

Requesting Strategies Used by Balinese Online Sellers

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KEYWORDS	ABSTRACT
<i>speech act, requesting, strategies, online, Instagram</i>	This study examined the types of requesting strategies used by Balinese online sellers. The data source was taken from the statement, in the form of sentences, clauses, or words that appears in the <i>candrikaetnik_bali</i> Instagram feed. The statement itself correlates with the products that are being sold. The data were collected by using the observation method and note-taking technique. The data was then analyzed qualitatively by using the theory from Trosborg (1995) in analyzing the types of requesting strategies and the theory by Holmes (2001) in analyzing the context of the situation. The result shows that there are six strategies of requesting found in <i>candrikaetnik_bali</i> 's Instagram feed as hints, statements of obligation, performatives, imperatives, suggestory formula, and speaker wishes. The use of these strategies occurred in four conditions namely Indirect Request, Indirect (Hearer-Oriented Condition), Indirect (Speaker-Oriented Condition), and Direct Request. The types of requesting strategies that appear most frequently within the <i>candrikaetnik_bali</i> Instagram feed are performatives and suggestory formula.

INTRODUCTION

The current technology development makes it easier for business owners to conduct sales transactions. Traders and buyers no longer need to meet in person because the buying and selling process can be done online via digital platforms such as websites, *WhatsApp*, *shopee*, *tokopedia*, or social media platforms such as marketplace and *Instagram*. Among those online platforms, using social media to market a product is one of the most effective. Fashion is one of the most popular products today, and the majority of buyers are women, who are easily swayed by the latest fashion trends. *Instagram*, as one type of social media, is extremely beneficial to the fashion industry. The product can be easily advertised on *Instagram* via the story or feed. As online sellers, they must consider creating appealing advertising as well as the ability to use speech acts. An intriguing phenomenon can be seen in one of the fashion shops in Bali's strategy of using speech acts when marketing their products on *Instagram*.

Candrikaetnik_bali is a fashion company that sells traditional Balinese clothing such as *Kebaya*, *sandal*, and *Kamen*. This shop is located in Bali and also offers online shopping through *Instagram* and *Shopee*. *Candrikaetnik_bali* is known for promoting traditional clothing products for sale, with products sold out in a matter of hours through *Instagram* feeds and stories. One of the most intriguing aspects of this online shopping is the use of the term "*war*" when displaying special products that they want to sell on *Instagram*. The use of the word "*war*" implies a request based on the context purpose, conveying to prospective buyers to be cautious when purchasing the products offered at the time because supplies were limited. Other demand strategies used by business owners should be studied further so that the form of speech act

strategies, especially requesting strategies that are part of directive illocutionary acts, can be seen and imitated by other business owners when marketing their products online.

This study will enrich the results from the previous research. The previous study, focused on the use of directive illocutionary speech acts as a whole, which analyzed the function of the speech as done by Andriarsih (2020) in the article entitled “*Directive Speech Act in the Interaction of Online Shop Sellers and Buyers in Whatsapp Social Media*”. This study has complex findings because it examined all types of directive illocutionary acts. In this study, one type of directive speech act is discussed, namely the request speech act. Another research that has similarities with this research is the research conducted by Saboe, Machmoed, and Saleh (2022) in their article entitled “*Requesting Strategies in the Doorman Movie Using the Trosborg's Theory (1995)*”. Research conducted by Saboe, Machmoed, and Saleh (2022) uses films as a data source, and this study uses the statements of the seller in marketing products online as a data source. The demand strategy in the conversation in the film will certainly produce different findings from research that uses data sources from product promotions carried out by online sellers.

The request is one type of directive speech act discussed in this study. This study examined the requesting strategies used by the seller of *Candrikaetnik_bali* shop in marketing their products on *Instagram*. The theory of Trosborg (1995) was used to analyze the types of demand strategies used by the seller, and the theory of Holmes (2001) was used to analyze the context of the situation to find out the hidden messages conveyed by the seller in marketing products online.

METHOD

The data used in this study came from the statement, in the form of sentences, clauses, or words that appears in the *Candrikaetnik_bali* Instagram feed. Instagram feeds from this online shop that is used as data sources are some of the feeds shared in 2022. *Candrikaetnik_bali* is one of the famous kebaya sellers in Bali. Nowadays this shop provided two types of sales offline shopping, so the customers go directly to the shop, and also online shopping by sharing their product on shopee and also Instagram account. This shop currently has 94k followers on Instagram. The interesting thing about this shop can be seen in the way products are delivered through the Instagram feed. The language used by the seller is simple but it makes customers scramble to buy and own the Kebaya, Kamen, and other products for sale. The management of this online shop on Instagram is very interesting and can be said to be maximal when viewed from the comments and the enthusiasm of the customers who often run out to have a collection of products from the *Candrikaetnik_bali* store. The method used in data collection is the observation method by applying note-taking techniques and pragmatic approaches. The method used to analyze the data is a descriptive qualitative method by using the theory from Trosborg (1995) about the types of requesting strategies and the theory by Holmes (2001) in analyzing the context of the situation. The steps in analyzing the data are classifying the units of words, phrases, and sentences found in the *Candrikaetnik_bali* Instagram feed, the data is then grouped into the types of requesting strategies. The classified data were then analyzed based on the theory of Trosborg (1995) and Holmes (2001). The last stage is the stage of concluding. At this stage, the results of the research that has been evaluated will conclude the outline.

RESULTS AND DISCUSSION

Based on the analysis, it was found that there are six strategies of requesting from eight strategies proposed by Trosborg (1995) used by the seller in the *candrikaetnik_bali* Instagram feed. They are strong hints, statements of obligation, performatives, imperatives, suggestory formula, and speaker wishes. The use of these strategies occurred in four conditions namely Indirect Request, Hearer-Oriented Condition, Speaker-Oriented Condition, and Direct Request. The types of requesting strategies that appears most frequently

within the seller statement are performatives and suggestory formula. Detail information can be seen in the table below:

Table 1 The Occurrences of Requesting Strategies in Candrikaetnik_bali Instagram Feed

No	Directness Level	Requesting Strategies	Frequency
1.	Direct Request	1. Obligation Statements	1
		2. Performative	3
		3. Imperatives	2
2.	Hearer Oriented Conditions	1. Suggestory Formula	3
3.	Speaker Oriented Conditions	1. Speaker Wishes	1
4.	Indirect Request	1. Strong Hint	1
Total			11

[Source: *Candrikaetnik_Bali's* Instagram Feed]

The analysis of each strategy will be described as below:

Data 1



Figure 1 The Use of Hint Strategy in the Seller’s Statement

Fahrurrozi (2015) stated that the speaker hides his request and does not make a clear reference to the request in the speech. The request from the speaker to the hearer implicitly occurred when the speaker made a statement. In data 1 above, the seller used a hint strategy. It stated clearly that the seller hide the request inside the sentence. The request is submitted in an indirect form and conveyed by the seller when responding to questions from customers about the sandal products being sold. Here the customers want to buy these products through the trusted buying and selling platform namely *shopee*. Considering that the stock of this Cinderella sandal product is limited, the seller would like to convey that the sale of this product will not be included in the *shopee* platform. However, in the seller's statement there is an implicit order to the customer, “if you are interested in buying this product, you have to order it quickly without waiting for this product to be marketed through the *shopee* platform”. Here the seller used a *strong hint strategy* because the seller also put the requester’s wish by saying “*some have already taken it to the store*”. This sentence confirms that other customers are very nimble, so they come to the store directly to buy them. The seller wants to emphasize that this product is very valuable and the customer doesn't have any time to wait if they don't want to run out of this product.

Data 2



Figure 2 The Use of Obligation Statement Strategy in Seller’s Statement

The statement delivered by the seller in data 2 above, indicates a statement of obligation. She uses her authority as the seller by using this technique. Trosborg (1995) mentions that this technique uses auxiliary verbs such as, *have, should, and must*, to mark statements as requests and the arrangement would have moral responsibilities. In this statement, the seller emphasizes the rule from this shop in handling complaints by saying “Complaints must include an unboxing video. Without an unboxing video, we will not serve complaints”. It states clearly from the seller to the customer, that the seller needs the customer to follow this rule when they buy the product. The use of the word “must” show the power and the request mentioned indirectly to the customer. This sentence contains a request that forces the customer to fulfill it responsibly.

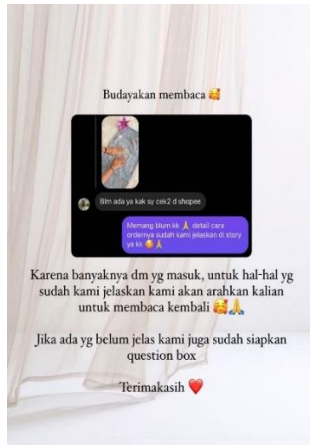


Figure 3 The use of the Performatives Strategy in Seller’s Statement

In data 3, 4, and 5, the seller used the Performative strategy. The utterance in those data was revealed by the seller to ask and convince the customer to join the “war”. “War” is a special term used by the seller to promote the products that are being sold. In this case, the seller wants to inform the customer, there will be 7 different colors of candrika Kamen that are going to be launched on 1 October 2022. The characteristic of performative strategy in this utterance, namely "asking & commanding". In data 3 the seller used outstanding issues to herd the customer following the command from the seller. Candrika Kamen strait is the flagship product of this shop. Every time it is sold, it doesn't take long for the product to run out. This makes competitors produce the imitation of the Kamen like those marketed by candrikaetnik_bali. At first glance, the products look the same, but when viewed from the quality, the difference can be seen. By saying “Oh... the angry souls, let's gather, we will repay them on October 1st”, here the seller explicitly gives the command to the customer. In data 5, the seller said “don't forget to update the results of your struggle, win or die on

the battlefield” and in data 4 the seller said, *“good luck we must win, don't fall on the battlefield”*. Data 4 and data 5 also include as a request. In data 5, the seller gives a command explicitly by using the word *“don't forget”* and in data 4 the seller asks the customer to win the war which means *“they succeed to buy the Kamen before it runs out”*. This sentence also consists of a command from the seller, by using the word *“don't fall”* here the seller wan to explain the habit of customers' feelings like feeling disappointed after they run out of the Kamen.

Data 6



Data 7



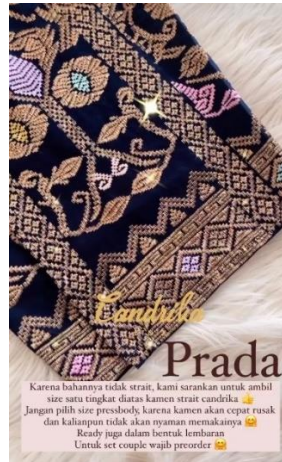
Figure 4 The Use of Imperative Strategy in Seller's Statement

In data 6 and 7, the seller applied an imperative strategy. The seller statement in data 6 *“make it a habit to read, if something is not clear, we have also prepared a question box”* may be classified as imperatives. The use of the word *“make it”* signaling as an order from the seller to the customer. The seller wants to emphasize that the customer does not ask for the general things that have been explained, so then they have to read the instructions that have been given previously. In data 7, the seller stated that *“Try it right now”*. This statement is a kind of direct request. The seller answers the question from the customer by using imperative sentences. Here the seller asked the customer to try the sandal directly. Both of these data mention that the customer has to do what the seller needs because the seller has control over the customer.

Data 8



Data 9



Data 10



Figure 5 The Use of Suggestive Formula Strategy in Seller's Statement

Suggestory formula is a request which contains a suggestion to do something (Blum Kulka, House & Kasper, 1989:18). This strategy can make the speaker's request more tentative and play down his or her interest as a beneficiary of the action. Data 8, 9, and 10 below are an example of this strategy applied by the seller. Data 8, data 9, and data 10 above indicate request strategy with suggestive formulas. In data 8, the seller uses this strategy when she wants to answer the question from the customer that asking about the material and the quality of the Cinderella Sandal. The seller said, *"let's try it at the store first, but I'm not responsible if you fall in love right away"*. In this statement, the seller tries to suggest the customer come to the store and try the quality of Cinderella sandals that are different from other stores. The suggestion is clearly stated by the use of the word "Let" followed by the verb "try".

Data 9 and data 10 also use a suggestive formula strategy. In data 9, the seller uses the suggestion verb, "reommend" in the sentence *"because the material is not strait, we recommend taking the size one level"*. The purpose of the sentence is to advise the customer in choosing the size of the Cinderella sandals, in hope that the customer will feel comfortable when using this product. In data 10 the seller did not use the verb suggest explicitly like in data 8 and data 9, here the seller conveyed suggestion in the form of an indirect request by saying *"With a design as luxurious as this, it is very suitable for important events"*. The request belongs to hearer oriented condition. Here the seller suggests when the proper time to wear the Kamen is and the customer is in a position of control to decide whether or not to comply with the request.

Data 11



Figure 6 The Use of Speaker Wishes in Seller's Statement

Data 11 above uses the Speaker's wishes strategy in the statement. In this strategy, the speaker will make a statement of request based on his/her wishes or desires (Trosborg, 1995:201). Based on the context, the seller here will launch their limited product namely "Forest Green Kamen" that wearing by the model in the screenshot above. Similar products are in great demand by customers. In the previous launch, these products with different color variants always sold out in minutes, so in this post, the seller asked the customers to set their time, because this product will be put into shopee on Saturday at 7 pm. It is stated clearly in the sentence *"what about the others, are you ready for Saturday night?"*.

CONCLUSION

Based on the findings and discussions, there are four conditions of six types of requesting strategies used by the seller of *candrikaetnik_bali* in promoting the product by Instagram feed. Performatives and suggestory formula have the most data, those are 3 data, and the imperatives have about 2 data. On the other hand, strong hints, statements of obligation, and statements of speaker wishes have the fewest data about 1 data.

Furthermore, performatives and sugestory formula occurred in different conditions. Performatives occurred in direct condition and sugestory formula occurred in indirect condition with hearer oriented condition. Although the request statement was used by the seller in a different condition, the response from the customer is similar, they did what the seller asked. The seller delivered the request messages very well. Requesting strategies and context of the situation is very important in determining the in-depth meaning of the seller statement. Context of the situation in the seller statement may make the meaning of a word different.

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