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Persuasive Speech Act Strategies of Online Fashion Sellers in Live E-Commerce: A Cyberpragmatics Approach

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Abstract—Through cyberpragmatics outlook, this study explores the persuasive speech act techniques utilized by online fashion vendors during live e-commerce sessions. The study investigates how sellers utilize persuasive strategies in digital communication to influence consumer behavior and increase revenue. A mixed-methods approach is employed so that the research combines qualitative content analysis of live selling sessions with quantitative measures of engagement and conversion rates. Important discoveries show that sellers frequently use a combination of assertive, expressive, directive, commissive, and phatic speech acts, which are adapted to the dynamic and interactive nature of real-time e-commerce platforms. The implications for both sellers and digital marketing strategists underscore the importance of adaptive communication techniques in enhancing consumer engagement and optimizing sales outcomes. Furthermore, the persuasive strategies emphasize the importance of using visual aids, real-time client engagement, and personalized marketing tactics. This research contributes to the understanding of digital persuasion in e-commerce and offers insights into the evolving landscape of online retail communication.

Index Terms—persuasive, speech act, cyberpragmatics, online seller, live e-commerce

I. INTRODUCTION

The rapid development of digital communication contributed a massive influence on how people communicate, do shopping, and start a business. The digital marketplace allows consumers to access the online store with a simple click and a fast scroll. Among the most dynamic changes in this landscape is the rise of live e-commerce, particularly within the fashion industry. In live e-commerce, online sellers leverage real-time interactions to engage with potential buyers, blending traditional salesmanship with modern technology to create a compelling shopping experience. E-commerce has undergone significant evolution since its inception. Early online shopping was primarily a static platform, with consumers browsing through product listings and purchasing based on descriptions and images. However, the limitations of this model soon became apparent, especially in sectors like fashion, where tactile and visual elements are crucial to the purchasing decision. When live e-commerce exists, consumers experience a dynamic and interactive online platform that combines the immediacy of in-store shopping with the convenience of online transactions. Online shopping platforms, then, had to offer a live e-commerce program as a result of the requirement to view the product in real time in order to replace direct sightseeing. Live e-commerce platforms facilitate sellers to broadcast live video streams showcasing their products. Viewers can ask questions in real-time, receive immediate feedback, and even see products demonstrated on models or hosts. This immersive experience gives sellers a powerful tool to persuade and convert potential buyers. The real-time interaction creates a sense of urgency and excitement, often leading to impulse purchases.

A significant aspect of successful live e-commerce is the ability of sellers to effectively persuade their consumers. Persuasive speech acts are verbal actions that aim to influence the attitudes or behaviors of others. In the context of live e-commerce, these speech acts can take various forms, such as providing information, making recommendations, offering discounts, and building rapport with the audience. In other words, persuasive speech acts motivate others to do

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some actions or perform particular behaviors. Motivational speech acts are not only linguistic actions, but they are also cognitive tools that can be a trigger to motivate the addressee (Al-Shboul et al., 2024).

In this research, persuasive speech act strategies utilized by online sellers in live e-commerce are analyzed based on the cyberpragmatics theory which is the study of language use in digital communication contexts. Understanding these strategies through the lens of cyberpragmatics raises a deeper appreciation of how traditional persuasive techniques are adapted for the online environment with particular modified strategies. Cyberpragmatics focuses on the importance of context, interactivity, and the multimodal nature of online communication, all of which are crucial in live e-commerce settings. This article discusses the persuasive speech act strategies employed by fashion online sellers in live e-commerce, using the framework of cyber-pragmatics to understand their impact and effectiveness toward potential buyers.

The previous research that analyzed the significance of speech acts in online shopping transactions confirmed that speech acts in internet conversations and behaviors can contribute to ideal and effective communication among participants in online shopping (Han & He, 2012). In light of this statement, this study aimed to explore more about the persuasive speech acts used in live shows in e-commerce. Another study proves that an in-depth analysis of discursive strategies in e-commerce shows that e-commerce live streaming, as a new form of online shopping, uses more interactive and personalized persuasive discourse than traditional shopping (Huang et al., 2020). These findings call for a closer examination of online sellers' persuasive speech act strategies that intensify the persuasive force in live e-commerce.

Previous research on speech acts in internet tourism advertisements identified the illocutionary acts present as assertive, commissive, and directive speech acts, characterized by pragmatic elements such as information, news, statements, suggestions, offers, and invitations (Dewi et al., 2024). Another study on social media speech acts found that directive, expressive, and assertive acts are commonly used in abusive comments or hate speech (Mubarak et al., 2024). This study, however, focuses on different aspects of speech acts used in online business.

II. THEORETICAL FRAMEWORK

A. Cyberpragmatics

Cyberpragmatics is the appropriate theoretical framework for data analysis since the study involves virtual texts. The study of cyberpragmatics focuses on the pragmatic analysis of internet-mediated communication (Yus, 2011). This field specifically examines the sender's intentions and the addressee's interpretative quality in an online interaction context (Locher, 2013; Yus, 2011). Cyberpragmatics explores how individuals create meaning in cyber media, ranging from context-rich environments like video conferencing and internet-enabled phone calls to context-limited text-based media like traditional chat rooms, email, and instant messaging. Cyberpragmatics shifts the basis and concern of sociolinguistic studies from the social community to the virtual community (Yus, 2016). The study aims to analyze text-based media data taken from the online interactions of fashion sellers and their customers in a live e-commerce context within this theoretical framework.

Analyzing conversational data within the cyberpragmatics framework requires consideration of external elements such as smileys, emojis, emoticons, avatars, GIFs, and stickers (Widiana, 2022). These typographical tokens help netizens fulfill the need for physical contact during online interactions. Virtual communication's unique characteristics are tied to specific contexts, which are crucial for speakers to interpret meaning in conversations (Bauler, 2019). However, shifting elements and context functions can alter speech intentions' meaning in cyberpragmatics (Rahardi et al., 2024). This study uses the cyberpragmatic context and its external elements to explain online sellers' persuasive speech act strategies in live e-commerce interaction.

The analytical procedure in this study adapts relevance theory within the cyberpragmatics framework (Sperber & Wilson, 1995; Yus, 2011). Relevance theory examines how online utterances are produced by senders and interpreted by addressees through the context and its external elements. The process is illustrated in Figure 1.

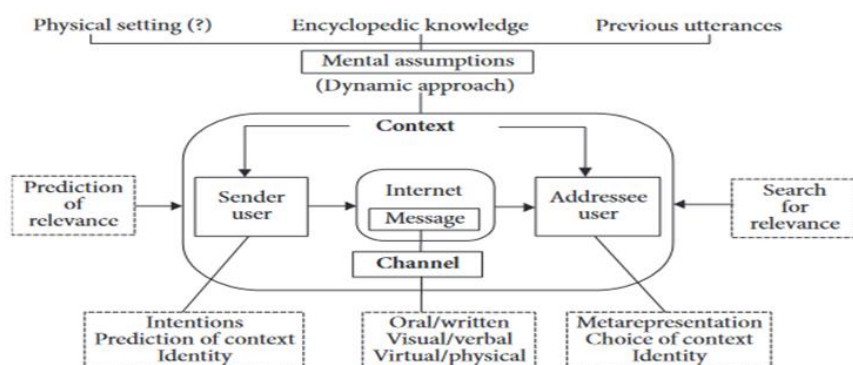


Figure 1. Relevance Theory in Cyberpragmatics Framework (Yus, 2011)

B. Speech Act

One of the main discussions in pragmatics is the concept of speech acts. Our utterances are typically interpreted as speech acts, including assertions, conjectures, testimonies, orders, requests, pleas, threats, offers, and promises (Kissine, 2013). Essentially, speech acts denote the actions performed through spoken or written utterances. Thus, speech act theory focuses on the actions executed by the speaker and/or the listener during a conversation.

Speech acts comprise utterances that function analogously to actions (Aitchison, 2000). The speaker aims to elicit specific effects through their words, effects that could otherwise be achieved through alternative actions. Consequently, a speech act is both an utterance and an action. Producing speech acts involves communicative actions executed via spoken or written language. Effective communication occurs when the listener understands or responds as the speaker intends, since speech acts encompass not only utterances but also interactions and practical language use.

Kreidler (1998) categorizes speech acts into assertive, performative, verdictive, expressive, directive, commissive, and phatic types based on the speaker's general purpose. Assertive speech acts are speech acts that express a belief or a claim about something while performative speech acts are a speech act that brings about the state of affairs. A verdictive speech act is a speech act in which the speaker makes an assessment or judgment about the acts of another, usually the addressee. Directive speech acts are those in which the speaker tries to get the addressee to perform some act or refrain from performing an act. On the contrary, commissive speech acts are speech acts that commit a speaker to a course of action. Next, a phatic speech act is to establish rapport between members of the same society.

This study examines the types of speech acts used in online interactions within live e-commerce settings. The functions of speech acts vary depending on the context and cultural norms. For instance, in Javanese face-to-face communication, phatic speech acts serve functions such as initiating conversation, strengthening camaraderie, pleasing others, expressing happiness, and offering consolation (Rahardi, 2022; Widiana et al., 2020). In line with these findings, one of the functions of humor in Javanese is creating enthusiasm to intensify camaraderie (Rahardi et al., 2024). It is plausible that speech acts in live e-commerce possess specific functions related to persuasive strategies, warranting further investigation to enrich cyberpragmatic theory.

This research falls under the broader field of pragmatics and the more specialized area of cyberpragmatics. Analyzing the research data necessitates consideration of context. In cyberpragmatics, contextual elements are crucial as participants' social relations transition from direct to indirect interactions due to changes in communication media. Current classifications of cyberpragmatic contexts include social, societal, cultural, and situational contexts (Rahardi, 2023). External virtual elements, such as typographical tokens in social media communication, significantly influence pragmatic meaning (Widiana, 2023; Widiana & Prajoko, 2021; Yus, 2011). Therefore, emojis in live e-commerce communication may be essential in determining the meaning of interactions.

C. Politeness Maxims

The concept of virtual politeness is a significant aspect of the cyberpragmatics approach, as politeness maxims play a crucial role in online communication. Adhering to these maxims in communication can foster social bonds within a speech community. The effectiveness of persuasive speech acts in demonstrating politeness within the cyberpragmatics context is a compelling area for investigation, given the lack of established guidelines for their use. Politeness maxims, in particular, serve as strategies to please others.

Politeness maxims differ across cultures. Brown and Levinson (1987) made a significant contribution to politeness studies by introducing the theory of negative and positive politeness. While this theory shares similarities with Javanese politeness maxims, it does not encompass all aspects of politeness in Javanese culture. Javanese politeness strategies are closely tied to traditional concepts such as *Kurmat* (respect), *Tepa Selira* (tolerance), *Andhap Asor* (humility), and *Empan Papan* (self-awareness) (Gunarwan, 2007; Widiana et al., 2018). The *Kurmat* maxim requires speakers to show great respect to their addressees, choosing appropriate speech levels and terms of address according to the listener's social status. The *Tepa Selira* maxim expects speakers to empathize with their addressees, understanding their feelings in given circumstances. The *Andhap Asor* maxim encourages modesty and discourages showing off. The *Empan Papan* maxim requires speakers to be mindful of the environment and the social status or position of the addressee to behave appropriately. Additionally, Poedjosoedarmo (2017) proposed the important Javanese maxim of *Semanak* (friendliness), which expects individuals to be friendly and treat their interlocutors as relatives, fostering close relationships and harmony in communication, irrespective of status and power.

Politeness maxims serve as an unwritten guide for Javanese people to avoid conflict. In the context of Brown and Levinson's theory, the *Kurmat* and *Tepa Selira* maxims align with the concept of negative politeness, where the speaker is considerate of the listener's feelings. The *Kurmat* maxim necessitates respect for the listener, while the *Tepa Selira* maxim requires the speaker to empathize with the listener. However, Brown and Levinson's theory does not explain the alternate use of Javanese speech levels in terms of politeness. Brown and Levinson's positive politeness, which focuses on the listener's situation, appears to correspond with the *Andhap Asor* and *Empan Papan* maxims. The *Andhap Asor* maxim expects speakers to praise the listener more than themselves, while the *Empan Papan* maxim prompts speakers to consider the listener's social status to choose an appropriate mode of expression and speech level. This aspect of Javanese politeness, involving the selection of appropriate speech levels and expressions, is not covered by Brown and Levinson's positive politeness theory. The Javanese politeness maxims should guide the pragmatic persuasive strategies

used by female fashion online sellers in live e-commerce. The research's methodology and techniques are thoroughly described in the section that follows.

III. METHODOLOGY

The study is structured within the framework of cyberpragmatics, as the data were sourced from internet-mediated interactions. Specifically, the data were collected from live e-commerce sessions on Shopee Indonesia, focusing on women's fashion in Shopee Live. An observational method was employed for data collection (Sudaryanto, 2016). The study gathered 117 conversations featuring persuasive speech acts from 5 Shopee Live sessions hosted by three different online shops. Each live session lasted approximately two hours. The conversations were recorded and transcribed for textual analysis. The final step involved classifying the persuasive speech acts and politeness strategies attached to them. In examining the persuasive speech acts in e-commerce live sessions, the four elements of the cyberpragmatics context—participants, setting, ends, and instrumentalities—are considered to identify the functional strategies of the speech acts used by online fashion sellers (Rahardi, 2023). The transition from conventional to virtual social contexts impacts the quality of communication in online business transactions.

The analysis and discussion of the data were guided by the relevant theory (Sperber & Wilson, 1995) adapted in cyberpragmatics (Yus, 2011), taking into account the cyberpragmatic context. The contextual elements of cyberpragmatics are essential for analysis, as the shift from direct to indirect communication media alters social relationships among participants. The current classification of cyberpragmatic contexts includes social, societal, cultural, and situational contexts (Rahardi, 2023). External virtual elements, such as gestures, facial expressions, and body language observed during live e-commerce sessions, are considered crucial in determining pragmatic meaning.

IV. RESULT AND DISCUSSION

The types of persuasive speech acts used by online sellers in Shopee Lives are phatic speech acts, expressive speech acts, assertive speech acts, commissive speech acts, and directive speech acts. Each type represents a specific strategy to perform persuasion. Table 1 illustrates the types and functions of speech acts in Shopee Lives.

TABLE 1
PERSUASIVE SPEECH ACT STRATEGIES

| Types | Strategies | Σ |
|---------------------|--------------------------------|-----|
| Phatic, Expressives | Engaging the audience | 22 |
| Assertives | Demonstrating product | 34 |
| Commissives | Offering Incentives | 10 |
| Directives | Creating Urgency and Scarcity | 21 |
| Assertives | Building Trust and Credibility | 30 |
| TOTAL | | 117 |

Fashion online sellers employ a range of persuasive speech act strategies to capture and maintain the attention of their customers. These strategies are carefully crafted to address the unique challenges and opportunities presented by the live e-commerce format. A detailed explanation of each strategy is provided in the next part.

A. Engaging the Audience

Interaction is a crucial element of live e-commerce so that successful sellers actively engage with their audience through specific strategies by using persuasive speech acts. The phatic speech act is one of the types mostly used to engage with the audience. The following interaction shows how greetings which are included in phatic speech acts are employed to commence the live show.

(The participants in the conversation are the female fashion online seller and her customers. She opens the live e-commerce with greetings.)

- S2: *Assalamu'alaykum. Selamat pagi. Yuk kita mulai aja ya Bunda karena yang nonton sudah seratusan lebih.*
'Assalamu'alaykum. Let's begin the show, Ladies because the viewers had already been more than a hundred.'
- C1: *Atasan Bun.*
'Top, please.'
- C2: *Setcel Crinkle.*
'Crinkle Top and pants set.'

The seller initiated the live broadcast with the Islamic salutation in Arabic, *Assalamu'alaykum*. This distinct greeting is used due to the seller's identity as a Muslim woman, which is evident from her traditional Islamic attire, including the hijab. The greeting functions as a signal indicating the commencement of the show, eliminating the need for a response

from the audience. This approach successfully attracted viewers, prompting them to actively comment on the products being showcased, with remarks such as *Atasan Bun* 'Top, please' and *Setcel Crinkle* 'Crinkle top and pants set'.

Expressive speech acts are commonly employed to interact with the audience. The following excerpt from a Shopee Live program illustrates how the seller expresses gratitude to the customers for their participation in her live show.

(In this conversation, S1 takes the opportunity to respond to C29's request and concludes with an expression of gratitude. The seller ends the live show by uttering expressions of gratitude and prayers for the customers who have made purchases during the live session.)

C29: *Mohon perkenalkan produk no. 5.*

'Please Introduce product number 5.'

S1: *No. 5 ga ada sampel nya ya kak, langsung di cek di keranjang aja.*

'We don't have any sample for no. 5. Please check it out in the basket.'

C29: *Segera CO.*

'I will check it out immediately.'

S1: *Ya sekali lagi aku sampai jam 5 temen-temen ya. Untuk kakak - kakak yang uda like, follow, uda share, uda kasih tau ke temen-temen, ke saudara kalian, aku ucapin terima kasih banyak, semoga kebaikan kalian dibales sama Allah SWT, terutama buat temen-temen yg uda checkout, uda beli ditunggu paketnya, semoga memuaskan ya, dan semoga rejeki kita selalu lancar dan diberikan kesehatan ya. Terima kasihh. Jangan lupa tonton live ini ya karena banyak produk-produk best seller dengan harga yang wow gitu. Terima kasih banyak.*

'Yes, once again, I'll be here until 5 PM, friends. To those who have liked, followed, shared, and informed their friends and relatives, I want to say thank you very much. May Allah SWT reward your kindness, especially to those who have checked out and made purchases. Please look forward to receiving your packages, and I hope they are satisfactory. May our sustenance always be plentiful, and may we be granted good health. Thank you... Don't forget to watch this live show because there are many best-selling products at amazing prices. Thank you very much.'

Phatic speech acts, including greetings and expressions of gratitude in the form of prayers, not only foster a sense of appreciation and engagement among viewers but also offer the seller critical insights into the audience's preferences and concerns.

Another significant strategy to engage with the audience performed by fashion online sellers in Shopee Lives is addressing viewers through certain calls. The following online interaction excerpt shows sellers and customers addressing each other with specific calls.

(S5 is the seller. She uses the familiar term 'Kak' or 'kakak' followed by the Shopee user account name who posted the comment. S5 requests that customers participating in the live session provide their weight (BB) and height (TB) to facilitate the estimation of the appropriate size for each customer.)

C1: *BB 57-58 TB 160*

'Weight 57-58 Height 160'

S5: *Kakak Intan BB 57 atau 58 TB 160 ambil size 31 ya.*

'Kakak Intan, with a weight of 57 or 58 kg and a height of 160 cm, you should take size 31.'

The other example of a specific call between seller and customer is provided in the following online conversation excerpt.

(The online fashion seller offers a shirt to her customers. She explains the details of the product. The customer responds by asking about the size of the shirt.)

C3: *LDnya berapa Bunda?*

'How many centimeters is the bust, Bunda?'

S9: *LDnya 105.*

'The bust is 105 cm.'

The term *Kakak* is employed by the seller when addressing consumers watching her live e-commerce sessions. This term is chosen based on the assumption that the audience is young, given that the fashion products target of selling are young women. Conversely, consumers refer to the seller as *Bunda*, reflecting her mature appearance. All address forms used during these live sessions are feminine, aligning with the fact that the products being promoted are women's apparel.

Addressing the audience with specific calls and responding to their comments in real-time can create a sense of personal connection and loyalty between sellers and customers. To perform this strategy in live e-commerce, fashion sellers employ phatic speech acts and expressive speech acts to build rapport with the consumers and keep engaging with them.

B. Demonstrating Product

Visual demonstrations hold significant efficacy in the fashion industry. Sellers frequently model clothing items, showcase various styling methods, and highlight their features and strengths. This approach enables viewers to envision how the products might appear on them and offers a more concrete sense of the items' quality and usability. In live e-commerce, however, sellers often wear the fashion products themselves rather than displaying them on mannequins.

During these demonstrations, sellers describe the material, color, price, and quality of the products. In this context, fashion sellers use assertive speech to explain their products.

The following excerpt of interaction in Shopee Live shows how sellers utilize assertive speech acts for product demonstration.

(The female seller, ST, displays the product called Hago Slingbag to her customer, C11. She explains the strength of the product in detail.)

C11: *Mohon perkenalkan produk no.11 Hago Slingbag.*

'Please introduce product no. 11 Hago Slingbag.'

ST: *Aku lanjut ke si Hago. Aku kasih lihat Hago di warna cream nya. Ini bahannya aman, lentur, gk kaku sama sekali, jahitannya rapi, talinya juga bisa di adjust, bisa dipanjang pendekin juga, ini uda pake magnet, ada resleting, ada furing, ada zippernya juga ya (memperlihatkan task e kamera), Dalemannya ini muat di hp, bedak, lipstick, emmm sunscreen juga (menunjukkan bagian dalam tas). Ini muat bagus banget, untuk diwarna cream nya ini warna best seller. Jadi kalau masih ada di etalasnya, silahkan di checkout payment sebelum kehabisan.*

'I moved on to Hago. I spill Hago in the cream color. The material is safe, flexible, not stiff at all, the stitching is neat, the strap can be adjusted, can be lengthened or shortened too, it already uses a magnet, there's a zipper, and there's the lining. There's also a zipper (displaying the bag on camera). The inside can fit a phone, powder, lipstick, ummm sunscreen too (showing the inside part of the bag). It fits very well, and for the cream color, this is a best seller. So, if it's still in the display, please check out and make the payment before it runs out.'

Providing a comprehensive product description is essential in online shopping transactions because customers cannot physically see or touch the item. Through assertive speech acts, the seller confidently asserts and claims the product's quality. Thereby, it could address and satisfy the customer's curiosity.

C. Offering Incentives

Incentives such as discounts, free shipping, and gift-with-purchase offers are powerful motivators. Sellers frequently use these incentives to encourage hesitant viewers to make a purchase. Limited-time coupons and exclusive offers for live viewers can also enhance the appeal of the live shopping experience. The most used speech acts to conduct this strategy are the commissive and directive speech acts. The strategy to offer incentives is seen in the following excerpt of the online interaction in Shopee Live program.

(C18, a customer, asks SB, the female seller, to display the clothes in a dark grey color. Then, SB displays the product to her customer, C18. She offers a discounted price for the product during the live program.)

C18: *Dark grey, Kak.*

'Dark grey, Sis.'

SB: *Boleh. Dark grey nya seperti ini (sambil mengambil produk berwarna dark grey), hayuk checkout PO nya 3 – 7 hari aja. Nanti kalau uda close PO uda ga buka lagi ya, panjangnya di 135, warna taupe warna dark grey, harga khusus live, harga aslinya di 398 ribu. Ambilnya sekarang aja sayangku.*

'Sure. The dark grey is like this (while picking up a dark grey product), let's go ahead and check out, the pre-order is just 3-7 days. Once the pre-order closes, it won't open again, okay? The length is 135, the colors are taupe and dark grey, **special price for the live, the original price is 398 thousand**. Get it now, my dear.

In an attempt to convince the customer, C18, to buy her fashion product, SB offers a discount that is only available during the live program. SB urges C18 to purchase quickly to take advantage of the reduced price. The strategy of providing a discount is implemented through a commissive speech act. In this case, the seller assures her customers that they will benefit from purchasing a high-quality product at a lower price.

D. Creating Urgency and Scarcity

One of the most common tactics is to create a sense of urgency or scarcity. Sellers often highlight limited-time offers, exclusive deals, and low stock levels to encourage immediate purchases. Phrases like "only a few left in stock" or "buy now before it's too late" are designed to trigger a fear of missing out (FOMO) among viewers. This strategy employs a directive speech act. An example of this strategy is in the excerpt of the following conversation between the female seller and her online customer.

(C21, a customer, enquires about the material of the product from SB, the female seller. SB provides a detailed explanation of the material and also mentions that the product has limited stock.)

C21: *Bahan apa kak?*

'What material is it, Sis?'

SB: *Bahannya pakai crinkle airflow grade A, adem, jatuh, lembut, menyerap keringat, dipakai sayang mantull, ini bordir-bordir (sambil menunjukkan motif bordir), kancing sampai bawah. Ayo cepetan checkout. **PO-nya kurang lebih seminggu. Nanti kalau udah close PO udah ga buka PO lagi ya. Ambil sekarang. Kalo kehabisan pasti nyesel.***

'The material is made of Grade A crinkle airflow, cool, draping, soft, and sweat-absorbing. It's wonderful to wear, my dear, really excellent. These are the embroideries (while showing the embroidery patterns), and

buttons go all the way down. Come on, hurry up and check out. **The pre-order takes about a week. Once the pre-order closes, it won't open again, okay? Get it now. If it runs out, you'll definitely regret it.**

In this conversation, the seller emphasizes the product's scarcity by saying, *PO-nya kurang lebih seminggu. Nanti kalau udah close PO udah ga buka PO lagi ya. Ambil sekarang. Kalo kehabisan pasti nyesel* 'The pre-order takes about a week. Once it closes, it won't open again, okay? Get it now. If it runs out, you'll definitely regret it.' This creates a sense of exclusivity, making the customer feel that the product is only available in limited stock. To instill a sense of urgency and scarcity, the seller employs a directive speech act to prompt buyers to quickly make a payment for the product.

E. Building Trust and Credibility

Trust is crucial in online transactions. Therefore, fashion sellers use certain speech acts to establish their credibility and build consumers' trust. This can include providing detailed information about the products, sharing personal endorsements, and highlighting customer reviews and testimonials. The use of professional terminology and references to certifications or brand affiliations also helps to reinforce the seller's authority and reliability. The assertive speech act is used to perform this strategy. The example of this strategy is as follows.

(C12, a customer, asks the seller, SW, to explain the aquamarrier product. SW provides a detailed explanation of the product and informs C12 that the premium version is in display case 1.)

C12: *Kakak spill warna aquamarrier.*

'Sis, please spill the aquamarrier color.'

SW: *Ini untuk aquamarriernya, sayang (menunjukkan produk), warnanya seperti baby blue atau warnanya biru cerah. Kalau mau yang bahannya premium ada di etalase 1 ambil warna sky blue ya kakak Dinda. Yang premium itu best seller, sudah banyak yang CO. Semua review-nya bintang lima.*

'This is for the aquamarrier one, dear (showing the product), the color is like baby blue or bright blue. **If you want the premium material, it's in display case 1, choose the sky blue color, okay, Sis Dinda. The premium one is a best seller, many have already checked out. All the reviews are five stars.**

The seller, SW, explains the premium material of the product that she offers to establish trust and credibility for the product. Additionally, SW shares testimonials from previous buyers about the product. This strategy is intended to assure customers that they are purchasing a high-quality item. In this case, the seller implements assertive speech acts to build the customers' trust in the product.

Assertive speech acts are the most generally utilized by salespeople because they fulfill two functions: showcasing products and increasing buyer trust and credibility. Commissive speech acts, on the other hand, are employed less frequently and usually solely in exchange for rewards. Similar speech acts are also used in online travel marketing; these are distinguished by pragmatic components that convey news, information, offers, invites, suggestions, and comments (Dewi et al., 2024). According to earlier research, phatic speech acts are utilized to start a conversation, foster a sense of camaraderie, delight others, communicate happiness, and comfort people (Widiana et al., 2020). However, in live e-commerce, phatic speech acts are used to indicate to the audience when the show is about to start and conclude as well as to keep them interested in the live performance. Fashion internet retailers use phatic and expressive speech acts to engage with the audience by addressing the customers specifically, thanking them, offering prayers, and even complimenting the audience. The findings corroborate earlier studies that show that, in comparison to typical online buying, e-commerce live streaming employs more participatory and tailored persuasive rhetoric (Huang et al., 2020).

The persuasive strategies performed by the specific speech acts are employed in an effort to keep customers loyal while also increasing sales. Along with the strategies, non-verbal cues like smiling, applying a lot of cosmetics, dressing nicely, and even making amusing movements are used as well. The combination of verbal and nonverbal cues makes for a really engaging live performance. An additional discovery indicates a change in the function of the phatic speech act.

V. CONCLUSION

The study describes the persuasive speech acts—phatic, expressive, assertive, and directive—that Shopee Indonesia live e-commerce vendors use to interact with customers. Every type has a specific function in persuasion. At the beginning, middle, and finish of the live program, the audience is engaged via phatic and expressive speaking acts. **The most common type of speech act is the assertive one, which is used to promote products and establish credibility with customers.** Directive speech acts produce a sense of scarcity and urgency that encourages quick buying. However, because online interactions between merchants and buyers are flexible, each type of persuasive speech act may serve several purposes.

The persuasive speech act strategies used by fashion online sellers in real-time e-commerce provide an intriguing look at how traditional sales techniques might be updated for a modern digital context. By leveraging the concept of cyberpragmatics, sellers can enhance their capacity to connect with and persuade their customers by creating engagement and driving sales in this rapidly evolving marketplace. As live e-commerce continues to grow, understanding the nuances of these strategies will be essential for sellers looking to thrive in the competitive world of

online fashion business. Further research on persuasive speech acts in a range of online media is essential to provide diverse insights into cyberpragmatics and the evolution of its theories. Future studies should particularly explore the topics of cyber-implicature and cyberpoliteness, which present fascinating areas for further research.

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