

ANALYSIS OF LOCUTION, ILLOCUTION, PERLOCUTION OF BUYER AND SELLER IN THE TIKTOK SHOP LIVE FORUM

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Abstract

This descriptive qualitative study analyzed 15-minute video recordings of buyer-seller interactions on the TikTok Shop Live platform to identify and classify locutionary, illocutionary, and perlocutionary speech acts. The data were collected from a live streaming transaction session and analyzed based on speech act theory proposed by Austin and Searle. The results show that buyers often use representative and expressive illocutionary acts to express interest and seek clarification, while sellers primarily use directive and commissive illocutionary acts to persuade buyers and encourage quick purchasing decisions. Additionally, buyers' reactions—such as heightened engagement, follow-up inquiries, and direct purchases—reflect the perlocutionary effects of sellers' statements. These findings suggest that speech acts in live commerce serve as both strategic mechanisms that influence consumer behavior in real time and as communication tools. The research emphasizes that understanding these speech acts, which is grounded in pragmatic theory, is vital for deciphering the intentions and impacts of utterances. Ultimately, this understanding is crucial for sellers and buyers to enhance communication effectiveness, minimize misunderstandings, and improve the overall online shopping experience.

Keywords: Communication, Speech Act, Tiktok Shop Live

INTRODUCTION

Humans, as social beings, are created with a fundamental impasse to connect and interact with others. Communication is a vital part of interacting with other humans. As social beings, people are motivated to interact with each other, exchange information, give or receive information, share experiences, and collaborate with others to fulfill needs (Budiya, 2018). Communication, like an irreplaceable tool, acts as a bridge between individuals, allowing them to understand each other, share ideas, and build relationships. In everyday life, language is the main means of communication.

Through language, humans are able to pour out their ideas, thoughts to the interlocutor. However, language is not just a tool to convey a message literally. In the context of effective communication, "good language" is defined by its *appropriateness*; it is used in a manner that aligns with the context, whereas "bad language" is *inappropriate*, failing to adapt to the surrounding circumstances. Angin, T. B. B. (2020). In order for the purpose and purpose of communication to be achieved properly, speakers need to adapt the language used to the context. This means considering various factors such as cultural background, age, education level, and relationships between individuals involved in communication. In this case, the most appropriate study related to the relationship and use of language based on context is pragmatics. Pragmatics is the study of the meaning behind a speaker's speech and the opponent's speech which is bound by context.

In order for the purpose and purpose of communication to be achieved properly, speakers need to adapt the language used to the context. This means considering various factors such as cultural background, age, education level, and relationships between individuals involved in communication. In this case, the most appropriate study related to the relationship and use of language based on context is pragmatic. Pragmatic study is a study of the meaning behind a speaker's speech and the opponent's speech which is bound by context. In line with this pragmatic study, explained the pragmatic experts, Leech (1983). In pragmatic studies, various linguistic features can be found that are bound by context, both social context, time, place, atmosphere, education, and power. This pragmatic study concerns the aspects of the meaning behind a person's speech. Therefore, the role of speech context is very strong in understanding the meaning of speech in communicating.

Communication has different styles by adjusting the purpose and context. This can happen in the buying and selling process, the buying and selling process is one of the real examples of the implementation of effective communication in daily life. In this process, there is interaction between sellers and buyers that involves exchanging information, negotiations, and deals.

The existence of a platform that provides various features, especially the buying and selling feature, makes it very easy for buyers and sellers to make transactions. With the popularity of social media, platforms have become an important part of marketing in the business world. Among them are WhatsApp, Facebook, Instagram, TikTok, and others. TikTok is a platform that is often visited and used by all walks of life. TikTok is not just about displaying entertainment videos. However, TikTok provides features such as TikTok Shop. In addition to offering convenience to customers, TikTok store also makes trading easier for users by allowing product URLs to be included in videos and livestreaming (Sa'adah, Rosma, & Aulia, D, 2022). In addition, communication patterns have undergone a significant transformation in digital spaces. While a general shift toward written communication (such as chat and messaging) is evident, the context of TikTok Shop Live represents a dynamic blend. The seller's communication is predominantly verbal (spoken livestreaming), which directly interacts with the buyer's written communication (live chat comments). The communication pattern found in the live TikTok shop can thus be seen through the theory of speech acts, as it effectively captures both the spoken and written utterances in this multimodal setting.

Putri, et al. explained the theory of speech acts according to Austin (1962:108), enhanced speech act became three acts in which it simultaneously performed when someone uttering a sentence, those acts are locutionary acts, illocutionary acts, and perlocutionary acts. The study of pragmatics emphasizes illocution and perlocution more than locution, because illocution includes the style of the utterance (the intention and function of the utterance), while perlocution refers to the action that occurs as a result of the power of the utterance. On the other hand, the locutionary act focuses strictly on the literal, propositional meaning of the words or sentences spoken (the act of saying something). This act is distinguished from the illocutionary act, which is the function or intended force of the utterance (the act performed in saying something).

The purpose of this study is to explore speech acts in live tiktok shops. Because the buying and selling process on the platform is often characterized by high-speed, mixed-

mode interactions (spoken seller utterances and written buyer comments). This environment creates fertile ground for misunderstandings and unclear communication, particularly when written comments from buyers are brief and lack context. Therefore, a pragmatic analysis of speech acts is necessary to minimize these communication risks by deciphering the true intentions and functions of the utterances, thus improving transaction clarity. This is reinforced by statements quoted from Olih Solihin, Muhammad Ruli, Ballian Siregar (2023), namely Communication barriers in interaction between sellers and buyers through online food delivery services. These barriers include limitations in the expression of emotions, unclear communication of writing, and information security risks. Therefore, it is important to understand the speech in the interaction of buying and selling on tiktok shop, so that buyers can be more smarter in buying, and also so that there is no miscommunication between buyers and sellers.

Although many studies have looked at speech acts in traditional market interactions, classroom discourse, and scripted media like films, there has been little research on live e-commerce platforms, particularly TikTok Shop Live. Existing research focuses on written online communication or pre-recorded promotional content, leaving real-time, multimodal buyer-seller interactions largely unexplored. This difference is significant because TikTok Shop Live combines spoken words, written chat responses, and immediate transactional outcomes into a single communicative event.

TikTok Shop Live offers a unique opportunity to observe how locutionary, illocutionary, and perlocutionary acts coexist in a high-pressure commercial setting. Practically, understanding these speech acts is critical for reducing miscommunication, improving persuasive strategies, and increasing consumer trust in live e-commerce environments. As a result, this study contributes not only to pragmatic theory, but also to applied communication research in digital commerce.

This research is based on the theory of pragmatics. The choice of pragmatics theory is based on the reason that pragmatics studies the structure of language from the external side. This means, pragmatics focuses on how language units are used in communication. (Wijana, 1996: 1).

METHOD

This research employed a descriptive qualitative approach to explore the intricacies of speech acts within the buyer-seller interactions. The data source for this study was a live streaming session on the TikTok Shop account of "Bitter Sweet by Najla". The primary data consisted of 15-minute video recordings of the interactive utterances exchanged between the seller and buyers during the live streaming event. The data collection technique involved analyzing and classifying these recorded utterances based on the theory of speech acts. The analysis aims to provide a detailed description and classification of the locutionary, illocutionary, and perlocutionary speech acts, specifically by identifying the type of speech act used and determining the intention or function of each utterance. Speech Act Theory was first introduced by Austin (1962) through the concepts of locution, illocution, and perlocution. This framework was later developed and classified into five illocutionary categories by Searle (1979), namely assertive, directives, commissive, expressive, and declarative.

Data Selection Process

The choice of a 15-minute live streaming segment was based on the assumption that this length is sufficient to capture recurring communicative patterns, promotional strategies, and buyer responses without oversaturation. Live sessions typically feature repetitive persuasive cycles, allowing representative speech acts to emerge quickly.

Procedure of Analysis

Data analysis consisted of three stages: data reduction, classification, and interpretation. Utterances were first transcribed, then classified using Austin and Searle's speech act frameworks, and finally interpreted in light of contextual factors such as promotional intent, time pressure, and buyer responses.

FINDINGS AND DISCUSSION

Findings

Locutionary Act

Locution speech is a propositional act that falls into the category of saying somethings. Therefore, what is prioritized in speech is the content of speech expressed by the speaker. A form of locution is a speech that contains a statement or about something. From the results of the study, the researcher concluded that the conversation contained non-speech locution.

Seller : *Waktunya 2 menit yah buat kalian checkout payment*

This utterance is an example of a Directive Illocutionary Act. Locutionarily, the seller provides an informative statement regarding the time limit. However, illocutionarily, this utterance possesses a Directive function aimed at urging the buyer to quickly complete the checkout and payment within the specified time. The seller uses the time constraint to create urgency and aggressively encourage prompt purchasing action.

Seller : *Ada juga nih, misalkan teman-teman lagi nyari yang crunchy. Checkout nya yang layer dari pastry layer.*

The utterance is a form of locution speech that contains informative statements. That is, the seller informs customers who are looking for a crunchy one for a pastry layer checkout. The seller told me that the crunchy-cunchy was in the pastry layer.

Seller : *Choco lava basenya dari fudgy brownies legit lembut.*

The utterance is a form of locution speech that contains informative statements. That is, the seller informs customers that the product called choco lava is from fudgy brownies, which tastes legit, soft, dense and wet.

Seller : *Yang best seller apa? coklat kacang hazelnut*

The utterance is a form of locution speech that contains informative statements. That is, the seller informed the taste of the best-selling product from chocolate lava, namely chocolate hazelnuts.

These locutionary acts show that product information delivery is still a fundamental communicative strategy in live e-commerce. However, their effectiveness is based not only on propositional content, but also on their integration with persuasive illocutionary forces. This finding lends support to Yule's (1996) assertion that meaning in pragmatics is inextricably linked to speaker intention and situational context.

Illocutionary Act

Illocutionary speech act refers to the speaker's force or intended function of the utterance (the act performed in saying something). It is the act performed by the speaker in the utterance of a sentence, such as asserting, promising, commanding, or thanking. This function is categorized into five types: Assertive, Directive, Commissive, Expressive, and Declarative. In the context of live e-commerce, sellers strategically utilize illocutionary speech acts to achieve sales goals. These persuasive strategies, which involve a combination of directive, commissive, and assertive speech acts, are key in influencing consumer behavior in real-time (Sumarlam et al., 2024).

Expressive

Based on Searle's (1979) statement, Expressive is speech act that expresses the speaker's psychological state or attitude toward a situation. Expressives play a role in maintaining interpersonal relations and politeness. The example of Expressive utterance in the TikTok Live Performance is given below.

Seller : *Wih kakak fina sudah checkout browbox. Kamsahamida,ditunggu untuk paketnya.*

The utterance is an expressive illocutionary speech act of the seller's speech is reinforced by the utterance "*wih and kamsahamida*". *Wih* is an expressive form of admiration because the customer states in the comments column that he has checked out. Then the utterance "*kamsahamida*" is Korean, which means thank you. This means that in that context the seller expresses gratitude for the customer completing the *checkout*.

Commissive

Leech proposed that Commissives are speech acts in which the speaker commits themselves to a future action. Commissives help build trust and assurance, especially in online transactions. Here is the example:

Seller : *Waktunya sudah habis,kita kasih tambah waktu lagi yah*

The utterance is intended in this context, namely that the time has run out, meaning that the checkout time for the discounted price has run out. And the seller offers more time for the customer to checkout at a discounted price.

Seller : *Kita keluarkan yang dapetinnya gocap dua guys,mau nggak guys? Dapetinnya apa aja ? dapetinnya snacktok tiramisu dan snacktok matcha.50 komen mau,kita keluarkan yang dapetinnya gocap dua.*

The remark is intended in this context, namely 50 comments will be applied to the gocap promo (price 50 thousand) to get product two. This utterance should be classified

as a Conditional Commissive Illocutionary Act. Illocutionarily, the utterance contains the seller's primary promise or offer ("*kita keluarkan yang dapetinnnya gocap dua*") which functions as a Commissive. However, this promise is made conditional and is dependent on the audience fulfilling the request ("*50 komen mau*"). Therefore, the Directive component (*asking for comments*) in this utterance functions only as a precondition that must be satisfied by the audience before the seller's Commissive promise can be activated. This analysis demonstrates the use of a hybrid speech act where a Directive acts as the required condition to activate the Commissive offer.

Directive

In commercial discourse, directives function as persuasive tools. Directives are speech acts in which the speaker attempts to get the hearer to do.

Seller : *Kalau cuman 1 menit, itu cuman dikasih 30 paket.30 paket siapa cepat dia dapat.*

Propositionally, this utterance contains Assertive content as it states facts regarding the time limit (1 minute) and product quota (30 packages). However, in the highly dynamic context of live selling, the primary illocutionary force of this utterance is Directive (a Warning/Urging).The seller utilizes the explanation of time and quantity constraints to create scarcity and simultaneously functions as a strong urge or warning for buyers to act immediately and complete the transaction ("*first come, first served*"). Therefore, the most appropriate classification is the Directive Illocutionary Act, as its main function is to influence buyer behavior toward immediate checkout rather than merely inform them.

The dominance of directive and commissive illocutionary acts is consistent with previous research on online selling discourse (e.g., Sumarlam et al., 2024), which emphasizes persuasion and urgency as key communicative strategies. Unlike traditional marketplaces, TikTok Shop Live amplifies these strategies with real-time interaction and audience visibility, increasing their persuasive power.

Perlocutionary Act

A perlocutionary act is an action or state of mind brought about by, or as a consequence of, saying something.

In the context of seller and buyer interaction. The seller's words have an impact on the buyer. Can be seen in Seller and Buyer communication:

Seller : *Kita keluarkan yang dapetinnnya gocap dua guys,mau nggak guys? Dapetinnnya apa aja? dapetinnnya snacktok tiramisu dan snacktok matcha.50 komen mau,kita keluarkan yang dapetinnnya gocap dua.*

The buyer's responses, consisting of the repeated "MAU" comments (fulfilling the Directive precondition) and the confirmation "I have co (checkout) browbox," collectively demonstrate the successful perlocutionary effect of the seller's speech act. While the seller specifically offered "snacktok tiramisu dan snacktok matcha," the purchase of a "browbox" confirms that the seller achieved the overarching perlocutionary goal: to compel the audience to complete a purchase action immediately during the active

promotional period. Thus, the study establishes a causal link based on the success of the general communicative intent (persuasion to transact), rather than the purchase of the specific product mentioned in the propositional content. This highlights the effectiveness of the seller's promotional speech in influencing overall buyer behavior during the live stream.

The successful perlocutionary effects observed in this study suggest that speech acts in live commerce serve as immediate behavioral triggers rather than just communicative exchanges. This lends support to Austin's claim that utterances can result in tangible actions, especially in situations where time pressure and social visibility are high.

Discussion

This study demonstrates that locutionary, illocutionary, and perlocutionary acts serve as integrated communicative strategies in TikTok Shop Live interactions rather than as discrete speech components. According to Austin's (1962) and Searle's (1969) frameworks, sellers' utterances are strategically designed to perform actions, specifically persuading buyers and triggering immediate purchasing behavior.

Yule's (1996) claim that speaker intention is essential to meaning in pragmatic interaction is supported by the study's emphasis on directive and commissive illocutionary acts. Time constraints, audience presence, and promotional urgency amplify these illocutionary forces in the context of live commerce, bolstering Thomas's (1995) theory that meaning develops through interaction rather than linguistic form alone.

From a cyberpragmatic standpoint, the results support Yus's (2011) claim that verbal utterances combined with technological affordances in online communication alter pragmatic interpretation. TikTok Shop Live creates a multimodal environment that enhances the perlocutionary effects of speech acts by allowing sellers to simultaneously use spoken language, visual cues, and real-time audience feedback.

The findings align with earlier research on live streaming commerce, which highlights persuasion, trust-building, and immediacy as important factors influencing consumer behavior (Sun et al., 2019; Wongkitrungrueng & Assarut, 2020). However, by showing how these commercial strategies are linguistically realized through particular speech acts rather than just through platform features or marketing tactics, this study expands on earlier findings.

Additionally, Xu et al.'s (2020) assertion that live commerce communication directly influences consumer decision-making processes is supported by the observed perlocutionary outcomes, which include buyers expressing interest, asking follow-up questions, and making immediate purchases. Speech act theory is applicable in both cultural and digital contexts, as evidenced by similar patterns found in online commercial discourse studies conducted in Indonesia (Sumarlam et al., 2024).

Overall, by placing classical speech act theory within the discourse of modern digital commerce, this study advances pragmatic research. It illustrates how linguistic intention, technological mediation, and economic objectives come together in TikTok Shop Live interactions, expanding the application of pragmatics into new forms of online commercial communication.

CONCLUSION

In this study, we explore speech acts in the context of buying and selling conversations on the TikTok Shop Live forum. The results show that locutionary, illocutionary, and perlocutionary speech acts play an important role in the interaction between sellers and buyers. Locutionary speech acts are often used by sellers to provide product information and checkout time, while illocutionary speech acts include various functions such as expressive (expression of gratitude), commissive (addition of discount time), directive (requesting action from the buyer), and assertive (notification of promo deadline). The analysis of perlocutionary speech acts confirms that the seller's utterances successfully influence buyer action, as evidenced by the buyer's affirmative response and subsequent transaction confirmation. The study justifies this direct influence by demonstrating that the seller's illocutionary force achieved its overarching perlocutionary goal—namely, compelling an immediate transaction—regardless of the specific product (e.g., 'browbox' instead of 'snacktok') chosen by the buyer during the active promotional period.

The results suggest that, while keeping in mind the possible perlocutionary effects on buyers, sellers should deliberately craft their utterances to balance persuasive illocutionary strategies with informative locutionary acts. Future research could examine platform comparisons or look into how audiences perceive persuasive speech acts in live commerce.

In conclusion, this study emphasizes the importance of understanding the context and intention behind speech acts in online buying and selling communication. By understanding how these speech acts are used and function, sellers and buyers can achieve more effective communication, reduce the risk of misunderstanding, and improve the online shopping experience. It can also provide insights for future researchers to further explore speech acts in various other online communication contexts.

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