

1. INTRODUCTION

1.1 Background of the Study

Beebe and Beebe (2018) state that persuasion is the action of strengthening audiences' attitudes, beliefs, values or behavior. The Greek philosopher, Aristotle, presents a traditional approach to persuasion that consists of three methods, which are: ethos, logos and pathos (as cited in Beebe & Beebe, 2018). From these traditional methods, Beebe and Beebe (2018) developed more detailed strategies to create an effective persuasive speech, which are: enhancing your credibility, using reasoning and evidence, and using emotional appeals.

In this study, the writer aims to analyze the persuasive strategies used by Kohcun and Mami Louise on TikTok Live. Larson (2010) states that communication, specifically in persuasion is easier now as the media of communication has changed over the years. In 2023, live shopping through applications like TikTok became a trend, and it is likely to be the preferred way for people to shop in the future (Jagat Review, 2024). Therefore, the writer is interested in analyzing the persuasive strategies used by two very successful creators on TikTok Live.

In 2018, a social media application similar to Instagram and Facebook, TikTok, was introduced in Indonesia (Hatmanto, 2023). Three years later, in 2021, TikTok introduced TikTok affiliate program, which opened the door for TikTok creators to get commission from contents that promote a product or service (Antara, 2024). To put it another way, this program allows creators to gain profit from promoting various products in their content (Shaïd, 2023).

Along with the TikTok affiliate program, TikTok offered live shopping, named TikTok Live, as a way for creators to promote products (CNN Indonesia, 2023). TikTok Live features an entertainment first, eCommerce second concept, also known as Shoppertainment (Antara, 2023). Since then, live shopping has become the preferred way for consumers to shop as they can interact real time with the creators (CNN Indonesia, 2023). Two TikTok creators in particular, Kohcun and Mami Louise, made history by breaking the highest sales record during their TikTok Live (CNN Indonesia, 2023).

Considered a creator from the first generation of TikTok affiliates, Kohcun, is one of the biggest affiliators on TikTok Shop, with a record reaching 21 billion rupiahs from a special live session during Indonesia's Independence Day (CNN Indonesia, 2023). Kohcun is best known to give

many discount vouchers during live sessions, especially during events (Jagat Review, 2024). This leads to him having many loyal sellers that want him to promote their products (Jagat Review, 2024). Labeled as *#RajaElektronik*, Kohcun focuses on selling electronics, such as smartphones and accessories for electronics (Antara, 2023).

Meanwhile, Mami Louise is an affiliator that holds a record of 45 billion Rupiah in one day on TikTok Shop (CNN Indonesia, 2023). On top of that, she also holds the title as the creator to have the most orders in one live session in South East Asia, with 232,400 orders (CNN Indonesia, 2023). Labeled as *#RatuAffiliator*, she collaborates with various brands and utilizes features on TikTok Live (Antara, 2023). Mami Louise focuses on promoting various beauty and self-care products (CNN Indonesia, 2023).

The writer believes that Kohcun and Mami Louise are suitable subjects for this research because they both have a lot of similarities which makes it appropriate for comparison. First, both Kohcun and Mami Louise are two acclaimed TikTok affiliators who set the highest sales records on TikTok Live (Antara, 2023). Second, both Kohcun and Mami Louise have similar styles in selling on TikTok Live, where they actively promote a product to the audience. Third, Kohcun and Mami Louise came from similar backgrounds where they had to build their brand through TikTok Live (Jagat Review, 2024; Melaney Ricardo, 2023). For this reason, it will be interesting to see the strategies they use on TikTok Live as they gained their success purely through TikTok Live.

Additionally, the writer aims to analyze the similarities and differences between Kohcun's and Mami Louise's persuasive strategies on TikTok Live. As Kohcun and Mami Louise are two successful creators from different genders, the writer is interested to observe the similarities and differences between Kohcun and Mami Louise in their use of persuasive strategies. According to Holmes and Wilson (2022), in any community, women and men speak differently. For example, Holmes and Wilson (2022) state that women and men emphasize different speech functions and that women are usually more polite than men. Therefore, the writer wishes to see if Kohcun's and Mami Louise's difference in gender influences the way they speak and in producing persuasive strategies on TikTok Live.

This research employs the fifteen strategies by Beebe and Beebe (2018), excluding competence, trustworthiness, dynamism, nonverbal behavior, and visual images. The rationale behind the exclusion of these strategies is because these strategies focus on the audience's

perception of the speaker and the nonverbal cues made by the speaker. Since the data will be in the form of utterances, these strategies will not be applicable.

In identifying Kohcun's and Mami Louise's persuasive strategies on TikTok Live, the writer will use the theory of persuasive strategies by Beebe and Beebe (2018). Additionally, the writer will use the theory of gender by Holmes and Wilson (2022) as a supporting theory.

1.2 Statement of the Problem

This study aims to identify the persuasive strategies used by Kohcun and Mami Louise and to analyze the similarities and differences in their persuasive strategies on TikTok Live. Therefore, the writer's research questions can be formulated as such:

- a. Which persuasive strategies does Kohcun use when selling on TikTok Live?
- b. Which persuasive strategies does Mami Louise use when selling on TikTok Live?
- c. What are the similarities and differences in the persuasive strategies used by Kohcun and Mami Louise on TikTok Live?

1.3 Purpose of the Study

This study aims to analyze the persuasive strategies used by Kohcun and Mami Louise. Furthermore, the writer also wishes to analyze the similarities and differences between the persuasive strategies used by both affiliators on TikTok Live.

1.4 Significance of the Study

The writer aims to help readers obtain a deeper understanding about persuasive strategies in the digital era, specifically the strategies used by Kohcun and Mami Louise on TikTok Live. Additionally, the writer hopes to explore the possibility of gender influence on the use of persuasive strategies. Finally, the writer also hopes that this research will inspire others to conduct similar or follow-up research with a focus on persuasive strategies and their possible connection to gender in social media or e-commerce platforms.

1.5 Scope and Limitation

This study falls in the scope of Rhetorics, focused on persuasive strategies used by Kohcun and Mami Louise on TikTok Live. There are three limitations to this study. The first limitation is

that the writer focused on the utterances made by Kohcun and Mami Louise on TikTok Live. The writer only used utterances directed to the audience, and not to the co-host or any other participants. The second study limitation is that the writer excluded other aspects, such as the items that they sold or the audience type as they do not influence the utterances made by Kohcun and Mami Louise. The third limitation is that the writer used 30 utterances from a ten-minute clip of a TikTok Live session for each affiliator. The writer believes that 30 utterances is sufficient for this research due to the redundancy factor which means using more data will not contribute anything new to the findings. The fourth limitation is that the writer only focused on the language aspect and excluded the physical cues of persuasive strategies.

1.6 Definition of the Key Terms

In order to give a better understanding of the key terms used in this study, the writer offers the following descriptions:

- a. Persuasion: “the process of changing or reinforcing attitudes, beliefs, values or behavior” (Beebe & Beebe, 2018, p.245)
- b. Persuasive Strategy: “an overall step-by-step program for reaching some goal” (Larson, 2010, p.31)
- c. Utterance: “sequence of words within a single person’s turn at talk that falls under a single intonation contour”(Richards & Schmidt, 2002, p.573)

1.7 Organization of the Study

This study is organized into five chapters. The first chapter is the introduction, which consists of the background of the study, statement of the problem, the purpose of the study, the significance of the study, scope and limitation, definition of key terms, and organization of the study. The second chapter discusses the review of related literature, which consists of related theories and related studies. The third chapter presents the methods used in the study, which consists of the approach of the study, the data collection procedure, and the data analysis procedure. The fourth chapter presents the findings and discussion of the research. Finally, the fifth chapter presents the conclusions of the research, which highlights the key findings and recommendations for future research. Additionally, the writer also includes references and appendices.