

**A PRAGMATIC ANALYSIS OF CONVERSATIONAL
IMPLICATURE AND PERSUASIVE MEANING IN
@AALIYAHMICHELLE BEAUTY LIVE COMMERCE**

THESIS

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG**

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THESIS

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2026**

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I state that the thesis entitled *A Pragmatic Analysis of Conversational Implicature and Persuasive Meaning in @AaliyahMichelle Beauty Live Commerce* is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Therefore, if there is any objection or claim, I am the only person who is responsible for that.

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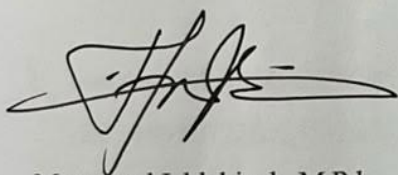
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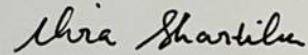
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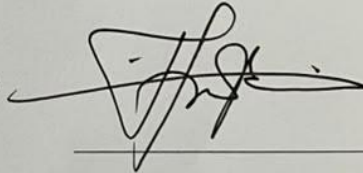
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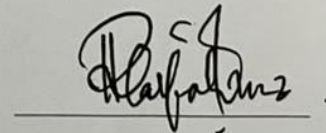
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MOTTO

“If your parents eat, you will not become full, will you? Therefore, strive and learn with dedication, because your destiny is shaped by your efforts, not by your lineage.”

- KH. Anwar Manshur

DEDICATION

I dedicate this thesis to my beloved family, who always give me love, encouragement, prayers, and both material and moral support. Their support has helped me grow and reach this point. Especially, I dedicate this thesis to my beloved mother, who always gives me unlimited prayers and support. Although she can be a little strict at times, I know that it is one of the ways she shows her love and care for me. Her encouragement always motivates me to keep improving, stay diligent, and achieve the goals I hope for. I also dedicate this thesis to my beloved father, who although quiet and reserved, has always provided me with endless support and prayers as his little daughter. They are the ones who always encourage me to pursue higher education, even though it means being far from home, and to complete my undergraduate studies at this university.

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The Researcher

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ABSTRACT

Putri, Ida Masayu (2026) *A Pragmatic Analysis of Conversational Implicature and Persuasive Meaning in @AaliyahMichelle Beauty Live Commerce*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Mazroatul Ishlahiyah, M.Pd.

Keywords: *pragmatic, conversational implicature, persuasive meaning, TikTok live commerce, beauty influencer*

The development of digital technology has changed the way people communicate and conduct online shopping activities, especially through TikTok Live Commerce, where influencers promote products through real-time interactions with viewers. In beauty live commerce, influencers often use interactive, persuasive, and implied language to attract audiences and encourage purchasing decisions. Therefore, this study aims to analyze the types of conversational implicature used by @aaliyahmichelle in TikTok Beauty Live Commerce and to explain how these implicatures construct persuasive meaning during live selling interactions. This study employed a qualitative descriptive method with a netnographic approach. The data sources were selected TikTok live sessions conducted between February and March 2026, including the Valentine's Day, Chinese New Year (Imlek), and Special Event 3.3 sessions. The data consisted of influencer utterances containing conversational implicature based on Grice's Cooperative Principle and persuasive meaning based on Aristotle's rhetorical appeals. The results show that the influencer's utterances contain all four maxims of Grice's Cooperative Principle, namely quality, quantity, relevance, and manner. The maxims of quality, relevance, and manner appear in all data, while the maxim of quantity appears in most of the data. This indicates that the influencer mostly delivers clear, relevant, and understandable information while still creating implied meanings related to product promotion. Furthermore, the persuasive meaning is constructed through Aristotle's rhetorical appeals, namely ethos, pathos, and logos. Logos is the most dominant strategy, appearing through product explanations, benefits, prices, stock information, and product demonstrations. Pathos is shown through emotional expressions, urgency, and audience interaction, while ethos appears through personal experiences, product testing, and credibility-building statements. In conclusion, conversational implicature and persuasive meaning work together as effective communication strategies in TikTok Beauty Live Commerce. Through clear information, emotional engagement, and credibility-building strategies, influencers can create audience trust, interest, and purchase intention.

ABSTRAK

Putri, Ida Masayu (2026) *Analisis Pragmatik Implikasi Percakapan dan Makna Persuasif dalam @AaliyahMichelle Beauty Live Commerce*. Skripsi Sarjana. Program Studi Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Mazroatul Ishlahiyah, M.Pd.

Kata kunci: pragmatik, implikatur percakapan, makna persuasif, TikTok live commerce, influencer kecantikan

Perkembangan teknologi digital telah mengubah cara manusia berkomunikasi dan melakukan aktivitas belanja secara daring, terutama melalui TikTok Live Commerce, di mana influencer mempromosikan produk melalui interaksi langsung dengan penonton. Dalam beauty live commerce, influencer sering menggunakan bahasa yang interaktif, persuasif, dan mengandung makna tersirat untuk menarik perhatian audiens serta mendorong keputusan pembelian. Oleh karena itu, penelitian ini bertujuan untuk menganalisis jenis implikatur percakapan yang digunakan oleh @AaliyahMichelle dalam TikTok Beauty Live Commerce serta menjelaskan bagaimana implikatur tersebut membangun makna persuasif selama interaksi penjualan secara langsung. Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan netnografi. Sumber data dalam penelitian ini berupa tiga sesi TikTok live commerce yang dipilih dan dilakukan pada Februari hingga Maret 2026, yaitu sesi Valentine's Day, Chinese New Year (Imlek), dan Special Event 3.3. Data penelitian berupa tuturan influencer yang mengandung implikatur percakapan berdasarkan prinsip kerja sama Grice serta makna persuasif berdasarkan pendekatan retorika Aristoteles. Hasil penelitian menunjukkan bahwa tuturan influencer mengandung empat maksim dalam prinsip kerja sama Grice, yaitu maksim kualitas, kuantitas, relevansi, dan cara. Maksim kualitas, relevansi, dan cara ditemukan pada seluruh data, sedangkan maksim kuantitas muncul pada sebagian besar data. Hal ini menunjukkan bahwa influencer lebih banyak menyampaikan informasi yang jelas, relevan, dan mudah dipahami, namun tetap membangun makna tersirat yang berkaitan dengan promosi produk. Selain itu, makna persuasif dibangun melalui tiga strategi retorika Aristoteles, yaitu ethos, pathos, dan logos. Logos menjadi strategi yang paling dominan yang muncul melalui penjelasan mengenai fitur, manfaat, harga, informasi stok, serta demonstrasi produk. Pathos ditunjukkan melalui ekspresi emosional, penciptaan urgensi, dan interaksi dengan audiens, sedangkan ethos terlihat melalui pengalaman pribadi, pengujian produk, dan pernyataan yang membangun kredibilitas influencer. Kesimpulannya, implikatur percakapan dan makna persuasif saling berkaitan sebagai strategi komunikasi yang efektif dalam TikTok Beauty Live Commerce. Melalui penyampaian informasi yang jelas, keterlibatan emosional, serta pembangunan kepercayaan, influencer mampu meningkatkan ketertarikan, kepercayaan, dan niat beli audiens.

مستخلص البحث

فوتري، إيدا مسيو (2026) التحليل التداولي لتداعيات المحادثة والمعنى الإقناعي في @AaliyahMichelle Beauty Live Commerce. رسالة بكالوريوس. برنامج دراسة الأدب الإنجليزي، كلية العلوم الإنسانية، الجامعة الإسلامية الحكومية مولانا مالك إبراهيم مالانغ. مشرف الرسالة: مزرورات الإصلاحية، ماجستير في التربية.

الكلمات المفتاحية: التداولية، تداعيات المحادثة، المعنى الإقناعي، تيك توك لايف كوميرس، مؤثرة تجميل

أدى التطور المتسارع في التكنولوجيا الرقمية إلى تغيير طريقة تواصل الإنسان وممارسة أنشطة التسوق عبر الإنترنت، ولا سيما من خلال TikTok Live Commerce، حيث يقوم المؤثرون بالترويج للمنتجات عبر التفاعل المباشر مع الجمهور. وفي مجال TikTok Beauty Live Commerce، يستخدم المؤثرون غالباً لغة تفاعلية وإقناعية تتضمن معاني ضمنية لجذب انتباه الجمهور وتشجيعه على اتخاذ قرار الشراء. لذلك، تهدف هذه الدراسة إلى تحليل أنواع الاستلزام الحواري التي تستخدمها @AaliyahMichelle في TikTok Beauty Live Commerce، وبيان كيفية إسهام هذا الاستلزام في بناء المعنى الإقناعي أثناء التفاعل البيعي المباشر. تستخدم هذه الدراسة المنهج الوصفي الكيفي باستخدام المدخل الإثنوغرافي الرقمي (Netnography). وتمثلت مصادر البيانات في ثلاث جلسات من جلسات TikTok Live Commerce التي تم اختيارها وتنفيذها خلال الفترة من فبراير إلى مارس عام 2026، وهي: جلسة Valentine's Day، وجلسة Chinese New Year (Imlek)، وجلسة Special Event 3.3. أما بيانات الدراسة فتمثلت في أقوال المؤثرة التي تضمنت استلزمات حوارية استناداً إلى مبدأ التعاون عند غرايس (Grice)، إضافة إلى المعاني الإقناعية استناداً إلى المنهج البلاغي لأرسطو. وأظهرت نتائج الدراسة أن أقوال المؤثرة تضمنت المبادئ الأربعة في مبدأ التعاون عند غرايس، وهي: مبدأ الكيف، ومبدأ الكم، ومبدأ الملاءمة، ومبدأ الأسلوب. وقد ظهر كل من مبدأ الكيف، ومبدأ الملاءمة، ومبدأ الأسلوب في جميع البيانات، بينما ظهر مبدأ الكم في معظم البيانات. ويشير ذلك إلى أن المؤثرة كانت تقدم معلومات واضحة وذات صلة وسهلة الفهم، مع الاستمرار في بناء معانٍ ضمنية مرتبطة بالترويج للمنتجات. إضافة إلى ذلك، بُني المعنى الإقناعي من خلال ثلاث استراتيجيات بلاغية عند أرسطو، وهي: الإيثوس (Ethos)، والباثوس (Pathos)، واللوجوس (Logos). وكان اللوجوس الاستراتيجية الأكثر حضوراً، حيث ظهر من خلال شرح خصائص المنتجات، وفوائدها، وأسعارها، ومعلومات المخزون، وعرض المنتجات عملياً. أما الباثوس فظهر من خلال التعبير عن المشاعر، وخلق الإحساس بالإلحاح، والتفاعل مع الجمهور، في حين تجسد الإيثوس من خلال الخبرة الشخصية، وتجربة المنتجات، والتوصيات التي تعزز مصداقية المؤثرة. وتخلص الدراسة إلى أن الاستلزام الحواري والمعنى الإقناعي يرتبطان بوصفهما استراتيجية تواصل فعالة في TikTok Beauty Live Commerce. ومن خلال تقديم المعلومات بوضوح، وإشراك الجمهور عاطفياً، وبناء الثقة، تتمكن المؤثرة من زيادة اهتمام الجمهور، وتعزيز ثقته، ورفع نيته في شراء المنتجات.

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CHAPTER I

INTRODUCTION

Introduction chapter presents several aspects, including the background of the study, problem of the study, significance of the study, scope and limitation, and definition of key terms.

A. Background of the Study

The rapid advancement of digital technology has significantly transformed the way people communicate, interact, and participate in commercial activities. The shift from conventional online shopping into interactive buying experiences become a significant development in the evolution of digital commerce. In today's era, consumers can participate in real-time sales sessions known as live commerce, where sellers or influencers showcase products, respond to questions instantly, and utilize real-time interactions, entertainment value, and social presence to create an interesting environment that supports direct purchases and increases consumer engagement, trust, and purchase intention (Luo et al., 2023; Jiang & Kodono, 2025). This purchasing format also creates an excitement feeling and personal connection that conventional e-commerce cannot supply (Ma, 2024; Kim et al., 2023). As a result, the development of live commerce has created a shift in digital consumption habits, where consumers believe that shopping can be more interactive and sociable.

The impact of this shopping transformation is the development of social media platform, particularly TikTok. This platform allows influencers to reach large audiences through algorithmic recommendations and interactive features. The TikTok Live Commerce feature has grown globally and generates significant

revenue from live-streaming activity (Bray, 2024). In Indonesia, daily consumer habits have been influenced by the development of TikTok Shop, where audiences often join live sessions to find some products. As a result, TikTok Live commerce has become not only a sales channel but also a communication space between sellers and buyers (Wongkitrungrueng & Assarut, 2020).

Several factors contribute to the power of TikTok Live Commerce. First, the *shoppertainment* aspect combines entertainment with shopping, creating promotional content that feels natural and easy to understand (Nuraisah et al., 2024). Second, live sellers often use unique phrases about limited-time offers or stock warnings, which increase urgency and trigger impulse buying (Qu et al., 2023). Third, influencers build a feeling of intimacy through direct interactions to gain trust and make viewers more responsive to the messages they deliver. (Chen & Yang, 2023). All these aspects expose the role of language in creating viewers' perception during live commerce.

Language becomes a tool for influencing consumer behavior through emotional appeals, building good relationships, and guiding consumers to buy the product (Fairclough, 1995; Khamis et al., 2017). In this context, pragmatic choices like tone, explicit meaning, and conversational style create the interpretation of viewers and reduce communication barriers.

Pragmatic choices, such as tone, implied meaning, conversational style, and interactive cues, shape how viewers interpret messages and encourage them to take action (Grice, 1975; Levinson, 1983; Brown & Levinson, 1987). Therefore, linguistic strategies in live commerce operate become communication tools and mechanisms that influence consumer behavior.

Pragmatics, as the study of meaning in context, provides a framework for evaluating linguistic strategies in TikTok Live Commerce. In this study, pragmatics is used to analyze how beauty influencers create meaning beyond literal expressions to achieve persuasive goals during real-time selling interactions. In live commerce settings, the messages conveyed are not always neutral. Influencers use implicit messages and emotional cues to influence audience perceptions and decisions. Interactive and real-time communication in live commerce can encourage social activity and shape consumer attitudes (Chen et al., 2023; Xie et al., 2024).

The researcher argues that communication in TikTok Beauty Live Commerce cannot be understood only from the literal meaning of influencers' utterances. The implied meanings behind their statements also play an important role in constructing persuasion and influencing consumer responses. For example, when a beauty influencer states, "*This shade is so popular today,*" the statement does not describe product popularity but also implies urgency, making viewers buy the product before the product runs out. Therefore, pragmatic analysis allows researchers to see hidden persuasive meanings in live commerce discourse and understand how language functions as a persuasive strategy in digital selling interactions.

The concept of implicature becomes more relevant in pragmatic theory because it explains implicit meaning. According to Grice (1975), speakers often use indirect communication by relying on listeners to identify the intended meaning based on context and previous knowledge. Other researchers have analyzed implicature's function in communicating and become an analytical tool for

understanding the implicit communication of persuasive meanings in modern digital communication (Birner, 2019; Simons, 2020).

In TikTok Live Commerce, implicature becomes a strategic tool to make consumers buy the products. When an influencer states, “*We only have a few left,*” the explicit message not only informs viewers about product availability but also creates a sense of urgency that motivates customers to make a purchase (Natrio & Lestari, 2024). Viewers often think their decisions to buy the product as self-motivated rather than influenced by pressure, making this aspect as an effective strategy in live commerce.

In addition to implicature, live commerce also uses linguistic aspects such as repetition, hyperbole, and emotional appeals as persuasive strategies, which often work together with pragmatic features (Daga-as & Baradillo, 2024). Psychology and marketing studies shown that emotional attachment to influencers and temporal involvement influence impulse buying and purchase intentions (Oktaviani et al., 2024; Chen & Yang, 2023). This suggests that persuasion in live commerce is multidimensional, emerging from the interaction of linguistic strategies, emotional involvement, and social relationships.

One of the most active sectors on TikTok Live Commerce is the beauty industry. Beauty products, such as skincare, cosmetics, and makeup tools, are highly visual and demonstrable, making them ideal for live demonstrations. In addition, beauty consumption is related to identity and self-expression, where influencers often develop social skill like relationships with audiences through interaction and self-disclosure (Abidin, 2016; Chen & Yang, 2023). As a result,

beauty live commerce gives an interesting context for analyzing pragmatic strategies and persuasive language in digital selling interactions.

One of the popular beauty influencer in this context is @aaliyahmichelle, who consistently promotes beauty products on TikTok Live. On TikTok, she has more than 54.4 thousand followers and 1.4 million likes, suggesting a large audience reach and strong of engagement. She is the CEO of Bossup Cosmetics, a cosmetic brand known for its unique pink-themed products. She promotes and sells her own products through TikTok Live by combining product promotion with interactive communication.

Her speaking style is friendly, relaxed, and funny, which makes the live selling sessions feel like everyday conversations. She also often quickly responds to viewers' comments and adjusts her language to create urgency and excitement during the live sessions. From a pragmatic perspective, many of her utterances, such as *“3 left! Go, go check out, guys,”* encourage viewers to make a purchasing decision immediately. Overall, the persuasive meaning is conveyed through simple and context-appropriate language during the live commerce session.

Several previous studies have shown that TikTok Live Commerce is a persuasive digital selling space where language, interaction, and emotional appeal strongly influence consumer behavior. Daga-as and Baradillo (2024) found that sellers use speech acts and persuasive techniques to shape audience perceptions and encourage purchasing decisions during live sessions. Complete the previous one, Natrio and Lestari (2024) stated that pragmatic features, including deixis, implicature, presupposition, and speech acts in TikTok Live advertisements, can

guide audiences to buy a product. These findings suggest that persuasive meaning in live commerce is often delivered indirectly through language.

In addition, Wu et al. (2021) explored how persuasive strategies used in live-stream commerce can be manipulative, showing that linguistic strategies and platform design elements may create pressure on viewers to buy a product. Braca and Dondio (2023) also classified persuasive strategies in digital marketing systems and provided additional evidence in supporting this viewpoint, personalization, and interactivity.

Other studies emphasize psychological, relational, and technical factors that strengthen persuasion in TikTok Live Commerce. Qu et al. (2023) demonstrated that scarcity messages increase impulse buying, with anticipated emotions and viewing frequency acting as mediating factors. Chen and Yang (2023) found that trust and emotional attachment to influencers significantly affect viewers' purchase intention in live-streaming e-commerce. Similarly, Pradnyamitha and Maradona (2024) shown that among Indonesian TikTok Shop users, real purchasing decisions are mediated by consumer attitudes and utilitarian value.

From a platform perspective, according to Ma (2024) explained that in global live commerce contexts, influencer authenticity and real-time interaction enhance customers' motivation to purchase. High-quality live streaming increases customer trust and purchase intention, according to Oktaviani et al. (2024), while Bray (2024) concluded that TikTok Live Shopping effectively combines entertainment and shopping features to enhance user engagement and buying behavior. Overall, although these studies explain persuasion in live commerce from linguistic, psychological, and technological perspectives, limited research closely

examines how implicature and persuasive meaning are constructed in the live discourse of a specific beauty influencer on TikTok.

Only a limited number of studies have examined how implicatures specifically contribute to persuasive meaning in real-time live selling contexts. Some previous studies have focused more on general persuasive strategies, psychological factors, or platform features, with only a few analyzing hidden meanings at the discourse level in live commerce sessions. This gap indicates the need for research that analyzes a specific influencer to understand pragmatic strategies in depth. Such an analysis is highly relevant because it aligns with the increasing number of influencers who promote and sell products through TikTok Live Commerce, both globally and in Indonesia.

This study analyzes conversational implicature and persuasive meaning in beauty live commerce from beauty influencer @aaliyahmichelle. The study focuses on the implicatures used by the influencer to indirectly persuade the audiences through context-based language rather than explicit commands. By analyzing communication strategies in real-time, this study contributes to a deeper understanding of how linguistic features construct persuasive meaning in digital live selling.

In addition to providing valuable insights for influencers, marketers, and business owners who want to enhance their persuasive communication abilities, this study also offers a broader understanding of communication strategies, especially in terms of pragmatics and marketing communication.

Furthermore, the researcher's interest in the relationship between language and digital culture is another factor that motivates this study. Observations of

@aaliyahmichelle's TikTok Live interactions show that live commerce uses common language to create excitement and emotional closeness in addition to promoting products. These findings suggest that in digital commerce, simple conversational strategies can have a strong persuasive impact. Therefore, analyzing conversational implicature and persuasive meaning in TikTok Live communication becomes important to understand how language functions as a persuasive strategy.

B. Research Questions

Based on the explanation presented in the background of the study, the research questions are:

1. What types of conversational implicatures are used by @aaliyahmichelle to convey persuasive meaning in her beauty live commerce sessions?
2. How do those implicatures as rethorical strategies construct persuasive meaning in her live selling interactions?

C. Significance of the Study

This study is expected to provide benefits for various professions, such as content creators, beauty influencers, marketers, and business actors who use TikTok Live as a sales platform from a practical perspective. The findings show how the use of language and implicature can influence consumer perceptions, create urgency, and encourage purchasing decisions during live selling sessions. This study can serve as a reference to improving communication strategies to make them more persuasive for consumers. These strategies can also be very useful for sellers design more engaging live commerce interactions in the future. The results of this

study are also expected to benefit students and researchers as an reference for understanding how language functions persuasively in digital commerce.

D. Scope and Limitation

This study focuses on analyzing the types of conversational implicature and persuasive meaning used by beauty influencer @aaliyahmichelle during her TikTok Beauty Live Commerce sessions. The data was taken from selected live sessions conducted from February to March 2026, especially during major promotional moments such as Valentine's Day, Chinese New Year, and the special 3.3 promo event. This time period was chosen because it usually involve many big discounts, limited offers, and high audience engagement during live sessions, which encourages the use of persuasive language by the influencer toward the audience. Therefore, the scope and limitation of this study are limited to the utterances of @aaliyahmichelle that contain conversational implicature and persuasive meaning. This study does not analyze other aspects of live commerce, such as audience responses, purchasing behavior, or platform algorithms.

E. Definitions of Key Terms

The important terms in this study are explained by the researcher with the aim that there are no misconceptions in understanding what is discussed in the study.

1. **Pragmatic analysis** examines how beauty influencer's utterance during TikTok Live Commerce sessions produce meaning beyond their literal interpretations. This analysis focuses on how linguistic choices, speaker intentions, and the context of real-time interactions are used to persuade viewers and influence potential buyers' purchasing decisions.

2. **Implicature** refers to the implied meaning conveyed indirectly by a beauty influencer during TikTok Live Commerce sessions. Audiences interpret the utterances based on contextual cues, shared knowledge, and real-time interactions. Based on Grice's Cooperative Principle, implicature explains how influencers convey persuasive messages, such as urgency, exclusivity, or product value, without explicitly stating them (Grice, 1975).
3. **Persuasive meaning** refers to linguistic expressions used by a speakers to influence or shape the listener's attitudes, beliefs, or behaviors. In the context of live commerce, persuasive meaning also refers to strategies used to encourage viewers to purchase a products. These strategies can be identified through cues of urgency, emotional appeals, or evaluative statements.
4. **Rhetorical strategies** refers to the use of language to make messages more persuasive. In this study, the strategies used refer to influencer's use of Aristotle's rhetorical appeals: *ethos* (building trust and credibility), *pathos* (appealing to viewers' emotions), and *logos* (providing logical reasons or product benefits). These strategies help attract attention and encourage viewers to make purchasing decisions during TikTok Live sessions.
5. **Beauty Influencers** are content creators who focus on beauty products such as makeup, cosmetics, or skincare. Beauty influencers can also be defined as people who usually provide reviews, tutorials, demonstrations, or direct sales with a beauty theme. In this study, this term specifically refers to @aaliyahmichelle, whose language use becomes the object of analysis.
6. **TikTok Live Commerce** refers to real-time sales session conducted on TikTok, where influencers or sellers showcase and promote products, interact with

viewers, answer questions, and encourage direct purchases. This strategy used by sellers is a combination of entertainment and marketing elements to create interactive and persuasive sales interactions that attract audiences and encourage purchasing decisions.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses the theoretical framework that supports this research. This section presents several related concepts, including pragmatics, implicature, types of implicature, types of conversational implicature, persuasive meaning, and beauty influencer communication styles.

A. Pragmatics

Pragmatics is a branch of linguistics that studies how language is used in specific contexts and how meaning is interpreted beyond its literal expression. Pragmatics focuses on the relationship between linguistic forms and their users. It examines how speakers and listeners rely on shared knowledge, assumptions, and contextual information to interpret meaning. Therefore, pragmatics is important for understanding that language involves not only what is explicitly stated but also what is implied during communication.

According to Yule (2020), pragmatics focuses on the relationship between linguistic forms and their users by considering how speakers convey intended meaning and how listeners interpret them. Levinson (1983) also states that pragmatics explores the principles that govern communicative behavior, including deixis, presupposition, implicature, and speech acts. Based on these definitions, pragmatics shows that meaning is highly dependent on context and shared knowledge between speakers and listeners.

In communication, pragmatics focuses on how speakers achieve their communication goals during interactions, such as persuading, offering, or

influencing others. This involves speaker's intentions, contextual cues, and cooperative behavior (Birner, 2013). In this part, pragmatics is very important in persuasive communication, where the speaker's message must be well structured and strategic, and appropriate to the context in order to achieve the desired outcome during sales.

In live commerce, the relevance of pragmatics becomes stronger and more visible because interactions occur in real time between influencers and audiences. Influencers must respond to the audience spontaneously, process the questions from viewers, and use implicit strategies to build engagement and trust with their audiences (Zhao & Min, 2023). Therefore, pragmatics provides a conceptual basis for analyzing how influencers create meaning, build relationships, and persuade the audiences during TikTok live commerce sessions.

B. Implicature

Implicature refers to the implied meaning conveyed through an utterance. In everyday communication, speakers often do not say everything directly but expect listeners to understand the intended meaning based on context. Grice (1975) explains that implicature occurs when listeners successfully interpret the speaker's intended meaning by assuming that communication follows the Cooperative Principle.

Implicature allows speakers to communicate indirectly by expressing suggestions, hints, or persuasive messages through implied meanings rather than direct statements or commands. Birner (2013) argues that implicature can help speakers convey their intentions effectively while avoiding overly direct or forceful

language. Therefore, implicature makes communication more flexible and natural in various contexts.

Implicature is important, especially in the context of live commerce. Influencers often create a sense of urgency, popularity, or product value implicitly without directly instructing audiences to purchase products. For example, the utterance, “*This item sold out very quickly yesterday*” implies the scarcity of the product and encourages audiences to purchase it immediately. Therefore, implicature plays an important role in shaping persuasive meaning in TikTok Live Commerce interactions.

C. Types of Implicature

Implicature is divided into two types: conventional implicature and conversational implicature. These two types differ in the way implied meaning are formed and interpreted.

Conventional implicatures are related to certain words or linguistic structures whose pragmatic meanings can be understood without considering the context. Words such as “*but,*” “*even,*” or “*therefore*” carry additional implications beyond their literal meanings (Potts, 2015). For example, the use of the word “*but*” indicates contrast beyond its literal meaning. In the context of online communication, expressions like “*I like this product, but...*” may imply criticism or doubt implicitly, even though the speaker does not state it explicitly.

Conversational implicature, on the other hand, depends on context and the shared understanding between the speakers and listeners. According to Grice (1975), this type of implicature arises when speakers communicate by following or sometimes deliberately violating the Cooperative Principle and conversational

maxims. In everyday interactions, people often do not say everything directly, but they expect the listeners to understand the intended meaning based on the situation without requiring further explanation.

Unlike conventional implicature, conversational implicature arises from the interaction between utterances and context. The implied meaning is interpreted through logical reasoning based on situational factors, such as the speaker's intention, shared knowledge, and communication goals (Grice, 1975; Cutting, 2002). Therefore, speakers can convey meaning indirectly without having to explicitly show their intention.

In persuasive communication, conversational implicature is effective because it makes messages to sound more natural and less forceful, which can increase audience acceptance and engagement (Chen et al., 2023; Luo et al., 2023). For example, sellers can imply a sense of urgency, exclusivity, or popularity through indirect language without directly telling viewers to buy the product. In TikTok Live Commerce, influencers continuously adjust their based on audience reactions, time limitations, and the dynamics of product promotion. This encourages more frequent use of implicature as a flexible persuasion strategy (Xie et al., 2024). Consequently, conversational implicature becomes an important communication tool that allows influencers to convey persuasive messages subtly and engagingly during live commerce interactions.

D. Types of Conversational Implicature

Conversational implicature consists of four conversational maxims: maxim of quality, quantity, relevance, and manner (Grice, 1975). These maxims explain how implied meaning are created and interpreted during communication.

1. Maxim of quality

The maxim of quality is related to truthfulness and honesty in communication. According to this maxim (Grice, 1975), speakers are expected to provide information that is true and supported by evidence. However, in the context of live commerce, such as TikTok Live, influencers often use general statements or slightly exaggerated claims to create a positive impressions and increase audience trust (Chen et al., 2023; Kim et al., 2023).

Grice (1975) explains that the maxim of quality requires speakers to contribute truthful information during communication. For example, when someone says, "*The sun is shining*", the listener assumes that the speaker has evidence based on observation or knowledge. However, if the speaker provides information without evidence, the listener may interpret the statement as having another implied meaning.

In the context of TikTok Live Commerce, influencers may use statements related to product quality, popularity, or effectiveness to influence audience perceptions. For example, when an influencer says, "*This is everyone's favorite product,*" the claim may not be supported by concrete data, but it implies that the product has good quality and is trusted by consumers. As a result, viewers interpret the product as trustworthy and safe to use. This increases audience trust and purchase intention. Therefore, the strategic use of the maxim of quality can create persuasive meaning by building credibility and social trust.

2. Maxim of quantity

The maxim of quantity relates to the amount of information provided by speakers. Speakers are expected to give enough information, but not excessively. In live commerce, influencers often provide limited but strategic information to create urgency and time pressure (Luo et al., 2023; Xie et al., 2024).

Grice (1975) states that speakers should make their contributions as informative as required and should not provide more information than necessary. For example, when someone asks, “*Where is John?*” and the response is, “*John went to the library*”, the answer provides enough information for the listener’s needs. However, if the speaker only answers, “*John is somewhere*”, the lack of sufficient information may encourage the listener to search for an additional implied meaning.

In TikTok Live Commerce, influencers may intentionally provide limited information to encourage audience curiosity and interaction. For example, “*Only a few items left*” or “*This discount is only for today.*” Without mentioning the exact number of available products. This utterance implies scarcity and urgency, encouraging viewers to make purchasing decisions quickly. Thus, the use of limited information can function as a persuasive strategy in live commerce interactions.

3. Maxim of relevance

The maxim of relevance is related to relevance in communication. According to Grice (1975), speakers are expected to make contributions that are relevant to the topic being discussed.

Grice (1975) illustrates this maxim through situations where the listener needs to interpret the connection between the utterance and the context. For example, when someone asks, *“Is there any coffee?”* and another person replies, *“There is a coffee shop around the corner,”* the response does not directly answer the question but implies that coffee is available there.

In TikTok Live Commerce, influencers often use relevant but indirect statements to persuade audiences. For example, *“Many people are checking out this product right now”*. The statement does not directly command viewers to buy, but implies that the product is popular and worth considering. Therefore, the maxim of relevance allows influencers to create persuasive meanings through context-based communication.

4. Maxim of manner

The maxim of manner relates to clarity and the way information is delivered. Grice (1975) explains that speakers should avoid ambiguity and should express their messages clearly and orderly. For example, when someone asks, *“What happened?”* and the speaker replies, *“Something happened yesterday,”* the answer is unclear and does not provide specific information. This unclear expression may lead listeners to search for another interpretation.

In TikTok Live Commerce, influencers may sometimes use expressive or indirect language to create interest and emotional engagement. For example, *“You don’t want to miss this one.”* This statement does not directly instruct viewers to buy the product, but it implies that the offer is valuable or limited. Therefore, the strategic use of language style can create persuasive meaning and encourage audience engagement during live commerce sessions.

Overall, conversational maxims provide a framework for understanding how speakers create implied meanings during communication. In TikTok Livw Commerce, influencers use these pragmatic strategies to deliver persuasive messages indirectly, build relationships with audiences, and influence purchasing decisions.

E. Persuasive Meaning

Persuasive meaning refers to the meaning constructed through language use to influence the beliefs, attitudes, or behaviors of an audience. According to O’Keefe (2016), persuasion involves acts of communication aimed at obtaining a response by presenting convincing messages or emotional appeals to the audience. Persuasive meaning arises not only from what is explicitly stated but also from how messages are linguistically constructed, such as when influencers interact with their audiences during a live commerce sessions.

In the context of live commerce, persuasive meaning can be expressed through both explicit and implicit communication. Persuasive strategies in live commerce aim to influence consumer decision-making during real-time interactions. Influencers and sellers use endorsements, product claims, expressions of urgency, and relational language to encourage audiences to make an immediate purchasing decisions.

Persuasive meaning is constructed through rhetorical strategies that involve logic (*logos*), credibility (*ethos*), and emotion (*pathos*) (Perloff, 2020). These appeals can be found in various situations of communication, such as casual conversation, storytelling, and interactive responses, which make persuasive messages appear more natural and less directly promotional.

Digital persuasion can be understood through the interaction between the speaker and the audience, the speed of communication, and the emotional connection between influencers and viewers. In a digital environment, influencers often use casual language, personal stories, and emotional appeals to influence audience perceptions and responses, making promotional messages feel natural and less forceful (O’Keefe, 2016; Perloff, 2020). This strategy helps influencers to respond directly to audience comments and build closeness with viewers. Considering that digital audiences often have limited attention spans, persuasive language in digital communication tends to be brief, engaging, and adapted to fast communication patterns.

Persuasive indicators include evaluative adjectives (*amazing, extraordinary, worthwhile*), intensifiers (*very, super, really*), scarcity cues (*last stock, only today*), credibility markers (*I use this every day*), and community-building expressions (*bestie, guys, team*). All of these linguistic markers help influencers create positive perceptions of products among audiences and may encourage them to consider purchasing decisions.

To better know and understand how persuasive meaning works in digital live commerce, this is explained through classical rhetorical appeals such as credibility (ethos), emotion (pathos), and logic (logos) (Aristotle, trans. 2007):

1. Ethos (Credibility Appeal)

Ethos refers to the credibility and trustworthiness of the speaker. According to Aristotle (trans. 2007), audiences are more likely to accept a message when the speaker is perceived as reliable and knowledgeable. Therefore, credibility becomes an important element in persuasive communication.

For example, when a speaker states, *“I have experienced this myself, and I know this product works well,”* the statement creates credibility by presenting personal experience and confidence. The audience may interpret the speaker as trustworthy because the message is supported by the speaker’s own knowledge.

In TikTok Live Commerce, beauty influencers build ethos by presenting themselves as experienced users or knowledgeable figures in the beauty field. They often share product reviews, demonstrations, and personal experiences to strengthen audience trust. For example, *“I have used this skincare product for several weeks, and it helps my skin feel smoother”* functions as a credibility marker because it shows personal involvement with the product. Thus, ethos helps influencers create trust and encourage audiences to consider their recommendations.

2. Pathos (Emotional Appeal)

Pathos refers to the use of emotional appeals to influence audience feelings and attitudes of an audience. Aristotle (trans. 2007) explains that emotions can affect how audiences respond to a message because people are often influenced by their feelings during communication.

For example, *“You will miss a great opportunity if you ignore this chance,”* the statement creates an emotional response by encouraging the audience to feel urgency or concern. The persuasive effect comes from the emotional meaning behind the message rather than only the literal expression.

In TikTok Live Commerce, influencers often use expressive language, excitement, and emotionally loaded words to evoke emotional responses and influence audience attitudes (Luo et al., 2023; Xie et al., 2024). For example,

the utterance such as “*You will look so confident and glowing after using this product*” evokes positive emotions related to beauty, confidence, and self-image. Previous studies show that emotional stimulation in live commerce can increase audience engagement and impulsive buying behavior (Luo et al., 2023). Therefore, *pathos* functions as an effective persuasive strategy because emotional connections can influence consumer decisions and responses during purchasing situations. Emotional appeals in TikTok Live can strengthen persuasive effects by creating desire and personal attachment to a product.

3. **Logos (Logical Appeal)**

Logos refers to logical reasoning or the use of concrete information to support persuasive message. According to Aristotle (trans. 2007), speakers use logos by providing arguments that allow audiences to understand and evaluate a message rationally. For example, “*This product contains ingredients that help maintain skin hydration,*” the statement provides logical information that supports the product’s benefits. The audience may find the message persuasive because it contains a clear reason behind the claim.

In TikTok Live Commerce, influencers use *logos* by showing product specifications, benefits, comparisons, or demonstrations to justify their claims (Chen et al., 2023; Wongkitrungrueng & Assarut, 2020). For example, “*This foundation contains SPF 30 and hyaluronic acid, which helps protect and hydrate your skin.*” This explanation provides a logical reason for the product’s benefits. This is also evident in other research showing that clear product information can increase perceived usefulness and purchase intention in online shopping contexts (Wongkitrungrueng & Assarut, 2020). From these examples,

it can be seen that *logos* function to support persuasion by making the product seem reasonable and worth purchasing. Therefore, logical appeals strengthen consumer decision-making by providing a clear and rational reason.

Among these rethorical appeals (*ethos*, *pathos*, and *logos*) work together to enhance persuasive communication in TikTok Live Commerce. *Ethos* builds trust through the credibility of the speaker. *Pathos* influences emotions to create engagement and desire. *Logos* provides logical reasons that support audience consideration in making purchasing decisions.

When combined with conversational implicature strategies, these rhetorical appeals enable influencers to deliver persuasive messages in a way that seems natural, engaging, and effective. This combination of rethorical strategies and implied meaning may influence audience interpretations and purchasing behavior during live commerce interactions.

F. Beauty Influencer Communication Style

Beauty influencers usually use a unique style of communication. Their uniqueness is usually marked by authenticity, friendliness, emotional expression, and persuasion towards the audience. The language they use often combines personal stories, expert-like claims, and expressions focused on the community (Abidin, 2016). They speak in an engaging tone and often use inclusive pronouns (*we*, *you all*, *bestie*) to create closeness and good interaction between both.

Their persuasive approach includes jokes and easy-to-understand explanations, enthusiastic product praise, exaggerated expressions, personal experiences, and good interaction by responding quickly to audience comments. An influencer's communication style plays an important role in shaping audience trust

and purchase intentions, especially through emotional appeal, credibility, and interactive engagement (Chen & Yang, 2023; Wongkitrungrueng & Assarut, 2020). In the context of @aaliyahmichelle, her communication style includes energetic delivery, playful hyperbole, and strong emotional appeal to effectively promote beauty products during live sessions.

In live commerce, beauty influencers rely heavily on real-time communication styles. This allows them to interact directly with the audience during live sessions. This real-time interaction enables influencers to respond immediately to audience comments, questions, and reactions, creating a dynamic communication process. For example, when a viewer asks about skin types or product compatibility, the influencer can provide explanations or suitable product usage. When viewers see examples like this, it can increase clarity and trust. Real-time communication also supports persuasive strategies such as urgency and product scarcity. Influencers can say, *“Only a few left, guys, hurry and check it out now!”* while directly responding to audience reactions. This makes real-time communication strengthen emotional connection, credibility, and audience engagement during the live session. Examples like this demonstrate the effectiveness of persuasion in live beauty commerce.

CHAPTER III

RESEARCH METHOD

In this chapter, the researcher discusses the research design, data and data sources, data collection, and data analysis. The purpose of this chapter is to describe the research procedures and methods used to achieve the objectives of the study.

A. Research Design

This study employed a qualitative descriptive research design with a netnography approach. Netnography is an adaptation of ethnography used to study social interactions, communication patterns, and cultural practices in digital environments (Kozinets, 2020). This approach was appropriate for this study as it focused on naturally occurring language used in TikTok Beauty Live Commerce sessions, where real-time interactions occurred between the influencer and the audience.

The qualitative descriptive design was chosen to analyze how implicature contributed to the construction of persuasive meaning in live commerce sessions conducted by the TikTok account @aaliyahmichelle. Instead of focusing on quantitative measurement, this study interpreted language use, particularly utterances containing conversational implicature and persuasive strategies, within their original digital context (Creswell, 2014).

The researcher acted as the primary research instrument by observing, identifying, and analyzing utterances produced during live sessions from a pragmatic perspective. The researcher did not manipulate the interactions but acted as a non-participant observer, in line with the principles of netnography research.

This analysis applied Grice's Cooperative Principle, especially the conversational maxims, to explain how implied meanings were constructed, violated, or strategically used to persuade the audience (Grice, 1975). Through this pragmatic framework, the researcher analyzed how the spoken language of influencer, specifically Aaliyah Michelle's utterances, created persuasive meanings and influenced audience responses during real-time interactions.

B. Data and Data Sources

The data and data sources for this study were obtained from the TikTok account @aaliyahmichelle, a beauty influencer who usually conducts live sessions. This data focused on utterances used by the influencer during live selling sessions that contained conversational implicature and persuasive meaning.

The data were collected from selected TikTok Beauty Live Commerce sessions conducted between February and March 2026, especially during major promotional moments such as Valentine's Day, Chinese New Year (Imlek), and the special 3.3 sales event. This period was chosen because these events involved various product promotions, limited-time offers, and high audience interaction that encouraged the use of persuasive language.

Therefore, this data was limited to the utterances used by Aaliyah Michelle that contained conversational implicature and persuasive meaning, as these utterances played an important role in building persuasive meaning during the live sessions.

C. Data Collection

The data collection process was conducted through several stages. First, the researcher identified TikTok Beauty Live Commerce as the main focus of the study and selected the TikTok account @aaliyahmichelle as the research object in January 2026 based on the consistency of her live selling activities and the level of interaction with the audience. After that, the researcher observed and recorded several live selling sessions conducted between February and March 2026 to be used as data for analysis.

Next, each recorded session was carefully transcribed to accurately capture the influencer's utterances. This was followed by classifying the utterance based on the context and topic of conversation and repeatedly reviewing it to identify utterances containing conversational implicature used for persuasive purposes.

After the data were classified according to the context, the transcript results were reread and analyzed to identify and select utterances containing conversational implicature and persuasive meaning. At this process, the researcher focused on collecting utterances that contained implied meaning, persuasive intentions, emotional appeals, or indirect promotional strategies used by influencer during live selling interactions with the audience in the TikTok Live Commerce. After that, the researcher selected several relevant utterances as primary data for further pragmatic analysis in the next step.

D. Data Analysis

In this study, the data analysis was conducted through two main steps to answer the research questions. First, to answer the first research question regarding the types of conversational implicature used in TikTok Live Commerce, the

researcher analyzed the collected utterances using Grice's Cooperative Principle and conversational maxims (Grice, 1975). According to this theory, effective communication contains four maxims: quality (truthfulness), quantity (informativeness), relevance (relation), and manner (clarity). Speakers may follow or flout these maxims to generate implied meanings (conversational implicature). Meanwhile, in the context of persuasive communication such as live commerce, speakers often strategically flout maxims to convey indirect messages, create impressions, or shape audience interpretations without explicitly stating information.

Each utterance from the TikTok Live sessions was analyzed to identify whether the influencer followed or flouted one or more conversational maxims. When flouting occurred, the researcher interpreted the implied meaning by considering the context of the interaction and the audience's response. The identified implicatures were then classified based on their communicative purposes, such as creating product appeal, building trust, creating urgency, explaining product benefits, or encouraging direct purchase decisions during the live session. At this process, the researcher examined how indirect language functioned as a strategic persuasive tool in live commerce interactions.

After identifying the conversational implicatures, the researcher conducted data reduction by selecting, organizing, and grouping the utterances based on their similar patterns of conversational implicature and persuasive meaning. Utterances that conveyed similar implied meanings or served similar persuasive functions were categorized into the same group to avoid unnecessary repetition and to make the analysis more focused. For example, several utterances that flouted the maxim of

quantity to create urgency or encourage immediate purchase decisions were grouped together as the same pattern of persuasive strategy. This process helped the researcher identify the dominant patterns and relationships between the use of implicature and persuasive techniques in TikTok Beauty Live Commerce.

Meanwhile, to answer the research question regarding how persuasive meaning was constructed, the implicatures that have been identified were further analyzed using classical rhetorical appeal theory: ethos, pathos, and logos (Aristotle, trans. 2007) which provide a framework for analyzing persuasive communication. In this, ethos refers to credibility and trustworthiness. Pathos refers to emotional appeal. Logos refers to logical reasoning supported by evidence. These three appeals explain how speakers build trust, evoke emotions, and provide rational considerations to influence audiences.

Each implicature identified in the first step was classified according to its function in persuasion. Utterances that indicate expertise, honesty, or personal experience were classified as ethos, showing how influencers built their credibility. Statements that triggered emotional responses, such as excitement, enthusiasm, urgency, or fear of missing out were classified as pathos. Meanwhile, utterances that presented product effectiveness, advantages, or logical benefits, such as price, materials, and functions, were classified as logos. Through this process, the study explained how implied meaning functioned as a persuasive message that influenced audience perceptions and purchasing decisions during live sessions.

In conclusion, by combining pragmatic analysis (conversational implicature) and rhetorical analysis (ethos, pathos, logos), this study provided a comprehensive explanation of how persuasive communication is used in TikTok

Beauty Live Commerce. The analysis showed that influencers used implicature not only to convey information indirectly but also to build credibility, evoke emotions, and provide logical reasons that encouraged audience engagement and purchasing intentions during live sessions.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the findings and discussion of the data analysis collected from TikTok Live Commerce sessions. The data were taken from three different live sessions, there are from Valentine's Day, Chinese New Year (Imlek), and Special Event 3.3.

A. Findings

The researcher found 29 data from three different live commerce sessions. The data consist of 12 data from Session 1 (Valentine's Day), 7 data from Session 2 (Chinese New Year/Imlek), and 10 data from Session 3 (Special Event 3.3). This study applied Grice's Cooperative Principle, which consists of four conversational maxims: maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner, as the framework to analyze conversational implicature. Furthermore, Aristotle's rhetorical appeals, including ethos, pathos, and logos, was used to analyze the persuasive meaning found in the influencer's utterances. This chapter explained how influencers communicate with viewers, present product information, and persuade audiences during live commerce sessions.

The findings showed that conversational implicature appeared in the influencer's utterances through the application of Grice's maxims. The influencer used the maxims of quality, quantity, relevance, and manner to deliver product information and created particular meanings during live commerce. Some utterances followed the maxims by providing clear and

relevant information, while other utterances created implied meanings through specific expressions, such as urgency, recommendation, and product attractiveness.

In addition, persuasive meaning was found throughout the data. The influencer applied Aristotle's rhetorical appeals, namely ethos, pathos, and logos, to influence viewers' purchasing decisions. Ethos is identified when the influencer demonstrates credibility through personal experience, product knowledge, testing results, or brand experience. Pathos appears when the influencer creates emotional responses, such as excitement, curiosity, urgency, and fear of missing out (FOMO). Meanwhile, logos is found when the influencer provides logical reasons, factual information, product features, price benefits, and evidence that support consumers' decisions.

The findings also revealed that conversational implicature and persuasive meaning frequently occur together within the same utterance. This indicated that influencers do not only communicate product information explicitly but also used implied meanings to strengthen their persuasive strategies. Through these strategies, influencers were able to create more interactive and convincing communication with viewers during live commerce sessions.

Furthermore, the following section presented a detailed analysis of each data based on the conversational implicature found through Grice's maxims and the persuasive meaning identified through Aristotle's rhetorical appeals.

Datum 1

“My Valentine’s Day collection is launching today, but along with that, I’m also launching two lip kits.”

At the beginning of the live commerce session, the influencer introduced the Valentine’s Day collection and announced the launch of two lip kits. This utterance was delivered to attract the audience’s attention and explain the main purpose of the live session. By introducing the products at the beginning, the influencer created an initial understanding for viewers about the products being promoted during the live commerce.

Datum 1 contains several of Grice’s maxims, namely the maxim of quality, relevance, and manner. The maxim of quality is fulfilled through the utterance “*My Valentine’s Day collection is launching today*” because the influencer provides factual information about the product launch that is happening during the live session. The statement is presented as true information based on the ongoing event. The maxim of relevance is also fulfilled because the utterance directly relates to the purpose of the live commerce session, which is introducing and promoting the Valentine’s Day collection. The utterance “*I’m also launching two lip kits*” provides information that is connected to the products being introduced. Furthermore, the maxim of manner is shown through the clear and direct explanation of the products. The influencer does not provide complicated information but simply tells the audience what products are available. Through this utterance, the influencer implies that viewers should pay attention because there are new products being launched during the live session.

From the perspective of persuasive meaning, this utterance contains pathos. Pathos can be seen in the utterance “*Valentine’s Day collection*” because it connects the product with a special occasion. This creates an emotional atmosphere and makes the audience feel interested in the products. The word “*today*” also creates a sense of urgency because it emphasizes that the launch is happening at that moment. The utterance also contains logos. Logos can be seen in the phrase “*launching two lip kits*” because the influencer gives clear product information that helps viewers understand what products are available. The information provides a logical reason for the audience to consider the products.

Datum 1 shows that conversational implicature and persuasive meaning appear together in the influencer’s utterance. The influencer provides factual and relevant information about the product launch while also creating emotional attraction through the Valentine’s Day theme. This indicates that even an opening statement in live commerce can function not only as information delivery but also as a strategy to attract and persuade viewers.

Datum 2

“There’s gonna be two different lip kits, one with different colors. Both have slightly different undertones, but they look gorgeous on the lips.”

During the product introduction session, the influencer explained the differences between the two lip kits. The purpose of this utterance was to introduce product variations and help viewers understand the characteristics of each lip kit before making a purchase decision.

Datum 2 contains the maxim of quality, quantity, relevance, and manner. The maxim of quality appears in the phrase “*two different lip kits*” and “*different undertones*” because the influencer provides information about the actual characteristics of the products. The information explains the product variation based on its colors and undertones. The maxim of quantity is fulfilled because the influencer gives enough information about the lip kits without adding unnecessary details. The explanation includes the important differences between the products, which helps the audience compare the options. The maxim of relevance is shown because the utterance focuses on the products being promoted. The influencer explains the lip kit features directly instead of discussing unrelated topics. The maxim of manner is also fulfilled because the explanation is simple and easy for viewers to understand.

This utterance contains pathos and logos. Pathos appears in the utterance “*they look gorgeous on the lips.*” The word “*gorgeous*” creates a positive emotional impression toward the product. This emotional appeal encourages viewers to feel interested and attracted to the lip kits. Meanwhile, logos is shown through the utterance “*different undertones*” because the influencer provides logical product information that helps consumers choose the product based on their preferences.

Datum 2 shows that the influencer combines product explanation and emotional appeal in one utterance. The conversational implicature helps viewers understand the product differences, while persuasive meaning encourages them to see the product as attractive and suitable. Therefore, the

utterance functions as both informative communication and a promotional strategy.

Datum 3

“They are actually really long lasting and comfortable... This formula is actually super, super transfer-proof. I tested it yesterday and it stayed on all day.”

In this part of the live session, the influencer demonstrated the durability of the lip product. The audience previously wanted to know whether the product could last long, so the influencer responded by explaining the product performance based on personal testing.

Datum 3 contains the maxim of quality, relevance, and manner. The maxim of quality is shown in the utterance “*I tested it yesterday and it stayed on all day.*” The influencer provides information based on personal experience and product testing, making the statement more credible. The maxim of relevance appears because the explanation directly answers the audience’s concern about product durability. The influencer discusses the lasting ability and comfort of the product, which is related to consumer needs. The maxim of manner is also fulfilled because the explanation is delivered clearly through simple descriptions such as “*long lasting,*” “*comfortable,*” and “*transfer-proof.*” These descriptions make the product benefits easy for viewers to understand.

This utterance contains ethos and logos. Ethos is shown through the utterance “*I tested it yesterday*” because the influencer builds credibility by showing personal experience with the product. This makes the audience trust the recommendation.

Logos appears in the utterances “*long lasting*,” “*comfortable*,” and “*transfer-proof*.” These product benefits provide logical reasons for viewers to consider purchasing the product because they explain why the product is useful.

Datum 3 shows that the influencer uses personal experience and product information to persuade viewers. The conversational implicature provides evidence about the product quality, while persuasive meaning builds trust and gives logical reasons for purchase. This combination strengthens the influencer’s ability to influence consumer decisions during live commerce.

Datum 4

“I’m just gonna swatch the shade right here... The pretty warm tone brown with pink undertones as well. Super pretty.”

In this part of the live commerce session, the influencer demonstrated the lip kit shade by applying and showing the swatch directly to the audience. The purpose of this utterance was to help viewers see the actual color and understand the characteristics of the shade before purchasing the product.

Datum 4 contains the maxim of quality, relevance, and manner. The maxim of quality is shown through the utterance “*warm tone brown with pink undertones*” because the influencer provides information based on the actual product demonstration. The influencer describes the shade according to its real appearance after swatching the product. The maxim of relevance appears because the utterance is directly related to the product being promoted. The influencer explains the shade characteristics instead of discussing unrelated information. This explanation helps viewers

understand whether the shade matches their preferences. The maxim of manner is also fulfilled because the influencer describes the product clearly using simple words such as “*warm tone brown*” and “*pink undertones.*” The explanation is easy for viewers to understand, especially when choosing makeup shades online.

This utterance contains pathos and logos. Pathos appears in the utterance “*super pretty*” because the influencer uses positive emotional expressions to create attraction toward the product. The word “*pretty*” encourages viewers to see the shade as beautiful and desirable. Logos can be seen in the utterance “*warm tone brown with pink undertones*” because the influencer provides specific product information. This helps consumers logically evaluate the shade before making a purchase.

Datum 4 shows that the influencer combines product explanation and emotional appeal. The conversational implicature helps viewers understand the actual shade characteristics, while persuasive meaning increases the audience’s interest through positive evaluation. This demonstrates how product demonstration in live commerce can function as both informative and persuasive communication.

Datum 5

“It looks good on so many skin tones, especially on my tanned, like pale girlies.”

During the shade recommendation session, the influencer explained the suitability of the product for different skin tones. This utterance was delivered to answer potential consumer concerns about whether the lip kit could match various users.

Datum 5 contains the maxim of quality, relevance, and manner. The maxim of quality is shown through the statement “*it looks good on so many skin tones*” because the influencer provides an evaluation based on product observation and experience. The maxim of relevance is fulfilled because the utterance directly responds to the audience’s concern about product suitability. The influencer discusses how the shade appears on different skin tones, which is an important consideration for makeup consumers. The maxim of manner appears because the explanation is delivered in a simple and understandable way. The influencer gives a clear statement without unnecessary explanation, making it easier for viewers to understand the product’s suitability.

This utterance contains ethos and logos. Ethos appears in the utterance “*especially on my tanned, like pale girlies*” because the influencer refers to herself and her audience as examples. This creates credibility because the recommendation comes from personal experience. Logos is shown through the utterance “*good on so many skin tones.*” This provides logical reasoning that the product can be suitable for different consumers with various appearances.

Datum 5 shows that the influencer uses personal experience and product evaluation to persuade viewers. The conversational implicature provides information about product compatibility, while persuasive meaning builds trust and encourages consumers to believe that the product can suit them.

Datum 6

“If you guys want this shade make sure you grab it now because the stock is limited for today’s launch.”

In this part of the live session, the influencer promoted the Be Mine shade by emphasizing its limited availability. The purpose of this utterance was to encourage viewers to purchase immediately before the product became unavailable.

Datum 6 contains the maxim of quality, relevance, and manner. The maxim of quality is shown through the utterance “*the stock is limited for today’s launch*” because the influencer provides information about the current product availability during the live session. The maxim of relevance appears because the statement directly relates to the audience’s purchasing decision. The influencer explains the stock condition to influence viewers who are considering buying the product. The maxim of manner is shown through the utterance “*grab it now*” because the instruction is direct and easy to understand. The influencer delivers the message clearly without confusing the audience.

This utterance contains pathos and logos. Pathos appears in the phrases “*grab it now*” and “*stock is limited.*” These expressions create urgency and fear of missing out (FOMO), which encourages viewers to act quickly. Logos can be seen in the information about limited stock because it gives a logical reason for immediate purchasing. Viewers understand that waiting may cause them to lose the opportunity to buy the product.

Datum 6 shows that the influencer uses scarcity strategy as a persuasive technique. The conversational implicature provides information about

product availability, while persuasive meaning creates urgency and motivates viewers to complete their purchase during the live session.

Datum 7

“If you like something natural, definitely Be Mine.”

During the shade recommendation session, the influencer gave a direct recommendation about the Be Mine lip kit shade. This utterance appeared when viewers were looking for guidance about which shade matched their preferences. The influencer tried to help consumers choose the product based on their desired makeup style.

Datum 7 contains the maxim of relevance and manner. The maxim of relevance is fulfilled because the utterance directly responds to the audience’s preference regarding a natural makeup look. The influencer connects the product recommendation with the consumer’s needs through the utterance “*if you like something natural.*” The maxim of manner is also fulfilled because the recommendation is delivered briefly, clearly, and directly. The utterance “*definitely Be Mine*” makes the suggestion easy to understand without unnecessary explanation. Through this utterance, the influencer implies that Be Mine is not only a product option but also a suitable choice for viewers who prefer a natural appearance.

This utterance contains ethos and logos. Ethos can be seen through the utterance “*definitely Be Mine*” because the influencer confidently recommends the product. This confidence builds the audience’s trust toward the influencer’s product knowledge. Logos appears in the utterance “*if you like something natural*” because the influencer provides a logical connection between the consumer’s preference and the recommended

product. The recommendation is based on the viewer's needs rather than only promoting the product.

Datum 7 shows that the influencer uses a simple recommendation strategy to persuade viewers. The conversational implicature provides relevant guidance for product selection, while persuasive meaning builds trust and helps consumers make purchase decisions based on their preferences.

Datum 8

"I see some orders coming in already. If you already checked out, comment "done" in the chat."

In this part of the live session, the influencer encouraged audience interaction after noticing several purchases. The utterance was used to create engagement and show that other viewers were already buying the products. This strategy was used to motivate other audiences to participate and consider purchasing.

Datum 8 contains the maxim of quality, relevance, and manner. The maxim of quality appears in the phrase "*I see some orders coming in already*" because the influencer refers to real-time purchasing activity during the live session. The statement presents information based on what is happening at that moment. The maxim of relevance is fulfilled because the utterance is related to audience participation and purchasing activity. The influencer connects the ongoing orders with the interaction in the comment section. The maxim of manner is shown through the instruction "*comment 'done' in the chat.*" This command is clear, direct, and easy for viewers to follow. The utterance also implies that many people are

interested in the product, creating a positive impression among potential buyers.

This utterance contains pathos and logos. Pathos is shown through the instruction “*comment “done” in the chat*” because it creates a sense of participation and community among viewers. It makes audiences feel involved in the live session. Logos appears in the utterance “*orders coming in already*” because it functions as social proof. The information about other consumers purchasing becomes logical evidence that the product is trusted and desirable.

Datum 8 demonstrates that the influencer uses audience interaction as a persuasive strategy. The conversational implicature provides real-time information about product demand, while persuasive meaning encourages viewers to participate and increases their confidence in the product.

Datum 9

“I recommend checking out now because sometimes the darker shades sell out first.”

During the purchase recommendation section, the influencer advised viewers to complete their purchase quickly, especially for darker shades. This utterance was delivered to encourage immediate action by emphasizing the possibility that certain shades could become unavailable.

Datum 9 contains the maxim of quality, relevance, and manner. The maxim of quality appears in the utterance “*sometimes the darker shades sell out first*” because the influencer provides information based on her observation of product demand and availability. The maxim of relevance is fulfilled because the statement is directly connected to the audience’s purchase decision. The influencer explains why viewers should consider

checking out immediately. The maxim of manner is shown through the clear explanation of the recommendation. The utterance “*I recommend checking out now*” directly communicates the influencer’s intention without creating confusion.

This utterance contains ethos, pathos, and logos. Ethos appears through the utterance “*I recommend*” because the influencer positions herself as someone who has knowledge about the product and can provide advice. Pathos appears through the possibility of the product selling out. The utterance “*sell out first*” creates urgency and fear of missing the opportunity, which encourages viewers to purchase immediately. Logos is shown through the explanation that darker shades may sell out first. This provides a logical reason for the recommendation because consumers understand that delaying the purchase may result in losing their preferred shade.

Datum 9 shows that the influencer combines product knowledge and scarcity strategy to persuade viewers. The conversational implicature provides a reason behind the recommendation, while persuasive meaning increases trust, urgency, and motivation to purchase.

Datum 10

“I’m releasing a bundle to the collection and it has 4 lip glosses.”

In this part of the live commerce session, the influencer introduced a new product bundle that was included in the Valentine’s Day collection. The purpose of this utterance was to inform viewers about another product option and explain the contents of the bundle before they decided to purchase.

Datum 10 contains the maxim of quality, quantity, relevance, and manner. The maxim of quality is shown in the utterance “*it has 4 lip glosses*” because the influencer provides factual information about the content of the product bundle. This statement explains what consumers will receive when purchasing the product. The maxim of quantity is fulfilled because the influencer gives sufficient information about the bundle without adding unnecessary details. The explanation only focuses on important information, which is the number of lip glosses included in the product. The maxim of relevance appears because the utterance directly relates to the product promotion. The influencer introduces a new product that is still connected to the Valentine’s Day collection. The maxim of manner is also fulfilled because the information is delivered clearly and directly. The audience can easily understand what the bundle contains.

This utterance contains logos. Logos appears in the phrase “*it has 4 lip glosses*” because the influencer provides logical product information that helps consumers evaluate the value of the bundle. By knowing the product content, viewers can consider whether the bundle is worth purchasing. Although the emotional appeal is not strongly shown, the introduction of a bundle creates an impression that consumers can get more products in one purchase.

Datum 10 shows that the influencer uses clear product information to support the audience’s decision-making process. The conversational implicature provides factual details about the bundle, while persuasive

meaning appears through logical explanation that highlights the product value.

Datum 11

“Besitos is a gorgeous shimmer glittery peachy tone.”

During the gloss shade demonstration, the influencer introduced one of the lip gloss shades called Besitos. The influencer described the color and appearance of the product while showing the gloss to the audience. This was intended to help viewers imagine the product result before buying.

Datum 11 contains the maxim of quality and manner. The maxim of quality appears through the utterance “*shimmer glittery peachy tone*” because the influencer provides information based on the actual characteristics of the lip gloss shade. The maxim of manner is fulfilled because the shade description is delivered clearly using understandable words. The influencer explains the appearance of the product in a simple way, allowing viewers to imagine the color and finish. The utterance also implies that the gloss has an attractive appearance, which encourages viewers to pay attention to the product.

This utterance contains pathos and logos. Pathos is shown through the utterance “*gorgeous shimmer glittery peachy tone.*” The word “*gorgeous*” creates a positive emotional response and makes the product appear attractive and desirable. Logos appears in the description of the shade characteristics, such as “*shimmer,*” “*glittery,*” and “*peachy tone.*” These details provide logical information about the product’s appearance, helping consumers decide whether it matches their preferences.

Datum 11 demonstrates how the influencer combines descriptive information and emotional appeal. The conversational implicature helps viewers understand the product features, while persuasive meaning increases attraction toward the product through positive evaluation and appealing descriptions.

Datum 12

“The gloss bundle is almost sold out, so if you want it make sure you check out right now.”

At the closing session of the Valentine’s Day live commerce, the influencer emphasized the limited availability of the gloss bundle. This utterance was used to create urgency and encourage viewers who were still considering purchasing to complete their checkout.

Datum 12 contains the maxim of quality, relevance, and manner. The maxim of quality appears in the utterance “*the gloss bundle is almost sold out*” because the influencer provides information about the current product availability during the live session. The maxim of relevance is fulfilled because the utterance is directly connected to the audience’s purchasing decision. The influencer explains the stock condition to influence viewers’ actions. The maxim of manner appears through the utterance “*make sure you check out right now.*” The instruction is direct, clear, and easy for viewers to understand. The utterance implies that viewers may lose the opportunity to purchase if they delay their decision.

This utterance contains pathos and logos. Pathos is shown through the utterance “*almost sold out*” because it creates urgency and fear of missing out (FOMO). This emotional appeal encourages viewers to act quickly.

Logos appears in the information about limited stock because it gives a rational reason for immediate purchase. The audience understands that waiting may result in the product becoming unavailable.

Datum 12 shows that the influencer uses scarcity strategy at the end of the live session to strengthen purchasing motivation. The conversational implicature provides information about product availability, while persuasive meaning creates urgency and encourages immediate checkout.

It can be concluded from the analysis of 12 data points from the Valentine's Day live session that the influencer frequently uses clear, informative, and persuasive communication strategies. Most of the utterances fulfill Grice's Cooperative Principle, including the maxims of quality, quantity, relevance, and manner. The influencer provides accurate information about the products, gives sufficient explanations, stays focused on the topic, and delivers messages in a clear way that can be easily understood by the viewers.

During this live session, the influencer mainly uses the maxim of quality by presenting factual information about product launches, product features, durability, shades, and stock availability. The maxim of relevance is also frequently found because every utterance is connected to the main purpose of the live session, which is introducing and promoting the Valentine's Day collection. In addition, the maxim of manner appears when the influencer explains products directly and clearly, allowing viewers to understand the benefits and differences between each product. The maxim of quantity is

found when the influencer provides enough information about the products without giving unnecessary details.

In terms of persuasive meaning, the influencer applies Aristotle's rhetorical appeals, namely ethos, pathos, and logos, throughout the live session. Logos is mostly shown through product explanations, such as information about product variations, shades, durability, and product contents. These logical explanations help viewers evaluate the products before purchasing. Ethos appears when the influencer shares personal experience, product testing results, and recommendations based on her knowledge of the products, which builds trust and credibility among viewers.

Furthermore, pathos is also frequently used, especially when the influencer creates emotional attraction and urgency through expressions such as "*gorgeous*," "*super pretty*," "*limited stock*," and "*check out right now*." These expressions encourage viewers to feel excited, interested, and afraid of missing the opportunity to buy the products. The combination of emotional appeal and logical information shows that the influencer does not only introduce products but also creates a persuasive atmosphere during the live commerce session.

The findings show that conversational implicature and persuasive meaning often appear together in the same utterance. The influencer provides direct information while also creating implied meanings to encourage viewers' purchasing decisions. For example, statements about limited stock do not only inform viewers about product availability but also

imply that they need to act quickly before the products are sold out. Therefore, the use of Grice's maxims and Aristotle's rhetorical appeals helps make the live commerce communication more effective and engaging.

After analyzing the Valentine's Day live session, it can be seen that the influencer applies a structured communication pattern by introducing the products, explaining product benefits, demonstrating the products, giving recommendations, and creating urgency before closing the session. However, different events may create different communication styles and persuasive strategies. Therefore, the next discussion analyzes the second live session, which was held during the Chinese New Year (Imlek) event, to examine whether the influencer uses similar or different conversational implicature and persuasive strategies.

The Chinese New Year session has a different context because it focuses more on promotional strategies, discounts, flash sales, and limited-time offers. The analysis continues with Datum 13, which explains how the influencer begins the live session and introduces promotional offers during the Chinese New Year event.

Datum 13

"Today we have many surprise deals for you guys. A lot of big discounts, flash sales, and limited stock items. Make sure you stay until the end because I will drop more products later."

At the beginning of the Chinese New Year (Imlek) live commerce session, the influencer opened the live by introducing various promotional offers available during the event. The influencer informed the audience that there would be surprise deals, discounts, flash sales, and limited stock products. This statement was used to attract viewers' attention and

encourage them to continue watching the live session until the end because more products and offers would be introduced later. In the context of a special shopping event, the influencer tried to create excitement and curiosity among viewers by emphasizing the exclusive promotions available during the live session.

Datum 13 shows that the influencer's utterance contains all of Grice's maxims: quality, quantity, relevance, and manner. First, this utterance fulfils the maxim of quality because the influencer provides information that is assumed to be true about the promotions available in the live session. The utterance "*many surprise deals,*" "*big discounts,*" "*flash sales,*" and "*limited stock items*" show that the influencer gives factual information about the offers provided during the Chinese New Year event. Second, the utterance fulfils the maxim of quantity because the influencer gives enough information about the promotion without explaining too many unnecessary details. The audience receives important information about the available deals, discounts, and upcoming products, which is sufficient to understand the purpose of the live session. Third, this utterance fulfils the maxim of relevance because the utterance directly relates to the purpose of the live commerce session, which is promoting special offers and products during the Chinese New Year event. The influencer does not move away from the topic but focuses on attracting viewers' attention toward the promotion. Lastly, the utterance fulfils the maxim of manner because the influencer delivers the information clearly and directly. The instruction "*Make sure you stay until the end*" is simple and easy to understand, so viewers can

immediately recognize the influencer's intention. From this analysis, the utterance implies that the influencer is not only informing viewers about the available promotions but also encouraging them to stay longer in the live session to discover more products and possible deals. The implied meaning appears through the suggestion that staying until the end will provide more benefits for viewers.

From the perspective of persuasive meaning, this utterance contains ethos, pathos, and logos. Ethos can be seen through the influencer's confidence in presenting the promotional event. The utterance "*I will drop more products later*" shows that the influencer positions herself as someone who controls and understands the live session, creating trust among viewers. Pathos appears through the expressions "*surprise deals*," "*big discounts*," and "*flash sales*." These utterances create excitement, curiosity, and emotional attraction because viewers feel that they may get special opportunities during the live session. The utterance "*stay until the end*" also creates anticipation and encourages viewers to remain engaged. Logos is shown through the information about the promotion, such as "*limited stock items*" and upcoming product releases. This provides a logical reason for viewers to keep watching because they understand that the products may be limited and additional offers may appear later. The combination of these persuasive strategies shows that the influencer does not only provide promotional information but also builds viewers' interest and motivates them to participate in the live session.

Datum 13 shows that conversational implicature and persuasive meaning appear together in the influencer's utterance. The influencer follows Grice's maxims by providing clear, relevant, and sufficient information about the Chinese New Year promotion. At the same time, the influencer uses ethos, pathos, and logos to persuade viewers by creating trust, excitement, and logical reasons to stay and continue shopping. This indicates that the opening strategy in live commerce is important because the influencer needs to attract attention, maintain audience engagement, and increase the possibility of purchase decisions.

Datum 14

"Oh my gosh, 8 left... 5 left you guys. Don't wait, check out now before it's gone!"

During the Chinese New Year (Imlek) live commerce session, the influencer delivered this utterance when showing the remaining stock of a promoted product. The influencer informed viewers that the available products were decreasing and immediately encouraged them to make a purchase before the product was sold out. In the context of a live shopping event, this strategy was used to create urgency and encourage viewers to take immediate action. The influencer did not only provide information about stock availability but also tried to influence the audience's purchasing decision by emphasizing the limited opportunity.

Datum 14 shows that the influencer's utterance contains all of Grice's maxims: quality, quantity, relevance, and manner. First, this utterance fulfills the maxim of quality because the influencer provides real-time information about the remaining product stock. The utterances "*8 left*" and "*5 left*" indicate that the influencer gives factual information about the

product availability during the live session. This information is presented based on the actual selling situation. Second, this utterance fulfills the maxim of quantity because the influencer provides enough information about the stock condition without adding unnecessary explanation. The countdown information is already sufficient for viewers to understand that the product quantity is decreasing. Third, the utterance fulfills the maxim of relevance because the statement is directly related to the purchasing situation. The influencer focuses on the product availability and the need for viewers to make a decision quickly. The utterance “*check out now before it’s gone*” is connected to the purpose of encouraging purchases during the live session. Fourth, this utterance fulfills the maxim of manner because the message is delivered clearly and briefly. The countdown “*8 left... 5 left*” is simple and easy to understand, allowing viewers to immediately recognize the urgency of the situation. From this analysis, the implied meaning of the utterance is that viewers should not delay their purchase because the product may disappear soon. The influencer uses the stock information not only to inform the audience but also to create pressure for immediate action.

From the perspective of persuasive meaning, this utterance contains pathos and logos. Pathos can be seen through the expression “*Don’t wait, check out now before it’s gone!*” This utterance creates emotional pressure by making viewers feel that they might lose the opportunity to purchase the product. The countdown also builds excitement and tension, causing viewers to feel involved in the live selling moment. Logos appears through the information “*8 left... 5 left.*” The decreasing stock number provides a

logical reason for viewers to buy immediately because they understand that waiting may result in the product being unavailable. The influencer uses factual stock information as a rational basis to support the purchase decision. Meanwhile, ethos is not strongly shown in this utterance because the influencer does not present personal experience or product knowledge. However, the confident delivery of stock information still shows the influencer's role as someone who manages the live session and understands the selling process. The combination of pathos and logos demonstrates that the influencer uses both emotional and logical strategies. The audience is encouraged emotionally through urgency while also being persuaded logically through the limited stock information.

Datum 14 shows that conversational implicature and persuasive meaning appear together in the influencer's utterance. The influencer follows Grice's maxims by providing clear, relevant, and sufficient information about the remaining stock. At the same time, the influencer applies persuasive strategies through pathos and logos by creating urgency and giving a logical reason for viewers to purchase immediately. This indicates that scarcity strategy in live commerce is effective in influencing viewers' decisions because it combines factual information with emotional encouragement.

Datum 15

"I'm telling you that this product is very recommended and best!!! Limited stock guys, don't think twice!"

During the Chinese New Year live commerce session, the influencer said this utterance while promoting a product and encouraging viewers to

purchase it. The influencer gave a positive evaluation of the product and emphasized that the stock was limited. In this situation, the influencer tried to convince the audience that the product was worth buying by combining product recommendation with scarcity information. This strategy was used to reduce viewers' hesitation and encourage them to immediately make a purchase decision.

Datum 15 shows that the influencer's utterance contains all of Grice's maxims: quality, quantity, relevance, and manner. First, the utterance fulfills the maxim of quality because the influencer provides a statement about the product based on her evaluation and knowledge of the item. The utterance "*this product is very recommended and best*" shows the influencer's positive judgment toward the product. Second, the utterance fulfills the maxim of quantity because the influencer gives enough information about why viewers should consider purchasing the product. The recommendation and limited stock information are sufficient without unnecessary explanation. Third, the utterance fulfills the maxim of relevance because the utterance directly supports the purpose of live commerce, which is promoting products and encouraging viewers to buy. The utterance stays focused on the product being offered. Fourth, the utterance fulfills the maxim of manner because the message is delivered directly and clearly. The utterance "*don't think twice*" is a simple instruction that viewers can easily understand. The implied meaning in this utterance is that viewers should trust the influencer's recommendation and purchase the product quickly before the stock runs out. The influencer

indirectly suggests that delaying the purchase may cause viewers to lose the opportunity.

This utterance contains ethos, pathos, and logos. Ethos appears in the utterance “*this product is very recommended and best*” because the influencer presents herself as someone who understands the product and is able to provide a recommendation. This builds trust among viewers. Pathos can be seen in the utterance “*don’t think twice.*” This expression creates emotional pressure and urgency, encouraging viewers to act immediately without hesitation. Logos appears through the utterance “*limited stock.*” The stock limitation provides a logical reason for viewers to purchase quickly because the product may become unavailable. The combination of these persuasive appeals shows that the influencer uses credibility, emotional encouragement, and logical reasoning to influence viewers’ decisions.

Datum 15 shows that conversational implicature and persuasive meaning work together in the influencer’s utterance. The influencer provides a recommendation while also creating urgency through limited stock information. This indicates that live commerce communication does not only deliver product information but also uses persuasive strategies to encourage immediate purchase decisions.

Datum 16

“Grab fast guys! Check out now... 4, 3, 2, 1... Oh my God! We sold out!”

This utterance occurred when the influencer announced that the promoted product was almost unavailable during the Chinese New Year live session. The influencer used a countdown strategy to create excitement and

show the selling progress in real time. After the countdown, the influencer announced that the product was sold out. This moment was used to show high demand and encourage viewers to participate in the live shopping atmosphere.

Datum 16 contains all four Grice's maxims: quality, quantity, relevance, and manner. The maxim of quality is shown through the utterance "*we sold out*" because the influencer provides factual information about the product condition. The statement reflects the actual situation during the live session. The maxim of quantity is fulfilled because the influencer provides enough information through the countdown and sold-out announcement. The audience understands the selling situation without unnecessary explanation. The maxim of relevance appears because the utterance directly relates to the product-selling process. The influencer focuses on the availability of the product and the audience's purchasing activity. The maxim of manner is shown through the countdown "*4, 3, 2, 1*" which is delivered clearly and makes the audience easily follow the situation. The implied meaning is that the product has high demand and viewers need to act quickly in future opportunities. The sold-out announcement indirectly creates a perception that the product is valuable and popular.

This utterance contains pathos and logos. Pathos appears through the countdown and expression "*Oh my God!*" which creates excitement, tension, and emotional involvement. Viewers feel like they are part of the selling moment. Logos appears through "*we sold out*" because the sold-out condition becomes evidence that many consumers are interested in the

product. Ethos is not strongly found because the influencer does not provide personal experience or expertise in this utterance.

Datum 16 shows that the influencer uses conversational implicature and persuasive meaning simultaneously. The influencer gives factual information about the sold-out condition while creating excitement and urgency. The strategy helps increase product attractiveness because viewers interpret the sold-out moment as a sign of popularity and high demand.

Datum 17

“\$200 to \$87 with coupon, oh my gosh! 9 mystery boxes already checked out guys. Go ahead, you’re gonna love it!”

The influencer delivered this utterance while promoting a mystery box product during the Chinese New Year event. The influencer highlighted the discount price and informed viewers that several customers had already purchased the product. The purpose of this utterance was to attract attention and convince viewers that the mystery box offered good value.

Datum 17 contains all Grice’s maxims: quality, quantity, relevance, and manner. The maxim of quality appears in the utterance “\$200 to \$87 with coupon” because the influencer provides factual information about the price reduction. The maxim of quantity is fulfilled because the influencer gives sufficient information about the discount and customer activity without unnecessary explanation. The maxim of relevance appears because the utterance directly supports the promotion of the mystery box. The maxim of manner is shown through the clear instruction “Go ahead” which directly encourages viewers to take action.

The utterance contains ethos, pathos, and logos. Ethos appears in “*you’re gonna love it*” because the influencer confidently recommends the product based on her belief and knowledge. Pathos is shown through “*oh my gosh!*” which creates excitement and emotional attraction. Logos appears through the price comparison “*\$200 to \$87*” because it gives viewers a rational reason that the product has valuable benefits at a lower price.

Datum 17 shows that the influencer combines logical information and emotional expressions to persuade viewers. The discount information creates rational motivation, while enthusiastic expressions encourage emotional interest.

Datum 18

“Yes! Very worth it guys! Best seller item! Only today price!”

This utterance was a response to a viewer who asked whether the product was worth buying. The influencer answered directly by giving reassurance and emphasizing that the product was a best-selling item with a special price. The purpose was to reduce the audience’s doubt and encourage them to purchase.

Datum 18 fulfills all Grice’s maxims. The maxim of quality appears in “*best seller item*” because the influencer provides information about product popularity. The maxim of quantity is fulfilled because the answer provides enough information to respond to the viewer’s question. The maxim of relevance appears because the response directly answers whether the product is worth purchasing. The maxim of manner is shown because the answer is short, clear, and easy to understand.

The utterance contains ethos, pathos, and logos. Ethos appears through the confident recommendation “*very worth it*”, showing the influencer’s confidence and product knowledge. Pathos appears in “*only today price*” because it creates urgency and fear of missing a special offer. Logos appears in “*best seller item*” because popularity becomes logical evidence that the product is trusted by many buyers.

Datum 18 demonstrates that the influencer uses persuasive communication to answer audience doubts. By combining credibility, urgency, and product popularity, the influencer encourages viewers to feel confident about purchasing.

Datum 19

“Final drop guys! Biggest deal tonight! 30 mystery boxes available... going fast!”

At the end of the Chinese New Year live session, the influencer delivered this utterance as a final promotion. The influencer announced the last opportunity for viewers to purchase the mystery box by emphasizing the limited quantity and fast-selling condition. This strategy aimed to create urgency before ending the live session.

Datum 19 contains all Grice’s maxims: quality, quantity, relevance, and manner. The maxim of quality appears in “*30 mystery boxes available*” because the influencer provides specific stock information. The maxim of quantity is fulfilled because the information given is sufficient to explain the final promotion. The maxim of relevance appears because the utterance directly relates to the final purchase opportunity. The maxim of manner is shown because the message is simple, direct, and easy to understand. The

implied meaning is that viewers should purchase immediately because the opportunity is limited and may disappear soon.

The utterance contains pathos and logos. Pathos appears in “*final drop*” and “*going fast*” because these phrases create urgency and excitement. Logos appears in “*30 mystery boxes available*” because the specific stock number gives a logical reason for viewers to act quickly. Ethos is not clearly shown because the influencer does not provide personal experience or expertise.

Datum 19 shows that the influencer uses scarcity strategy to influence viewers’ purchasing decisions. The combination of limited quantity information and emotional urgency makes the audience feel encouraged to immediately check out before the product disappears.

From the analysis of 7 data points from the Chinese New Year (Imlek) live session, it can be concluded that the influencer uses a stronger and more direct sales strategy compared to the previous Valentine's Day session. The influencer applies Grice’s Cooperative Principle by using the maxims of quality, quantity, relevance, and manner in delivering information during the live session. The influencer provides clear explanations about product prices, stock availability, discounts, and promotional periods. Most of the utterances remain relevant to the purpose of the live commerce, and the messages are delivered in a simple and understandable way for the audience.

In this session, the maxim of quality is frequently shown through the influencer’s use of real-time information, such as stock updates, discount prices, and sold-out announcements. The maxim of quantity appears when

the influencer provides sufficient information about the products and promotions without giving unnecessary explanations. Meanwhile, the maxim of relevance can be seen because the influencer consistently focuses on product promotion and purchase decisions. The maxim of manner is also found through direct instructions and clear expressions that allow viewers to quickly understand the influencer's intention.

The persuasive meaning is strongly found throughout the Chinese New Year live session. Among Aristotle's rhetorical appeals, pathos appears as the most dominant strategy. The influencer frequently uses emotional expressions and urgency-building strategies, such as countdowns, "*Oh my gosh,*" "*don't wait,*" and "*check out now,*" to create excitement and encourage viewers to immediately purchase the products. These expressions create a sense of urgency and fear of missing out (FOMO) among the audience.

Besides pathos, logos is also frequently used through information about discounts, limited stock, product availability, and special prices. Utterances such as limited stock announcements and price reductions provide logical reasons for viewers to make faster purchasing decisions. Meanwhile, ethos appears when the influencer gives product recommendations, responds to viewers' questions, and shows confidence in the products being promoted. These strategies help build trust and strengthen the relationship between the influencer and the audience.

Compared to the Valentine's Day session, the Chinese New Year live session shows a faster communication style with stronger sales pressure.

The influencer uses repeated urgency strategies, such as stock countdowns, flash sales, limited-time offers, and sold-out announcements. These strategies make the audience feel more involved in the live session and encourage them to respond quickly. The repeated use of expressions related to scarcity also creates the impression that the products are highly demanded and valuable.

The findings indicate that conversational implicatures and persuasive meanings appear together throughout the Chinese New Year live session. The influencer does not only provide information about products but also creates implied meanings that encourage viewers to take immediate action. Compared to the first session, this event demonstrates a more intensive promotional approach by combining logical information and emotional pressure to increase viewers' purchase intentions.

After analyzing the Valentine's Day and Chinese New Year live sessions, it can be seen that the influencer applies different communication and persuasion strategies depending on the event context. The Valentine's Day session focuses more on product introduction, demonstration, and emotional connection, while the Chinese New Year session emphasizes stronger promotional strategies through discounts, urgency, and scarcity.

Therefore, the next discussion will analyze the third live session, which was held during the Special Event 3.3. This event is associated with a large-scale shopping promotion, so the influencer may apply different strategies in presenting products and interacting with viewers. Although urgency and persuasion may still appear, the influencer may also use different

approaches, such as brand storytelling, product credibility, and customer trust-building strategies.

The analysis will continue with Datum 20, which explains how the influencer begins the live session during the Special Event 3.3 and introduces the product that becomes the focus of the promotion. Through this analysis, the researcher can identify whether the use of conversational implicature and persuasive meaning remains similar or shows new patterns compared to the previous live sessions.

Datum 20

“Today is going to be a really exciting live because I’m showing you the product that made my brand go viral on TikTok Shop.”

At the beginning of the 3.3 special event live commerce session, the influencer started the live by introducing the product that would be discussed. In this context, the influencer tried to attract viewers’ attention by creating an exciting atmosphere and introducing a product that had a strong connection with the success of her brand. This statement functions as an opening strategy to make viewers interested in continuing to watch the live session and discovering more about the product.

Datum 20 shows that the influencer’s utterance contains several of Grice’s maxims. First, it fulfills the maxim of quality because the influencer provides information that is assumed to be true, especially through the utterance “*the product that made my brand go viral on TikTok Shop.*” This utterance presents the product’s popularity and success as factual information to the audience. Second, it fulfills the maxim of relevance because the utterance directly relates to the purpose of the live session,

which is introducing and promoting the product. The influencer focuses the conversation on the product being promoted instead of discussing unrelated topics. Furthermore, the utterance fulfills the maxim of manner because the message is delivered clearly and simply. The influencer explains the purpose of the live session in an understandable way, making it easier for viewers to follow the information. The utterance also contains the maxim of quantity because the influencer gives enough information about what will be shown during the live session without adding unnecessary details. The utterance *“showing you the product”* gives viewers an initial understanding of the content of the live session.

From the perspective of persuasive meaning, this utterance contains pathos and logos. Pathos can be seen in the utterance *“really exciting live,”* which creates emotional attraction by making viewers feel curious and excited about the session. The word *“exciting”* encourages viewers to stay because they expect something interesting. Logos can be seen in the utterance *“the product that made my brand go viral on TikTok Shop,”* because the influencer provides logical evidence that the product has gained attention and popularity. This information can influence viewers’ decisions by making the product appear valuable and worth considering. Ethos is also slightly shown because the influencer positions herself as someone who has experience and success in creating the product. By mentioning the product’s role in making the brand viral, the influencer builds credibility and trust among viewers.

Datum 20 shows that conversational implicature and persuasive meaning appear together in the influencer's utterance. The influencer does not only introduce the product but also implies that the product is valuable because of its previous success. At the same time, persuasive strategies through emotional attraction and logical evidence are used to increase viewers' curiosity and interest. This indicates that the opening stage of the 3.3 live session already contains communication strategies that aim to engage the audience and encourage potential purchase decisions.

Datum 21

"I started my brand when I was 11 years old, and little did I know this would become one of the best-selling lip oils on TikTok Shop. We've sold over 500,000 products just on TikTok."

During the 3.3 live commerce session, the influencer shared her personal story before explaining the success of the product. The influencer described how she started her brand and connected it with the popularity of her lip oil product. In this context, the influencer used a personal background story and sales achievement to build a stronger relationship with viewers and convince them that the product has high value.

Datum 21 contains several Grice's maxims. The utterance fulfills the maxim of quality because the influencer provides factual information, especially through the utterance "*we've sold over 500,000 products just on TikTok.*" The sales number functions as evidence of the product's popularity. It shows that the influencer gives information based on measurable results rather than only making personal claims. The utterance also fulfills the maxim of quantity because the influencer provides sufficient information about her brand journey and product success. The explanation

includes both personal background and product achievement, which helps viewers understand why the product becomes popular. It also fulfills the maxim of relevance because the story directly supports the promotion of the lip oil product. The information about the brand history is connected to the product being promoted. The maxim of manner is also fulfilled because the influencer delivers the story clearly and chronologically, starting from the beginning of the brand until its current success. This makes the information easier for viewers to understand.

In terms of persuasive meaning, Datum 21 contains ethos, pathos, and logos. Ethos appears strongly through the utterance *“I started my brand when I was 11 years old.”* This creates credibility because the influencer presents herself as someone with experience and dedication in building the brand. The utterance helps viewers trust her knowledge about the product. Pathos appears through the personal story of starting a brand at a young age. This creates an emotional connection because viewers may feel admiration and interest toward the influencer’s journey. Logos can be seen through the utterance *“we’ve sold over 500,000 products,”* which provides logical evidence that the product has been accepted by many consumers.

Datum 21 shows that conversational implicature and persuasive meaning work together. The influencer does not only explain the product’s popularity but also creates an implied message that the product is trustworthy because it has a successful background and many buyers. Through the combination of personal experience, emotional storytelling,

and sales evidence, the influencer strengthens viewers' confidence and encourages them to consider purchasing the product.

Datum 22

"It looks clear at first, but it turns pink when it comes into contact with your lips. It's real! Not a gimmick at all."

During the product demonstration session, the influencer explained the unique function of the lip oil. The influencer showed that the product initially looks clear but changes color when applied to the lips. In this context, the influencer aimed to demonstrate the product performance directly while convincing viewers that the product has a real function and is not only a marketing strategy.

Datum 22 contains several Grice's maxims. The utterance fulfills the maxim of quality because the influencer provides information based on direct product demonstration. The utterance "*it turns pink when it comes into contact with your lips*" explains the actual function of the product that can be observed by viewers during the live session. The utterance also fulfills the maxim of quantity because the influencer provides enough information about how the lip oil works without giving unnecessary explanations. The explanation includes the product's initial appearance and the result after application, which is sufficient for viewers to understand the function. The maxim of relevance is fulfilled because the explanation directly discusses the promoted product and answers viewers' curiosity about the lip oil. The influencer stays focused on the product benefit. Moreover, the maxim of manner is fulfilled because the explanation is

delivered clearly through a simple process, making it easy for viewers to follow.

From the perspective of persuasive meaning, this utterance contains ethos, pathos, and logos. Ethos appears because the influencer demonstrates the product directly, which increases credibility. By showing the product function in real time, the influencer builds trust with the audience. Pathos can be seen in the utterance *“It’s real! Not a gimmick at all.”* This expression creates emotional attraction and removes audience doubts by showing confidence. Logos appears through the explanation of the color-changing process, which gives logical information about how the product works.

Datum 22 shows that conversational implicature and persuasive meaning appear together. The influencer does not only explain the product function but also implies that the product is trustworthy because it can be proven directly. The combination of demonstration, emotional reassurance, and logical explanation helps influence viewers’ purchase decisions.

Datum 23

“If you love this, click the cart now and check out before it sells out! Oh my gosh guys, first batch is sold out in 7 minutes.”

After demonstrating the lip oil, the influencer encouraged viewers to purchase the product immediately. In this context, the influencer used the previous sales result to create urgency and motivate viewers to take action quickly. The statement combines product appreciation and stock information to increase viewers’ purchase intention.

Datum 23 shows the presence of several Grice's maxims. The utterance fulfills the maxim of quality because the influencer provides real-time sales information through the utterance "*first batch is sold out in 7 minutes.*" This utterance gives factual information about the product demand during the live session. The maxim of relevance is fulfilled because the utterance is directly related to the audience's purchasing decision. The influencer connects the product popularity with the recommendation to check out. The utterance also fulfills the maxim of manner because the instruction "*click the cart now and check out*" is clear and easy for viewers to understand. The maxim of quantity is also fulfilled because the influencer provides enough information about why viewers should purchase quickly. The explanation includes the urgency and evidence of high demand without adding unnecessary details.

In persuasive meaning, Datum 23 contains pathos and logos. Pathos appears in the utterance "*before it sells out*" and the expression "*oh my gosh guys,*" which creates excitement and urgency. This emotional appeal encourages viewers to feel afraid of missing the opportunity. Logos appears through the utterance "*first batch is sold out in 7 minutes.*" This provides logical evidence that the product has high demand and supports the recommendation to purchase quickly. Ethos is also slightly shown because the influencer confidently gives advice based on the sales condition.

Datum 23 indicates that the influencer uses conversational implicature and persuasion simultaneously. The implied message is that viewers need to act quickly because many people already purchased the product. The use

of urgency and sales evidence strengthens the influencer's persuasive strategy during live commerce.

Datum 24

"Another amazing thing about this lip oil is that it also works as a lip stain. So even if the gloss wears off, your lips will stay pink for hours."

During the explanation of product benefits, the influencer introduced another advantage of the lip oil. The influencer explained that the product does not only function as a gloss but also provides a long-lasting lip color effect. This context shows the influencer's effort to highlight product value and convince viewers that the product has multiple benefits.

Datum 24 fulfills several Grice's maxims. The maxim of quality is shown through the utterance "*it also works as a lip stain*" because the influencer provides information about the product function. The explanation is presented as a product benefit that viewers can consider before purchasing. The utterance fulfills the maxim of quantity because the influencer gives enough explanation about the additional function of the product. The explanation includes the reason why the lip stain feature is useful, which helps viewers understand the advantage. The maxim of relevance is fulfilled because the statement directly discusses the lip oil product and its benefits. The influencer does not move away from the product topic. The maxim of manner is also fulfilled because the explanation is simple and easy to understand.

From the persuasive perspective, this utterance contains ethos and logos. Ethos appears because the influencer shows knowledge about the product features, making viewers see her as someone who understands the product.

Logos appears in the explanation “*your lips will stay pink for hours,*” which provides a logical reason why the product is beneficial. Pathos is also present through the phrase “*amazing thing,*” which creates a positive emotional reaction toward the product. It makes the audience perceive the product as special and valuable.

Datum 24 shows that the influencer combines product explanation with persuasion. The implied meaning is that the lip oil provides more value compared to ordinary lip products because it has additional benefits. This strategy encourages viewers to consider purchasing because of the product’s advantages.

Datum 25

“Don’t wait too long, stock is limited! Guys... second batch sold out in 8 minutes.”

In this part of the live session, the influencer informed viewers about the limited stock condition after the first product release. The influencer used stock information to encourage immediate purchasing behavior. This strategy creates a sense of urgency among viewers who are still considering buying the product.

Datum 25 contains the maxim of quality because the influencer gives factual information about the product availability, especially through the utterance “*second batch sold out in 8 minutes.*” This information shows the actual sales condition during the live session. The utterance fulfills the maxim of relevance because the information is directly connected to the viewers’ purchase decisions. The influencer explains why viewers should not delay purchasing. The maxim of manner is also fulfilled because the message is direct, short, and understandable. The utterance also fulfills the

maxim of quantity because the influencer provides sufficient information about the stock situation without excessive explanation.

In persuasive meaning, Datum 25 contains mainly pathos and logos. Pathos appears in the utterance “*don’t wait too long,*” which creates urgency and fear of missing the opportunity. Logos appears in the utterance “*second batch sold out in 8 minutes,*” because it provides evidence that the product is highly demanded. Ethos can also be seen because the influencer presents herself as someone who monitors the product situation and informs viewers about the latest updates.

Datum 25 shows that conversational implicature and persuasive meaning work together. The influencer implies that the product is highly popular and that waiting may cause viewers to lose the chance to buy it. The combination of urgency and factual evidence strengthens the purchasing motivation.

Datum 26

“Yes, it’s safe and tested. It adapts to your pH level, that’s why everyone gets a slightly different shade, it’s unique to you.”

During the live commerce session, a viewer asked about the safety of the lip oil for sensitive lips. The influencer responded by explaining the safety and unique features of the product. In this context, the influencer tried to reduce the audience’s doubt by providing reassurance and product information related to safety. This interaction shows that the influencer responds to consumer concerns while maintaining trust during the live session.

Datum 26 shows that the influencer's response contains several of Grice's maxims. The utterance fulfills the maxim of quality because the influencer provides information about the product safety through the utterance "*it's safe and tested.*" This utterance gives a claim that the product has gone through a testing process and is suitable for users. The utterance also fulfills the maxim of relevance because the response directly answers the viewer's question about sensitive lips. The influencer does not provide unrelated information but focuses on the audience's concern. Furthermore, it fulfills the maxim of manner because the explanation is delivered clearly and in a simple way. The influencer explains the reason behind the different shades through the utterance "*it adapts to your pH level,*" making the information easier to understand. The maxim of quantity is also fulfilled because the influencer provides enough explanation about the product safety and its unique function. The answer is not too short and not excessive, allowing viewers to understand the product benefits.

From the perspective of persuasive meaning, this utterance contains ethos, pathos, and logos. Ethos appears through the utterance "*safe and tested*" because the influencer builds credibility by presenting herself as someone who knows the product and its safety aspects. Pathos can be seen in the utterance "*unique to you,*" which creates a personal emotional connection by making viewers feel that the product is specially designed for each individual. Logos appears through the explanation "*it adapts to your pH level,*" which provides a logical reason why different users may get

different shades. This information helps viewers understand the product function rationally.

Datum 26 shows that conversational implicature and persuasive meaning appear together. The influencer does not only answer the question but also implies that the product is trustworthy and suitable for various users. Through reassurance, product knowledge, and emotional connection, the influencer strengthens viewers' confidence toward the product.

Datum 27

"I don't care how much perfume you use, if you apply it on dry skin, you won't smell good for long."

After discussing the lip oil product, the influencer transitioned into promoting another product, which was perfume oil. In this context, the influencer introduced a common problem related to fragrance usage before presenting her solution. The purpose of this statement was to create awareness and make viewers interested in the next product.

Datum 27 contains several Grice's maxims. The utterance fulfills the maxim of quality because the influencer provides an explanation about perfume usage based on product knowledge. The utterance "*if you apply it on dry skin, you won't smell good for long*" presents information about a condition that affects fragrance performance. The utterance also fulfills the maxim of relevance because it is related to the transition toward perfume products. The influencer creates a connection between the problem and the product that will be introduced. The maxim of manner is fulfilled because the explanation follows a clear cause-and-effect structure, making the message easy to understand. The utterance also contains the maxim of

quantity because the influencer provides enough information to introduce the problem without giving unnecessary explanation.

In persuasive meaning, Datum 27 contains logos and pathos. Logos appears because the influencer gives a logical explanation about the relationship between dry skin and perfume durability. This information creates a reason for viewers to consider using a perfume oil product. Pathos appears in the utterance “*you won’t smell good for long,*” which creates concern and emotional response from viewers. The utterance encourages viewers to think about their personal fragrance experience and creates a desire for a better solution. Ethos is slightly shown because the influencer presents herself as someone who understands fragrance application and product usage.

Datum 27 shows that conversational implicature and persuasive meaning work together. The influencer does not directly sell the perfume at first but creates an implied problem that leads viewers to need the solution. This strategy helps build curiosity and prepares the audience to accept the product recommendation.

Datum 28

“That’s why I created these perfume oil duos. You get a lotion and a perfume oil, plus free shipping during this live.”

After explaining the problem of perfume durability, the influencer introduced her perfume oil duo as the solution. In this context, the influencer used a problem-solution strategy to explain why the product was created and why viewers should consider purchasing it.

Datum 28 fulfills the maxim of quality because the influencer provides factual information about the product contents through the utterance “*you get a lotion and a perfume oil.*” The information explains what consumers will receive from the product package. The utterance also fulfills the maxim of quantity because the influencer provides enough information about the product bundle, including its contents and additional benefit. The explanation gives useful details without unnecessary information. The maxim of relevance is fulfilled because the utterance directly relates to the perfume oil promotion. The influencer explains the product that becomes the solution to the previous problem. The maxim of manner is also fulfilled because the information is delivered clearly and systematically.

From the perspective of persuasive meaning, Datum 28 contains ethos, pathos, and logos. Ethos appears through the utterance “*I created these perfume oil duos,*” showing that the influencer is the creator of the product. This increases credibility because she presents herself as someone who understands the product development. Logos appears through the explanation of product contents and free shipping. These details provide logical benefits that help viewers evaluate the product’s value. Pathos appears because the product is presented as a solution that can help viewers feel more confident and attractive.

Datum 28 shows that the influencer combines product information with persuasion. The implied message is that the perfume oil duo is not only a fragrance product but also a solution for improving fragrance performance.

The combination of credibility, emotional appeal, and logical benefits encourages viewers to consider purchasing.

Datum 29

“If you haven’t checked out yet, this is your last chance. Lip oil is almost gone, perfume is also running out.”

At the end of the 3.3 live session, the influencer gave a final reminder to viewers who had not purchased the products. In this context, the influencer used urgency and limited stock information to encourage viewers to immediately complete their purchase before the products became unavailable.

Datum 29 contains several Grice’s maxims. The utterance fulfills the maxim of quality because the influencer provides information about the current stock condition through the utterances “*almost gone*” and “*running out.*” These utterances indicate the availability of the products during the live session. The utterance fulfills the maxim of relevance because the message directly relates to the final purchasing opportunity. The influencer focuses on encouraging viewers to take action before the live session ends. The maxim of manner is fulfilled because the utterance is short, direct, and easy to understand. The utterance also fulfills the maxim of quantity because the influencer provides enough information about the urgency and product availability without unnecessary details.

In persuasive meaning, Datum 29 contains mainly pathos and logos. Pathos appears in the utterance “*this is your last chance,*” which creates urgency and fear of missing the opportunity. This emotional appeal encourages viewers to make immediate decisions. Logos appears through

the information that *“lip oil is almost gone”* and *“perfume is also running out.”* The stock condition becomes logical evidence that delaying the purchase may result in losing the chance to get the product. Ethos can also be seen because the influencer provides real-time updates and appears knowledgeable about the product availability.

Datum 29 shows that conversational implicature and persuasive meaning are combined strongly at the closing stage. The influencer implies that viewers need to act quickly because the opportunity is limited. Through urgency, stock information, and direct encouragement, the influencer attempts to increase purchase intention before the live session ends.

From the 29 data points of the three live commerce sessions, it can be concluded that the influencer consistently uses conversational implicature and persuasive strategies to communicate with viewers. In the Special Event 3.3 session, the influencer applies a more balanced strategy between product explanation, direct demonstration, and persuasive communication. Based on the analysis, all utterances fulfill the maxim of quality (29 data), relevance (29 data), and manner (29 data), while the maxim of quantity appears in 19 data. This finding shows that the influencer consistently provides information that is considered reliable, stays focused on the product discussion, and delivers messages clearly and easily understood by viewers. The maxim of quantity appears when the influencer gives sufficient information about product features, benefits, stock availability, and purchasing instructions without adding unnecessary details.

The persuasive meaning is also strongly found in the Special Event 3.3 session. Based on Aristotle's rhetorical appeals, logos appears in all 29 data, showing that the influencer frequently provides logical explanations, product details, demonstrations, and reasons that support viewers' purchase decisions. Pathos appears in 22 data, especially through emotional expressions, excitement, urgency, and attractive product descriptions that encourage viewers' interest. Meanwhile, ethos appears in 17 data, mainly when the influencer builds credibility through personal experiences, brand stories, product testing, safety explanations, and direct demonstrations. This indicates that the influencer does not only promote products but also attempts to create trust and emotional connection with the audience.

Compared to the previous sessions, the Special Event 3.3 session shows a stronger focus on credibility and product evidence. Unlike the Chinese New Year session, which mainly uses urgency, countdowns, discounts, and limited stock strategies, this session emphasizes the "*show and prove*" strategy. The influencer demonstrates how the product works directly, explains product benefits, shares brand experience, and provides evidence such as product testing and sales achievements. Although urgency strategies still appear, such as "*last chance*," "*almost gone*," and "*sold out*," they are combined with product explanations and credibility-building strategies.

The findings show that conversational implicature and persuasive meaning often appear together in the influencer's utterances. The influencer provides explicit product information while also creating implied meanings, such as suggesting that the product is valuable, trusted, and worth

purchasing. Through the combination of clear explanations, emotional expressions, and logical evidence, the influencer successfully maintains audience attention and encourages viewers to take purchasing actions during the live session.

From the analysis of the three live commerce sessions (Valentine's Day, Chinese New Year, and Special Event 3.3) consisting of 29 data points, it can be concluded that conversational implicature and persuasive meaning consistently appear throughout the live sessions. The results show that quality, relevance, and manner are the most consistently used Grice's maxims, appearing in all analyzed utterances. This indicates that the influencer tends to communicate clearly, provide relevant information, and deliver messages in an understandable way during live commerce interactions. The use of quantity maxim also appears frequently because the influencer provides enough product information to help viewers understand the products being promoted.

In terms of persuasive meaning, *logos* is the most dominant strategy with 29 occurrences, showing that influencers mainly persuade audiences through product explanations, benefits, price information, stock updates, and logical reasons to purchase. *Pathos* appears 22 times, showing that emotional strategies such as excitement, urgency, curiosity, and fear of missing out are important in influencing viewers' decisions. Meanwhile, *ethos* appears 17 times, showing that influencers build trust through personal experience, product knowledge, demonstrations, and interaction with viewers.

Each live session also demonstrates different communication patterns. The Valentine's Day session focuses more on product introduction, product features, and soft persuasion by combining emotional appeal with product explanation. The Chinese New Year session shows a stronger and more aggressive sales strategy through flash sales, countdowns, limited stock information, and repeated urgency strategies. Meanwhile, the Special Event 3.3 session combines explanation, demonstration, and persuasion by emphasizing product credibility and direct evidence.

Overall, the findings indicate that influencers successfully combine Grice's Cooperative Principle and Aristotle's rhetorical appeals to create effective communication in live commerce. The influencer does not only transfer information but also uses implied meanings and persuasive strategies to influence viewers' attitudes and purchase intentions. The combination of clear information, logical explanations, emotional attraction, and credibility-building strategies makes live commerce sessions more engaging, convincing, and effective in encouraging consumers to purchase products.

B. Discussion

This section discusses how conversational implicature and persuasive meaning are used by influencer during live commerce sessions on TikTok. In addition, this discussion connects the findings with relevant theories and previous studies to explain the most dominant and least dominant types of conversational implicature and persuasive strategies, as well as the reasons behind their use in the live commerce context.

1. Conversational implicature used by Aaliyah Michelle in TikTok live commerce

Based on the analysis of 29 data points from three TikTok live commerce sessions, it was found that the influencer's utterances contain all four types of Grice's Cooperative Principle (Grice, 1975), namely maxim of quality, quantity, relevance, and manner. The findings show that the maxims of quality, relevance, and manner appear in all 29 data, while the maxim of quantity appears in 25 data. This indicates that the influencer generally follows the cooperative principle by delivering information that is clear, related, understandable, and based on product presentation during live sessions.

The maxim of quality appears in all data because the influencer frequently provides information that is presented as factual, such as product features, stock availability, product functions, product safety, and sales updates. For example, the influencer explains product durability, shade descriptions, and limited stock conditions based on demonstrations or real-time situations. This finding supports Grice's theory (1975), which explains that speakers should provide information that is believed to be true to maintain effective communication.

The maxim of relevance also appears in all data because every utterance is directly connected to the main purpose of TikTok live commerce, which is introducing and promoting products. The influencer consistently focuses on product information,

recommendations, purchasing instructions, and interaction with viewers. This finding supports Daga-as and Baradillo (2024), who found that sellers in live commerce use language strategically to shape audience perceptions and encourage purchasing decisions. In this study, relevance becomes important because the influencer needs to maintain viewers' attention by keeping the conversation focused on the product.

The maxim of manner is also found in all data. Although the influencer sometimes uses informal expressions and spontaneous speech, the messages remain understandable for viewers. This happens because TikTok live commerce requires fast communication and direct interaction. Therefore, the influencer uses simple expressions, short explanations, and direct instructions to make viewers quickly understand the information. This finding is in line with Ma (2024), who explained that authenticity and real-time interaction are important elements in live commerce because they increase audience trust and engagement.

Meanwhile, the maxim of quantity appears less frequently compared to other maxims, appearing in 25 data. This happens because the influencer sometimes provides additional persuasive expressions beyond necessary information, such as emotional expressions, urgency, and personal comments. For example, utterances such as *"you're gonna love it," "super pretty,"* or *"don't wait too long"* do not only provide information but also create

emotional reactions from viewers. This shows that in live commerce, communication is not only about delivering complete information but also about maintaining interaction and encouraging purchase intention.

These findings support Natrio and Lestari (2024), who stated that pragmatic features such as implicature, presupposition, and speech acts in TikTok live advertisements can guide audiences toward purchasing decisions. In this study, the influencer's utterances are mostly direct and practical rather than complex indirect meanings. This difference occurs because live commerce requires quick responses and immediate interaction between influencer and viewers.

Furthermore, the findings are also related to Wu et al. (2021), who explained that persuasive strategies in live-stream commerce may create pressure through linguistic strategies and platform interaction. This can be seen through repeated expressions about limited stock, sold-out products, and final opportunities. Although the messages are simple, they create implied meanings that encourage viewers to immediately purchase products.

The use of scarcity and urgency also supports Qu et al. (2023), who found that scarcity messages can increase impulse buying behavior. In this study, expressions such as "*limited stock*," "*almost sold out*," and "*last chance*" function as conversational

implicatures because they indirectly communicate that viewers may lose the opportunity if they do not purchase quickly.

Therefore, the conversational implicature found in this study shows that TikTok live commerce communication does not rely on complicated hidden meanings. Instead, the influencer uses practical and understandable language that combines product information, interaction, and implied encouragement to influence viewers. This supports the idea from Braca and Dondio (2023) and Chen and Yang (2023) that digital marketing persuasion is strongly influenced by language, personalization, emotional connection, and interaction.

2. Persuasive meaning used by Aaliyah Michelle in TikTok live commerce

Based on the analysis of 29 data, the influencer uses all three rhetorical appeals proposed by Aristotle (ethos, pathos, and logos). Logos appears in all 29 data, pathos appears in 24 data, while ethos appears in 15 data. This indicates that logical explanation is the most dominant persuasive strategy, followed by emotional appeal and credibility.

Logos becomes the most dominant strategy because TikTok live commerce requires influencers to provide clear reasons for viewers to purchase products. The influencer frequently explains product benefits, ingredients, functions, prices, product variations, stock conditions, and usage demonstrations. These explanations help viewers understand the value of the products before making

purchasing decisions. This finding supports Aristotle's concept that logos influences audiences through logical reasoning and evidence.

The dominance of logos is also related to Natrio and Lestari (2024), who explained that pragmatic features in digital advertisements can guide audiences' actions. In this study, product explanations and demonstrations function as logical support that strengthens the audience's decision-making process.

Pathos is the second most dominant persuasive strategy, appearing in 24 data. The influencer frequently uses emotional expressions such as excitement, urgency, appreciation, and enthusiasm. Examples include expressions like "*oh my gosh*," "*super pretty*," "*don't wait*," "*last chance*," and "*sold out*." These expressions create emotional reactions and make viewers feel more connected to the live session.

This finding supports Qu et al. (2023), who stated that scarcity messages and anticipated emotions can influence impulse buying. The repeated use of limited stock information and urgency creates emotional pressure that encourages viewers to purchase immediately. Chen and Yang (2023) also found that emotional attachment and trust toward influencers significantly influence purchase intention in live-stream commerce.

However, compared to pathos, ethos appears less frequently, with 15 data. Ethos is found when the influencer shares personal experiences, product testing, brand stories, or product credibility.

For example, utterances about testing products, creating products, and showing sales achievements help build trust between influencer and audience.

The lower frequency of ethos occurs because live commerce focuses more on fast interaction and product promotion rather than long credibility-building explanations. Nevertheless, ethos remains important because viewers need trust before purchasing products. This supports Ma (2024), who explained that influencer authenticity and real-time interaction increase customer motivation to purchase.

The findings are also supported by Oktaviani et al. (2024), who stated that high-quality live streaming can increase customer trust and purchase intention. In this study, direct demonstrations, product explanations, and interaction with viewers help strengthen the influencer's credibility.

Compared to previous sessions, each live event shows different persuasive patterns. The Valentine's Day session emphasizes product introduction and balanced persuasion through emotional appeal and explanation. The Chinese New Year session shows a stronger urgency strategy through discounts, countdowns, and limited stock information. Meanwhile, the Special Event 3.3 session combines product demonstration, brand story, and credibility-building strategies. This difference shows that persuasive strategies can change depending on the event context and promotional purpose.

Overall, this study shows that persuasive meaning in TikTok live commerce is created through the combination of logos, pathos, and ethos. Logos helps audiences understand the product, pathos creates emotional engagement and urgency, while ethos builds trust. These strategies work together to increase viewers' interest and encourage purchasing decisions.

The findings from 29 data across three TikTok live commerce sessions show that conversational implicature and persuasive meaning consistently appear together in influencer communication. The influencer does not only deliver product information but also uses language strategies to attract attention, build relationships, and influence purchase decisions.

The conversational implicature findings show that TikTok live commerce requires communication that is clear, relevant, and easy to understand. The frequent use of quality, relevance, and manner demonstrates that influencers need to maintain effective communication during fast-paced live interactions. Meanwhile, the use of persuasive meaning shows that successful live commerce depends on balancing information, emotion, and credibility.

Among persuasive strategies, logos is the most dominant because product information and demonstrations are essential in helping consumers make decisions. However, pathos also plays an important role because emotional expressions, urgency, and scarcity

create stronger audience engagement. Ethos appears as a supporting strategy to build trust and strengthen the influencer's credibility.

These findings support previous studies showing that TikTok Live Commerce is a persuasive digital selling environment where language, interaction, emotional connection, and platform features influence consumer behavior (Daga-as & Baradillo, 2024; Wu et al., 2021; Braca & Dondio, 2023). However, this study provides a more specific explanation by showing how conversational implicature and persuasive meaning are constructed in the real-time discourse of one beauty influencer.

Therefore, this study concludes that effective communication in TikTok live commerce is not only about selling products but also about creating interaction, trust, emotional engagement, and persuasive messages. The combination of Grice's conversational implicature and Aristotle's persuasive strategies makes influencer communication more effective in attracting viewers and increasing purchase intention.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusions and suggestions of the research. The conclusions summarize the main findings regarding the use of conversational implicature and persuasive meaning in TikTok live commerce. Meanwhile, suggestions are provided for future researchers and practitioners, such as influencers and marketers, to improve communication strategies in digital selling contexts.

A. Conclusion

Based on the findings and discussion, it can be concluded that conversational implicature and persuasive meaning play an important role in communication during TikTok live commerce sessions. Based on the analysis of 29 data from three live sessions, the influencer's utterances contain all four maxims of Grice's Cooperative Principle, namely quality, quantity, relevance, and manner. The maxims of quality, relevance, and manner appear in all data, while the maxim of quantity appears in 25 data. This shows that the influencer mostly delivers information clearly, appropriately, and understandably. Since TikTok live commerce requires fast interaction and direct communication, the conversational implicature found in this study tends to be practical and easy to understand rather than complex or indirect.

In terms of persuasive meaning, the influencer applies all three rhetorical appeals proposed by Aristotle: ethos, pathos, and logos. Logos is

the most dominant strategy, appearing in all 29 data, followed by pathos in 24 data and ethos in 15 data. Logos is mainly shown through product explanations, benefits, prices, stock information, and product demonstrations. Pathos appears through emotional expressions, excitement, urgency, and interaction with viewers, while ethos is shown through personal experiences, product testing, brand stories, and credibility-building statements. The findings also indicate that conversational implicature and persuasive meaning often appear together, where the influencer not only provides product information but also influences viewers' perceptions and purchasing decisions.

Furthermore, each live commerce session shows different communication patterns based on its event context. The Valentine's Day session emphasizes product introduction and balanced persuasion through explanations and emotional engagement. The Chinese New Year session applies a stronger urgency strategy through discounts, limited stock, countdowns, and direct purchase encouragement. Meanwhile, the Special Event 3.3 session combines product demonstrations, brand storytelling, and credibility-building strategies. Overall, this study highlights that effective TikTok live commerce communication depends not only on delivering clear information but also on creating trust, emotional connection, and persuasive messages. The combination of conversational implicature and Aristotle's persuasive strategies helps influencers engage audiences and encourage purchase intentions.

B. Suggestion

Based on the results of this study, several suggestions are provided for future improvements. First, for future researchers, to gain a deeper understanding of conversational implicature and persuasive meaning in digital communication, it is recommended to explore more data or different data sources, such as different influencers, product categories, or social media platforms. In addition, future studies can use different theories or methods to provide a more detailed and comprehensive analysis.

Second, for students, this study can be used as a reference to understand the application of pragmatics, especially conversational implicature, in digital communication context. In addition, students are also encouraged to analyze real communication data to improve their understanding of how language is used in everyday interactions.

Third, for practitioners, such as influencers, marketers, and business owners, it is important to combine clear information, emotional appeal, and interaction when communicating with the audiences during the sales process. To make communication more effective and increase audience engagement and purchase intention in live commerce, practitioners are encouraged to use simple language, create appropriate urgency, and build trust with the audience.

Overall, this study highlights the importance of clear communication and persuasive strategies in TikTok live commerce. It is expected that this study can contribute to a better understanding of the use

of pragmatics in digital communication and provide useful insights for both academic and practical purposes.

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CURRICULUM VITAE



Ida Masayu Putri was born in Gresik on May 27, 2004. She graduated from Madrasah Aliyah Negeri 1 Gresik (MAN 1 Gresik) in 2022. During her high school education, she was actively involved in OSIS and was also a member of the English Club. She began her higher education in 2022 at the Department of English Literature, UIN Maulana Malik Ibrahim Malang. During her studies at the university, she joined as the member of Personality and Academy (PESONA) Humaniora organization for three years. Additionally, she actively served as musyrifah at Pusat Ma'had Al-Jami'ah from 2023 – 2026. To gain more experience, she also joined UPKM JDFI as a secretary of the Master of Ceremony division for three years. In 2025, she had the opportunity to intern at MAN Kota Batu for 40 days. Through the experiences gained from her academic journey and organizational activities, she hopes to continue improving herself and be a useful person for many people in the future.

APPENDICES

No.	Utterance	Quality	Quantity	Relevance	Manner	Ethos	Pathos	Logos	Description
Valentine's Day									
1.	Opening Live and Product Launch I: "My Valentine's Day collection is launching today, but along with that, I'm also launching two lip kits."	✓		✓	✓		✓	✓	Quality: The utterance " <i>My Valentine's Day collection is launching today</i> " shows the maxim of quality because the influencer provides factual information about the product launch that is happening during the live session. Relevance: The utterance is relevant because it directly explains the main purpose of the live commerce, which is introducing the Valentine's Day collection. Manner: The utterance " <i>I'm also launching two lip kits</i> " is delivered clearly and directly, making the audience easily understand the products being introduced. Pathos: The utterance " <i>Valentine's Day collection</i> " shows pathos because it connects the product with a special occasion. This creates an emotional atmosphere and makes the audience feel interested in the products. The word " <i>today</i> " also creates a sense of urgency because it emphasizes that the launch is happening at that moment. Logos: The utterance " <i>launching two lip kits</i> " represents logos because the influencer provides clear product information that helps audiences understand what products are available. This logical explanation supports the audience in making purchasing decisions.
2.	Introducing Lip Kit Features	✓	✓	✓	✓		✓	✓	Quality: The utterance " <i>two different lip kits</i> " and " <i>different undertones</i> " show quality because the

	I: “There’s gonna be two different lip kits, one with different colors. Both have slightly different undertones, but they look gorgeous on the lips.”							influencer gives real product characteristics based on the product features. Quantity: The explanation provides sufficient information about the differences between the lip kits without giving excessive details. Relevance: The utterance is relevant because the explanation focuses on the products being promoted. Manner: The utterance shows maxim of manner because the explanation is simple and easy for viewers to understand. Pathos: The utterance “<i>look gorgeous on the lips</i>” creates emotional appeal because the influencer uses positive evaluation to increase the audience’s attraction toward the product. Logos: The utterance “<i>different undertones</i>” functions as logos because it gives rational information about product variation and helps consumers compare the products.
3.	Product Durability Demonstration I: “They are actually really long lasting and comfortable... This formula is actually super, super transfer-proof. I tested it yesterday and it stayed on all day.”	✓		✓	✓	✓	✓	Quality: The utterance “<i>I tested it yesterday and it stayed on all day</i>” shows quality because the influencer gives information based on her personal experience and product testing. Relevance: The utterance responds directly to the audience’s concern about product durability. Manner: The explanation is clear because the influencer explains the product benefits in a simple way. Ethos: The utterance “<i>I tested it yesterday</i>” creates ethos because the influencer builds credibility by showing personal experience with the product. Logos: The utterance “<i>long lasting,</i>” “<i>comfortable,</i>” and “<i>transfer-proof</i>” provide logical reasons why the product is beneficial for consumers.

4.	Shade Demonstration I: “I’m just gonna swatch the shade right here... The pretty warm tone brown with pink undertones as well. Super pretty.”	✓		✓	✓		✓	✓	Quality: The utterance “ <i>warm tone brown with pink undertones</i> ” shows quality because the influencer describes the actual shade based on direct product demonstration. Relevance: The utterance shows maxim of relevance because the utterance is directly related to the product being promoted. Manner: The explanation is clear and understandable because the influencer describes the shade using simple terms. Pathos: The utterance “ <i>super pretty</i> ” creates emotional appeal because it expresses positive feelings toward the product and encourages audience interest. Logos: The utterance “ <i>warm tone brown with pink undertones</i> ” represents logos because it provides specific product information that helps consumers evaluate the shade.
5.	Skin Tone Suitability and Recommendation I: “It looks good on so many skin tones, especially on my tanned, like pale girlies.”	✓		✓	✓	✓		✓	Quality: The utterance “ <i>it looks good on so many skin tones</i> ” shows quality because the influencer gives a claim based on product usage and observation. Relevance: The statement directly answers audience concerns about product suitability. Manner: The explanation is simple and easy to understand. Ethos: The utterance “ <i>especially on my tanned, like pale girlies</i> ” creates ethos because the influencer uses herself and her audience as examples, building trust through personal experience. Logos: The utterance “ <i>good on so many skin tones</i> ” provides logical reasoning that the product can be suitable for different consumers.

6.	Limited Stock Promotion (Be Mine) I: “If you guys want this shade make sure you grab it now because the stock is limited for today’s launch.”	✓		✓	✓		✓	✓	Quality: The utterance “ <i>stock is limited</i> ” provides information about product availability during the live session. Relevance: The utterance is relevant because it is directly related to the audience’s decision to purchase the product. Manner: The utterance “ <i>grab it now</i> ” is delivered as a clear instruction that is easily understood. Pathos: The utterance “ <i>grab it now</i> ” and “stock is limited” create urgency and fear of missing out, encouraging audiences to purchase immediately. Logos: The limited stock information functions as a logical reason because audiences understand that delaying the purchase may cause the product to sell out.
7.	Shade Recommendation I: “If you like something natural, definitely Be Mine.”			✓	✓	✓		✓	Relevance: The utterance is relevant because the influencer responds to the audience’s preference regarding the product shade. Manner: The recommendation is delivered briefly and clearly, making it easy to understand. Ethos: The recommendation “ <i>definitely Be Mine</i> ” shows ethos because the influencer positions herself as someone who understands the product and can provide suggestions. Logos: The utterance “ <i>if you like something natural</i> ” gives logical guidance by connecting product choice with consumer preference.
8.	Purchase Encouragement and Social Proof I: “I see some orders coming in already. If you already checked	✓		✓	✓		✓	✓	Quality: The utterance “ <i>I see some orders coming in already</i> ” shows quality because the influencer refers to real-time purchasing activity during the live session. Relevance: The utterance is related to audience interaction and purchasing activity.

	out, comment “done” in the chat.”								Manner: The instruction “<i>comment done</i>” is clear and easy to follow. Pathos: The instruction to comment “<i>done</i>” encourages emotional participation and creates a sense of community among viewers. Logos: The utterance “<i>orders coming in already</i>” creates social proof because it shows that other consumers are purchasing the product.
9.	Purchase Recommendation Based on Scarcity I: “I recommend checking out now because sometimes the darker shades sell out first.”	✓		✓	✓	✓	✓	✓	Quality: The utterance provides information about product availability based on the influencer’s observation. Relevance: The statement is directly connected to the audience’s purchasing decision. Manner: The explanation is clear because the influencer gives a reason for her recommendation. Ethos: The utterance “<i>I recommend</i>” shows ethos because the influencer provides a personal suggestion based on her knowledge of the product. Pathos: The possibility of selling out creates urgency and emotional motivation. Logos: The reason “<i>darker shades sell out first</i>” gives logical justification for purchasing quickly.
10.	New Product Bundle Introduction I: “I’m releasing a bundle to the collection and it has 4 lip glosses.”	✓	✓	✓	✓			✓	Quality: The utterance “<i>it has 4 lip glosses</i>” shows quality because the influencer provides factual information about the product content. Quantity: The information is sufficient because the influencer explains the bundle without unnecessary details. Relevance: The explanation remains related to the product promotion. Manner: The utterance shows maxim of manner because the information is delivered clearly and directly.

									Logos: The information about “4 lip glosses” functions as logos because it explains the value and content of the bundle, helping consumers evaluate the product.
11.	Gloss Shade Demonstration I: “Besitos is a gorgeous shimmer glittery peachy tone.”	✓			✓		✓	✓	Quality: The utterance shows quality because the influencer describes the actual shade characteristics of the product. Manner: The explanation is understandable because the shade is described clearly. Pathos: The utterance “gorgeous shimmer glittery peachy tone” creates emotional appeal because attractive words influence audience perception and make the product seem desirable. Logos: The shade description provides logical product information about color and appearance.
12.	Closing and Limited Stock I: “The gloss bundle is almost sold out, so if you want it make sure you check out right now.”	✓		✓	✓		✓	✓	Quality: The utterance “almost sold out” shows quality because the influencer provides information about the current stock condition. Relevance: The utterance is related to the audience’s purchase decision. Manner: The instruction “check out right now” is clear and direct. Pathos: The utterance “almost sold out” creates urgency and encourages immediate action. Logos: The stock condition becomes a logical reason because consumers understand that waiting may cause them to lose the opportunity to buy the product.
Chinese New Year/Imlek									
1.	Opening Promotion I: “Today we have many surprise deals for you guys. A lot of big discounts, flash	✓	✓	✓	✓		✓	✓	Quality: The utterance “many surprise deals”, “big discounts”, “flash sales”, and “limited stock items” show quality because the influencer provides real information about the promotional offers available during the live session.

	sales, and limited stock items. Make sure you stay until the end because I will drop more products later.”								Quantity: The utterance gives sufficient information about the live promotion and upcoming products without giving unnecessary details. Relevance: The utterance is relevant because it directly introduces the purpose of the live session, which is promoting special deals. Manner: The utterance “<i>stay until the end because I will drop more products later</i>” is delivered clearly as an instruction for the audience. Ethos: because the influencer’s confidence in presenting the promotional event in the utterance “<i>I will drop more products later</i>” shows that the influencer positions herself as someone who controls and understands the live session, creating trust among viewers. Pathos: The utterance “<i>surprise deals</i>”, “<i>big discounts</i>”, and “<i>flash sales</i>” creates excitement and curiosity, encouraging audiences to keep watching. Logos: The utterance “<i>I will drop more products later</i>” provides a logical reason for audiences to stay during the live session because more products will be introduced.
2.	Product Countdown and Scarcity Strategy I: “Oh my gosh, 8 left... 5 left you guys. Don’t wait, check out now before it’s gone!”	✓	✓	✓	✓		✓	✓	Quality: The utterance “<i>8 left</i>” and “<i>5 left</i>” show quality because the influencer gives real-time stock information during the live commerce. Quantity: The influencer provides enough information about the remaining stock without unnecessary explanation. Relevance: The utterance is relevant because it focuses on product availability and purchasing decisions. Manner: The countdown “<i>8 left... 5 left</i>” is simple and clear, making the audience understand the stock condition quickly.

									Pathos: The utterance “<i>Don’t wait, check out now before it’s gone</i>” creates urgency and fear of missing out, encouraging immediate action. Logos: The limited stock information becomes a logical reason for audiences to purchase quickly before the product disappears.
3.	Product Recommendation I: “I’m telling you that this product is very recommended and best!!! Limited stock guys, don’t think twice!”	✓	✓	✓	✓	✓	✓	✓	Quality: The utterance “<i>this product is very recommended and best</i>” shows quality because the influencer gives a positive evaluation about the product quality. Quantity: The information about product recommendation and stock limitation is delivered briefly but sufficiently. Relevance: The utterance is relevant because it directly supports the audience’s purchasing decision. Manner: The utterance “<i>don’t think twice</i>” is a direct and understandable encouragement. Ethos: The utterance “<i>this product is very recommended and best</i>” shows ethos because the influencer positions herself as someone who understands the product and gives a recommendation. Pathos: The utterance “<i>don’t think twice</i>” creates emotional pressure and urgency to buy immediately. Logos: The utterance “<i>limited stock</i>” gives a logical reason that waiting may cause the product to sell out.
4.	Sold Out Moment I: “Grab fast guys! Check out now... 4, 3, 2, 1... Oh my God! We sold out!”	✓	✓	✓	✓		✓	✓	Quality: The utterance “<i>we sold out</i>” shows quality because the influencer provides factual information about the product condition. Quantity: The influencer gives enough information about the selling progress through countdown and sold-out confirmation. Relevance: The utterance is related to the live selling situation and audience purchasing activity.

									Manner: The countdown “4, 3, 2, 1” is clear and easy to understand. Pathos: The countdown creates excitement and emotional tension, making the audience feel involved in the selling moment. Logos: The utterance “<i>we sold out</i>” becomes logical proof that the product has high demand.
5.	Mystery Box Promotion I: “\$200 to \$87 with coupon, oh my gosh! 9 mystery boxes already checked out guys. Go ahead, you’re gonna love it!”	✓	✓	✓	✓	✓	✓	✓	Quality: The utterance “\$200 to \$87 with coupon” shows quality because the influencer provides factual information about the discount offered. Quantity: The influencer gives enough information about price reduction and customer purchase activity. Relevance: The explanation is relevant because it supports the mystery box promotion. Manner: The utterance “<i>Go ahead</i>” is a simple and clear instruction. Ethos: The utterance “<i>you’re gonna love it</i>” shows confidence from the influencer toward the product. Pathos: The expression “<i>oh my gosh</i>” creates excitement and emotional attraction. Logos: The discount information “\$200 to \$87” provides a rational reason for audiences to purchase because they receive a lower price.
6.	Audience Doubt and Response V: “I’m thinking to buy. Worth it?” I: “Yes! Very worth it guys! Best seller item! Only today price!”	✓	✓	✓	✓	✓	✓	✓	Quality: The utterance “<i>best seller item</i>” shows quality because the influencer gives information about the product popularity. Quantity: The answer provides enough information to respond to the audience’s doubt. Relevance: The response directly answers whether the product is worth buying. Manner: The answer is short, clear, and easy to understand.

									Ethos: The recommendation “<i>very worth it</i>” shows the influencer’s confidence and product knowledge. Pathos: The utterance “<i>only today price</i>” creates urgency because audiences feel they may lose the opportunity. Logos: The utterance “<i>best seller item</i>” provides logical support that the product is trusted by many buyers.
7.	Final Promotion and Closing I: “Final drop guys! Biggest deal tonight! 30 mystery boxes available... going fast!”	✓	✓	✓	✓		✓	✓	Quality: The utterance “<i>30 mystery boxes available</i>” shows quality because the influencer provides specific stock information. Quantity: The information is enough to explain the final promotion without unnecessary details. Relevance: The utterance is related to the final purchasing opportunity during live commerce. Manner: The explanation is simple and direct. Pathos: “<i>Final drop</i>” and “<i>going fast</i>” create urgency and excitement. Logos: “<i>30 mystery boxes available</i>” gives logical information about product availability and encourages quick decisions.
Special Event 3.3									
1.	Opening and Product Introduction I: “Today is going to be a really exciting live because I’m showing you the product that made my brand go viral on TikTok Shop.”	✓	✓	✓	✓		✓	✓	Quality: “<i>The product that made my brand go viral</i>” shows quality because the influencer provides information about the product’s popularity. Quantity: The influencer gives enough introduction about the live session purpose. Relevance: The utterance directly relates to the promoted product. Manner: The explanation is clear and understandable. Pathos: “<i>Really exciting live</i>” creates enthusiasm and attracts audience attention.

									Logos: “ <i>Made my brand go viral</i> ” functions as logical evidence that the product has strong market attention.
2.	Brand Story and Social Proof I: “I started my brand when I was 11 years old, and little did I know this would become one of the best-selling lip oils on TikTok Shop. We’ve sold over 500,000 products just on TikTok.”	✓	✓	✓	✓	✓	✓	✓	Quality: “ <i>500,000 products</i> ” shows quality because the influencer provides factual sales data. Quantity: The information explains the brand background sufficiently. Relevance: It supports the product promotion by showing brand success. Manner: The story is delivered clearly and chronologically. Ethos: “ <i>I started my brand when I was 11 years old</i> ” builds credibility by showing experience and dedication. Pathos: The personal story creates admiration and emotional connection. Logos: “ <i>500,000 products sold</i> ” becomes logical evidence of product popularity.
3.	Product Demonstration (Lip Oil Function) I: “It looks clear at first, but it turns pink when it comes into contact with your lips. It’s real! Not a gimmick at all.”	✓	✓	✓	✓	✓	✓	✓	Quality: “ <i>Turns pink when it comes into contact with your lips</i> ” shows quality because the influencer explains the product function through demonstration. Quantity: The explanation provides enough information about how the product works. Relevance: It directly explains the promoted lip oil. Manner: The explanation is clear because it describes the process step by step. Ethos: The demonstration builds trust because the influencer shows the product directly. Pathos: “ <i>It’s real! Not a gimmick</i> ” creates excitement and removes audience doubt. Logos: The color-changing explanation gives logical information about the product function.
4.	First Batch Sold Out Strategy	✓	✓	✓	✓		✓	✓	Quality: “ <i>Sold out in 7 minutes</i> ” shows quality because the influencer gives factual selling results.

	I: “If you love this, click the cart now and check out before it sells out! Oh my gosh guys, first batch is sold out in 7 minutes.”								Quantity: The influencer gives enough information about the urgency and sales condition. Relevance: The statement relates directly to purchase action. Manner: “Click the cart now” is a clear instruction. Pathos: “Before it sells out” creates urgency and fear of missing out. Logos: “Sold out in 7 minutes” becomes evidence that the product has high demand.
5.	Product Benefit Explanation I: “Another amazing thing about this lip oil is that it also works as a lip stain. So even if the gloss wears off, your lips will stay pink for hours.”	✓	✓	✓	✓	✓		✓	Quality: “Works as a lip stain” shows quality because the influencer explains additional product benefits. Quantity: The information is enough to explain product function. Relevance: The explanation focuses on product advantages. Manner: The explanation is simple and easy to understand. Ethos: The explanation shows product knowledge, building influencer credibility. Logos: “Stay pink for hours” provides logical reason about product durability.
6.	Limited Stock and Second Batch Sold Out I: “Don’t wait too long, stock is limited! Guys... second batch sold out in 8 minutes.”	✓	✓	✓	✓		✓	✓	Quality: “Second batch sold out in 8 minutes” shows quality because it provides real sales information. Quantity: The explanation is sufficient about stock availability. Relevance: It supports the audience’s buying decision. Manner: The message is direct and clear. Pathos: “Don’t wait too long” creates urgency. Logos: The sold-out information becomes evidence that the product is highly demanded.

7.	Product Safety Question V: “Is it safe for sensitive lips?” I: “Yes, it’s safe and tested. It adapts to your pH level, that’s why everyone gets a slightly different shade, it’s unique to you.”	✓	✓	✓	✓	✓	✓	✓	Quality: “ <i>Safe and tested</i> ” shows quality because the influencer provides information about product safety. Quantity: The response gives enough explanation to answer audience concerns. Relevance: It directly responds to product safety questions. Manner: The explanation is clear and easy to follow. Ethos: “ <i>Safe and tested</i> ” builds trust in the influencer’s recommendation. Pathos: “ <i>Unique to you</i> ” creates personal emotional connection. Logos: “ <i>Adapts to your pH level</i> ” provides logical explanation about product function.
8.	Perfume Product Transition I: “I don’t care how much perfume you use, if you apply it on dry skin, you won’t smell good for long.”	✓		✓	✓		✓	✓	Quality: The influencer gives an explanation about perfume usage based on product knowledge. Relevance: It introduces the problem before promoting perfume oil. Manner: The cause-effect explanation is delivered clearly. Pathos: The phrase “ <i>won’t smell good for long</i> ” creates concern that attracts audience attention. Logos: The statement explains a logical connection between dry skin and fragrance duration.
9.	Perfume Oil Solution I: “That’s why I created these perfume oil duos. You get a lotion and a perfume oil, plus free shipping during this live.”	✓	✓	✓	✓	✓	✓	✓	Quality: The influencer gives factual product information about the perfume duo contents. Quantity: The explanation gives enough details about product benefits. Relevance: It directly introduces the promoted product. Manner: The explanation is organized and clear. Ethos: “ <i>I created these perfume oil duos</i> ” builds credibility because she presents herself as the creator.

									Pathos: “ <i>Smell good all day</i> ” creates positive emotional desire. Logos: Product contents and free shipping become logical benefits for purchase decisions.
10.	Final Chance and Closing I: “If you haven’t checked out yet, this is your last chance. Lip oil is almost gone, perfume is also running out.”	✓	✓	✓	✓		✓	✓	Quality: “ <i>Almost gone</i> ” and “ <i>running out</i> ” show quality because the influencer provides final stock information. Quantity: The information is enough for the audience to understand the urgency. Relevance: The utterance directly relates to the final purchase opportunity. Manner: The message is direct and easy to understand. Pathos: “ <i>Last chance</i> ” creates urgency and fear of missing the deal. Logos: The stock condition becomes a logical reason for audiences to check out immediately.