individuals and expressing personal perspectives, making them essential for effective interactions. Speech acts are categorized into various contexts, including imperative utterances. Kusuma (2020) describes imperative sentences as those designed to command or request an action, often presented in active or passive forms. In a broader sense, imperative utterances express requests or instructions intended to prompt the listener to act (Santoso, 2023). These utterances play a vital role in pragmatic studies, focusing on how they are constructed and delivered to achieve communication goals.

This study examines persuasive imperative speech acts, which combine commands with elements of persuasion. Persuasion is a verbal strategy aimed at convincing an audience to follow the speaker's desired course of action (Suryani & Andriani, 2022). Persuasive communication is a nuanced form of interaction that influences opinions, attitudes, and behaviors, making it an essential tool in advertising. Yuliana (2021) highlights that persuasive speech acts often employ rational arguments and emotional appeals to ensure compliance without imposing coercion. Persuasive imperative utterances are highly effective in capturing attention and driving action. According to Kusumawati and Wibowo (2020), such utterances in advertising serve to influence consumer decision-making by blending logical arguments with emotive rhetoric. This approach not only enhances the impact of the message but also aligns with the audience's expectations and preferences, making it a powerful strategy in competitive markets.

In conclusion, persuasive imperative speech acts merge commands with persuasive strategies to influence and motivate audiences. This form of communication is particularly relevant in advertising, where it increases the likelihood of audience engagement and the achievement of desired outcomes. The strategic use of persuasive imperative utterances provides valuable insights into creating impactful messages, especially in competitive digital advertising landscapes.

METHOD

Design and Sample

This study focuses on Shopee advertisements published on social media platforms, specifically analyzing videos that align with the research objectives. The sample consists of selected Shopee advertisement videos, chosen based on their relevance to the study's purpose. These videos serve as the primary data source, reflecting the language and imperative speech acts utilized in the advertisements. The study employs a qualitative descriptive approach. According to Moleong (2005), qualitative descriptive research involves collecting data in the form of words,

images, or other non-numerical information. The selection of Shopee videos as samples ensures a direct connection to the research's focus on language use in advertisements.

Instrument and Procedures

The primary instrument for this study is the researcher, who plays a pivotal role in collecting, analyzing, and interpreting data. Data were collected through careful observation of selected Shopee advertisement videos. The researcher meticulously recorded the language used in the videos, specifically focusing on sentences containing imperative utterances. In addition to observation, the researcher ensured that the advertisements selected provided accurate and relevant information for analysis. The context of the study extends beyond merely reviewing videos to analyzing the linguistic elements and persuasive strategies embedded within the content. These videos were examined for their use of imperative speech acts, including their delivery and wording.

Data Analysis

The analysis involved several steps to ensure a comprehensive understanding of the data. First, the researcher identified and documented sentences from the Shopee advertisement videos. These sentences were then categorized based on their use of imperative utterances. The next step was to analyze the identified sentences for their linguistic structure and function within the advertisements. The researcher provided arguments and interpretations of how these imperative utterances contributed to the effectiveness of the advertisements. This systematic approach ensured that the findings were grounded in detailed and accurate observations, offering valuable insights into the use of language in Shopee advertisements.

RESULT AND DISCUSSION

The marketing advertisements of Shopee, an e-commerce platform, were analyzed based on their persuasive imperative speech acts in videos posted on TikTok. Below is an analysis of three Shopee advertisement videos, highlighting their use of persuasive language to engage and influence audiences.

Video 1: "Shopee COD"

The advertisement prominently uses the phrase "*Bayar langsung di tempat*" (Pay on delivery), specifying a persuasive imperative utterance. Shopee promotes its Cash on Delivery (COD) feature to build trust in transactions, thereby attracting consumers to try this service. The imperative nature of the phrase "*Pakai Shopee COD*" (Use Shopee COD) is clear, as it directly invites audiences to adopt the COD program after enticing them with the benefit of free shipping. The advertisement

effectively integrates persuasive language to encourage participation in Shopee's innovative program.

Video 2: "GTW - Garansi Tepat Waktu"

This advertisement emphasizes Shopee's guarantee of timely delivery with the phrase "*OTW OTW BOSENNNN!!!! Sekarang waktunya GTW Garansi Tepat Waktu dari Shopee*" (Tired of waiting? It's time for Shopee's On-Time Guarantee). While there is no explicit imperative phrase, the underlying message strongly persuades consumers by highlighting Shopee's commitment to reliability. The phrasing successfully reassures the audience of Shopee's loyalty and dependability, indirectly convincing them to use the platform.

Video 3: "Shopee SpayLater"

The advertisement includes the phrase "*Yuk pakai SpayLater, beli sekarang bayar nanti*" (Let's use SpayLater, buy now, pay later). The imperative term "*Yuk pakai*" (Let's use) is a direct invitation, enhanced by the promise of free shipping across Indonesia. The combination of these phrases emphasizes the benefits of SpayLater, effectively persuading consumers to utilize this feature. The explicit encouragement in the form of imperative utterances showcases Shopee's strategic use of language to capture audience attention and influence decision-making.

This study highlights the strategic use of persuasive imperative utterances in Shopee advertisements, showcasing their effectiveness in engaging audiences and influencing consumer behavior on platforms like TikTok. The findings reveal that imperative utterances such as "*Pakai Shopee COD*" (Use Shopee COD) and "*Yuk pakai SpayLater*" (Let's use SpayLater) are crucial tools for driving consumer engagement. These utterances, accompanied by tangible benefits like free shipping and on-time guarantees, align with Kusuma's (2020) assertion that persuasive communication in digital platforms must be clear, benefit-driven, and audience-centric to be effective.

Previous studies have underscored the importance of persuasive language in advertisements. For instance, Santoso (2023) examined how digital communication strategies influence consumer behavior, finding that explicit calls to action significantly enhance audience engagement. Similarly, Yuliana (2021) highlighted that imperative utterances in digital advertisements are particularly impactful in creating immediate consumer responses. This study builds on these findings by focusing on the integration of persuasive imperative utterances in TikTok advertisements, offering novel insights into how these strategies cater to short-form, visually engaging digital content.

The implications of this research are significant for advertisers and marketers. Firstly, it demonstrates that combining persuasive imperative utterances with clear, actionable benefits, such as discounts or enhanced convenience, can effectively capture audience attention and drive conversions. This insight is particularly valuable for e-commerce platforms operating in competitive digital ecosystems.

Secondly, the study provides practical guidance for designing advertisements that leverage linguistic strategies to build trust and foster engagement, emphasizing the importance of aligning message content with audience preferences.

However, the study is not without limitations. The analysis was restricted to a small sample of TikTok advertisements, which may not fully represent the diversity of Shopee's advertising strategies across different platforms. Future research could expand the dataset to include a broader range of advertisements from multiple social media platforms to provide a more comprehensive understanding of the effectiveness of persuasive imperative utterances. Additionally, incorporating audience feedback or conducting surveys to measure the perceived impact of these advertisements could add depth to the findings.

In conclusion, this study contributes to the growing body of research on digital advertising by emphasizing the role of persuasive imperative utterances in engaging and influencing audiences. By bridging the gap between linguistic theory and practical application, it provides valuable insights into crafting effective advertisements in a rapidly evolving digital landscape. Future research should explore cross-platform strategies and incorporate user-centric evaluations to further refine our understanding of this critical aspect of digital marketing.

CONCLUSION

This study demonstrates the effectiveness of persuasive imperative utterances in Shopee advertisements, particularly those featured on TikTok. The findings reveal that Shopee strategically employs imperative phrases, such as "*Pakai Shopee COD*" (Use Shopee COD) and "*Yuk pakai SpayLater*" (Let's use SpayLater), to engage audiences and influence consumer behavior. These utterances are carefully crafted to emphasize benefits like convenience, free shipping, and reliability, making them highly persuasive and effective in driving consumer engagement. The use of persuasive imperative utterances in Shopee advertisements aligns with contemporary digital advertising strategies, which prioritize clarity, actionable messaging, and audience-centric communication. This study builds on prior research by focusing on how linguistic strategies are adapted to short-form, visually engaging platforms like TikTok, providing novel insights into the role of language in digital marketing.

The implications of this research extend to the broader field of digital advertising. Advertisers can leverage the findings to design campaigns that use persuasive imperative language to capture attention and foster trust, thereby enhancing engagement and conversions. However, the study's scope is limited to a small sample of TikTok advertisements. Future research should explore diverse platforms and incorporate consumer feedback to further validate and expand upon these findings. In conclusion, persuasive imperative utterances are a powerful tool in digital advertising. Shopee's strategic use of these utterances showcases their ability to influence consumer behavior effectively, making them a critical element for

success in competitive e-commerce markets. This research provides valuable insights for advertisers seeking to optimize their messaging strategies in an ever-evolving digital landscape.

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