LANGUAGE IN SHOPEE AND TOKOPEDIA ADVERTISEMENTS: PERSUASIVE STRATEGIES USED

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Articel Info	Abstract
  	This study explores the persuasive language strategies used in advertisements by two major Indonesian e-commerce platforms, Shopee and Tokopedia. Using a qualitative approach, the research applies Discourse Analysis—specifically Critical Discourse Analysis (CDA) and rhetorical persuasion theory (ethos, pathos, logos)—to identify how language is used to influence consumer behavior. A total of ten advertisements (five from each platform) were analyzed from various sources including YouTube, Instagram, and website banners. The findings reveal that both platforms employ emotional appeal (pathos) through words associated with urgency, exclusivity, and lifestyle aspirations. Shopee tends to use a more casual and entertaining tone, often relying on repetition and celebrity endorsements, while Tokopedia adopts a more informative and benefit-focused approach. The study concludes that language plays a vital role in shaping consumer perception and highlights the need for strategic linguistic choices in digital marketing.

1. INTRODUCTION

The purpose of this study is to examine and contrast the persuasive language tactics employed in ads by Shopee and Tokopedia, two of Indonesia's biggest e-commerce sites. In order to draw attention, foster emotional engagement, and affect customer behavior, the study aims to reveal how linguistic and rhetorical components—such as word choice, language style, and sentence structure—are strategically used. Advertisements in today's digital marketing environment are more than just means of disseminating product information; they are intricate and calculated forms of communication in which language is a potent weapon for influencing consumer attitudes and decision-making. As a result, studying advertising language is crucial to comprehending the development and communication of persuasive methods.

The significance of examining language in the context of advertising has been highlighted by a number of recent studies. According to Cook (2001), advertising is a complex discourse that generates meaning through the use of language, sound, picture, and social

context. According to Fairclough (1995), advertising is a type of symbolic power that may use its discourse structure to affect public perception and shape social realities. To comprehend how language is employed to rhetorically persuade audiences, Aristotle's traditional theory of rhetoric—ethos (credibility), pathos (emotional appeal), and logos (logical reasoning)—remains pertinent. Persuasive communication, as defined by O'Keefe (2002), is a symbolic process that is purposefully created to use structured messaging to affect or reinforce attitudes, actions, or beliefs.

Critical Discourse Analysis (CDA) provides a useful framework for this research that goes beyond rhetorical theory. According to Van Dijk (1998), CDA reveals how language, power, and ideology interact in social behaviors, such as the discourse surrounding advertisements. Taking into account the larger social and ideological context, CDA considers not only what is stated in the text but also how and why the message is created in particular ways. Furthermore, as Wodak and Meyer (2009) clarify, CDA is especially helpful for examining advertising as a site of subtle influence and control since it seeks to reveal systems of dominance and manipulation ingrained in language use.

The use of persuasive language in digital ads has been the subject of recent research. For example, Astuti and Rahmawati (2022) discovered that in order to establish psychological bonds with viewers, e-commerce advertisements on social media frequently employ emotional appeals, or pathos. According to Sari et al. (2023), marketplace advertisements in local contexts are more effective when they employ colloquial language and culturally appropriate terms. In contrast, Putra (2021) noted that direct calls to action, exaggerated language, and rhythmic slogans are common in internet advertisements, especially among millennial consumers. These studies, however, frequently concentrate on a particular platform or ignore the ideological factors that influence how advertisements are constructed linguistically.

Even though the amount of research on persuasive tactics in e-commerce advertising is increasing, there are still few comparative studies that examine two well-known brands, such as Shopee and Tokopedia, in depth. Because various platforms have different branding strategies and communication styles—both in terms of language use, advertising frameworks, and the values they transmit via their messages—such a comparison is required. Furthermore, CDA, which provides a chance for a more thorough and contextualized examination of language as discourse, is still underutilized in the Indonesian advertising research setting.

In light of this context, the primary research question is: How do Shopee and Tokopedia commercials employ persuasive language techniques, and how do their rhetorical approaches to customer attraction differ from one another? This study's goal is to use a Critical Discourse Analysis framework and traditional rhetorical theory to identify, evaluate, and contrast the persuasive language methods used by the two platforms. Additionally, this study aims to reveal the ideological objectives and hidden meanings that are present in the language of these digital ads. It is anticipated that the results would theoretically advance discourse and language studies and provide useful information for practitioners in the creative sector and digital marketers.

2. RESEARCH METHODS

2.1. Research Design

This study uses the Critical Discourse Analysis (CDA) theory in a qualitative descriptive research design. This strategy was used because it allows the researcher to thoroughly examine how language is employed in ads to persuade and implant ideology in addition to providing information. Creswell (2014) states that the goal of qualitative descriptive research is to comprehend the meaning that people or groups create about a social occurrence, in this case, the use of persuasive language in digital ads. The three components of Fairclough's

(1995) three-dimensional model—textual analysis, discursive practice, and social practice—are all included in the CDA framework.

2.2. Subject and Setting of the Research

Digital ads from Shopee and Tokopedia, two of Indonesia's largest e-commerce sites, that are formally posted on their digital and social media platforms serve as the research's subjects. Advertisements are the discourse objects that are linguistically and discursively evaluated in this study; human participants are not used. Since the data are gathered from digital platforms and examined without experimental manipulation, the study environment is document-based and non-interactive.

2.3. Research Instrument

As is typical in qualitative research, the researcher serves as the main research instrument in this study (Miles & Huberman, 1994). Finding the focus, choosing pertinent information, deciphering meanings, and coming to analytical conclusions are all the responsibilities of the researcher. Other instruments of support include:
1) Observation and text analysis sheets to record linguistic features such as word choice, rhetorical style, and sentence structures.
2) An analytical guide based on Fairclough's CDA model (1995) to structure findings into three levels: textual, discursive, and social.
3) Aristotle's rhetorical theory (ethos, pathos, logos) to categorize persuasive strategies within the advertisements.

2.4. Technique of Data Collection

The documentation approach was used to acquire data, which involved obtaining and archiving pertinent ads from Shopee and Tokopedia's official channels. The ads that have been chosen are those that use clear language and persuasive techniques like calls to action, slogans, product claims, or testimonials.
The criteria for data selection include:
1) Originating from official accounts/platforms.
2) Containing persuasive linguistic elements.
3) Displaying visual/verbal content that represents the brand identity.

2.5. Technique of Data Analysis

The data are analyzed using Fairclough's three-dimensional CDA model:
1) Textual Analysis: Focused on the linguistic elements of the advertisement such as diction, metaphor, imperative sentences, and stylistic choices.
2) Discursive Practice: Examining how the advertisements are produced, distributed, and interpreted within the context of digital marketing and consumer behavior.
3) Social Practice: Interpreting the ideologies, values, and power relations embedded in the language of the advertisements

3. RESULTS AND DISCUSSION
3.1. Results

By examining a total of 20 video ads—10 from each of the two major Indonesian e-commerce platforms, Shopee and Tokopedia—gathered from their official YouTube and Instagram accounts between 2022 and 2024, this study examined the persuasive language tactics used by these companies. The selection of the ads was based on a number of factors, including the use of compelling language (such as slogans, calls to action, product claims, or testimonials), the visual and verbal manifestation of brand identity, and the fact that the ads

were published on official brand platforms. A framework that incorporates aspects of Critical Discourse Analysis, Jakobson's language functions, and rhetorical theory—including Aristotle's ethos, pathos, and logos—was used to conduct the analysis (Fairclough, 2015; Wodak & Meyer, 2016).

1. *Shopee's Persuasive Language Strategies*

The enthusiastic, fast-paced tone and frequent usage of imperative words are characteristics of Shopee's ads. Common expressions like "Belanja Sekarang!" ("Shop Now!"), "Cek Promonya!" ("Check the Promo!"), and "Jangan Sampai Ketinggalan!" ("Don't Miss Out!"), which are intended to directly affect consumer behavior, show how much the brand relies on language's conative function (Jakobson, 1960). In order to create a sense of urgency and excitement, these imperatives are usually reaffirmed by colorful images, lively music, and celebrity endorsers, such as Korean idols and regional influencers.

Additionally, Shopee regularly uses terminology that is time-sensitive and limited, as evidenced by phrases like "Diskon Terbatas!" ("Limited Discount!") and "Flash Sale Hanya Hari Ini" ("Flash Sale Only Today"). Cialdini's (2021) theory of scarcity, which holds that people are more inclined to act when they perceive an opportunity to be restricted in time or quantity, is consistent with this linguistic approach. Shopee's iconic jingle, "Shopee 11.11 Big Sale," is played repeatedly as a deliberate auditory reinforcement tactic to improve customer engagement and brand remember.

Additionally, Shopee's messaging is frequently transactional and promotional, emphasizing discounts, coupons, and special offers. Data-driven statements like "Diskon hingga 90%" ("Discount up to 90%") or "Gratis Ongkir Sepuasnya" ("Unlimited Free Shipping"), which appeal to consumers' logical assessments of value and cost savings, clearly highlight the importance of logos (logical appeals).

2. *Tokopedia's Persuasive Language Strategies*

On the other hand, Tokopedia's advertising is more sentimental and story. The wording is more inclusive, gentler, and less directive. Tokopedia commonly use modal and suggestive phrases in place of explicit orders, such as "Kini belanja jadi lebih mudah" ("Now shopping is easier") and "Yuk mulai usaha dari rumah" ("Let's start a business from home"). Instead of demanding quick action, these words promote participation and convey a collaborative tone.

Personal success stories, endorsements, and narrative styles that highlight societal impact and empowerment are frequently used in Tokopedia's ads. An advertisement might, for example, show a small company owner using Tokopedia's platform to achieve success. According to Aristotle (quoted in Ramage et al., 2018), this narrative-based persuasion technique engages customers on an emotional level (pathos), which is believed to foster trust and brand loyalty.

Tokopedia uses a more subdued visual style, with muted color schemes, soothing background music, and real-life scenes that capture Indonesian culture. This consistent tone helps create a relatable and reliable brand image, which is compatible with McCracken's (1989) Meaning Transfer Model, which holds that user or celebrity testimonials lend the brand legitimacy and authenticity.

This section uses Fairclough's three-dimensional model of Critical Discourse Analysis, which consists of text analysis, discursive practice, and social practice, to better comprehend the persuasive language methods utilized in Shopee and Tokopedia commercials.
1. Textual Analysis (Descriptive Linguistic Features)
   Textual analysis entails studying the linguistic elements found in the adverts. The emphasis is on coherence, rhetorical strategies, grammar, and vocabulary.

Shopee
a. Lexical Choices: Frequent use of high impact words like "Gratis", "Hemat","Diskon","Flash sale". These words convey a sense of urgency and transaction.
b. Sentence Types: Dominated by imperatives "*Download sekarang*", "*Beli sekarang*"
c. Modality: Strong, absolute modal verbs suggesting certainty and immediacy "Pasti murah", "Hanya hari ini".
d. Multimodality: Visual texts are loud and flashy; repetition of brand jingles and slogans supports verbal message.

Tokopedia
a. Lexical choices include the use of terms like "impian," "peluang," "bersama," and "mudah," which are emotional and aspirational.
b. Sentence types that indicate encouragement rather than command are primarily declaratives and suggestions.
c. Modality: The use of modals that convey inclusion and possibilities, such as "yuk," "bisa," and "mari."
d. Multimodality: The message of empathy and trust is reinforced through the use of real-life testimonies, narrative, and a more subdued visual rhythm.

2. Discourse Practice Analysis

Shopee
a. Production: Marketing experts create the content, which heavily relies on celebrity endorsements and seasonal marketing efforts (like the 11.11 sale).
b. Distribution: a multi-platform approach using algorithm-driven targeting and frequent repetitions on YouTube, Instagram, and TikTok.
c. Consumption: It is anticipated that audiences will behave swiftly (such as by clicking to shop) and passively while giving little thought to advertisements.

Tokopedia
a. Distribution: Incorporates storytelling across platforms, promoting active engagement and emotional investment;
b. Production: Collaborative campaigns that incorporate seller stories, user-generated content, and community values;
c. Consumption: Promotes reflective consumption—users can relate to success stories, which builds long-term trust and brand association.

3. Social Practice Analysis

Shopee's ideology reflects:
a. Consumerism & immediate gratification: The language and imagery encourage a fast-paced lifestyle where worth is associated with price and speed.
b. Globalization of pop culture: Heavy use of Korean celebrities (e.g., K-pop stars) indicates cross-cultural marketing and aspirational branding.
c. Capitalist ideology: Advertisements encourage consumers to act out of fear of missing out by reinforcing competition and scarcity.

Tokopedia's Ideology reflects:
a. Digital empowerment and entrepreneurship: The brand is associated with stories of self-reliance and upward mobility.
b. Local identity & social solidarity: A nationalist and inclusive discourse is reflected in the emphasis on local enterprises, actual sellers, and community development.
c. Trust-based economy: The tone is genuine and emotional, indicating a post-pandemic move toward compassionate marketing (Murray, 2020).

3.2. Discussion

The study's conclusions show that Shopee and Tokopedia's use of language in their digital ads serves as a reflection of their underlying philosophies, beliefs, and social identities in addition to being a means of marketing. It is clear from using Fairclough's (2015) three-dimensional model of Critical Discourse Analysis—which consists of social practice, discourse practice, and textual analysis—that the two e-commerce platforms have different discursive strategies for fostering audience participation.

The imperative verbs "Buy Now!" and "Only Today!" that highlight urgency and exclusivity are the mainstay of Shopee's linguistic strategy. This is consistent with Cialdini's (2021) scarcity theory in persuasive communication, which holds that psychological pressure to act right away is created by perceived limitations. Keller (2013) found in his study on brand equity and consumer response that brand memory is strengthened by the repeated use of catchy jingles and slogans.

Tokopedia, on the other hand, takes a more relational and narrative approach. Phrases like "Together with Tokopedia" and "Let's start your business from home" demonstrate a persuasive approach that relies on emotional appeal and suggestion. This is in line with the pathos rhetorical device (Aristotle, as mentioned in Ramage et al., 2018), which uses emotional resonance to create a feeling of audience connection. This inclusive message is reinforced by personal narratives and the depiction of commonplace events, which reflect a more participatory discourse practice.

These findings corroborate earlier research by Lestari & Santosa (2020), who observed that multimodal and personalized approaches are becoming more and more common in Indonesian digital ads to engage customers. The importance of language elements including modality, repetition, and visual symbolism in boosting the persuasiveness of advertising discourse was also highlighted by Saragih et al. (2021).

From the standpoint of social practice, Shopee perpetuates a global consumerist ideology in which consumers are portrayed as quick-thinking consumers who are influenced by sales and flash discounts. This is a reflection of urban consumer behavior's culture of rapid gratification and digital capitalism (Bauman, 2013). Tokopedia, meanwhile, supports a narrative of digital empowerment and local entrepreneurship that is in line with national initiatives to assist MSMEs. The platform's discourse aligns with Gee's (2014) paradigm on language and social identity and promotes the notion of community-based economic development.

This study adds to and validates previous studies in the field. For example, Rachmawati (2021) discovered that Indonesian e-commerce ads frequently use hyperbolic language and linguistic ambiguity to increase the attraction of their products. The latest study adds a comparative dimension between two rival platforms and offers more proof of such tactics. Machin & Van Leeuwen (2016) highlighted the significance of multimodality in advertising discourse in a global environment, contending that text, music, and visuals work in concert to create compelling narratives. This is supported by the current study, which shows how verbal and visual cues complement them other in Shopee and Tokopedia advertisements. Additionally, this supports Fairclough's (2015) theory that language is a social practice. These commercials' language choices are not random; rather, they represent and uphold larger ideological frameworks, especially those related to consumption and digital capitalism. Discourse is a type of social cognition that simultaneously reflects and shapes cultural norms and expectations, as highlighted by Van Dijk (2014).

This study, in theory, makes Critical Discourse Analysis (CDA) more applicable in digital business settings. It demonstrates how advertising language functions within a complicated network of ideology, power dynamics, and identity development. Wodak and Meyer (2016) assert that CDA is especially well-suited to studying the hegemonic functions of

language, which is exactly what is shown in the consumerist messaging incorporated into Shopee and Tokopedia ads.

The results provide advertisers and marketers with useful information. Developing more successful marketing tactics can be guided by an understanding of the rhetorical principles underlying successful campaigns. This is especially important in a time when consumers' attention spans are getting shorter and there is fierce competition for their attention (Kotler & Keller, 2016). Advertisers need to develop emotional and ideological resonance in addition to grabbing consumers' attention.

The study contains a number of shortcomings in spite of its contributions. First off, the data set's generalizability is diminished because it only includes advertisements from two platforms over a given time period. Second, other semiotic resources like music, motion, and user interaction are not included in the study; it only looks at textual and visual components. Thirdly, consumer reception data, which could offer further insight into the true persuasiveness of these tactics, is not included in the study.

Future research should think about using audience analysis techniques, like surveys or interviews, to evaluate how customers perceive and react to persuasive messaging. To increase the breadth, researchers could also look into cross-cultural comparisons or incorporate additional digital platforms. A more comprehensive understanding of persuasive speech in e-commerce advertising would be possible with a multimodal study that incorporates audio, rhythm, and user interface components.

4. CONCLUSION

Using Fairclough's three-dimensional model and the Critical Discourse Analysis (CDA) framework, this study examined the persuasive language tactics used by Shopee and Tokopedia. The results show that advertising language is a potent weapon for influencing customer behavior, building brand identity, and bolstering ideological stances rather than just being a neutral channel of communication.

In order to get a quick response from customers, Shopee frequently uses imperative language, time-sensitive deals, and memorable slogans in its direct, urgent, and promotional speech. This is consistent with a consumerist philosophy that encourages quick, transactional exchanges and immediate satisfaction. Tokopedia, on the other hand, takes a more narrative-driven, inclusive, and emotional approach. A rhetoric of empowerment, collaboration, and local economic support is reflected in the use of provocative language, anecdotes, and inspirational tones.

From a wider angle, the language employed in these commercials represents broader social norms and ideas in addition to business tactics. Tokopedia links itself with national storylines like entrepreneurship, digital inclusion, and community progress, while Shopee appeals to urgency and global consumer trends.

The study emphasizes how important critical awareness is to comprehending how marketing language influences behavior and thought. Understanding the underlying meaning of persuasive discourse can help consumers, marketers, and educators engage with media texts in a more thoughtful, moral, and strategic way.

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