



# Language Attitudes of Online Shop Sellers in Live Shopping Services and Their Influence on Purchase Intention

## A Sociolinguistic Study

Afi Fadlilah\*, Irwan Hermawan, Windy Fitra Hardianti

*Faculty of Language and Literature Education, Universitas Pendidikan Indonesia, Bandung, Indonesia*

*\*Corresponding author. Email: [afifadlilah@upi.edu](mailto:afifadlilah@upi.edu)*

### ABSTRACT

This study aims to examine the effect of online shop seller services on buyers' purchases of live shopping products from a sociolinguistic perspective. This study used a qualitative method with data collection techniques involving observation on the @uptofemalefashion platform. The results of this study indicate that the language used by online sellers can influence buyers' decisions to purchase products when doing live shopping. Using polite, clear, and friendly language can help buyers understand the products offered and build good relationships between sellers and buyers. In addition, the availability of product information and the seller's quick response to questions and on-time delivery also affect the message to buyers when purchasing products online. This research shows that language and communication play an important role in influencing buyers' decisions to buy products. The results of this study are expected to contribute to the development of online shop sales services and broad sociolinguistic studies.

**Keywords:** *Language attitude, language function, live shopping, sociolinguistics.*

## 1. INTRODUCTION

The use of language from each individual community can be different due to several influences, one of which is the influence of the social environment. In general, a speaker is not only fixated on one variety. Speakers adjust the variety of language that will be used based on social and situational factors that affect the use of the language. Social and situational factors that can affect language consist of 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 (Arsyandi, Muhid, & Rahmawati 2022); Fishman in Aslinda & Syafyahya, 2014). The existence of these social and situational factors causes the presence of language variations.

Attitudes are mental phenomenon which cannot be examined and cannot be observed directly, but they are manifested in people's action or reaction. People's attitude towards language can be seen from how they think about the language, how they use the language, with whom, where and how often they use that language. When people talk to another by using language, we can interpret their attitude (Baker, 1992). Attitude is considered as mentality phenomenon which cannot be examines and observed directly but it is manifested in the form of action. But the attitudes towards language can be observed from their way in talk, communicate, and how they use the language itself.

Language is one of the characteristics of humans that distinguishes them from other creatures. Apart from that, language has a social function, both as a means of communication and as a way of identifying social groups. The view of De Saussure (1916) which stated that language is a social institution, which is the same as other social institutions, such as marriage, inheritance of inheritance, and so on, has signaled the importance of paying attention to the social dimensions of language. However, awareness of the close relationship between language and society only emerged in the middle of this century (Hudson, 1996). Linguists are starting to realize that studying language without relating it to society will leave out several important and interesting aspects, perhaps even narrowing the view of the linguistic

discipline itself. Sociolinguistics is a science that studies language with a social dimension. If we study language without referring to the society that uses it, it is the same as eliminating the possibility of finding a social explanation for the structures used. From a sociolinguistic perspective, the phenomenon of language attitudes in multilingual societies is an interesting phenomenon to study, because language attitudes can determine the survival of a language.

Language attitude is a mental position or feeling towards one's own language or someone else's language (Kridalaksana, 2001). In Indonesian, the word attitude can refer to body shape, upright standing position, behavior or movements, and actions or actions carried out based on views (stances, beliefs, or opinions) as a reaction to the existence of a thing or event.

Attitude is a psychological phenomenon, which is usually manifested in the form of actions or behavior. Attitudes cannot be observed directly. Observing attitudes can be seen through behavior, but various research results show that what is visible in behavior does not always indicate attitude. Vice versa, a person's attitude is not always reflected in his behavior.

The circumstances and processes of forming language attitudes are not far from the circumstances and processes of forming attitudes in general. As is the case with attitudes, language attitudes are also psychological events so they cannot be observed directly. Language attitudes can be observed through language behavior or speech behavior. However, in this case the provision also applies that not every speech behavior reflects language attitudes. Vice versa, language attitudes are not always reflected in speech behavior. By distinguishing between language (*langue*) and speech (*parole*) (De Saussure, 1916), the indirect relationship between language attitudes and speech behavior becomes even clearer. Language attitudes tend to refer to language as a system (*langue*), while speech behavior tends to refer to concrete use of language (*parole*).

Triandis (via Chaer & Agustina, 2010) believes that attitude is readiness to react to a situation or event faced. This readiness can refer to "behavioral attitudes". According to Allport (via Chaer & Agustina, 2010), attitude is mental and nervous readiness, which is formed through experience which gives direction or dynamic influence on a person's reaction to all objects and circumstances involving that attitude. Meanwhile, Lambert (1967) stated that attitude consists of three components, namely the cognitive component, the affective component, and the conative component. The explanation of these three components is as follows: the cognitive component is related to knowledge about the natural environment and ideas which are usually categories used in the thinking process, the affective component concerns the matter of good judgment, like or dislike, of something or a situation, so the person is said to have a positive attitude. If the opposite is true, it is said to have a negative attitude, and the conative component concerns behavior or actions as a "final decision" in reactive readiness for a situation.

Through these three components, people usually try to predict a person's attitude towards a situation they are facing. These three components of attitude (cognitive, affective, and conative) are generally closely related. However, often the "pleasant" or "unpleasant" experiences a person gets in society cause the relationship between the three components to be inconsistent. If the three components are in line, then it can be predicted that the behavior will show an attitude. But if it is not in line, then in that case behavior cannot be used to determine attitudes. Many experts say that behavior does not necessarily indicate attitude.

Language variations or language barrels are forms of parts or variants in a language, each of which has a general pattern in the parent language (Puupponen, Kanto, Wainio, & Jantunen, 2022; Suwito, in Aslinda & Syafyaha, 2014). Language variation exists to fulfill 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 that can occur due to several factors: in terms of speakers, in terms of usage, in terms of formality, and in terms of facilities (Kippin et al., 2018; Chaer & Agustina, 2010). Language variations or language barrels are included in the scope of sociolinguistic studies.

Currently, an online shop is not something foreign to the people of Indonesia, an online shop is a process of buying and selling goods or services via the Internet where the seller and buyer do not need to meet directly or make physical contact. Goods or traded goods are sold through image displays on a platform. Online buying and selling services have 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 is Shopee, an online buying and selling platform widely known since its release in 2015 because people often use it. Users of this online shop application come from various circles, so the language used can vary. The differences in language variations here are not only seen from the content of the conversation, but also in the fields of morphology, syntax, and vocabulary (Matrane, Benabbou, & Sael, 2023).

The speech act strategies used by traders to offer their merchandise differ from one another. This is done to attract the attention of buyers and entice them to purchase the goods being offered. One of the speech act strategies traders

use to attract buyers' interest is implementing a positive language attitude. Language attitude is the mental position or feeling towards one's own language or another language (Kridalaksana, 2001). Garvin and Mathiot (cited in Chaer and Agustina, 2010) formulated three characteristics of language attitudes: loyalty, pride, and awareness of the norm. These three characteristics together form a positive language attitude. A positive attitude is an enthusiastic stance towards the use of one's language (the language used by their group or the speech community they belong to).

Attitude is a psychological phenomenon that usually manifests itself in form of action or behavior (Chaer & Agustina, 2010). Triandis (in Chaer & Agustina, 2010) reveals something similar: attitude is the readiness to react to a situation or event. This statement is supported by Allport (in Chaer & Agustina, 2010), who said that attitude is mental and nervous readiness formed through experiences that provide direction or influence dynamic to a person's reaction to all objects and circumstances about that attitude. Attitude is considered as an internal state a person's self that arises because of the stimulus and bridges the response someone (Williams, in Chaer & Agustina, 2010). such attitude prepares a person to react to a stimulus in a certain way certain. Readiness refers to a tendency to potential to react in a certain way when the individual is confronted to a stimulus that requires a response (Thuy Nguyen & Habók, 2022).

According to Anderson (in Chaer & Agustina, 2010), language attitude is a relatively long-term system of beliefs or cognitions about language, regarding the object of language, which gives a tendency to someone to react in a certain way that he likes. Attitude is divided into two types, namely (1) linguistic attitudes and (2) non-linguistic attitudes, such as political attitudes, social attitudes, aesthetic attitudes, and religious attitudes. However, it should be noted that the attitude can be positive if considered good or liked and negative if judged not good or not preferred then the attitude towards language is also like that. So, that kind of attitude

Language is classified into two kinds, namely positive and negative attitudes. A positive attitude towards a particular language will heighten success in learning that language (Tang et al., 2023). Karsana (2009) reveals that a positive attitude is: if someone uses the language more as a communication tool in various situations and conditions of conversation, have a relatively high level of mastery of the language, not many other dialects which will undermine the existence of that language in himself and also fight for the language from things that are harm. Garvin and Mathiot (in Chaer & Agustina, 2010) put forward three characteristics of language attitudes (positive attitude), among others, namely; (1) language loyalty (language loyalty) that drives a society, a language defends its language, and if necessary prevents other languages, (2) language pride that drives people develop their language and use it as a symbol of identity and community units; (3) awareness of language norms (awareness of the norms) that encourage people to use their language carefully and manners, and is a factor that greatly influences the actions, namely activities using language (language use).

This study focuses on language attitudes, loyalty, pride, and awareness of the norm in live shopping. This encourages researchers to research language barrels through sociolinguistic studies in live shopping from the Shopee platform as a form of traders' strategies.

## 2. METHOD

This study uses a sociolinguistic theoretical approach. Fishman, a sociolinguistic expert (in Chaer & Agustina, 2010), suggests that sociolinguistic studies are qualitative in nature. According to Fishman, sociolinguistics is more concerned with the details of actual language use. Therefore, the researcher chose a qualitative method to discuss the problems in this study.

The data of this study consisted of primary data and secondary data. The primary data of this research is language data in the form of live shopping from Shopee online shop @uptofemalefashion. While the secondary data sources in this study were various books and journal articles related to the research theme. Researchers conduct literature studies by looking for references related to research topics from offline sources in the form of books and online in the form of journal articles, theses, theses, dissertations, and other references that can be downloaded. The selection of this online store to be researched because @uptofemalefashion is not registered as a Shopee Star Seller, where this star seller status is intended for shops that meet all the criteria for the best performance and service that are selected exclusively by Shopee in recognition of the sales and service of the Buyer who very good. Despite being not a star seller shop, @uptofemalefashion has a high sales rating with many reviews, so it can compete with star seller shops.

This research was conducted through the Shopee account @uptofemalefashion as a collection of objects to be studied and constituted the population. According to Arikunto (2006), the population is the entire research subject. The population in this study is the language variation in their live shopping sessions. The sampling in this study used purposive sampling (purposed sample), namely selecting one of their live shopping videos that were considered appropriate to the studies and theories used.

The method of providing data in this study is observing their live shopping. The technique involved a recording technique. The researcher used a recording device, namely a smartphone (smartphone), which can also be used to capture screens.

### 3. FINDINGS AND DISCUSSION

#### 3.1. Language Loyalty

Language loyalty is a loyal attitude towards a particular language in various ways. Loyalty can be seen in someone's behavior using language directly, for example, the users always use their language on various occasions, various media, correct another speaker's error. One of the proofs of language loyalty can be seen from the consistent use of language in accordance with the business or consultative context. Here are the samples.

*"Ayo kita mulai, yok. 15 menit sebelum puncak diskon 50% kita sale-sale-an dulu. Mau?"* (C'mon, let's get started! 15 minutes before the peak of the 50% discount, we have a sale first. Want it?)

*"Selanjutnya gamis ini, bunda. LD 110, kita kasih harga 80, bunda. Cluenya daisy, bunda. Soalnya ada motif daisy di sini, bunda"* (Next sale is this Moslem dress, moms. LD 110, we will give you a price of 80, moms. The clue (code of order) is daisy, moms. It is because there is a daisy motif here, moms!)

From Table 1, sellers consistently use consultative language. This can be shown by using words such as *kasih harga*, *sale-sale-an*, and *bunda* as greetings, which traders have commonly used because most of those who buy are mothers.

**Table 1.** Words collections from live shopping

No	Word	Means	Origin	Context
1	<i>ayo mulai</i>	let's get started	Indonesian	the seller starts their live shopping
2	<i>sale-sale-an</i>	sale	English-Indonesian (-an is Indonesian suffix)	the seller invites the audience to shop by buying the clothes being sold
3	<i>bunda</i>	moms other	Indonesian	the seller uses " <i>bunda</i> " because the majority of the audience is female
4	<i>LD (lingkar dada)</i>	chest size	Indonesian	LD is an abbreviation for chest size
5	<i>kasih harga</i>	price	Indonesian	the seller uses the phrase "charge" to indicate that the clothing costs less than the original price
6	<i>clue</i>	clue	English	sellers use certain words as clues or item codes to make it easier to collect purchase data

*sources: primary data*

#### 3.2. Language Pride

Language pride is a belief in language, which is ingrained in a person to make the language as self-identity. Language pride is manifested through one's speech and behavior. From the aspect of speech, someone who has a sense of pride in language, will speak by using the language he likes, while from the attitude aspect, someone who has a sense of pride in language, will behave positive attitude towards language, namely by assuming the language is important, even believes that his language can exist in the era of globalization. Language pride encourages a person or community that supports that language to make a language a marker of their ethnic identity, and while at the same time distinguishing it from other ethnic groups (Palese, LaMance, & Tardy, 2023; Sumarsono, 2002).

This evidence of language pride can be seen from the sellers themselves who develop their language by using unique clues for the clothes they are selling (see Table 2). For example, there are clues like *gemoy*, *anggun*, *manis*, *daisy*, and so on. Additionally, sellers use spontaneous words when they run out of ideas. Like giving a clue of "*terong*" even if the clothing is not shaped or colored like an eggplant or using "*udahan*" as a clue for clothing being sold at the final minute.

**Table 2.** Clues collections from live shopping

No	Word	Means	Origin	Context
1	<i>gemoy</i>	adorable	Indonesian	used to describe clothing with adorable designs
2	<i>anggun</i>	elegant	Indonesian	used to describe clothing with an elegant design
3	<i>manis</i>	sweet	Indonesian	used to describe clothing with a sweet design
4	<i>daisy</i>	daisy flower	Indonesian	used to describe clothing that has a daisy flower motif
5	<i>terong</i>	eggplant	Indonesian	this language code was spontaneously used by the seller because they ran out of ideas for naming his clothes
6	<i>udahan</i>	enough	Indonesian	this language code is spontaneously used by the seller for the last clothes being sold

sources: primary data

### 3.3. Awareness of the Norm

Awareness of language norms is a position/state of a person to comply with a rule. This awareness drives a person to use language according to the rules or standard grammar applies in that language. In the process of learning Indonesian, awareness of language norms seen from how students use it language according to the context of the situation with whom and in the situation. Awareness of norms encourages people who use language to use the language properly, correctly, politely, and properly (Sumarsono, 2002).

The proof of this awareness is demonstrated in the use of greetings, prioritizing courtesy, answering questions politely, and apologizing if unable to fulfill a buyer's request.

“Assalamualaikum.” (diucapkan berulang) (Greetings (repeatedly))

“Besok malem live gak, Teh? Insya Allah, bunda. Mudah-mudahan Allah kasih umur, kasih rezeki.” (“Will it be live tomorrow night, Sis? Insya Allah if God willing, moms. Hopefully Allah will give us long live, give us blessing.”)

“Maaf, bunda. Yang clue gemoy sudah habis bunda. Mau yang clue cimit saja gak, bunda? Motifnya mirip kok bunda” (“Sorry, moms. The gemoy clues are sold out, moms. Do you want the cimit one, moms? The pattern is similar too, moms.”)

This is the evidence of the norms awareness that can be seen from the use of the greeting *Assalamualaikum*, giving promises with *Insya Allah*, words to apologize such as *maaf*, to offering politely through the words *mau yang... tidak?* This proves that even in the realm of buying and selling, sellers do not forget the etiquette of speaking politely (see Table 3).

**Table 3.** Words collections from live shopping

No	Word	Means	Origin	Context
1	<i>Assalamualaikum</i>	greeting in Islam	Arabian	the seller says hello to give the impression that they are a friendly and polite seller
2	<i>Insya Allah</i>	if God willing	Arabian	the salesperson utters the phrase to assure the audience that they will work towards their request
3	<i>maaf</i>	sorry	Indonesian	the seller utters the word to politely apologize for not being able to fulfill the viewer's request
4	<i>mau yang... tidak?</i>	do you want that... no?	Indonesian	the seller says the phrase to offer an alternative option so that the audience remains interested in buying the item

sources: primary data

## 4. CONCLUSION

The results of this study indicate that the language used by online shop @uptofemalefashion can influence buyers' decisions to purchase products when doing live shopping. When fulfilled, the three characteristics of language attitudes result in a positive attitude, which is evident from the use of polite, clear, and friendly language. It can help buyers understand the products offered and build good relationships between sellers and buyers. In addition, other factors beyond language, such as the availability of product information, the seller's quick response to questions, and on-time delivery also affect the message to buyers when purchasing products online. This research shows that language and communication play an important role in influencing buyers' decisions to buy products.

The linguistic phenomenon in giving this review is included in a successful language attitude. This is because in the end, consumers talk about this store and recommend it to reviewers. That's why, this online shop @uptofemalefashion is selling well in the Shopee market, competing with other Star Seller shops.

## REFERENCES

- Arikunto, S. (2006). *Prosedur Penelitian Suatu Pendekatan Praktek* [Research Procedures: A Practical Approach]. Rineka Cipta.
- Arsyandi, K. A. G., Muhid, A., & Rahmawati, L. (2022). The Relationship of Language Variation with Social Groups and Language Use in Perumnas Tanjung Karang Permai. *JISHUM: Jurnal Ilmu Sosial dan Humaniora*, 1(1), 59-72. <https://journal.ikmedia.id/index.php/jishum/article/view/14>
- Aslinda, & Syafyaha, L. (2014). *Pengantar Sociolinguistik* [Introduction to Sociolinguistics]. Refika Aditama.
- Baker, C. (1992). *Attitudes and language* (Vol. 83). Multilingual Matters.
- Chaer, A., & Agustina, L. (2010). *Sociolinguistik Perkenalan Awal* [Sociolinguistics: An Initial Introduction]. Rineka Cipta.
- De Saussure, F. (1916). Nature of the linguistic sign. *Course in general linguistics*, 1, 65-70.
- Hudson, R. A. (1996). *Sociolinguistics*. Cambridge university press.
- Karsana, D. (2009). *Kesetiaan berbahasa etnik Sunda di Daerah Istimewa Yogyakarta* [Ethnic Sundanese Language Loyalty in the Special Region of Yogyakarta]. Universitas Gadjah Mada.
- Kippin, N. R., Leitão, S., Watkins, R., Finlay-Jones, A., Condon, C., Marriott, R., Mutch, R. C., & Bower, C. (2018). Language diversity, language disorder, and fetal alcohol spectrum disorder among youth sentenced to detention in Western Australia. *International Journal of Law and Psychiatry*, 61(September), 40–49. <https://doi.org/10.1016/j.ijlp.2018.09.004>
- Kridalaksana, H. (2001). *Kamus Linguistik* [Linguistic Dictionary]. Jakarta: PT. Gramedia Pustaka Utama.
- Lambert, W. E. (1967). A social psychology of bilingualism. *Journal of Social Issues*, 23(2), 91-109.
- Matrane, Y., Benabbou, F., & Sael, N. (2023). A systematic literature review of Arabic dialect sentiment analysis. *Journal of King Saud University - Computer and Information Sciences*, 35(6), 101570. <https://doi.org/10.1016/j.jksuci.2023.101570>
- Palese, E., LaMance, R., & Tardy, C. M. (2023). Internationally mobile students' language views in an Inner Circle English writing course. *System*, 112(August 2022), 102950. <https://doi.org/10.1016/j.system.2022.102950>
- Puupponen, A., Kanto, L., Wainio, T., & Jantunen, T. (2022). Variation in the use of constructed action according to discourse type and age in Finnish Sign Language. *Language and Communication*, 83, 16–35. <https://doi.org/10.1016/j.langcom.2021.11.006>
- Sari, R. D. K. (2012). Analisis pengaruh kualitas produk, persepsi harga, dan word of mouth communication terhadap keputusan pembelian mebelian pada CV. Mega Jaya Mebel Semarang [Analysis of the Influence of Product Quality, Price Perception, and Word of Mouth Communication on Purchase Decisions at CV. Mega Jaya Furniture, Semarang] (Doctoral dissertation, Fakultas Ekonomika dan Bisnis, Universitas Diponegoro).
- Sumarsono. (2002). *Sociolinguistik* [Sociolinguistic]. Yogyakarta: Pustaka Pelajar.

- Suwito. (1983). *Pengantar Awal Sociolinguistik Teori dan Problema* [Early Introduction to Sociolinguistics: Theory and Issues]. Surakarta: Henari Offset Solo.
- Tang, H., Zhang, Y., Cao, B., Liang, Y., Na, R., Yang, Z., Lang, H., & Shang, L. (2023). Knowledge, attitudes and behaviors toward healthy eating among Chinese cancer patients treated with chemotherapy: A systematic review. *Asia-Pacific Journal of Oncology Nursing*, 10(1), 100163. <https://doi.org/10.1016/j.apjon.2022.100163>
- Thuy Nguyen, L. A., & Habók, A. (2022). Adaptation and validation of a computer-assisted language learning attitude questionnaire in a Vietnamese EFL context: A comparison between online and paper modes of administration. *Heliyon*, 8(6). <https://doi.org/10.1016/j.heliyon.2022.e09743>

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

