

**TRANSLANGUAGING AS COMMUNICATION STRATEGIES  
THROUGH SOCIAL COMMERCE VIDEOS**

**THESIS**

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UNIVERSITAS ISLAM NEGERI MAULANA MALIK  
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**THESIS**

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**2024**

## **STATEMENT OF AUTHORSHIP**

I state that the thesis entitled “**Translanguaging as Communication Strategies through Social Commerce Videos**” is my original work. I do not include any materials previously written or published by another person, except those that are cited as references and written in the bibliography. Hereby, if there is an objection claim, I am the only person who responsible for that.

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## **MOTTO**

“Life continue, past is past it’s never come again, the present is the best gift that we have in our life, because you don’t know what’s gonna happen tommorrow. So live the present because you have more to show”

“Cristiano Ronaldo – The greatest football player of all time in the world”

## **DEDICATION**

This thesis is proudly dedicated to my beloved family who always give me the support, my father, Mr. Yusup Suherman,  
my mother, Mrs. Iis Nuraeni,  
my brother, Mr. Panji Prasuci Saputra,  
my sister-in-law, Ms. Nissa Ilma Mukti,  
my niece, Annasya Sydney Saputri.

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I realize that this undergraduate thesis is not perfect. However, the researcher hope that this thesis may useful for the readers and contribute in giving new insights linguistics fields specifically in translanguaging topics. For this reason, constructive suggestions and criticism are welcomed.

Malang, 20 November 2024

Refa Prasuci Suherman

## ABSTRACT

**Suherman, Refa Prasuci (2024).** *Translanguaging as Communication Strategies through Social Commerce Videos*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor : Drs. H. Djoko Susanto, M.Ed., Ph.D.

*Keywords: Translanguaging, Buy-sell transaction, TikTok, Clothing brand*

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This study investigates translanguaging as a communication strategy employed by sellers on TikTok Live, analyzing its role in building effective interactions with a multilingual audience. Translanguaging, rooted in Wei's (2011) theory, is a fluid language practice transcending traditional linguistic boundaries. Supporting insights from Blum and Gumperz's (1972) framework highlight its adaptability to sociolinguistic contexts. Despite the growing body of research on translanguaging in education and social media, more attention should be paid to its specific use in social commerce platforms like TikTok Live. Using qualitative methods, this research analyzed live-stream interactions between sellers and viewers, focusing on the interplay of linguistic resources to create engaging and culturally resonant communication. Findings reveal that sellers strategically blend languages, including Indonesian, English, and regional dialects, to construct relatable identities, foster intimacy, and adapt to varying situational contexts. This dynamic linguistic practice enhances trust and customer satisfaction and reflects the sellers' ability to negotiate meaning across diverse cultural and social boundaries. The study contributes to the field by extending the application of translanguaging theory to social commerce, highlighting its potential to bridge linguistic diversity and facilitate meaningful interactions in globalized digital spaces. These insights offer practical implications for social media marketing strategies, emphasizing the importance of linguistic flexibility and cultural awareness in fostering customer engagement.

## مستخلص البحث

سهيرمان، رفاة براسوسي (2024). (الترجمة اللغوية كاستراتيجية تواصل من خلال فيديوهات التجارة الاجتماعية رسالة جامعية. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة إسلام نيجيري مولانا مالك إبراهيم مالانج. المشرف بـ. دجوكو سوسانتو، ماجستير ودكتوراه.

الكلمات المفتاحية: تحويل اللغة، معاملة البيع والشراء، تيك توك، علامة تجارية للملابس

تبحث هذه الدراسة في الترجمة اللغوية كاستراتيجية تواصل يستخدمها البائعون على تطبيق تيك توك لايف، يبحث هذا البحث في الترجمة اللغوية كاستراتيجية تواصل يستخدمها البائعون على تطبيق تيك توك لايف، ويحلل دورها في بناء تفاعلات فعالة مع جمهور متعدد اللغات. إن الترجمة اللغوية، المتجذرة في نظرية وي (2011)، هي ممارسة لغوية ديناميكية تتجاوز الحدود اللغوية التقليدية. وتدعم الرؤى المستقاة من إطار عمل بلوم وغمبرز (1972) (قابلية الترجمة اللغوية في السياقات الاجتماعية اللغوية. وعلى الرغم من استمرار نمو البحوث حول الترجمة اللغوية في التعليم ووسائل التواصل الاجتماعي، إلا أن استخدامها على وجه التحديد في منصات التجارة الاجتماعية مثل تيك توك لايف لا يزال يتطلب المزيد من الاهتمام باستخدام الأساليب الكيفية، تحلل هذه الدراسة تفاعلات البث المباشر بين البائعين والجمهور، مع التركيز على العلاقة المتبادلة بين الموارد اللغوية لخلق تواصل جذاب ومناسب ثقافيًا. تُظهر النتائج أن البائعين يمزجون بشكل استراتيجي بين اللغات، بما في ذلك الإندونيسية والإنجليزية واللهجات الإقليمية، لبناء هويات مترابطة وتعزيز الألفة والتكيف مع السياقات الظرفية المختلفة. وتزيد هذه الممارسات اللغوية الديناميكية من ثقة العملاء ورضاهم وتعكس قدرة البائع على التفاوض على المعنى عبر الحدود الثقافية والاجتماعية. ويساهم هذا البحث في هذا المجال من خلال توسيع نطاق تطبيق نظرية الترجمة اللغوية على التجارة الاجتماعية وتسهيل الضوء على قدرتها على سد التنوع اللغوي وتسهيل التفاعلات الهادفة في الفضاء الرقمي المعولم. وتوفر النتائج آثاراً عملية لاستراتيجيات التسويق عبر وسائل التواصل الاجتماعي، مع التأكيد على أهمية المرونة اللغوية والوعي الثقافي في تعزيز مشاركة العملاء.

## ABSTRAK

**Suherman, Refa Prasuci (2024).** *Translanguaging as Communication Strategies through Social Commerce Videos*. Skripsi Sarjana. Jurusan Sastra Inggris, Fakultas Adab dan Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing : H. Djoko Susanto, M.Ed., Ph.D.

*Kata Kunci: Translanguaging, Transaksi Jual-Beli, TikTok, Brand pakaian*

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Penelitian ini mengkaji translanguaging sebagai strategi komunikasi yang digunakan oleh penjual di TikTok Live, dengan menganalisis perannya dalam membangun interaksi yang efektif dengan audiens multibahasa. Translanguaging, yang berakar pada teori Wei (2011), merupakan praktik bahasa yang dinamis dan melampaui batasan linguistik tradisional. Pandangan dari kerangka kerja Blum dan Gumperz (1972) mendukung kemampuan adaptasi translanguaging dalam konteks sosiolinguistik. Meskipun penelitian tentang translanguaging dalam pendidikan dan media sosial terus berkembang, penggunaannya secara khusus dalam platform perdagangan sosial seperti TikTok Live masih memerlukan perhatian lebih. Dengan menggunakan metode kualitatif, penelitian ini menganalisis interaksi siaran langsung antara penjual dan audiens, dengan fokus pada hubungan timbal balik sumber daya linguistik untuk menciptakan komunikasi yang menarik dan sesuai dengan budaya. Hasil penelitian menunjukkan bahwa penjual secara strategis memadukan bahasa, termasuk bahasa Indonesia, Inggris, dan dialek daerah, untuk membangun identitas yang mudah direlasikan, menumbuhkan keakraban, dan beradaptasi dengan berbagai konteks situasional. Praktik linguistik yang dinamis ini meningkatkan kepercayaan dan kepuasan pelanggan serta mencerminkan kemampuan penjual dalam menegosiasikan makna di berbagai batasan budaya dan sosial. Penelitian ini berkontribusi pada bidang kajian dengan memperluas penerapan teori translanguaging ke perdagangan sosial, menyoroti potensinya dalam menjembatani keragaman linguistik dan memfasilitasi interaksi yang bermakna dalam ruang digital yang mengglobal. Temuan ini memberikan implikasi praktis untuk strategi pemasaran media sosial, dengan menekankan pentingnya fleksibilitas linguistik dan kesadaran budaya dalam meningkatkan keterlibatan pelanggan.

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# CHAPTER I

## INTRODUCTION

### A. Research Background

Translanguaging prioritizes the various ways that speakers use multilingualism to utilize, create, and interpret different types of semiotic signs, among which language is one of the critical sources, though not the only one, to communicate in various contexts and with various participants and to convey their various subjectivities (Hua et al., 2015). In the context of business discourse on social media, businesses use the concept of translanguaging. In this case, translanguaging is a branch of linguistics that focuses on using multiple languages to break down language boundaries to achieve meaningful and purposeful social practices (Karunagaran & Luan, 2021). Moreover, speakers use translanguaging to communicate effectively by employing multiple languages in fluid and dynamic ways. Translanguaging addresses how language highlights the human capacity to transcend the boundaries between languages in meaning-making (Wei, 2021).

The origins of translanguaging can be linked to the longstanding study of code-switching, which refers to the alternation between languages during specific communicative instances, such as conversations or email exchanges. This phenomenon is guided by grammatical and interactional rules (Liu, 2023). In contrast, translanguaging is a process of meaning-making that transcends the boundaries of named languages, emphasizing an individual's linguistic repertoire, which comprises all the language components they know (Liu, 2023).



Translanguaging emerged relatively recently as a pedagogical approach in Welsh bilingual classrooms, where educators purposefully alternated language modes of input and output to support multilingual speakers in constructing meaning, shaping their experiences, and achieving deeper comprehension (Park, 2013). This approach aims to foster a social space for multilingual speakers, integrating various aspects of their personal histories, experiences, environments, attitudes, beliefs, and performance (Park, 2013).

While both code-switching and translanguaging involve natural transitions between languages by multilingual speakers, translanguaging emphasizes the pedagogical dimension and the strategic use of multiple languages within a single learning activity (Park, 2013). Researchers in translanguaging contend that bilingual individuals do not maintain separate grammars for each language; instead, they possess a unified set of linguistic features, and their language practices are acts of feature selection rather than grammatical switching.

Several previous studies have used translanguaging analysis with diverse objects. This study found that the main factors that influence word choice and language use in online business owners' translanguaging practices are relatedness, target audience's language preference, social media culture, participants' fluency in the language, and customers' age (Karunagaran & Luan, 2021). Other studies using Li Wei's translanguaging space theory also found that it facilitates communication and understanding in buy-sell transactions involving multiple languages (Munirah et al., 2021; Namatama & Jimaima, 2020). The practice of

translanguaging can create a social space for language users by incorporating various dimensions of their personal histories, experiences and environments (Ahmad et al., 2023; Ai et al., 2022; Munirah et al., 2021; Namatama & Jimaima, 2020; Wen et al., 2021). However, further research is needed to explore the specific findings of the translanguaging concept in buy-sell transactions.

Unlike previous research that employed translanguaging in the field of education, this study investigates its application within a business context.. Very few have discussed this study in the field of business. Furthermore, the use of translanguaging in the business field focuses on face-to-face meetings between sellers and buyers. Two of them is the research by Munirah et al. (2021) and Namatama & Jimaima (2020) on translanguaging practices that occur in traditional markets. There is also research using online meetings conducted by Karunagaran & Luan (2021) on translanguaging practices in product promotion on business Instagram. As indicated by this previous study, translanguaging practice meets both communicative and business needs of people originating from various speech communities; thus in learning contexts, it may also meet the communicative and learners' needs.

In this case, translanguaging can help analyze business people's communication strategies in more depth. In this research, translanguaging is chosen to help analyze the communicative purpose of using bilingualism by business people in social commerce, namely Live TikTok. Thus, through the translanguaging approach, this research can more broadly understand bilingual practice as a communication strategy by business people in social media.

The most up-to-date theory of communication strategies in the business field in translanguaging research today is the theory of translanguaging space, which was developed by Wei (2011). This theory discusses the space created by and for the practice of translanguaging. Furthermore, it is a space where multilingual individuals integrate social spaces previously practiced separately in different spaces by combining various dimensions of their personal histories, experiences, and environments, their attitudes, beliefs, and ideologies, as well as their cognitive and physical abilities into one coordinated and meaningful performance (Wei, 2011). This kind of space also has its transformational power as it always continues and combines and generates new identities, values and practices (Hua et al., 2015).

The new practice, in this case, is the social media space. In this sphere, users, also known as business people, mix language and semiotic resources to make meaning and generate negotiated interactions. Translanguaging in social media is often used to promote a brand from the business actor because actors strategically use different languages and resources to shape their online identity. Not only that, they also form an adequate interaction space with potential buyers.

Thus, translanguaging space theory can be used in translanguaging research to understand communication strategies through social media live-streaming sales. In the analysis of translanguaging, this theory helps to understand how bilingualism forms the online identity that aims to promote themselves and create an adequate interaction space with potential buyers.

Social media has developed into a business field, especially as a marketing medium. The influence of social media is considered a very effective form of marketing. The main reasons are easy access to communication with potential buyers and more manageable prices than conventional sellers. TikTok is one of the social media that makes it easy for buyers and sellers to interact with each other and transact directly without having to enter another digital site or application. This term can be referred to as social commerce. According to Hootsuite, social commerce is buying and selling products online through social media (Ahdia, 2023).

According to Almahdi (2021), social commerce represents executing e-commerce activities and transactions through social media platforms, transforming traditional retail paradigms. This emerging research domain rapidly reshapes consumer shopping experiences by integrating interactive digital marketing strategies with direct purchasing capabilities. Social commerce videos have emerged as a critical mechanism driving this transformation, particularly on platforms like TikTok. These multimedia content formats enable sellers to create immersive, real-time product demonstrations that transcend conventional marketing approaches. For instance, TikTok Live sessions allow sellers to showcase products dynamically, answer audience questions instantaneously, and facilitate immediate purchases. At the same time, short-form Reels provide engaging, shareable content with direct shopping links. By leveraging authentic, user-centric content, social commerce videos inform potential buyers, build trust,

and reduce friction in the purchasing journey, signaling a significant shift in how consumers discover, evaluate, and acquire products in the digital age.

TikTok's recent rise in popularity coincides with the worldwide COVID-19 outbreak, which has resulted in more people turning to their mobile devices to find new ways to shop, work, and socialize (Annur, 2020). In other words, TikTok is a very effective marketing tool, primarily live streaming, to reach many potential customers, and can even reach abroad at a relatively low cost and efficiently (Pongratte et al., 2023). Data shows that most TikTok users are teenagers to young adults, and the most purchased products are clothes, primarily through live streaming marketing (Ahdiat, 2023). This phenomenon eventually became a communication strategy carried out by clothing product business people to market through the TikTok Live feature. In practice, business people often use words in English to attract the attention of potential buyers. More than that, they even communicate in two languages simultaneously, namely Indonesian and English. This practice is one of the advantages of attracting many potential buyers.

With the various social media phenomena that occur, this hurts conventional sellers. Unlike online business players who are getting easier to sell, conventional sellers are experiencing difficulties. Buyers are becoming less and less likely to transact with conventional sellers. In terms of language use, they tend to use only one language. Some sellers have experienced the transition phase into an online business, but some are just starting the transition phase. It creates one-sided competition that needs to be balanced. Indonesia is finally taking steps to ban using TikTok for direct sales and transactions, and the government will separate social

commerce from e-commerce (Darma, 2023). There should not be a platform like TikTok that simultaneously becomes social media and e-commerce (Darma, 2023). From the phenomena that occur, the phenomenon of social media is closely related to the dynamics of the phenomenon of language as a means of communication in cyberspace.

The sale of a product through social media live streaming shows a communication strategy that falls within the scope of business discourse. Business discourse on social media refers to the communication practices and strategies businesses use on various social networking platforms to interact with customers, clients and other stakeholders (Dasari, 2023). In a business context, social media is used for various purposes, such as promoting products or services, broadcasting essential announcements, and gathering customer feedback to help improve businesses' product offerings.

There is still a need for an in-depth exploration of translanguaging practices used as a communication strategy in buying and selling transactions on TikTok Live. The difference in interaction media is one of the things that the author offers. Each media has a different culture and usage. In a broader context, research on this theme can provide a better understanding of how sellers' use of specific languages can attract buyers.

Translanguaging in the context of buying and selling has more value. Individuals who can use two or more languages have an advantage in buying and selling transactions. They can negotiate and communicate more effectively and create new language practice configurations (King, 2018; Soler, 2019). The object

of study in this research is an object that still needs to be used. The focus of this research study is the practice of translanguaging as a communication strategy in TikTok Live. Social media such as TikTok is currently a hot topic of conversation by the public because of its pro-con feature, namely TikTok Shop. TikTok Shop also has other features that allow sellers to make buying and selling transactions with buyers directly, namely TikTok Live.

This research departs from the assumption that using specific languages has a significant role in attracting potential buyers and how using more than one language through the TikTok Live feature can communicate with potential buyers. Another assumption is that this research will contribute meaningfully to understanding the relationship between language, media and business.

This study aims to identify translanguaging as a communication strategy in sales on TikTok Live. Analyze the potential impact of using translanguaging as a buyer attention grabber. Apply Li Wei's translanguaging concept in analyzing the use of translanguaging in the context of buying and selling transactions.

## **B. Research Questions**

More specifically, this research will answer two questions:

1. What are the primary goals of using translanguaging in social commerce videos?
2. How is the form of translanguaging used by sellers in communication strategies on TikTok Live?

### **C. Research Significance**

The researcher believes that this study can contribute to the field of linguistics, especially in terms of the novelty of the perspective and data used in the study. The number of studies with translanguaging in the context of business and social media still needs to grow. In depth exploration is needed to unearth specific findings of translanguaging in buying and selling transactions on social media. This research can help us understand how languages are used and mixed in modern communication practices. Therefore, the researcher believes that this study has provided new insights into the field of linguistics.

### **D. Scope and Limitation**

This research uses TikTok as the primary data source. The researcher examines the existing data using Li Wei's Translanguaging Space theory. The data will be taken with screen capture recordings of TikTok Live features of several clothing brands in Indonesia that use translanguaging practices. The TikTok Live recordings that will be taken as data are posted publicly from the start of this research until they meet data availability. The study examined the data to discover the reason the seller use translanguaging on TikTok Live, as well as how sellers use form of translanguaging in their communication strategies on the platform. This research can be expanded by conducting interviews with several clothing brand account owners to determine the purpose of using translanguaging directly, but due to time and resource constraints, researchers will only focus on a qualitative approach through a third-person perspective.



### **E. Definition of Key Terms**

1. Translanguaging: The concept of the dynamic process by which multilingual speakers navigate complex social and cognitive demands through the strategic utilization of multiple languages.
2. Buy-sell transaction: A transaction between two or more parties that involves the exchange of physical or abstract goods, services, or assets for money or other specified assets.
3. TikTok: A social media platform that allows users to create, watch and share short videos taken with a mobile device or webcam.
4. Clothing brand : A business or label that operates within the fashion industry, specializing in designing, manufacturing, marketing, and selling clothing, typically with a distinct brand identity, target market, and unique aesthetic that differentiates it from competitors in the global marketplace.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **A. Sociolinguistics**

Sociolinguistics is one of the branches of linguistics. Ronald Wardhaugh (2010), in his book, writes that sociolinguistics is an attempt to find correlations between social structure and linguistic structure and to observe any changes that occur. He also says that sociolinguistics aims to understand better how language functions in society and how language structure relates to it. In another definition of sociolinguistics, Holmes (2022) states that sociolinguistics studies the interaction between language and society. In this classic introduction, Janet Holmes examines the role of language in different social contexts, explaining how language functions and how it can be used to communicate and interpret different aspects of social identity. Consider how it can be used (Holmes, 2022).

This branch of linguistics is relevant to this analysis topic: How are multilinguals used as a tool to market and sell products in buying and selling transactions? The equivalent goal in the sociology of language is to discover how social structure can be better understood through the study of language, e.g., how certain linguistic features serve to characterize particular social arrangements. In this case, sociolinguistics no longer occurs directly but through virtual media, namely TikTok. Therefore, there is a distinction between the application of sociolinguistics in the real world and its application in the virtual world in a digital context.

## **B. Sociolinguistics in Digital Context**

Sociolinguistics in a digital context is a fascinating field that explores how online interactions, digital platforms, and technology shape language and communication. Research on human interaction is not limited to social interaction in the real world but also the virtual world, such as via the internet or social media. Friedrich and Figueiredo write a study regarding sociolinguistics in the digital context in their book entitled *The Sociolinguistics of Digital Englishes*. This study focuses on the digitalization of English as an international language adopted in many countries with each characteristic of English dialects or accents (Friedrich & De Figueiredo, 2016). In this case, Englishes means the use of various dialects or styles of the English language that have been developing in diverse parts among various populations. Many aspects, such as historical occurrences, technical developments, and cultural settings influence the Englishes.

The idea of "Englishes" acknowledges how the English language has evolved to meet the demands and take on the traits of many speech communities. Dialectal variances can be as tiny as a person or as vast as a nation and can occur in both the actual and digital worlds. The study of English sociolinguistics in the digital age looks at how the internet and digital communication have changed English dynamics and how it interacts with social media sites like Facebook, Twitter, and Urban Dictionary.

Language and identity are mutually constitutive, and investing in language learning is an investment in identity (Pennycook, 2018). In a super-diverse era, people use various linguistic and semiotic resources to negotiate their identities

through communication practices. The internet, especially Web 2.0 and social media, provides a super-diverse space for linguistic and cultural interaction, allowing participants to interact about their shared passions (Pennycook, 2018).

Online contexts often involve linguistic mixing and switching, such as translanguaging in diaspora online media or blending African-American English with local languages on global hip-hop websites. Translanguaging in digital spaces involves different languages and modalities, incorporating visual, audio, and spatial semiotic systems. The super-diversity perspective in critical sociolinguistics provides a sophisticated approach to studying social media discourse and communication, considering complex and multiple axes of diversity and difference. Sociolinguistics of social media emphasizes transparency throughout the research process, explicitly acknowledging the researcher's role in co-creating meaning and portraying social dynamics.

### **C. Translanguaging**

Translanguaging is a pedagogical approach within bilingual classrooms wherein input activities (e.g., reading and listening) occur in one language. In contrast, output activities (e.g., speaking and writing) manifest in another language (Williams, 1996). Translanguaging has developed over time to consist of bilingual's spontaneous, everyday use of many languages to create meaning, influence experiences, and communicate effectively. It has expanded to cover numerous situations and is considered a powerful instrument for learning and communication, highlighting the need to utilize all linguistic resources to support efficient communication.

According to Wei (2018), translanguaging refers to the fluid and dynamic practices that exist beyond the borders of identified languages, language varieties, and semiotic systems. It is a practical theory of language based on practical issues to present a new transdisciplinary research approach that transcends the artificial boundaries between psychology, sociology, and other disciplines. According to Garcia (2009), extending the concept of translanguaging broadens its scope to encompass “multiple discursive practices in which bilinguals engage to navigate their bilingual environments”. This expanded usage of the term encompasses multilingual practices traditionally labelled as code-switching, code-mixing, crossing, and creolization, among others.

Ng and Lee (2019) discovered that translanguaging techniques are tied to identity creation. Language skills, cultural background, and the desire to effectively transmit meaning all affect linguistic choices on digital platforms—the study uses two data formats: formal data and informal data. In the setting of formal data, however, organizational norms play an essential role in influencing identity creation. Organizational norms affect every individual in the company and indirectly force them to follow workplace policies such as utilizing only Standard English. Regarding informal data, identity construction is influenced by an individual’s stances when establishing identity. Identity construction in informational environments is influenced by how individuals communicate their emotions. Adopting positions and expressing emotions allows one to dynamically establish a temporary identity following the context, enabling one to neutralize threats and settle an issue.

Using multiple languages in a single post or discussion is widespread on social media. Users use multilingual practices to introduce new concepts, accurately communicate meanings, and connect with others from various backgrounds. Ng & Lee's (2019) findings show that multilingual people may communicate with their audiences using various semiotic and communication techniques in digital media. Multilingual people can build various linguistic resources to meet communication goals across social networks. However, due to organizational conventions, multilinguals could only translanguage to a limited extent in the workplace. Simultaneously, the findings suggest that adopting translanguage in the workplace would assist multilingual individuals to communicate freely with colleagues and employers, facilitating specific work-related procedures. The study explores the social interactions of multilingual in a multicultural society, highlights their online language diversity, and emphasizes the importance of multi-literacy abilities for translanguage. This study's findings not only pave the way for future research on translanguage among multilinguals but also lead to a better understanding of multilinguals' literate repertoire in linguistically diverse social and educational contexts.

Karunagaran and Luan (2021) revealed that translanguage practice seems to be influenced by factors such as relatability, customers' language preferences, and Instagram culture. Their findings underscore the multifaceted influences that shape translanguage behaviours, highlighting factors such as relatability, customers' language preferences, and the pervasive influence of Instagram culture. One key aspect elucidated by the study is the pivotal role of relatability in driving

translanguaging practices. Through interviews with participants, it was revealed that individuals strategically incorporate elements of their first language and cultural knowledge into their online interactions to foster a deeper connection with their target audience. For instance, participants were observed using terms like ‘lauk-pauk’ in their English descriptions, a practice aimed at resonating with their predominantly Malaysian clientele. This strategic use of language enhances the relatability between brands and their audience, illustrating how translanguaging is leveraged as a tool for effective communication and engagement.

Moreover, the study underscores the significant influence of Instagram culture on translanguaging practices. Participants were found to adapt their linguistic expressions to align with the informal and dynamic nature of the platform, characterized by abbreviated words, emoticons, and misspellings. This amalgamation of linguistic styles reflects a conscious effort to cater to the norms and preferences of the digital space, further emphasizing the fluid and adaptive nature of translanguaging in online contexts. The study by Karunagaran and Luan (2021) contributes valuable insights into the nuanced interplay between language, culture, and digital communication. By illuminating the influences of relatability and Instagram culture on translanguaging practices, the findings underscore the dynamic nature of language use in contemporary online environments and the strategic considerations employed by individuals in navigating these spaces.

Translanguaging has expanded from its origins in bilingual pedagogy to include a broader range of multilingual practices in everyday communication. Williams (1996) defined translanguaging as a teaching technique in bilingual classrooms.

However, it has now grown to include spontaneous and dynamic language use across multiple linguistic and cultural situations, as Wei (2018) and Garcia (2009) addressed. As Baule et al. (2023) and Ng & Lee (2019) point out, this fluid approach to language allows individuals to use their linguistic resources to construct meaning, navigate multilingual contexts, and communicate effectively. The factors influencing translanguaging behaviours, particularly in digital settings such as social media platforms, are complex. Settings, themes, and participants all have essential roles in affecting language choice and word usage, as demonstrated by research findings by Rokhman (2001) (Susanto, 2008) and Karunagaran & Luan (2021). Ng & Lee (2019) and Karunagaran & Luan (2021) found that organizational norms and cultural influences also determine translanguaging procedures. Understanding these elements is critical to understanding the intricacies of translanguaging and its implications for communication in many circumstances.

These findings have broad implications, including education, workplace communication, and digital interaction. Educators can use translanguaging tools to promote language learning and create inclusive classroom environments. Similarly, corporations might see the benefits of translanguaging in allowing effective communication among multilingual personnel and customers. Furthermore, research into translanguaging offers light on the dynamic nature of language use in digital settings, underlining the importance of linguistic flexibility and cultural awareness in online communication. The study of translanguaging contributes to our understanding of language diversity and its role in defining communication patterns. Recognizing the fluidity and adaptability of language use in diverse



settings allows us better to appreciate multilingualism's richness and contributions to global discourse.

#### **D. Reasons The Sellers use Multiple Languages**

Translanguaging, though recently coined in the 21st century, it has captured several scholar's attention and imagination who hitherto proposed a variety of terms to describe translanguaging, for example, situational and metaphorical switching, code-mixing, code-switching, code meshing and style shifting (Garcia, 2009; Creese & Blackledge, 2015; Baker, 2001; Kanana, 2004). A variety of factors influence translanguaging behaviours on social media. Previous research findings have identified crucial factors that shape these habits. According to Baule et al. (2023), the context in which social interactions occur, including the setting (time and place), situation, participants involved, the topic of conversation, and the function of the interaction, all play an essential role in determining language choice. Background factors (time and place) and situations can be family meals, meetings, birth celebrations, college, or market bargaining. This term is similar to Blom and Gumperz (1972) (Susanto, 2008), which proposes four main components of communication that can help explain the reason why, for example, someone would say, "Could I please have a drink of water?" at the office, but "Give me some water" at home (Grosjean, 1982) in (Susanto, 2008). The four communication components include the topic, setting participants, and interaction function. The first three components constitute the basic concept of the situational approach, while the last, the function of the interaction, represents the basic concept of the metaphorical approach. In the Javanese context, these components

are equivalent to the terms *empan* 'topic', *papan* 'setting', and *adepan* 'participant'. For the Javanese, using these speech components in daily communication is indispensable (Endraswara, 2003, p. 98) (Susanto, 2008); ignoring these components may result in conversational conflicts and hostility.

### **1. Situational Approach**

The importance of social variables for human communication, an idea which is proposed in the situational approach to CS (Blom & Gumperz, 1972:409; Gumperz, 1972; Gumperz, 1982), was actually put forward by Ervin-Tripp (1968) some years before Blom & Gumperz conducted their study. Ervin-Tripp (1968:197), for example, argued that 'a speaker in any language community who enters diverse social situations normally has a repertoire of speech alternatives which shift with situation'.

#### **a) Setting**

According to Drew (1990)(Susanto, 2008), what people say and how they say it is generally affected by the context or setting in which they interact. The setting may include the time, place, and situation in which a conversation occurs, such as a family gathering, breakfast, academic lecture, or worship. The physical setting of an event may need the use of a different (variety of) language even when the same general purpose is being served and when the same participants are involved. The forms of English greeting, for example, may be used differently inside and outside a building, inside an office versus a church or mosque, as well as between participants at different distances from one another (Saville-Troike, 2003) (Susanto, 2008). Several scholars, such as Widjajakusumah (1981),

Rokhman (1998) and Gunarwan (2000) (Susanto, 2008), reported that the change from a familial to a school atmosphere or from a relaxed to an official atmosphere influenced the bilingual speakers to code-switching. In their study, they observed several participants waiting for a meeting to commence, and they found that most participants used Sundanese. However, when the meeting began, they changed it to Indonesian. Rokhman (2001) (Susanto, 2008), who examined code-switching in Banyumas, Central Java, also found a similar occurrence. He noted that the Banyumas-Javanese dialect was largely used by the community members who lived in the village area; in contrast, urban people tended to mix Indonesian and the Banyumas-Javanese dialect in conversation.

#### **b) Topic**

According to Becker (1997) in (Susanto, 2008). The topic has also been identified as one of the reasons for bilinguals to code-switching. This has been argued since the early 1960s, for example, by Ervin-Tipp (1964) in (Susanto, 2008): bilinguals tend to use the language that they are more fluent in when talking about specific topics (Ervin-Tripp. 1964:206) in (Susanto, 2008). Fishman (1972) (Susanto, 2008) agree that some topics are better handled in one language than another, either because the bilingual has learned to deal with a topic in a particular language and the other language lacks specialised terms for a topic or because it would be considered strange or inappropriate to discuss a topic in the particular language. Gunarwan (2000) (Susanto, 2008), who investigated language choice among Javanese-Indonesian bilinguals in a Javanese context, also came to the same conclusion :

- (1) Markuat [...] tapi kalo lagu luar negeri harus diiringi gitar melodi. dengan drummer. *Lha saiki aku njaluk bantuanmu*, Kartolo.  
 [...] but a song from overseas should be sung with the accompaniment of a melody guitar, plus a drummer. *Well now*, I'd like you to *do me a favour*, Kartolo.

(Gunarwan, 2000:24)

In the first part of his utterance, Markuat predominantly used Indonesian. As Gunawan explains, this choice is mostly affected by the topic of conversation, that is, modern concepts, such as melody guitar and drummer. Soon after, Markuat switched to Javanese *ngoko* when he asked Kartolo, his close friend, to do him a favour, signalling that he is reverting to 'traditional concepts after talking about 'modern' concepts. This is also consistent with calling on Kartolo's feelings of solidarity. In this case, the use of Javanese *ngoko* indicates intimacy.

### c) Participants

According to Kraus (1987)(Susanto, 2008), participants play a vital role in human communication, including code-switching situations. Hymes (1974)(Susanto, 2008) states that a participant can be defined as a speaker, listener, sender, and receiver of a message. Bilinguals code-switching from one language to another because of the participants' social class, status and role. Social class may be defined by wealth, circumstances of birth, and occupation. Status is often determined by social class membership, age, and education. The role may be defined as an individual's position(s) that require particular expectations, rights, and responsibilities vis-à-vis others in a society (Saville-Troike. 2003). In a strictly stratified society, "social class membership is clearly defined roles are strictly compartmentalized, and associated varieties of language clearly differentiated"

(Saville-Troike, 2003, p. 72) (Susanto, 2008). To achieve the expected communicative meaning, the sender should understand verbal language (e.g. words or sentences) and non-verbal language or paralinguistic clues (e.g., gestures, facial expressions, the sender's knowledge of the world, silence, and kinesics) (Saville-Troike, 1989, p. 145) in (Susanto, 2008).

On the other hand, the receiver is not a passive body that only decodes a message but is also an active individual who can determine the dynamics and directions of communication utilizing body movements or facial expressions (Yngve, 1970) (Susanto, 2008). These communicative components are relevant to the code-switching investigation in the Javanese context. Rokhman (2001:41) (Susanto, 2008), who carried out his code-switching study in Bayumas, Central Java, Indonesia, found that there is a relationship between code-switching and setting, as illustrated in example (2), which occurred within a familial domain between a father, his daughter and his wife. They were talking about social and political reformation being broadcast on TV. The father begins his conversation in Indonesian, and his daughter replies in the same language. However, the father changes to Javanese ngoko after his wife participates in the conversation:

- |            |  |
|------------|--|
| (2) Father | Dimana-mana rusuh.<br>“It is chaotic everywhere.”  |
| Daughter   | Ini kan namanya reformasi.<br>“This is what we call reformation, isn't it?”  |
| Mother     | Reformasi ya reformasi, tapi tidak bakar-bakaran seperti itu.<br>“Reformation is reformation, but it does not mean [that we have to] burn things like that.” |

Father                      Lha gak usah ngomong reformasi. Itu ganti saja lagu-lagu.  
    “Well then, don't talk about reformation. Just change [that TV channel] and watch a song program then.”  
    (Rokhman, 2001:41)

The father tends to agree with his daughter's opinion about reformation. Although it is not explicitly stated, the father and his daughter accept the need for people to burn or destroy things in the name of reformation. In the last statement, the father switches into Javanese *ngoko* "...gak usah ngomong..." indicating that he disagrees with his wife's opinion and asks her to change the TV channel if she does not like watching the TV program about reformation. The phrase "*gak usah ngomong*" can be used as informal Indonesian (Johns, 1996) in (Susanto, 2008). However, the expression is of Javanese origin. The word 'gak' is used as a regional variation of 'ora'. For an expression to be considered code-switching, there needs to be an equivalent expression in the language being used (in this example, Indonesian) that has not been used for the purpose of a particular emphasis or other special meaning. The equivalent of the Javanese expression 'gak usah ngomong' in Indonesian, with regard to the context of this example, is "tidak perlu berbicara". Due to the context of the topic, it is more appropriate to regard the use of *gak usah ngomong* as Javanese *ngoko*. In this context, when emotion plays a role in the conversation, with regard to the topic (reformation), the situation is no longer considered formal. Thus, the use of the phrase 'gak usah ngomong' entails code-switching, as the possible option of using the Indonesian expression 'tidak perlu berbicara' has been substituted with the expression of Javanese origin to

emphasise the father's emotion surrounding the topic. More importantly, the father's choice to use Javanese *ngokowas* was possible because he was talking to his wife. Therefore, according to Javanese culture, he was conversing with someone of lower status or at least a secondary position to the husband in the family. For example, Javanese women are required to be more polite within the family situation than the dominant male. Because of this, they are often spoken to in less polite speech (Smith- Hefner, 1988:535) (Susanto, 2008). Following this cultural concept, the switch from Indonesian to Javanese *ngoko* by the father when speaking to his wife is unmarked code-switching (Myers-Scotton, 1993) (Susanto, 2008), meaning that it is normally acceptable in this certain situation.

## **2. Metaphorical Approach**

Unlike Situational CS, which looks at the change in topics, participants and settings as the influencing factors of CS, the metaphorical approach considers that the reason for bilingual codeswitching is to achieve specific communication purposes (Blom & Gumperz, 1972). A clear illustration of a conversation containing metaphorical CS is given by Saviile-Troike (2003:50). This conversation occurred at a border checkpoint between India and Nepal. Saviile-Troike (2003) noted that CS occurred three times. The conversations occurred when the border guard stopped a woman because she was carrying too much tea and could be threatened with a heavy fine. In her verbal attempt to avoid the fine, the woman first used Nepali (the official language) to argue her case. She then switched to Newari (an indigenous language) as an appeal to solidarity when she recognised that the border guard was a native speaker of Newari. Finally, she switched to

English to show that she came from an educated group in the community. CS is, therefore, used as a means of negotiation to achieve communicative purposes. The woman used English to inform the border guard that she understood the rules of who she was. This attempt to resolve the problem was successful, and she escaped being fined.

The reasons why bilinguals switch between languages have been discussed extensively in the sociolinguistic literature (Gumperz, 1982, pp. 75-84; Appel & Muysken, 1987, pp. 118-120; Poedjosoedarmo et al., 1979). Metaphorical codeswitching has the following functions. First, it is used to serve a 'quotation function': reciting another person's speech and reporting it in conversation (Poedjosoedarmo et al., 1979; Gumperz, 1982):

- (3) A            Jèdèd, sampai pusat Pak Rektor bilang menèh, "Sanguné wis ono to?"  
                   "Bang [imitative verb adjunct with mak, usually used to refer to slamming the door], when I reached the central administration, Mr. Rector said again, "You have received the travelling funds, haven't you?".

(Sudarsono, 1993:49)

Example (3) is an instance of CS that directly quotes another person's speech. Speaker A quotes the original speech from his Rector's statement. Sudarsono argues that quotations may also include the speaker's speech.

Second, it functions as an 'interjection', which includes exclamations or sentence fillers, such as nah, lha, lho and tag questions. Third, CS may serve the function of marking 'personalisation and objectification'. CS, in this case, is used to express a degree of emotional Involvement by the speaker in the message: the use



of language A is more personalised, while language B may reflect n reflect more distance (Gumperz, 1972).

### **E. Form of Translanguaging**

Translanguaging theory will be used to investigate student's usage of more than two languages in conversations with interlocutors who are students from other nations. Translanguaging is the process of moving between and beyond various language structures and systems. It encompasses the entire spectrum of linguistic performances of multilingual language users for objectives beyond the combination of structures, system alternation, information transmission, and the depiction of values, identities, and relationships (Wei, 2011). Li Wei is one of the specialists who defines translanguaging after studying the subject.

Wei's (2011, 2021, 2022) concept of translanguaging space highlights its role as an intense social experience characterized by solid emotional investment and identity formation. This space is not merely shaped by historical structures but actively constructed by multilingual individuals who leverage their linguistic resources to carve out spaces for themselves. By doing so, they become active agents capable of transforming social dynamics rather than passively responding to them. This approach challenges traditional dichotomies between macro and micro perspectives, societal and individual influences, and the social and psychological dimensions of bilingualism and multilingualism. Translanguaging spaces are thus interactionally created, where individuals dynamically manage social interactions

to redefine their identities and social worlds. Wei (2021) further emphasizes the threefold significance of the prefix “trans” :

- transcending the boundaries between named languages and other cognitive systems,
- harnessing the transformative potential of translanguaging to reshape identities and worldviews, and
- embracing a transdisciplinary approach that blurs the lines between linguistics, psychology, sociology, and education.

This expansive perspective calls for a maximalist approach that considers linguistic elements and diverse means of meaning-making, including emotions, experiences, memories, ideologies, and power relations, which collectively contribute to the process of (trans)languaging.

Lin (2020) examines translanguaging and translanguaging pedagogies. In the paper, she discusses the historical roots of the word translanguaging and the many settings in which translanguaging has been produced, challenged, and implemented. In her research, she demonstrates that the origins of translanguaging use can be classified into four pedagogical functions: promoting a more profound and fuller understanding, assisting the development of the weaker language, facilitating home-school links, and assisting the integration of fluent speakers with early learners. As a result, translanguaging is categorized into two types: spontaneous translanguaging, which occurs without planning or design by the multilingual speaker and planned translanguaging, which requires preparation or systematic planning to occur.

### **1. Spontaneous Translanguaging**

Spontaneous translanguaging refers to natural, unplanned language use among multilingual speakers. This type of translanguaging emerges organically in classroom settings where linguistic diversity is embraced as a resource for learning. It often occurs when students and teachers fluidly switch between languages without prior planning, allowing for a more authentic communication experience. This practice enables students to use their linguistic repertoire to make meaning and engage in learning activities.

According to Vyshnevskaya, Bratanych, Skydan, Hushko, and Karimova (2021), spontaneous or unplanned translanguaging occurs in a classroom setting when students help each other understand complex concepts by translating terms or explaining ideas in their first language (L1) while using the target language (L2). For instance, a student might explain a scientific concept in their native language to clarify it for peers who are less proficient in English, thus fostering collaborative learning and peer support.

### **2. Planned Translanguaging**

Planned translanguaging, on the other hand, involves a deliberate pedagogical strategy in which educators design activities that incorporate multiple languages with specific learning objectives in mind. This approach is systematic and aims to scaffold students' multilingual development by integrating their L1 knowledge into learning L2 content. Teachers make strategic decisions about how to use translanguaging to enhance comprehension and engagement among students with varying levels of proficiency.

An example of planned translanguaging could involve a teacher preparing a lesson with bilingual resources, such as texts presenting essential vocabulary in both L1 and L2. For instance, during a lesson on economics, the teacher might provide articles with critical terms translated alongside the English text. Students could annotate these articles, discuss them in pairs using both languages or write reflective essays requiring them to synthesize information from their L1 and L2 perspectives.

According to Vyshnevskaya, Bratanykh, Skydan, Hushko, and Karimova (2021), planned translanguaging can be exemplified in three following activities :

- Create a rich experiential context by discussing and experiencing how to annotate and summarise articles on finance and banking/ international economics/ law or any other narrowly focused study necessary for writing a degree project. Translanguaging, used for translating and elaborating key terms, raises students' interest and encourages their involvement.
- Read, note-making, analyzing, and evaluating research articles to learn about their structure and moves and to be aware of the language features of each section. Translanguaging is used for translating, elaborating, and exemplifying important/difficult terms or content to develop multilingual vocabulary and syntax inquiry and promote metalinguistic awareness.

- Engage students in textualizing the experience by writing a short essay to analyze and evaluate a research article. Translanguaging facilitates students' academic reading and writing.

Lin (2020) emphasizes that spontaneous and planned translanguaging serve different purposes in educational settings, catering to students' diverse meaning-making needs. While spontaneous translanguaging fosters immediate communication and peer support, planned translanguaging strategically enhances academic learning by integrating students' linguistic backgrounds into the curriculum. This dual approach not only supports language acquisition but also enriches the overall educational experience by validating and utilizing students' full linguistic capabilities.

## **CHAPTER III**

### **RESEARCH METHOD**

#### **A. Research Design**

This study adopts a post-positivism paradigm with a quasi-qualitative approach to answer research questions. The post-positivism paradigm assumes that social reality is holistic, complex, dynamic, and meaningful (Abdussamad, 2021). Post-positivism aligns with positivism in that the truth depends on the researcher, but not completely. Researchers cannot obtain absolute truth in the post-positivism paradigm as in the positivism paradigm perspective. Researchers recognize this limitation because the research process always contains shortcomings or areas for improvement, especially when collecting and analyzing data, such as the need for more valid and credible data, addressing incomplete data, and ensuring appropriate analysis. Therefore, the researcher cannot obtain the absolute truth (Rahardjo, 2023). The post-positivism paradigm emphasizes the significance and formation of innovative knowledge. It can support dedicated social movements seeking to change the world and achieve social justice (Ryan, 2006).

Meanwhile, the quasi-qualitative derives from the post-positivism paradigm. Quasi-qualitative research closely resembles qualitative research in its approach. However, it fundamentally differs from pure qualitative methodologies, representing a quantitative method strategically modified to incorporate more qualitative characteristics. The prefix "quasi" precisely captures this hybrid nature, signaling that the research design is not entirely qualitative but intentionally

adapted to include qualitative elements. The quasi-qualitative design comes from the post-positivism paradigm. Therefore, it attempts to qualify qualitative aspects into a quantitative approach. Thus, quasi-qualitative is an approach that attempts to integrate qualitative elements into a fundamentally quantitative research framework, although it has yet to fully achieve the characteristics of qualitative research (Rahardjo, 2023). Using thematic analysis, researchers analyze the data from this study, consisting of videos transcribed into text.

### **B. Research Instruments**

The researcher himself is the research instrument of this study. In this case, the researcher is considered the “human instrument” because the researcher took an active role in its execution, collecting, identifying, and analyzing the research data. The researcher is responsible for selecting appropriate methods, tools, and data collection and analysis techniques. They must ensure the quality of the data and carefully interpret the results to draw significant conclusions. Creswell (2009) stated that the primary research instrument was the one that collected and processed the data. Additionally, Rahardjo (2020) mentioned that the researcher serves as the instrument for qualitative research.

### **C. Data Source**

Researchers use the concept of cyber research as a data source. This concept uses social media as a reference for data collection. TikTok social media will be used to collect related data. Researchers selected several clothing brand accounts that often use translanguaging in their sales. One of the samples is an account called Kick Avenue, which has gained high trust as a seller of well-known brand

shoes and guaranteed originality. With its credibility, the account often practices translanguaging in its product sales strategy. The researcher will only focus on accounts that use translanguaging practices. The data will consist of a sentence that meets the criteria of translanguaging.

#### **D. Data Collection**

The researcher employs a technique to collect the data. In this study, the researcher collects data using video transcription analysis. This qualitative research technique involves converting video recordings into written transcripts. The researcher then systematically analyzes these transcripts to uncover insights and identify recurring themes. To obtain the data, the researcher watches live videos that showcase the use of multiple languages in clothing brand accounts.

The data collection process begins with several stages. First, researchers searched for TikTok accounts that have used translanguaging in their sales from September 25, 2023, until the data was saturated. Then, several TikTok accounts will be observed to meet the criteria for the translanguaging category. Clothing brand accounts will be the primary focus because clothing is one of the most sought-after items on TikTok. After that, the researcher will use the screen capture recording feature of some TikTok Live clothing brand accounts to convert them into a video. The researcher will take as much data as possible until the data is saturated.

#### **E. Data Analysis**

Thematic analysis is a method for identifying, analyzing and reporting patterns (themes) within data. Thematic analysis is widely used, and the range of



possible thematic analyses will further be highlighted in relation to several decisions regarding it as a method (Braun & Clarke, 2006). There are six phases/steps of thematic analysis:

Phase 1: Familiarize the researcher with the data by keeping the records of all data field notes and transcripts data. The researcher transcribed the result of the observation and rewatched all data sources, as shown in the transcription of verbal data.

Phase 2: Generating initial codes. The researcher created some initial codes to make the constructs simple to find and recognize.

Phase 3: Searching for themes. The researcher read all the transcription and searched the themes one by one.

Phase 4: Reviewing themes to choose the most appropriate one by comparing the themes. Because some data had more than one theme in every theme, the researcher did some reviews to choose the appropriate theme.

Phase 5: Defining and naming themes.

Phase 6: Producing the report.

## **F. Validity and Reliability**

The method of the research has been published, confirmed, and reviewed in a journal as trustworthiness. The researcher has reviewed the credibility of this method by the expert judgment with one of lecturer, as Linclon and Guba (1985) suggested that a member of techniques to address credibility including activities such as prolonged engagement, persistent observation, peer debriefing to provide

the data on the researcher, and they recommended to re-watch the video recording during the checklist of the table observation.

## **CHAPTER IV**

### **FINDING AND DISCUSSION**

#### **A. Findings**

This chapter examines five clothing brand accounts that use translanguaging in their sales interactions with potential buyers on TikTok Live. These brands include Fukustudio, Kick Avenue, Ribsgold, Signore, and Wellborn Company. They employ a mix of Indonesian and English to promote their products and respond to questions from prospective customers. The questions include: “What are the primary goals of using translanguaging in social commerce videos? And how is the form of translanguaging used by sellers in communication strategies on TikTok Live?” this analysis will draw upon the Sociolinguistics Approach (Blom & Gumperz, 1972) and Translanguaging Space (Li Wei, 2011).

This study shows that situational and metaphorical factors influence sellers’ use of translanguaging practices. From the situational perspective, language alternation is influenced by the setting, topic of conversation, and participant. From the metaphorical perspective, the seller’s motivation to translanguage is caused by the intention to express certain communicative purposes. Furthermore, the translanguaging categories illustrated in these findings are included in the form of spontaneous translanguaging. The seller and potential buyers spontaneously use multiple languages, including English and Indonesian.

These findings would be classified into six categories those are 1) To adapt to the interlocutor's language, 2) To follow English-language product terms, 3) To comply with TikTok features, 4) To express gratitude, 5) To address different people, 6) To attract potential buyers, in the last one year. It will help the reader understand the context or imagine how the conversation happened without watching the videos.

### **1. To adapt to the interlocutor's language**

This section examines how sellers on TikTok Live adjust their language strategies in response to their interlocutors. In interactions with potential buyers, specific language choices made by viewers can prompt sellers to engage in translanguaging, blending Indonesian and English to maintain effective communication. This aligns with Blom and Gumperz's (1972) theory of Situational Code-Switching, where language shifts are context-dependent and serve to manage social interactions. The seller's linguistic flexibility reflects understanding their audience's needs, allowing them to maintain engagement and foster rapport.

In data (1), this interaction occurred during a TikTok Live session hosted by Signore Male, a fashion seller. The session occurred when the seller responded to a viewer's inquiry regarding the availability of a specific product. The buyer, identified as @Mrrzzzzz, inquired about the restocking schedule for a striped shirt. The buyer's incorporation of the English word "restock" within an Indonesian sentence cues the seller to respond in a similarly mixed language style.

Data 1:

- @Mrrzzzzz : Kak kemeja stripnya kapan restock warna lagiii  
(the buyer) *‘Bro, when will the striped shirt be restocked in other colors?’*
- Signore Male : Kemeja stripenya nggak restock kak, nggak  
(the seller) restock lagi kakak mrz ya, kemeja udah nggak restock lagi, ya nggak restock lagi dia udah discontinue ya, kakak mending ambil kemeja jenis lain, ambil warna ini bagus retro blue  
*‘The striped shirt won't be restocked, dear. It won't be restocked anymore; it's already discontinued, so it won't be coming back. You'd be better off choosing another type of shirt. Try this color—it's a nice retro blue’*

(Video 1 / Signore / 02:08 – 02:21)

This interaction between the seller, Signore Male, and the buyer, @Mrrzzzzz, exemplifies how sellers on TikTok Live leverage translanguaging as a communication strategy influenced by their interlocutors. The buyer’s initial question integrates an English term, “restock”, within an Indonesian sentence structure. This linguistic cue serves as a catalyst, prompting the seller to employ a blend of languages in response. The seller mirrors the buyer’s use of English, thereby creating a communicative synergy that maintains engagement.

The primary reason behind the seller’s choice to translanguage is to build a connection with the buyer. By using “restock”, the buyer signals a level of familiarity with English retail terminology. The seller’s response, which includes terms like “retro blue”, acknowledges and reciprocates the buyer’s

linguistic choice. The seller reinforces a sense of camaraderie by adapting to the buyer's language use, which makes the interaction feel more personalized and informal. This aligns with Blom and Gumperz's (1972) Situational Code-Switching, where language choices are adapted based on social cues to foster positive interaction.

The adoption of English phrases, especially retail-specific terms like "restock", reflects a trend within the digital marketplace where English is commonly used to describe product availability and fashion styles. By incorporating English, the seller aligns with the expectations of a consumer base that is likely familiar with online shopping lingo. This also ties into Li Wei's (2011) Translanguaging Space, where sellers leverage multiple linguistic resources to maximize communicative effectiveness and signal inclusivity in a diverse audience space.

The seller's response is not a premeditated switch but a spontaneous reaction to the buyer's linguistic choice. However, this spontaneity is not devoid of strategy. The seller optimizes the interaction to keep the buyer's attention by shifting between Indonesian and English, leveraging Lin's (2020) Spontaneous Translanguaging concept. This approach is efficient in TikTok's fast-paced, interactive environment, where maintaining viewer engagement is critical. The seller's use of phrases like "nggak restock lagi" alongside "retro blue" helps maintain the flow of the conversation while subtly steering the buyer towards considering alternative products.

Translanguaging here is also a tool for persuasion. The seller repeatedly emphasizes that the desired item is unavailable, “nggak restock lagi”, and smoothly transitions to recommending another product. The seller adds an element of sophistication to the product description by using English adjectives such as “retro blue,” appealing to buyers who associate English with higher quality or trendiness. This aligns with the notion that translanguaging can enhance persuasive communication, especially when targeting a consumer demographic that values bilingual fluency as a marker of social capital.

On TikTok Live, interactions are real-time, and sellers must quickly adapt to maintain viewer interest. The flexibility of translanguaging allows sellers to respond efficiently to comments, sustaining a lively and interactive environment. Using mixed language also helps the seller navigate the platform’s algorithm, which tends to promote content that garners higher engagement rates. This interplay between language use and digital platform dynamics reflects how TikTok shapes language practices in contemporary online business contexts.

Like what happened in data (1), translanguaging also occurs in data (2), where the seller adjusts their language based on the linguistic cues provided by the interlocutor, reflecting a responsive use of translanguaging influenced by the interaction. The exchange analyzed here involves a customer inquiry about a product's sizing, which triggers the seller to shift between English and Indonesian. In data (2), the interaction occurs between a customer, Uncle D.,

and the seller, Kick Avenue Male, during a TikTok Live session. The customer asked a question regarding the size of the Adidas Samba sneakers.

Data 2:

Uncle D. : Adidas samba true size atau up size min?  
(the customer) *'Is Adidas samba true (to) size or (must be) upsize, min?'*

Kick Avenue Male : Samba true to size, tapi lebih aman up size  
(the seller) setengah aja ya  
*'(Adidas) Samba fits true to size, but it's safer to go up half a size (for more comfort).'*

(Video 2 / Kick Avenue / 02:35 – 02:41)

The language used by the customer, incorporating English terms like “true size” and “upsized,” serves as a cue for the seller to adopt a similar mixed-language approach. According to Blom and Gumperz's framework, this can be seen as situational code-switching, where the seller's language choices are adjusted to match the customer's linguistic behaviour, thereby maintaining the conversational flow and rapport. The seller's immediate shift into a bilingual response—“Samba true to size, tapi lebih aman up size setengah aja”—not only answers the question directly but also reflects an effort to align with the customer's language preferences. This adaptation reinforces the interactional harmony and positions the seller as attentive and responsive to the customer's needs.

This exchange also exemplifies the concept of a Translanguaging Space, where the seller navigates between languages to optimize communication on a digital platform like TikTok Live. The customer's initial use of English terms



integrated into an Indonesian sentence creates a space where the boundaries between languages are fluid. The seller's response—continuing the blend of English and Indonesian—demonstrates the ability to flexibly draw on multiple linguistic resources in real time to enhance understanding. Here, the seller's use of translanguaging serves as a practical tool for providing product information and a strategy to meet the customer's expectations, fostering a sense of connection and shared linguistic space.

The interaction aligns with Lin's (2020) notion of spontaneous translanguaging, where language shifts occur naturally and is driven by the immediate context. The customer's question includes English terms familiar within sneaker culture, which are widely recognized among consumers regardless of their native language. By responding with phrases like "true to size" and "upsized," the seller taps into these culturally specific terms that resonate with the target audience. This spontaneous use of English terminology reflects the influence of global sneaker culture on language practices within digital commerce, where English has become a *lingua franca* for discussing products.

The customer's language choices influence the seller's translanguaging. The need to accommodate the interlocutor's bilingual query prompts the seller to mirror this linguistic mix, enhancing customer engagement and ensuring clear communication. The data reveals that sellers utilize a combination of English and Indonesian not just for practicality but also to align with the digital culture of TikTok Live. The seamless switch between languages highlights the seller's

strategic use of language to cater to an audience familiar with English-dominated sneaker jargon, thus optimizing the interaction to retain customer interest and drive potential sales.

Through this responsive and flexible language practice, sellers leverage translanguaging as both a communicative and relational tool, demonstrating its crucial role in shaping successful interactions in the TikTok Live business context.

## **2. To follow English-language product terms**

In TikTok Live sessions, sellers frequently respond to queries about popular branded products that often carry English names. This interaction between sellers and buyers highlights a pattern where the language used is influenced by the terminology associated with these brands. For instance, references to specific product names such as "Adidas Ultraboost Full Black" or "Adidas Ultraboost Valentine Edition" often prompt sellers to incorporate English phrases within their responses, as they maintain the original product names to ensure clarity and authenticity for potential buyers. This pattern is particularly evident when discussing globally recognised items, as using their English names maintains clarity and aligns with the audience's expectations.

In the interaction captured in the data (3), the buyer, @M, inquires about the availability of a specific shoe model using the term "Ultraboost Full Black." The seller, labelled as "Kick Avenue Male," confirms the unavailability of that specific colour option while highlighting the availability of another edition. Notably, this conversation occurs in a TikTok Live session where visual aids,

such as displaying shoes on screen like in Figure 1, complement the spoken interaction. The interaction reflects how brand-specific terminology in English influences the linguistic choices of sellers.



(Figure 1 : The seller shows other shoes available in stock)

Data 3:

@M : Ultraboost Full Black ka?  
 (potential buyers) '(Is) (Adidas) Ultraboost Full Black (available), bro?'

Kick Avenue Male : Full Black belum ada ka, adanya si Valentine,  
 (the seller) yang full black setahu mimin ready-nya size kecil.  
*'Full Black is not available yet, bro; we only have  
 the (Adidas Ultraboost) Valentine edition. As far  
 as I know, the full black is only ready in small  
 sizes'*

(Video 2 / Kick Avenue / 00:50 – 01:05)

The buyer uses the term "Ultraboost Full Black," prompting the seller to continue using English terminology like "Valentine edition", "ready", and "size" to ensure clarity while maintaining engagement. This exchange exemplifies the impact of English-language products on the translanguaging practices observed in digital commerce. Drawing on Blom and Gumperz's (1972) theory of Situational Code-Switching, the seller's linguistic strategy is influenced by the context of the conversation, which revolves around discussing internationally branded products. Here, using English words like "Full Black" and "Valentine edition" is not merely for aesthetic purposes but is a functional strategy to align with the buyer's language choice, ensuring a smooth flow of communication centred around product familiarity.

The concept of a Translanguaging Space (Li Wei, 2011) is also applicable in this interaction, where the seller fluidly moves between Indonesian and English. This bilingual manoeuvring accommodates the specific linguistic expectations tied to discussing global brands. By responding in a way that aligns with the buyer's initial query, the seller effectively creates a space where multilingual communication feels natural and contextually appropriate. The use of English is not merely a stylistic choice but a pragmatic response to the

buyer's linguistic cues, reinforcing the seller's role as an informed and accessible source of product knowledge.

Moreover, this instance reflects Spontaneous Translanguaging (Lin, 2020), where the seller's language use appears unplanned yet is strategically adapted to suit the interaction. The seller's effortless shift to English terms associated with the product indicates an intuitive understanding of the buyer's expectations and the digital marketplace's conventions. This adaptability enhances the perceived authenticity and professionalism of the seller, fostering trust among potential buyers.

These findings underscore one of the critical reasons sellers utilize translanguaging practices: to maintain relevance and clarity in discussions about globally recognized products. The seller's use of English terms directly corresponds to the nature of the products and their association with international markets, thus demonstrating how TikTok Live sellers strategically employ language to engage a linguistically diverse audience while responding to product-specific queries.

This analysis answers the research questions by revealing that one of the primary reasons sellers adopt translanguaging is to align their communication with product-related contexts that inherently involve English terminology. Additionally, it shows that the form of translanguaging, spontaneous translanguaging, used involves a seamless blend of Indonesian and English to meet the expectations of consumers familiar with global brands.

In the data (4) excerpt, the seller "Signore Male" discusses a pair of pants he wears during the TikTok Live session. He describes the product using English and Indonesian terms, mentioning the product name "Linen Pants Slim Fit." The seller also highlights a comparison to similar pants from international brands like H&M and Zara, positioning his offering as a more affordable alternative. The product name "Linen Pants Slim Fit" is an English term that adds a sense of international appeal, likely intended to attract customers familiar with global fashion trends. In addition to the verbal description, Figure 2 shows the actual product, which further helps the audience understand the style and fit of the pants. The seller engages in a multimodal approach by showing the product in real-time, combining verbal and visual cues to communicate the product's value.



(Figure 2 : The name of the pants is called “HOMME Linen Pants SGNR Slim Fit”)

Data 4 :

Signore Male : Untuk celana yang lagi aku pakai namanya Linen Pants Slim Fit, etalase satu celana linen. Aku lagi pakai warna beige ya. Aku lagi pakai warna beige jadi kakak kalau nyari celana yang comfy mungkin kalian pengen style style yang kayak di H&M di Zara tapi budget pas-pasan daripada beli di sana harga 499, di sini kakak bisa dapetin harga satu piece aja ada 200.000 celananya ya

*'As for the pants I'm currently wearing, they're called Linen Pants Slim Fit from showcase one. I'm wearing the beige color. So, if you're looking for comfortable pants and maybe you want styles similar to those at H&M or Zara but on a budget—rather than buying them there for 499(thousand), here you can get them for just 200(thousand) per piece'*

(Video 1 / Signore / 00:59 – 01:21)

The mention of "H&M" and "Zara" as style comparisons further illustrates the influence of Western retail brands on the seller's communication despite the primary language of the interaction being Indonesian. The seller's use of the term "Linen Pants Slim Fit" and the English-language reference to foreign brands is intended to evoke familiarity with international product standards while creating a more relatable, affordable option for local customers. The use of "comfy" and "piece" as English terms within an Indonesian sentence further exemplifies how the seller seamlessly blends both languages, a practice often referred to as Spontaneous Translanguaging (Lin, 2020). These English terms are not just decorative but serve specific functions in the conversation.

"Comfy" (a colloquial shortening of "comfortable") is a term often used in the fashion industry to describe the level of comfort a product offers. The use of "comfy" instead of its Indonesian equivalent, "nyaman," might reflect the seller's intent to engage with customers who are familiar with the globalized lexicon of fashion and consumer culture. Additionally, "comfy" has a more casual tone, aligning with TikTok Live sales' informal, relatable vibe. The word "comfy" also functions as a persuasive communication tool by appealing to the



audience's emotions and practical needs. Its use evokes a sense of ease, relaxation, and personal satisfaction, which resonates with viewers seeking comfort in their purchases. By employing "comfy" as a descriptor, sellers tap into the universal desire for products that enhance daily life, creating a positive mental image of the item. Furthermore, the informal nature of "comfy" makes the product seem approachable and relatable, reducing the perceived distance between the seller and the buyer. This strategy is further reinforced by pairing the term with visual elements, such as models showcasing the product's softness or flexibility, strengthening its persuasive impact. The word "comfy" not only appeals to the emotional and physical comfort of potential buyers but also aligns well with the practical considerations of those shopping on a "budget pas-pasan" (tight budget). By highlighting the comfort and quality of a product, sellers can create the perception that buyers are getting exceptional value for their money. This strategy resonates powerfully with audiences who prioritize affordability but want products that meet their comfort and lifestyle needs. The casual and relatable tone of "comfy," combined with the economic reality implied by "budget pas-pasan," allows sellers to position their offerings as aspirational and accessible, fostering trust and encouraging purchases even among cost-conscious customers.

According to Blom and Gumperz's (1972) Situational Code-Switching theory, the seller adapts his language to the context of the interaction. Since TikTok Live is a more casual platform with a younger demographic, "comfy" may resonate better with the target audience, emphasizing comfort in a way

that feels contemporary and accessible. The use of "piece" is another example of translanguaging. In this case, "piece" refers to a single item, and its use is common in retail, especially clothing. This term, along with others like "size," "fit," and "style," reflects a globalized form of language that transcends local boundaries.

This analysis reveals that sellers use translanguaging to enhance the appeal of their products by associating them with international brands and trends. Additionally, the form of translanguaging used in this instance involves blending English and Indonesian to highlight the product's global and local aspects, thereby enhancing both its perceived value and its relevance to the target audience.

In the data (5), the seller, Fukustudio Male, actively showcases various vests and shirts. He refers to the specific light navy vest he is wearing and also mentions the different styles of vests available for sale. Figure 3 helps clarify that the discussion is about styling, with the seller not only talking about the vest but also visually presenting it to the viewers. This occurs while the seller engages with the buyer's request for an OOTD (Outfit of the Day) and explains the fashion items in his store, emphasizing their suitability for styles similar to those seen in well-known global fashion brands.



(Figure 3 : The seller is showing the styling of vests and shirts)

Data 5:

@ capucinocincau : Bang ootd vest sma kemeja bang udah check out  
(the buyer) kmren please

*'Bro, (can you do an) OOTD(Outfit Of The Day)  
with the vest and shirt, I already checked out  
yesterday, please?'*

Fukustudio Male : Bang ootd-in vest sama kemeja bang udah check  
(the seller) out kemarin, ootd-in vest sama kemeja boleh, jadi  
di sini gue ada kemeja yang cocok banget buat....,

sorry ada rompi yang cocok banget buat kemeja yang lagi gue pakai sekarang, ini rompi warna light navy

*'Bro, can you do an OOTD(Outfit Of The Day) with the vest and shirt (the buyer) checked out yesterday? Sure, I can do an OOTD(Outfit Of The Day) with the vest and shirt. I have a vest here that would go perfectly with the shirt I'm wearing right now; it's a light navy (color) vest'*

Fukustudio Male (the seller) : Oh ya btw buat kalian yang belum pernah coba styling rompi, kalian bisa coba cek rompi kita guys, bisa dicek juga review sama rating yang ada buat rompi-rompinya, sebentar rompinya itu ada di etalase no 17 oke ya udah gua pick

*'Oh yeah, by the way, for those of you who have never tried styling a vest, you can check our vests, guys. You can also check the reviews and ratings for the vests. The vests are in showcase number 17, okay? I've already picked it up'*

(Video 3 / Fukustudio / 01:14 – 01:57)

In Data (5), the seller once again uses English terms like "OOTD" and "light navy" within the Indonesian context, much like in Data 3 and Data 4. These instances illustrate how the use of English is driven by both contextual appropriateness and product-specific language. The buyer's use of the term "OOTD" in the initial message prompts the seller to mirror this behaviour, using the same term in his response. The word "OOTD", short for Outfit of the Day, is widely recognized in fashion-related contexts, particularly on social media platforms like TikTok. It is a term that immediately conveys the idea of

showcasing a complete outfit visually appealingly. Its inclusion here connects the conversation to a global online fashion culture rather than relying on Indonesian equivalents that might carry a different cultural weight.

Furthermore, the seller's use of "light navy" as an English colour descriptor highlights the influence of international fashion terminology. While colour names in Indonesian can be adapted (e.g., "biru muda"), terms like "light navy" are often used in global fashion discussions to specify a particular shade, helping to differentiate it from other similar colours. This is another example of Spontaneous Translanguaging (Lin, 2020), where English words are naturally integrated into the conversation, making the interaction feel both fashionable and globally aware.

### **3. To comply with TikTok features**

One of the significant reasons sellers engage in translanguaging practices on TikTok Live is influenced by the platform's features, such as its interactive format and its emphasis on real-time engagement. The TikTok Live setting creates a unique dynamic where sellers are encouraged to respond swiftly to buyer inquiries, leveraging TikTok's algorithm that rewards active interaction to maximize visibility and engagement. Sellers often utilize a mix of languages to optimize their communication, reaching a broader audience and creating a seamless and engaging interaction. This practice helps them effectively promote products, drive sales, and encourage immediate purchasing actions.

The data analyzed in this section focuses on how sellers use TikTok's features, such as live comments and call-to-action (CTA) prompts, to trigger

rapid responses and build urgency. The interplay between these platform functionalities and the sellers' language choices reveals a strategic use of translanguaging to align with TikTok's engagement-driven environment.

In data (6), the seller (Ribsgold Male) conducts a live session to promote his products. As seen in Figure 4, the seller actively engages with the audience, encouraging viewers to purchase. The setting emphasizes real-time interaction, as the seller closely monitors incoming chat messages and responds immediately to potential buyer's questions. This fast-paced exchange demonstrates how sellers leverage TikTok's live shopping features to create an interactive and high-pressure sales environment, encouraging users to make immediate purchasing decisions.



(Figure 4 : The seller is encouraging viewers to make purchases)

Data 6:

@aquarius (the buyer) : Kak kalau mau order order lagi buat nanti, di mana belanjanya kak?

*'Bro, if I want to order it later, where should I shop?'*

Ribsgold Male (the seller) : Wah mending check out sekarang aja kak, jadi teman-teman semua buruan di check out dulu aja sekarang ya sebelum barangnya sold out kalo di nanti-nanti

*'Ah, it's better to check out right now, bro. So, for everyone hurry and check out right now before the items sell out if you wait too long'*

(Video 4 / Ribsgold / 01:12 – 01:23)

The interaction in this data highlights how TikTok's features influence sellers to adopt specific linguistic strategies. The buyer's inquiry, "Kalau mau order order lagi buat nanti," reflects a casual tone, with an implicit intention to purchase later. The seller, however, leverages TikTok's real-time urgency by responding with a directive to "check out sekarang" and reinforces the immediacy by emphasizing potential stock shortages.

Here, the seller strategically uses translanguaging to generate a sense of urgency, which aligns with TikTok's "real-time shopping" experience. The seller captures the buyer's attention by mixing Indonesian and English terms like "check out" and "sold out," utilizing terms familiar to TikTok's predominantly bilingual or multilingual users. Using English terms such as "check out" and "sold out" is particularly effective, as they are deeply associated with online shopping culture and align with the TikTok Live environment, where immediacy is critical.

The seller's response demonstrates situational code-switching, where English terms are employed to fit the commercial context of TikTok Live. The English phrases "check out" and "sold out" are metaphorical triggers that align with the urgency typical in digital marketplaces. The seller's linguistic choices create a translanguaging space that bridges the language preferences of diverse viewers. The seamless blend of Indonesian and English terms is a linguistic



strategy and an adaptive communication technique that caters to TikTok's global audience. The seller navigates between languages fluidly to optimize engagement and sales. The rapid, real-time interaction exemplifies spontaneous translanguaging, where the seller intuitively switches between languages based on the immediate need to encourage purchases. The urgency to "check out sekarang" is conveyed more effectively through this dynamic language mixing, leveraging TikTok's interactive features.

In this scenario, TikTok's platform features drive the seller to use translanguaging as a sales tactic. The blending of languages, specifically for transactional phrases, demonstrates how sellers adapt their language use to the affordances of TikTok Live, maximizing engagement while simultaneously encouraging immediate purchases.

#### **4. To express Gratitude**

One of the most common reasons sellers use translanguaging during TikTok Live sessions is to express gratitude. Acknowledging buyer's purchases and interactions plays a significant role in fostering customer loyalty and building rapport. Expressing gratitude in both English and Indonesian allows sellers to connect with a diverse audience and emphasize their appreciation in a sincere and personal way. This strategy enhances the shopping experience and strengthens the relationship between sellers and their customers, encouraging repeat business. In TikTok Live interactions, sellers often rely on a blend of languages to express their appreciation effectively, especially when quick and sincere communication is required. The spontaneous use of English words,

such as “thank you,” within an Indonesian sentence can convey a formality and emphasis that purely Indonesian phrases may not fully capture. This approach demonstrates how sellers use translanguaging as a dynamic communication tool to adapt to the digital market context while appealing to the linguistic preferences of their customers.

In the data (7), the seller, Signore Male, communicates with a buyer named @Raymond during a TikTok Live session. The buyer informs the seller that they have checked out items from showcases 1 and 2 and inquires about their delivery time. In response, the seller, after confirming the purchase, expresses gratitude by saying “thank you” and giving a thumbs-up gesture (as depicted in Figure 5). This non-verbal cue reinforces the seller’s appreciation and establishes a friendly, positive interaction with the buyer.

Data 7:

- @Raymond (the buyer) : Udh co et 1 & 2 dikirim bsk ya?  
*‘(I have already) (check out) the items from showcase 1 & 2, they’ll be shipped tomorrow, right?’*
- Signore Male (the seller) : Etalase 1 dan 2, thank you kak Raymond ya dikirim besok iya kita kirim besok pagi ya soalnya udah malam nih ya, kita kirim besok pagi langsung kita kirim (followed by thumbs up)  
*“(Already buy) Items from showcase 1 and 2.. thank you, Raymond. Yes, we’ll ship them tomorrow. We’ll send them out first thing in the morning since it’s already late now. We’ll dispatch it tomorrow morning immediately”*

(Video 1 / Signore / 00:37 - 00:48)



(Figure 5 : The seller give a thumbs up to gratitude thanks toward the buyers)

During this exchange, @Raymond's confirmation of his purchase triggers the seller's use of gratitude expressions. The seller acknowledges the buyer's action and provides reassurance regarding the shipping schedule by repeating that the items will be sent out the next morning "dikirim besok iya kita kirim besok pagi ya soalnya udah malam nih ya, kita kirim besok pagi langsung kita kirim". The seller uses verbal and non-verbal cues, such as the thumbs-up gesture, to enhance the personal touch in their communication, thereby

strengthening their connection with the buyer. This example illustrates how TikTok sellers employ translanguaging to express gratitude, which serves multiple communicative functions.

From the perspective of Situational and Metaphorical Code Switching (Blom & Gumperz, 1972), the seller's switch to English phrases like "thank you" is not merely a habitual expression but a strategic move to align with the perceived expectations of the buyers. In an online selling environment, English expressions of gratitude might seem more formal or impactful, contributing to a positive brand image. This use of English words enhances the interaction, making it feel more personal and direct, especially when paired with non-verbal actions like a thumbs-up gesture.

In the framework of Translanguaging Space (Li Wei, 2011), the seller creates an inclusive space where multilingual expressions coexist fluidly. The gratitude expressed in English marks politeness and appreciation, signalling respect and acknowledgement of the buyer's support. This aligns with the seller's goal to foster a supportive and engaging community around their brand, as TikTok Live sessions heavily depend on viewer interaction.

Lastly, the spontaneous nature of translanguaging seen here aligns with Lin's (2020) concept of Spontaneous Translanguaging, where the seller switches languages to express gratitude quickly and effectively in response to buyer engagement. The immediate switch to English shows the seller's flexibility in adapting their language to the ongoing conversation, optimizing communication with their diverse audience. The thumbs-up gesture further

emphasizes the seller's message, showcasing a blend of verbal and non-verbal communication to enhance customer satisfaction.

### **5. To address different people**

In TikTok Live interactions, sellers often employ translanguaging to effectively address different people, whether they're engaging with customers, co-hosts, or other participants in the live session. Sellers tailor their communication style to suit the relationship dynamics with various interlocutors by switching between formal and informal language and using a mix of English and Indonesian. This practice demonstrates their flexibility in managing audience interactions, enhancing engagement, and fostering a sense of familiarity or camaraderie based on the situation.

In data (8), two sellers from Wellborn Company (a woman and a man) engage with each other and a buyer, creating a lively atmosphere that keeps the audience entertained. The female seller uses a playful tone while addressing her co-host, occasionally switching to Sundanese to reflect familiarity and regional identity. The presence of multiple languages enhances the interaction and reinforces a sense of inclusivity for viewers who share the same linguistic background.

Data 8 :

@hisyamali1037 (the buyer)	: Kak aku udah co payment et 1 yaaa <i>'Sis, I've already checked out and payment for the item in showcase 1, yeaaa'</i>
Wellborn Company Woman (the seller)	: Makasih buat kak hisyam yang udah check out payment ya

- 'Thank you to Hisyam, who has checked out and payment, yeah'*
- Wellborn Company : Mang, siap urang masihan kado mang  
 Woman (the seller) *'Bro, are you ready for me to give you a gift?'*
- Wellborn Company : Siap atuh neng  
 Man (the seller) *'I'm ready, Miss'*
- Wellborn Company : \*bersiul (tanda memberi hadiah) kepada Wellborn  
 Woman (the seller) Company Man  
*'\*Whistling (sign of giving a gift) to Wellborn Company Man'*
- @hisyamali1037 : Live sampe jamber?  
 (the buyer) *'Until what time will the live session end?'*
- Wellborn Company : Kita masih ada sesi live sampai jam 5 sore  
 Woman (the seller) dipantengin terus aja guys!  
*'We still have a live session until 5 PM, keep watching, guys!'*

(Video 5 / Wellborn Company / 00:01 – 00:26)

In this data segment, the sellers' language choice is influenced by their need to address different individuals during the live session. Initially, the female seller uses a mix of English and Indonesian to thank the buyer, demonstrating how translanguaging expresses gratitude while maintaining a conversational tone. When interacting with his co-host, the male seller's switch to Sundanese adds a regional and informal touch to the conversation, signalling familiarity and mutual understanding between the sellers. Using different languages also aligns with Blum and Gumperz's (1972) theory, where language is adjusted based on the social context and the relationship between interlocutors. The

sellers' ability to switch codes demonstrates their strategic use of language to engage with viewers and other participants effectively.

Moreover, the playful interaction between the sellers highlights Lin's (2020) concept of spontaneous translanguaging, where the fluid movement between languages creates a dynamic and engaging live shopping environment. This not only enhances the viewers' experience but also helps in maintaining their interest throughout the session.

In addressing buyers and co-hosts, the sellers utilize language for audience segmentation, making the communication more personalized and context-specific. English words like "check out" and "payment" reflect the influence of e-commerce terminology, which has become part of the lexicon in online shopping contexts. By using these terms, the sellers align their language with the digital shopping experience familiar to their audience, further emphasizing their adaptability in leveraging translanguaging for effective communication of the same linguistic background.

## **6. To attract Potential Buyers**

This category highlights how sellers leverage TikTok Live features to attract potential buyers and maintain audience engagement. The use of welcoming language, promotional tactics, and direct calls to action (CTAs) are commonly employed by sellers to expand their reach and increase sales. By utilizing phrases like "follow akun kita" or "biar engga ketinggalan live-nya," sellers encourage viewers to engage with the live sessions, increasing the likelihood of future purchases. The seller's strategy often involves using

engaging language to retain viewers' attention while creating a sense of community and urgency.

In data (9), the seller from Fukustudio uses TikTok Live to address both new and existing viewers. The seller greets newcomers warmly while reminding them to follow the store's account to stay updated with future live sessions. The seller is seen waving energetically on camera and engaging with the viewers through a lively tone, as seen in Figure 6. The approach cultivates a welcoming atmosphere, encouraging participation and interaction during the live session.

Data 9 :

Fukustudio : By the way buat teman-teman yang baru join halo guys  
 Male (the welcome buat yang belum follow akun kita jangan lupa  
 seller) di follow biar nggak ketinggalan live-nya setiap hari.  
*'By the way, for those who just joined, hello guys,  
 welcome! For those who haven't followed our account  
 yet, don't forget to follow so you don't miss our daily  
 live streams'*

(Video 3 / Fukustudio / 05:20 – 05:27)





(Figure 6 : The seller is greeting the potential buyers who have just joined the live session)

In the given data, the seller employs translanguaging to attract potential buyers by seamlessly integrating English phrases like "welcome" and "follow" into Indonesian sentences. This language mixing serves multiple purposes: it aligns with TikTok's global culture, appeals to a younger, tech-savvy audience, and leverages the platform's algorithm, which may prioritize content with high engagement.

The seller's linguistic choices reflect the need to adjust the language to suit the platform's context and its primarily youthful demographic, following Blom and Gumperz's (1972) situational code-switching. English terms like "follow" and "live" have become part of digital marketing jargon, making the communication more relatable and familiar to TikTok users. Sellers effectively bridge the gap between promoting their products and engaging viewers by incorporating English terms, making the interaction feel familiar and dynamic. Within Li Wei's (2011) Translanguaging Space framework, sellers create a hybrid communicative space that combines formal business communication with informal social interaction.

Moreover, employing Spontaneous Translanguaging (Lin, 2020), the seller uses English words like "follow" to strategically increase engagement, a common term used across social media platforms. This practice is not merely about language proficiency but reflects an intentional strategy to enhance interaction, thus increasing the chances of converting viewers into customers. The seller's use of English and Indonesian creates an inclusive and interactive environment, encouraging followers to stay tuned for more updates.

Sellers on TikTok Live can attract potential buyers and drive more engagement in their live sessions by understanding how to appeal to viewers' interests and preferences through linguistic blending. This practice demonstrates how translanguaging is a communication strategy and a marketing tool to enhance customer interaction in the digital marketplace.

## **B. Discussion**

This section discusses findings regarding this study; it is clear that translanguaging serves as an effective communication strategy within TikTok Live interactions between sellers and their audience. As observed in the TikTok Live sessions analyzed in this study, the practice of translanguaging emerges as a key strategy in engaging audiences across linguistic and cultural boundaries. Sellers fluidly switch between English and Indonesian, or even regional languages like Sundanese, to create an environment that is both inclusive and relatable. This flexibility allows sellers to address a diverse audience, creating a sense of connection with viewers who may share similar linguistic backgrounds or feel more comfortable with a particular language. Such linguistic flexibility in marketing communication has enhanced customer trust and engagement, fostering a deeper connection between brands and consumers (Piller, 2016).

Moreover, the dynamic use of multiple languages in a single conversation helps build an atmosphere of informality and approachability. The practice aligns with previous studies in sociolinguistics, particularly those that discuss how the strategic use of language in digital spaces fosters an open channel for communication (Canagarajah, 2011). Switching between languages dynamically maintains the viewer's attention on platforms like TikTok, where attention spans are brief. It strengthens the emotional appeal, mainly when used to create a personalized communication style.

The findings in this study echo the importance of language as a social tool that transcends mere transactional functions. Sellers who engage in translanguaging present their products and craft a shared space where both the sellers and the viewers participate in an ongoing dialogue. This conversational approach breaks down formal barriers typically found in traditional marketing, fostering an inclusive environment where viewers feel like active participants rather than passive consumers (Flores, 2017).

Sellers on TikTok Live exhibit remarkable linguistic flexibility in their interactions with buyers, switching between formal and informal language and mixing English with local languages. This behaviour aligns with the concept of "code-switching," where speakers alternate between languages or dialects depending on the social context and interlocutor. In the context of e-commerce on TikTok, this form of linguistic flexibility enhances the relational aspect of the transaction. Sellers use informal language or regional dialects when addressing customers to create a sense of intimacy and approachability, which has increased trust and customer satisfaction in marketing contexts (Heller, 2011).

The switching between formal and informal language, as well as the incorporation of English for technical or marketing-related terms, creates a balance between professionalism and relatability. For instance, the frequent use of English terms like "checkout" and "payment" reflects the digital nature of the marketplace. At the same time, switching to informal Indonesian or Sundanese helps build rapport with the audience. According to Gumperz (1982), such

code-switching allows for the negotiation of identity and social roles, with sellers positioning themselves as knowledgeable professionals and approachable figures who share a common linguistic background with their viewers.

In line with Blum and Gumperz's (1972) theory of situational code-switching, sellers strategically adjust their language choices to maintain a positive relationship with their audience. This not only helps make the interaction feel personal but also reflects the sellers' ability to adapt to the needs of their audience, thereby improving the overall effectiveness of communication. As sellers adjust their language according to their social roles—whether addressing a buyer, co-host, or broader audience—they engage in "audience segmentation" that enhances interaction and encourages consumer participation (Li Wei, 2011).

Translanguaging plays a significant role in constructing the identity of the sellers and cultivating a sense of loyalty and trust among their audience. On TikTok Live, sellers present not just their products but also themselves, often blending formal business language with more colloquial and familiar terms. Sellers switch between languages to signal different social roles and tailor their communication to the context, helping build their identity as both professional and approachable. This dual identity has been discussed in sociolinguistics as a critical aspect of communication strategies, where language serves as a tool for conveying information and performing social roles (Norton, 2013).

In TikTok Live, sellers' ability to engage in code-switching to establish their professional competence and personal warmth has been linked to consumer loyalty. According to research by Holmes (2013), people tend to engage more deeply with individuals who present a multifaceted identity—professional in one moment, casual in another. On TikTok, where casual interaction is highly valued, this strategic code-switching creates an environment where viewers feel entertained and respected, leading to stronger emotional connections and higher engagement.

The fluid movement between languages (e.g., switching from formal Indonesian to a regional dialect like Sundanese or English) creates a community where language is a shared value and identity marker. As Li Wei (2011) states, translanguaging fosters the creation of hybrid spaces where people can express their whole selves, moving beyond the rigid boundaries of monolingualism. Sellers on TikTok who employ this practice effectively engage customers linguistically and strengthen their position as trusted figures within an online community. This is crucial for cultivating loyalty and giving consumers a sense of belonging and participation.

One of the most striking aspects of TikTok Live is the use of spontaneous translanguaging, where sellers switch between languages almost effortlessly, creating a fluid and informal conversational space. This practice enhances the dynamic nature of the live sessions and encourages greater viewer participation, which can directly impact sales. The use of multiple languages, mainly English and Indonesian, helps bridge gaps in understanding and creates a more engaging

experience for viewers. As Lin (2020) argues, spontaneous translanguaging is an inherently fluid process where language shifts occur rapidly and without premeditation, reflecting the adaptability of both the speaker and the context.

The incorporation of English terms, such as "check out," "payment," and "order," adds a layer to this spontaneous language switching, aligning the conversation with the digital shopping context. These English terms, commonly used in e-commerce, appeal to a tech-savvy, younger audience familiar with digital shopping platforms, thus enhancing the viewers' understanding of the commercial transactions occurring during the live session. Lin (2020) further emphasizes that such translanguaging is not just a linguistic choice but a strategic one that helps maintain the flow of communication and keeps the audience engaged. In the context of TikTok, where attention spans are short, spontaneous shifts between languages help maintain momentum and excitement, resulting in increased interaction, higher viewer retention, and, ultimately, more sales.

Furthermore, the informal nature of these language shifts creates a relaxed and open atmosphere, reducing the distance between the seller and the audience. In contrast to traditional, formal marketing strategies, the spontaneous use of multiple languages makes the interaction feel more personal and less transactional. This can foster customer loyalty and repeat engagement, as buyers are likelier to return to live sessions where they feel part of a familiar and welcoming community.

In addition to creating a dynamic and engaging environment, translanguaging also serves as a strategic tool for attracting potential buyers. Sellers on TikTok Live frequently incorporate calls to action (CTAs) like "follow our account," "stay tuned for our daily streams," or "do not miss out!" These CTAs are often delivered in Indonesian and English, a strategic choice reflecting the platform's global and multicultural nature. Blending languages in these CTAs ensures that sellers can appeal to a wide range of potential buyers, including those from different linguistic backgrounds and those familiar with global digital marketing practices.

Using both languages in promotional messages reflects Blom and Gumperz's (1972) theory of situational code-switching, where the language choice adapts according to the context—the need to attract and retain customers. Additionally, including English, which is increasingly seen as the lingua franca in global digital spaces, aligns with TikTok's global reach and appeals to the platform's predominantly young, tech-savvy audience. In this way, sellers leverage the digital marketplace's linguistic dynamics to expand their reach and ensure greater visibility in the competitive world of online shopping.

Li Wei (2011) also discusses the concept of "translanguaging space," where speakers combine elements from different languages to form new, hybrid communicative environments. TikTok Live sessions are prime examples of such spaces, where the blending of formal and informal language, along with the mixing of English and local dialects, creates a communicative environment that is inclusive, accessible, and highly engaging. By using translanguaging to



attract potential buyers, sellers can navigate the complexities of digital marketing, reaching a broader audience while maintaining a sense of authenticity and community.

In addressing the relevance of previous studies to the current research on translanguaging in digital communication, several key insights from prior research provide a foundation for understanding the role of multilingual practices on platforms like TikTok, particularly in social commerce. Ng and Lee's (2019) exploration of translanguaging in digital environments emphasizes its connection to identity creation. Their findings, which suggest that language choices are deeply influenced by factors such as cultural background and the desire to convey meaning effectively, align with the notion that sellers on TikTok adapt their linguistic strategies to foster identity, connect with their audience, and enhance their communication efforts. Specifically, Ng and Lee's study highlights how organizational norms in formal settings influence linguistic choices. In contrast, in informal settings like social media, individuals have more freedom to express emotions and construct temporary identities. This concept of identity creation through language is crucial to understanding how TikTok sellers may adopt varying linguistic practices based on their interaction with different audiences.

Similarly, Karunagaran and Luan (2021) reveal that relatability and customer preferences drive translanguaging practices on Instagram, demonstrating how digital platforms shape communication. Their study's focus on how individuals incorporate elements of their first language and cultural

knowledge into their interactions resonates with the current study's findings that TikTok sellers adjust their language based on the social dynamics of their audience. Much like Instagram influencers, TikTok sellers may integrate cultural references and multilingual practices to build rapport with their followers, particularly in multilingual contexts. This echoes the concept that social commerce strategies are often designed to align with platform culture, as seen in the adaptive use of language.

Wei (2018) and García (2009) expanded the concept of translanguaging, illustrating how it has evolved from a pedagogical tool in bilingual classrooms into a dynamic practice used in various communication contexts, including digital and social media platforms. This shift supports the idea that the flexibility and fluidity of language are critical in online communication. The ability to code-switch and translate across multiple languages reflects linguistic proficiency and an individual's capacity to navigate the diverse, often global, communication spaces created by digital platforms like TikTok. These theories are integral to understanding how TikTok sellers leverage multilingualism to communicate more effectively with their audience and strategically promote products.

Additionally, the findings from previous studies underscore the role of culture and organizational norms in shaping translanguaging behaviour. Ng and Lee (2019) and Karunagaran and Luan (2021) argue that context—cultural, organizational, or digital—significantly influences how multilinguals navigate language choices. This aligns with the current study's focus on how TikTok

sellers adjust their language based on contextual factors, such as the target audience and the promoted product type. This research adds to the growing body of work on digital communication and multilingualism in online commerce by examining how sellers switch between languages and employ culturally relevant references.

In conclusion, the current study builds upon previous research by examining translanguaging's dynamic and flexible nature in the context of TikTok Live shopping sessions. It highlights how sellers strategically use multilingual practices to connect with their audience, enhance engagement, and facilitate communication in the fast-paced, multicultural social commerce environment. The study expands upon existing theories by demonstrating how TikTok sellers' use of translanguaging and code-switching is not merely a reflection of linguistic ability but also a strategic communication tool that aligns with the platform's cultural norms and audience expectations.

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

In conclusion, this study comprehensively analyses how TikTok sellers strategically employ translanguaging during live commerce sessions. Through multiple languages, such as Indonesian, English, and regional languages, sellers create a dynamic and interactive environment that resonates with a broad, multilingual audience. This study demonstrates that translanguaging is not simply a matter of switching between languages for communication but a powerful tool to connect with audiences on a deeper level. By combining different linguistic resources, TikTok sellers can engage their viewers, drive product sales, and create an inclusive space that bridges linguistic and cultural gaps.

The findings from this research reveal that multiple factors, including audience segmentation, product promotion, and the informal nature of TikTok as a platform, influence sellers' language choices. Using Indonesian and English, alongside regional languages like Sundanese, creates a sense of familiarity and relatability that strengthens the bond between sellers and their customers. These linguistic strategies not only make the content more accessible but also promote a more personalized experience for viewers, which is crucial in building trust and loyalty in the digital marketplace. The sellers' ability to fluidly switch between languages according to the context and interaction style highlights the adaptability of language in digital commerce environments.

Moreover, the study underscores the role of translanguaging in fostering engagement and creating a sense of community. Sellers often blend informal and formal language to maintain a balance between professionalism and approachability. This fluidity in language use ensures that communication remains effective and relatable while maintaining the focus on product promotion. It also highlights the flexibility of digital communication strategies that allow audience engagement beyond traditional marketing methods. Incorporating translanguaging thus contributes to a more inclusive, relatable, and engaging online shopping experience.

One of the critical contributions of this study is its demonstration of how translanguaging in live commerce sessions aligns with the broader trends of digital and social media communication. The findings reflect a shift in how language is used in digital spaces, where multilingual practices allow for more nuanced and context-sensitive interactions. As a platform, TikTok provides the ideal space for such practices, with its interactive features and diverse user base. This study adds to the growing literature on multilingualism and digital communication by exploring how social media platforms like TikTok leverage language diversity to enhance customer experience and engagement.

Furthermore, the research reveals the practical implications of translanguaging for businesses and marketers. The ability to seamlessly incorporate multiple languages into a live session not only enhances communication but also serves as an effective marketing strategy. By speaking to their audiences in their preferred languages, sellers create a more welcoming

environment, which can significantly impact consumer behaviour. Using English terms like “checkout” and “follow” alongside local languages reflects an understanding of global digital trends and local cultural nuances, thus improving the effectiveness of marketing strategies in multilingual environments.

This study also highlights the potential of translanguaging to create a unique form of “linguistic space” that blends formal and informal communication, fostering deeper connections between brands and their audiences. As social commerce continues to grow, the role of language in shaping online business interactions will only become more significant. Sellers who understand how to employ translanguaging strategically can expand their reach and cultivate a more engaged, loyal customer base. Therefore, this research makes a valuable contribution to understanding digital marketing practices and provides insights for future research on language use in online business settings.

Finally, the findings of this study emphasize the importance of linguistic flexibility and cultural sensitivity in the context of global online business. As digital platforms like TikTok continue to evolve, businesses must adapt to the diverse linguistic needs of their audiences in order to remain competitive. Translanguaging offers a unique approach to achieving this goal, allowing for more effective communication and a richer user experience. By embracing translanguaging, businesses can enhance their communication strategies and ensure that they remain attuned to the linguistic diversity of their global audiences. This study not only broadens our understanding of language use in

social commerce but also provides valuable insights into how multilingual practices can shape the future of digital marketing.

Through its exploration of how TikTok sellers use translanguaging to create meaningful interactions with their customers, this study underscores the potential of language as both a tool for communication and a critical factor in business success. The implications for future research are clear: as online platforms evolve, the role of language in shaping consumer experiences and digital interactions will continue to be an essential area of study. This research invites further exploration into how multilingual practices can be harnessed to enhance engagement, promote inclusivity, and drive success in the ever-expanding world of digital commerce.

## **B. Suggestion**

Based on the findings, the researcher offers several suggestions for future studies. For future research, one suggestion is to integrate qualitative methods such as interviews with sellers or account owners. These interviews could provide deeper insights into the motivations and reasoning behind their choice of linguistic strategies, such as why they choose to mix languages during interactions on platforms like TikTok. Interviews would allow researchers to capture the seller's perspective, explaining specific language choices concerning audience engagement, social identity, or business goals. This approach aligns with studies that emphasize the importance of understanding language practices

from the data and participants' reflections and explanations (Li Wei, 2011; García, 2009).

Additionally, future studies could consider analyzing the role of cultural identity and social relationships in shaping language use in digital commerce spaces, as these factors often influence communication strategies in ways that are only sometimes evident from language data alone (Pennycook, 2017). Combining observational data with interviews would offer a richer, more comprehensive understanding of how and why multilingual practices evolve in online business interactions.



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## CURRICULUM VITAE



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