Interaction Patterns in Word of Mouth (WOM) at Shopee as a Strategy to Increase Brand Awareness of Fashion Products

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ABSTRACT

With the widespread use of virtual store applications such as Shopee, it is imperative to increase the awareness of potential buyers to choose trusted products and stores. Store reviews are one of the essential bases on which buyers determine whether or not they will buy the products. Buyers can see the language used by the reviewers; whether the review assess the products positively or not especially when the online shop owner replies to these reviews. This has encouraged the researchers to conduct a sociolinguistic study on the registers used in product reviews. The data for the study was taken from the Shopee platform. Sociolinguistic theoretical approach as proposed by Fishman (1972) with a focus on interaction patterns, studies of language barrels, and language functions has been used in this study. The results of this study show how the interaction patterns, language tunings, and language functions occur in the @izdihaar_olshop13 store reviews. Based on the analysis in giving reviews in online stores, there are two patterns of interaction found; the interaction pattern between individuals and groups, and the interaction patterns between groups and groups. In addition, there are two kinds of language variation used namely casual language variety and consultative language variety. The study also found two language functions realized in the reviews namely expressive functions and referential functions. The results of the study serve to provide the community with important information they can use in conducting their buying and selling activities.

Keywords: Language function, Language variation, Shopee, Sociolinguistics, Word of mouth.

1. INTRODUCTION

The use of language of each individual community can be different from other communities is influenced by several factors, one of which is the social environment. In general, a speaker is not only fixated on one variety. Speakers adjust the variety of language they use to social and situational factors. These factors affect the language they use. Social and situational factors that can affect language are social status, education level, age, gender, who speaks, what language is used, to whom he speaks, when and where the interaction occurs, and what problems are discussed (Fishman, 1972). The existence of these social and situational factors leads to the presence of language variations.

Language variations or registers are forms of parts or variants in a language, each of which has a general pattern in the parent language (Suwito in Aslinda & Syafyahya, 2014). Language variation exists to fulfil its function as a means of interaction in diverse community activities as a result of the social diversity of language speakers and the diversity of language functions. Language variations occur because of several factors; speakers, language usage, formality, and facilities (Chaer & Agustina, 2010). Language variations or registers are parts of sociolinguistic studies.

Currently, an online shop is not something foreign to the people of Indonesia. An online shopping is a process of buying and selling goods or services via the internet where the seller and buyer do not need to meet directly not make a physical contact. Goods or traded goods are sold through image displays on a platform. The use of online buying and selling services has recently increased, because people are already familiar with the online transaction system. This has resulted in the frequency of online business increasing drastically. There are so many buying and selling sites or online

marketplaces that specifically provide buying and selling transactions online. One of them is Shopee, an online buying and selling platform that has been widely known since its release in 2015 because people often use it. Users of this online shop application come from various circles. As a result, the language used can vary. The differences in language variations here are not only seen from the content of the conversation, but also from their morphology, syntax, and vocabulary.

There are many kinds of interaction that can occur on the Shopee platform, one of which is giving reviews. Product reviews from are public so other consumers can see them. Good and informative reviews can help sellers to sell their goods, because they will attract other buyers who pay attention to the reviews of a product. This can be associated with Word of Mouth (WoM), an interaction activity where consumers provide information about a brand or product to other consumers (Sari, 2012). Sumardy et al., (2011) explained that Word of Mouth is a marketing activity carried out by a brand so that consumers talk about, promote, and want to sell the company's brand to others.

Various studies related to linguistics and online shops have been conducted. For example, Putri (2017), finds that the online shop seller register form in Instagram social media can be categorized based on the process of words and phrases forming. In his study, Noorahim (2018) found that the language variation used online show (1) morphological processes which include affixation, reduplication, composition, and abbreviation, (2) The syntactic structures used are in the form of ellipsis sentences withthe omission of subject, predicate and subject and predicate, and (3) the stylistic variations used include code mixing, interference, and casual use of variety. Another study on Word of Mouth was conducted by Habibie and Hadi (2019). This study concluded that electronic word of mouth and trust, both simultaneously (together) or partially, have a positive and significant effect on onlinepurchasing decisions through Shopee.

This research employs registers analysis through sociolinguistic studies of product reviews from the Shopee platform as a form of Word of Mouth. This study focuses on interaction patterns, language variations, and language functions in product reviews in online shops.

2. METHOD

This study is a sociolinguistic study. Sociolinguistics is more concerned with the details of actual language use (Azuna, 2009; Wardaugh, 1986). Qualitative method has been used in this study (Arikunto, 2006). The data for this study are the product reviews taken from shopee online shop buyer's @izdihaar_olshop13. The online shop has been selected to be used as the data source because @izdihaar_olshop13 is not registered as a Shopee Star

Seller. This star seller status is given to shops that meet all the criteria for the best performance and service. For shops to be star sellers are selected and determined exclusively by Shopee in recognition of their good sales and service to their buyers. Although not a starred-seller shop, @izdihaar_olshop13 has a high sales rating with many reviews.

The population in this study is all the language variation in Shopee product reviews. The study used purposive sampling (purposed sample); it purposively selects Shopee product reviews that were considered appropriate to the studies and theories used. The samples taken were 50 (fifty), from May to June 2022.

The data were collected through observation that is, observing interaction patterns, the use of language variations or register, and language functions in product reviews on the Shopee platform. The data were recorded using a recording device, namely a smartphone (smartphone) by means of screen capturing (screenshots) the reviews.

3. FINDINGS AND DISCUSSION

This research was conducted to answer questions of what are the interaction patterns, language variations, and language functions used in the product reviews. The following is what study found.

3.1. Interaction Pattern

Of the 50 (fifty) review samples collected from the Shopee account @izdihaar_olshop13, 37 (thirty-seven) of them have a pattern of interaction between individuals and groups. The rest, a total of 13 (thirteen reviews) have interaction patterns between groups and groups. The summary of the findings are as seen in Table 1.

3.1.1. Individual and Group

Of the 50 (fifty) review samples collected from the Shopee account @izdihaar_olshop13, 37 (thirty-seven) of them have interaction patterns between individuals and groups. This interaction pattern is characterized by the use of the first-person point of view by the author of the review and so it excludes other parties. There are also reviewers who do not use first person pronouns. Table 2 is a comparison of the number of individual and group interaction patterns that use first person pronouns with those who do not.

There are 16 (sixteen) reviews that use first person pronoun, and 21 (twenty-one) reviews do not use the first-person pronoun. Although not using pronouns, these reviews can be understood as reviews written by someone to represent himself only.

Table 1. Categories of interaction pattern

Categories	Quantity
Individual and Group	37
Group and Group	13

Table 2. Categories of individual and group's interaction pattern

Categories	Quantity
Using first person pronouns (*saya, aku, gue,* etc.)	16
Did not using first person pronouns (*saya, aku, gue,*etc.)	21

Table 3. Categories of group and group's interaction pattern

Categories	Quantity
Representing relatives	10
Representing non-relatives	3

Table 4. Categories of language variation

Categories	Quantity
Casual Variation	22
Consultative Variation	50

3.1.2. Group and Group

Of the 50 (fifty) review samples collected from the Shopee account @izdihaar_olshop13, 13 (thirteen) of them have group-to-group interaction patterns. This interaction pattern is characterized by the reviewer involving other parties in assessing the purchased product. In other words, the reviewer is an intermediary. Of the 13 (thirteen) samples of group interactions with this group, reviewers are divided into two categories: representing relatives and representing non-relatives. It can be seen in Table 3.

There are 10 (ten) reviews representing relatives. This category is marked by mentioning relatives of the reviewers, such as brothers, sisters, spouses, in-laws, and the like. Then, 3 (three) reviews representing non-relatives position the reviewer as a middleman or reseller. This is indicated by the mention of customers who have no kinship.

3.2. Language Variation

Of the 50 (fifty) review samples collected from the Shopee account @izdihaar_olshop13, 22 (twenty-two)of them use casual language as the language variety. In addition,it was found that all samples had a variety of consultative languages. Table 4 is a comparison of reviews with casual language variety and consultative language variety.

Table 5. Categories of casual variation

Categories	Quantity
Using slang	5
Abbreviate writing	22
Using a foreign language	7

Table 6. Categories of consultative variation

Categories	Quantity
Talking about products	50
Talking about service	28
Talking about the delivery process	16

3.2.1. Casual Variation

Of the 50 (fifty) review samples collected from the Shopee account @izdihaar_olshop13, 22 (twenty-two)of them use casual language as the language variety. This interaction pattern is characterized by the use of slang, word abbreviations, and the use of foreign languages. It can be seen in Table 5.

The following is a comparison of the number of reviews with a variety of casual languages that use slang, abbreviations, and use foreign languages.

There are 5 (five) reviews using slang, 22 (twenty-two) reviews using abbreviations, and 7 (seven) reviews using foreign languages. The use of slang makes the reviews sound kind and genuine. Word abbreviations are common in informal situations, including online product reviews. The use of foreign languages in the reviews mostly express the feelings of pleasure and gratitude, for example, the use of "thank you" and "happy".

3.2.2. Consultative Variation

Of the 50 (fifty) sample reviews collected from the Shopee account @izdihaar_olshop13, all of them have a variety of consultative language. This happens because the reviews talk about the product results from this online store. The various consultative languages in these reviews talk about products, services, and the process of shipping the goods. That categories can be seen in Table 6.

There are 28 (twenty-eight) reviews that talk about store services, and 16 (sixteen) reviews that also talk about the delivery process. In addition, all 50 (fifty) samples of this review talk about the product. Therefore, it can be concluded that a product review can talk about the store's products and services, about the product and the delivery process, even all three.

3.3. Language Function

Of the 50 (fifty) review samples collected from the Shopee account @izdihaar_olshop13, 12 (twelve) of them have a referential function. In addition, it was found

Table 7. Categories of language function

Categories	Quantity
Expressive Function	50
Referential Function	12

Table 8. Categories of referential function

Categories	Quantity
Affordable price	12
Reference to certain types of fashion products	8
Trusted shop	7

that all samples have expressive functions. Table 7 is a comparison review with expressive functions and referential functions.

3.3.1. Expressive Function

Of the 50 (fifty) review samples collected from the Shopee account @izdihaar_olshop13, all of them have expressive functions. This is because in general, someone gives a review to express his feelings when he receives a product he buys. The expressive function in these reviews

can be divided into expression expressing happiness and expressions expressing criticism and suggestions. It shows in Table 7.

There are 40 (forty) reviews expressing pleasure and satisfaction, and 21 (twenty-one) reviews providing criticism and suggestions. In this regard, there are several reviews that express both.

3.3.2. Referential Function

Of the 50 (fifty) review samples collected from the Shopee account @izdihaar_olshop13, 12 (thirty-seven) of them have a referential function. This referential function is used because reviewers recommend this store to readers of the reviews they write. The categories can be seen in Table 8.

There are 8 (eight) reviews that recommend the products that are reviewed as a reference to certain typesof fashion products. There are 7 (seven) reviews recommending a store as a trusted shop, and all reviews containing this referential function recommend the store as a store that has affordable product price.

4. CONCLUSION

The study has reported the results of the analysis on the interaction patterns, language variations, and language functions used in the product reviews on the Shopee platform. A total of 50 (fifty) review samples were collected, then analysed by grouping thembased on interaction patterns, language variations or registers, and language functions. Th study concludes that there are

several linguistic phenomena in giving a product review. The linguistic phenomena found from the product reviews of the @izdihaar_olshop13 store are interaction patterns, language variety, and language functions.

There are two patterns of interaction in giving reviews at the @izdihaar_olshop13 store, namely the interaction pattern between individuals and groups, and the interaction patterns between groups and groups. There are two kinds of language in giving reviews at the @izdihaar_olshop13 store, namely casual language variety with consultative language variety. There are two language functions in giving reviews at the @izdihaar_olshop13 store, namely expressive functions and referential functions.

The linguistic phenomenon in giving this review is categorized into a successful Word of Mouth strategy of promoting products (Sari, 2012). This isbecause in the end, consumers talk about this store and recommend it to reviewers. That's why, this online shop @izdihaar_olshop13 is selling well in the Shopee market, competing with Star Seller shops.

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