

Host Communication Styles and Language Variations in Context of TikTok Live-Streaming Commerce

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Abstract

Live-streaming commerce offers a new experience for people in direct buying and selling activities with host plays an important role as an intermediary between sellers and buyers. This research examined the different communication styles and language variations used by hosts in the context of TikTok live-streaming commerce. It explored how hosts engage with their audiences and the language references they employ. This research used a qualitative approach with content analysis methods. The primary data obtained through digital observations on four TikTok Shop accounts that regularly host live streams while interviews are employed as a secondary data. The results showed that hosts predominantly use a task-oriented communication style with emotive behaviors. This style is reflected in the speed and volume of their speech, frequent greetings, and responsive interactions with consumers. Hosts often use informal language, influenced by their linguistic preferences, such as sociolect, which varies by age. It is beneficial for hosts to develop an idiolect to differentiate themselves from others by creating certain unique words or sentences. Overall, live-streaming commerce has created a unique shopping culture where hosts must quickly and clearly explain product details while maintaining effective communication with buyers for a reciprocal exchange of information.

Keywords: *Host, Communication Style, Language Variations, TikTok, Live Streaming Commerce*

Abstrak

Perdagangan live-streaming menawarkan pengalaman baru bagi masyarakat dalam aktivitas jual beli secara langsung di mana host berperan penting sebagai perantara antar penjual dan pembeli. Penelitian ini menyelidiki perbedaan gaya komunikasi dan variasi bahasa yang digunakan oleh host dalam konteks perdagangan streaming langsung di TikTok dan berupaya mengeksplorasi bagaimana host berinteraksi dengan audiensnya serta referensi bahasa yang mereka gunakan. Penelitian ini menggunakan pendekatan kualitatif dengan menggunakan metode analisis isi. Data primer diperoleh dari observasi digital terhadap empat akun TikTok Shop yang rutin mengadakan live-streaming sedangkan wawancara digunakan sebagai data sekunder. Hasil penelitian menunjukkan bahwa host sebagian besar menggunakan gaya komunikasi berorientasi tugas dengan perilaku emotif. Gaya ini tercermin dari kecepatan dan volume bicara, seringnya menyapa, serta interaksi yang responsif dengan konsumen. Host sering kali menggunakan bahasa informal, dipengaruhi oleh preferensi linguistik mereka, seperti sosiolek, dan variasi bahasa berdasarkan usia. Host juga perlu mengembangkan idiolek sebagai pembeda dengan orang lain dengan menciptakan kata atau kalimat unik yang khas. Dengan demikian, perdagangan live-streaming telah menciptakan budaya belanja yang unik di mana host harus menjelaskan detail produk dengan cepat dan jelas serta menjaga komunikasi yang efektif dengan pembeli agar terciptanya komunikasi dua arah.

Kata Kunci: *Host, Gaya Komunikasi, Variasi Bahasa, TikTok, Live-Streaming Commerce*

INTRODUCTION

The present landscape of media consumption is primarily dominated by two demographic groups: Generation Z, encompassing individuals aged 18 to 25 years, and Generation Y, also referred to as millennials, spanning the age range of 26 to 41 years (Kemp, 2023). The consumption behavior of individuals has shifted from electronic media to social media (Haenlein et al., 2020; Yusra, 2023). For instance, they prefer streaming platforms such as Netflix and Disney Hotstar to watch television. They also prefer to utilize Spotify for audio content, rather than relying on radio broadcasts (Haenlein et al., 2020). Furthermore, individuals demonstrate a preference for engaging in e-commerce activities via online marketplaces and popular social media platforms, like TikTok and Instagram. This phenomena is commonly ascribed to the increasing popularity of service features that are enhancing convenience for them (Haotian & Yubin, 2023; Jati, 2020; Lin & Nuangjamnong, 2022).

The data reveals that generation Z dominates TikTok by 38.9% while generation Y is 32.4%. Meanwhile, Instagram is 0.5% different between generations Z and Y, 30.8% dominated by generation Z and generation Y is 30.3% (Kemp, 2023). The aforementioned shift has triggered the emergence of mobile marketing, particularly on social media platforms (Haenlein et al., 2020). Social media companies such as TikTok has significant transformations in recent years by shifting their focus from social aspects to commercial aspects. This phenomenon is finally referred to as "social commerce" (Huang & Benyoucef, 2013; Oktania & Indarwati, 2022; Zhou et al., 2013). Social commerce has emerged as a choice for individuals in their shopping endeavors. It is not only offering a new experience, but also transforms the shopping paradigm by presenting interactive, attractive, and entertaining content (Beccdach et al., 2022).

It occurs because of the inherent capability of the application's live-streaming service. This service provides customer engagement which facilitates live video presentations and direct sales more conveniently (Luo et al., 2021; Wongkitrungrueng et al., 2020). Thus, the concept of "live-streaming commerce" emerged (Haenlein et al., 2020; Lin & Nuangjamnong, 2022; Luo et al., 2021; Wongkitrungrueng et al., 2020). This feature also provides a distinct advantage over other social commerce platforms such as WhatsApp Business, Instagram Shop, and Facebook Marketplace. Based on the Populix report, most of social media users (54%) are expected to persist in making purchases on the TikTok platform (Populix.co, 2022). It shows that the user base of TikTok has seen a transition in its demographic, evolving from mostly content-engaged viewers to a prospective consumer segment (Lin & Nuangjamnong, 2022). The growing popularity of TikTok in the realm of social commerce led it as a formidable competitor to established marketplaces such as Shopee and Tokopedia. According to a survey conducted by Populix in May 2023, TikTok Live has emerged as the second most popular livestreaming feature among users, gaining a 25% share of the vote. In contrast, Shopee Live maintains its position as the preferred choice of 69%. While other applications, such as Tokopedia Play 4% and LazLive2% (Vedhitya, 2023).

However, live-streaming commerce requires the involvement of a host, a person who actively market of goods and services through various social media platforms (Haotian & Yubin, 2023). The presence of an active host is essential during live streaming as it fosters engagement and captivates the attention of viewers, hence generating interest and curiosity in observing the host's activities. Hosts have a responsibility to promptly address consumer inquiries and requests in a timely manner (Haotian & Yubin, 2023). The host also has the responsibility for the magnitude of sales (Luo et al., 2021). Hence, the host factor plays pivotal role in influencing customer purchasing intentions. Hosts should have expertise with the subject matter under discussion. Hosts should know to encourage and engage the customers into various discussions, while a primary emphasis on sales-oriented objectives. Essentially, hosts are obligated to understand product knowledge.

The origin of live streaming commerce can be traced back to the TV home shopping, which emerged in the 1980s (Wang et al., 2022). The term "host" differentiates between news and non-news programming. News programs are led by anchors, while music and quiz show have presenters, and talk shows have hosts, often supported by celebrity co-hosts. Prominent TV home shopping channels

include QVC and Home Shopping Network. By 1993, TV home shopping became a significant market, generating £500 million annually in the UK (Hayes, 2003). Hosts, often joined by celebrities, showcase products through demonstrations, styling examples, and consumer testimonials (Baird, 2023). Live-streaming commerce shares similarities with traditional TV home shopping, as both involve product promotion and sales, leveraging influencers to attract large audiences (Chen et al., 2022; Haenlein et al., 2020; Halim & Tyra, 2021; LI et al., 2022).

However, live-streaming commerce is more prevalent due to platforms supporting numerous concurrent streams, offering consumers extensive choices (Chen et al., 2022). Hosts don't need formal education or professional communication backgrounds; effective communication skills suffice. Their role focuses on direct selling rather than brand awareness, requiring product knowledge and persuasive skills (Duggan & Nicole, 2022; Lu & Chen, 2021; Lv et al., 2018; Sun et al., 2019). Hosts must manage busy schedules, maintain health, and manage personal issues while staying engaging and entertaining. They need communication skills, self-initiative, a strong work ethic, and knowledge of streaming equipment for successful live-streaming operations.

The majority studies in the field of communications and linguistics focused on social live-streaming where the content is extremely different than live-streaming commerce. Mostly the research concentrates on celebrities or influential figures in the digital space. Research (Rastini et al., 2022; Rohmah & Sabardila, 2022) provide a limited explanation of how a person or figure conveys a message. Nevertheless, the scope of those studies was limited to the realm of social media and does not encompass the specific area of live streaming commerce. While several recent studies emphasized on quantitative research particularly in the field of business and marketing, with a specific focus on behavioristic aspects (Elo et al., 2014; Lu et al., 2022; Sun et al., 2019; Wang et al., 2022; Wei, 2022). The researchers in this field mostly adopt a cause-and-effect approach, such as discussing the relationship between live streaming management and marketing strategies and consumer purchase intention. Moreover, some studies rely on a strong association between live streaming commerce and influencers (Belanche et al., 2021; LI et al., 2022; Lin & Nuangjamnong, 2022). Although the role of host is more suited to someone with direct sales skills than the influencer who has large fan base (Chen et al., 2022).

Recent study by (Luo et al., 2021; Orlando & Fachira, 2023; Setya et al., 2022) may provide an exception to the trend. Luo et al., (2021) analyzed and classified the persuasion techniques employed by host by analyzing chat logs from live-streaming shopping events. The researchers discovered that using a language style that appeals to personality has the greatest positive effect on sales, while using a language style that appeals to rationality has a negative effect. Meanwhile, the study by Orlando and Fachira (2023) revealed that visual appearance, the promotions, and consultation were found to have a positive correlation to the customer trust. Unexpectedly, product review and the use of humor by the host were rejected. The use of humor should be approached with caution, as it can negatively affect customer's trust, and reviewing a product is merely a requirement for the host and does not affect to establish customer's trust. Another study by Setya et al., (2022) analyze the study of language variation and its impact using content analysis technique. They found that language variation depends on the profile and domicile of the host. When doing live-streaming commerce, most people use the Betawi accent, which has a wide range of words. These studies prove us that the host and the way they communicate and interacts with customers is the main key to success when doing live.

The objective of this study is to investigate the spoken language of a host from language aspect and the factors that influence communication style during live-streaming commerce. The extensive literature on communication styles is well-documented (Manning et al., 2020). Manning et al. (2020) identify five key principles: individuality in physical and vocal attributes, cognitive and behavioral preferences, influences from early experiences and social environments, cultural contexts, and the ability to adapt by adopting others' styles or developing a unique approach. Sheth (1976) in (Liao et al., 2023; Wang et al., 2022) categorizes communication styles into three dimensions: task-oriented, interaction-oriented, and self-oriented. Task-oriented individuals focus on efficiency and goal

achievement, often disregarding non-essential activities. Interaction-oriented individuals prioritize personal relationships and social engagement, often building rapport before discussing products. Self-oriented individuals exhibit self-centered behavior influenced by personal, organizational, and product-specific factors.

Manning et al. (2020) further divide communication styles based on dominance and sociability into four models: Emotive, Directive, Reflective, and Supportive. Emotive individuals are outgoing and maintain numerous relationships. Directive individuals value efficiency, prefer speaking over listening, and focus on business matters with little personal warmth. Reflective individuals carefully consider all information before deciding. Supportive individuals are good listeners, unassertive, and perform their duties quietly.

Scholars have emphasized the observation that online communication facilitates the convergence of many styles, registers, and genres (Baron, 2011). Language variation encompasses the different linguistic patterns within a language, reflecting similarities to the parent language's overall pattern (Azza & Sukirno, 2023). It relates to various daily activities, including commerce, and is influenced by younger generations, particularly Generations Z and Y, who drive rapid language evolution (Rohmah & Sabardila, 2022). Chaer and Agustina (2004) classify language variation by speaker (idiolects, dialects, sociolects) and usage (frozen, formal, consultative, casual, intimate). In live-streaming commerce, language is typically communicative, conciseness, clarity, and freed by time or space (Mahmud & Wirabhakti, 2023).

This study can be classified as cross-sector research from communication and linguistics aspect. This research was inspired by the emergence of live streaming as a social commerce feature. The expansion and competitiveness of sales in the digital domain are on the rise where a host is needed. The emergence of live streaming has become a magnet for researchers in various fields, including technology, communications, business, and psychology. Nevertheless, existing research fails to address the details of the way communication by host in the context of live streaming commerce. The available literature on this topic is still limited in Indonesia.

METHOD

This study investigates how TikTok hosts sells products on the live streaming platform. The subject this research is the host, while TikTok Live serves as the object of this research. The interpretive paradigm provides the philosophical basis for this research which employs a qualitative approach characterized by its descriptive nature (Creswell, 2014; Neuman, 2014), with content analysis method. The primary data is acquired through the process of observation, whereas secondary data is gained through interviews conducted to verify information from relevant informants. However, it is important to underline that the observation in content analysis is distinct from participant and nonparticipant observation, because the success of content analysis is highly dependent on the coding procedure (Hsieh & Shannon, 2005).

The analysis technique used RCA (Reflexive Content Analysis) by (Nicmanis, 2024) which designed to reduce and describe manifest qualitative data in relation to one or more predetermined research questions. The analysis classifies and characterizes patterns through a hierarchical structure of quantifiable analytic strata, using a systematic and iterative process. It is derived from conventional qualitative content analysis by (Hsieh & Shannon, 2005), RCA differentiates itself by incorporating reflexivity as an analytic tool, focusing on manifest content, and offering a transtheoretical and flexible method adaptable to diverse research frameworks. RCA begins with research question, data collection and familiarization, coding, revising codes, developing analysis structure, interpreting findings (Nicmanis, 2024). The research utilizes codes such as Live Image, Host Physical Appearance, Vocal Characteristics, Dialect, Idiolect, and Sociolect. The coded data is analyzed to identify emerging themes. These themes are further examined to understand the host's communication style and the language variations they employ.

The data processing follows the research procedures by (Elo et al., 2014), which include three phases: preparation, organization, report. During the preparatory phase, researchers conducted an examination of live commerce accounts on TikTok, focusing on two distinct categories of sellers: Large-Scale Company and MSMEs (Micro, Small, And Medium Enterprise). Then we seek the official account of each respective brands. During September, researchers monitored the frequency of live streaming and the high level of interaction between host (sales representative) and the viewers (prospective customer). The researchers have successfully identified several account that shown considerable activity in live streaming commerce, there are: Aerostreet and Oxone represented large-scale company, Moslem Limited and Naruto Cetar represented MSMEs. Another consideration is store rating. TikTok evaluates store performance using three key metrics, including product satisfaction, shipping efficiency, and customer service quality. Aerostreet has the highest store rating with 4.9, while Sittytuppyreal has the lowest rating with 3.6. Despite this, Sittytuppyreal's sales outperform than Oxone. The store ratings are displayed in the table 1:

Table 1. Store Rating Table

Store	Followers	Sold	Store Rating	Type	Categories
Aerostreet	1.7 M	1.1M	4.9 /5.0 Higher than 97% of similar store	Company	Fashion
Moslem Limited	81.7K	38.1 K	4.8 / 5.0 Higher than 94% of similar store	MSMes (UMKM)	Fashion
Oxone	74.9K	573	4.3/ 5.0 Higher than 83% of similar store	Company	Household Product
Sittytuppyreal a.k.a Naruto Cetar	19.4K	10.9K	3,6/5.0 Higher than 66% of similar store	MSMes (UMKM)	Household Product

Source: TikTok Shop, 2023

The subsequent stage is the organization phase, wherein researchers classify phrases and sentences based on delivery methods in public speaking, as outlined by (Jaffe, 2016). This step is undertaken in order to enhance the depth of analysis. This step is undertaken in order to enhance the depth of analysis. Therefore, it is necessary to complement this phase with other data that can provide contextual information for the research. Specifically, this includes factors such as physical appearance, non-verbal cues such as gestures, vocal characteristics such as voice quality, intonation, and speaking speed. These factors contribute to the complexity of this research, which was conducted solely to collect data through digital-based text analysis. In order to enhance the accuracy of this research, we utilized a Samsung Voice Recorder and DecibelX to quantify the amplitude of the sound volume. Then, we initially transcribed an audio recording and subsequently counted the number of words spoken within a one-minute interval to measure the hosts' speech rate. The last phase involves summarizing to uncover the underlying contextual meaning of the explicit textual meaning that is prevalent in the digital realm. This phase is the concluding stage wherein communication styles and language variations are identified.

RESULTS AND DISCUSSION

Tik Tok live Streaming Commerce has become a popular new media and a new cultural purchasing form due to the advancement of technology. TikTok, unlike conventional social media,

requires an effective marketing media management strategy, and it must also prioritize the host's communication skills. Due to the two-way nature of social media, the host must not only offer the product but also command the audience to remain standing and participate in the discussion of the product being offered. The host must have excellent public speaking skills, on the other hand he also needs to have strong persuasion skills. Therefore, exploration of communication styles and variations in the language they speak is important to research.

RQ1: What style of communication that the hosts used in engaging viewers into discussion?

The host's on-screen presence is crucial, with some opting for a solo host, others with a host and co-host, and occasionally, hosts positioned behind the scenes. The host are displayed in the following figure 1:

Figure 1. Hosts of Aerostreet, Moslem Limited, Oxone and Sittytuppyreal



Source: TikTok Live, 2023

The findings revealed that the Aerostreet host's delivery method had the following characteristics: (1) Host is on the screen and engage in promotional activities by informing products and sizes. While a co-host is working behind the scenes supported the main host to read queries from viewers. Beyond, co-host plays as a silence-breaking distraction. He is responsible for ringing the bell and teasing viewers with a time limit. When presenting a product, hosts will often give a brief overview of the product's features and benefits. They sometimes also recommend apparel sizes based on specific body weight. This technique is solely to answer viewers' questions and the way to captivate more attention from viewers. Overall, they have acquired a comprehensive understanding of product knowledge. Everything was communicated promptly and plainly. (2) No pauses during the live. Co-host helps the main host if she runs out of words or takes a breath. (3) Conversations are typically conducted expeditiously, employing a rapid pace of speech characterized by minimal pauses. (4) The average of host's speed speaking rate is 125-195 words per minutes with the pauses average in every 5 words and sound level up to 90 decibels. (5) Host and Co-host usually yelled something like "Hurry up! This promotion ends in a few minutes!"

The Moslem Limited's hosts take a slightly different approach to the audience compared to Aerostreet. The Moslem Limited host's delivery method had the following characteristics: (1) Host is on the screen and engage in promotional activities by informing products and sizes. The host doesn't have to worry too much about meeting sales goals; what matters is that they stay in business and build a good reputation. (2) Sometimes there is break during live. When there are no audience questions, the host fills the breaks by smiling, explaining a product, or joking with the team behind the scenes. (3) Conversations are typically conducted slowly, employing a dynamic pace of speech characterized by several pauses. On average, host tend to pause every 5-7 words when speaking. These pauses serve as brief intervals for host to gather their thoughts, emphasize certain points, or allow for better comprehension by the listener. (4) The average of host's speed speaking rate is approximately 132-

150 words per minutes with the sound level recorded was up to 87.5 decibels. (5) Host and Co-host usually yelled something like Gaskeun and Insyallah. The frequency of these pauses may vary depending on factors such as the speaker's fluency, familiarity with the topic.

Meanwhile the Oxone host's delivery method had the following characteristics: (1) Host and Co-host are on the screen and engage in promotional activities by informing products. Oxone employs a host and co-host consist of a male and female or a pair of female hosts. The individual's manner of speech ends to be calm and relaxed. The host is given the opportunity to present the product freely, and without pressure. The live presentation on Oxone has a diverse range of formats, you may see two hosts at once, single host appearances, and sometimes host behind the scene, where the whole focus is on showcasing the product. (2) Although look slow, there is no break during live. The host and co-host continue to provide product information and invite the audience to ask questions about their products. (3) Conversations are typically conducted slowly, employing a dynamic pace of speech characterized by several pauses. (4) The individual's rate of speech is recorded at 130 words per minute, accompanied by an average pause duration of 5 words and the sound level up to 70 decibels. (5) Host and Co-host usually called viewers *bunda*, *sayangku*, *cintaku*, *kakak*.

The last is Sityutuppyreal a.k.a Naruto Cetar had the following characteristics: (1) The host of Sityutuppyreal is the owner itself engaging viewers behind the screen. Only the products being offered are visible to the audience on the screen. (2) There is no break during live. The host provide product information and invite the audience to ask questions about their products. (3) Conversations are typically conducted slowly, employing a dynamic-hard. (4) Host's rate of speech is recorded at 120 words per minute with an average pause of 4 words. Additionally, the volume level of the speech ranges between 72 to 78 decibels. (5) Host usually mentioned viewers with *bunda* and mentioned product with *mantan*. The delivery method of Aerostreet, Moslem Limited, Oxone, and Sityutuppyreal, can be seen in the following table:

Table 2. Delivery Method

Delivery Method		Aerostreet	Moslem Limited	Oxone	Sityutuppyreal a.k.a Naruto Cetar
Physical Appearance	<i>Host and Co-Host Position</i>	- Host: on the Screen - Co-Host: Behind the scene	- Host: on the Screen - Co-Host: -	- Host: on the Screen - Co-Host: on the Screen	- Host: Behind the scene - Co-Host: -
	<i>Style</i>	Casual	Casual	Casual	Behind the scene
	<i>Gesture</i>	Supple	supple	supple	No Specific
	<i>Non Verbal Cues</i>	No Specific	No Specific	No specific	No Specific
Vocal Characteristics	<i>Voice quality</i>	Host and Co Host: Hard	Host: Soft	Host and Co-Host: Soft	Host: Hard
	<i>Speed Speaking Rate</i>	Host: Very Fast Co-Host: Average	Average	Average	Average
	<i>Power</i>	- Host: very strong - Male: extremely strong	Very Strong	Strong	Strong
	<i>Pauses</i>	- Host: 4 words - Co-host: 5 words	5 words	5 words	2 – 4 words

<i>Intonation</i>	- Host: flat-dynamic-fast - Co-host: flat-hard	Dynamic – slow	- Host: Dynamic-slow - Co-Host: Dynamic-fast	Dynamic – hard
<i>Accent</i>	Javanese	Sundanese	No specific	Batak
<i>Switch Code</i>	Javanese, Malays, Betawinese	Sundanese	No specific	Batak -Jawa
<i>Frequent words</i>	Buruannn, boleh, checkout, payment, spill, etalase	Insyaallah, gaskeun, estimasi, Size	Bunda, Sayangku, Cintaku, Kakak	Bunda, Mantan, Kode, Paket

Source: Research Result, 2003

The table above indicates that the speaking speed generally remains average. However, if this pace is consistently maintained every minute, it suggests that the hosts speak quickly. Comparatively, Aerostreet employs an effective product presentation strategy on social media. They alternate between hosts and co-hosts during breaks to keep the audience engaged in the conversation.

RQ2: What types of variation language that the hosts used in live commerce?

The variation language of Aerostreet had the following characteristics: (1) The host and Co-host of Aerostreet presents her products in Indonesian, but her Javanese dialect is quite strong. (2) The hosts employ a more diverse linguistic repertoire by using slang terms such as "di-gas-in" and "sis kyu." (3) Additionally, there exists variety language in the form of sociolect when expressing "cam on," which can be translated to "Come On" in English which means hurry up. This phrase conveys a sense of urging or prompting someone to be quick. The term "cam on" originated from English and has been a form of slang commonly used among sellers and purchasers who are in the same age.

The host of Moslem Limited demonstrated the following language variations: (1) The host predominantly presents products in Sundanese dialect. (2) The host frequently repeated the phrase "Insha Allah" four times, which is a vow in Islamic sociolect, commonly used by Indonesian Muslims in daily communication. (3) The host occasionally uses the slang term "gaskeun" to convey informality and facilitate communication with buyers. "Gas" is akin to "quickly" or "soon," similar to its usage by Aerostreet hosts. Additionally, the Sundanese affix "keun" adds emphasis, reflecting a casual Sundanese dialect style.

Meanwhile, the host of Oxone had the following characteristics of language variations: (1) Host does not utilize a specific dialect or switch code. The speakers, in this case, do not indicate that they are from a particular region or communicate with a particular linguistic style. They utilize variations of language like casual and consultative. (2) The host frequently repeated the phrase "*Bunda, kakak, sayangku, cintaku*". (3) Host always used casual language in practical presentation.

The host of Sitytuppyreal had the following characteristics of language variations: (1) The language variety employed exhibits a pronounced Batakness dialect, accompanied by an informal linguistic style. The words that strongly indicate that the host uses a Batak accent are found in *serratus* and *tuperwar*. (2) Host mentioned te viewer as *bunda*. (3) Host employed unique words to effectively engage with their customers. There are the terms *mantan* and *kode*. The term "mantan" denotes the secondary hand, whereas "kode" pertains to the showcase. The purpose of the use *mantan* is to cover up the TikTok algorithm's restriction on the sale of pre-owned items. While the use of *kode* to facilitate communication easier between seller and buyer due to the average customer is mother. The terms

"mantan" and "kode" can be classified as *idiolect* that are subjectively held by the speaker and are comprehensible to individuals or groups with whom they share a connection.

The language variation of Aerostreet, Moslem Limited, Oxone, and Sitytuppyreal, can be seen in the following table 3:

Table 3. Language variation

Language Variation		Aerostreet	Moslem Limited	Oxone	Sitytuppyreal
Speaker	<i>Idiolect</i>	No Specific	No specific	No specific	Used: - Mantan - Kode
	<i>Dialect</i>	Javanese	Sundanese	No specific	Batakness
	<i>Sociolect</i>	By Age: - Digasin - Cam on	By Religion: - Insya Allah By age: - Gaskeun	By Age and Status: - Bunda - Kakak - Sayangku - Cintaku	By Age: - Bunda
Usage	<i>Frozen</i>	Low	Low	Low	Low
	<i>Formal</i>	Low	Low	Low	Low
	<i>Consultative</i>	High	High	High	High
	<i>Casual</i>	High	High	High	High
	<i>Intimate</i>	High	Low	Low	High

Source: Research Result, 2003

The table 3 indicates that all hosts understand their target market, using *sociolect* words based on age or religion to connect with the audience and even use switch code from such as from Batakness to Javaness or Sundanese. *Sociolect* refers (Dvorak, 2018) to a specific linguistic variety that is specifically designed for a particular social group. The language in question has evolved from the national language, but its structure is influenced by several factors such as geographical, social, and biopsychological elements, including professional considerations. *Sociolects* do not encompass comprehensive systems of communication. The primary manifestation of a *sociolect* is observed through the lexical and grammatical structures of the respective national language. However, its distinctiveness is conveyed by the particular speech patterns employed by a specific group that employs this *sociolect* (Dvorak, 2018). Effective communication occurs when the audience doesn't feel lectured. Furthermore, when the host creates unique and understandable words for the audience, they develop an *idiolect*. As Dittmar (1996) stated, *Idiolect* is the linguistic expression of an individual, influenced by acquired habits and stylistic characteristics of their personality, varies from that of other individuals.

DISCUSSION

The host's communication style of Aerostreet can be categorized into a task-oriented style. This style is characterized by a strong emphasis on achieving specific goals and completing objectives within predetermined timeframes. A task-oriented style defines and supports the functions of the entire team. The task-oriented style encompasses the provision of precise work tools, resources, and other necessary instruments to effectively accomplish a certain task. The primary emphasis is placed towards accomplishing the mission. We can see from the use of phrases *digasin* which means hurry up. It pertains a persuasive copywriting technique referred to as a "call to action" (Prayoga, 2015).

The host's job is to inform the audience on the product, while the co-host's is to act as a provocateur to get the viewers buy immediately. Both male and female host usually make repetition

in telling the products. Miller (1976) stated the rapid speech and the words repetition contribute significantly to the develop the effective persuasion. This style also can be classified into an emotive person because they have high dominance and high sociability. As Manning (2020) stated that the emotive person wants to create a social relationship quickly and is most at ease in an informal setting. They are outgoing, enthusiastic, and stimulating, and they stand out in a crowd because of their expressiveness and willingness to invest time in a wide variety of relationships.

The host's communication style of Moslem Limited is typically focused on interaction which can be categorized to interaction-oriented style. They greet the audience as much as possible, invite them to ask regarding the product, and respond to inquiries in a more calm and unhurried manner. They greeted the viewers warmly. It because the majority of hosts are native Sundanese speakers with low and dynamic intonation, the audience is frequently involved in the discussion. Sundanese cultural factors have a significant impact on the hosts' personality, making them warm and sociable in conversation. Another intriguing aspect is the frequent repetition of the term *Insha Allah*. This word represents their brand, which specialized in the sale of *dakwah* T-shirts (jersey). They also included in high dominance and high sociability human behaviour. They can have friends quickly and make them comfortable in a casual setting. These people are friendly, lively, and interesting. They stand out from others, open and willing to spend time with many different people

The hosts of Oxone do essentially the same thing as hosts in Moslem Limited. Most of them are salesperson categorized interaction-oriented style dan emotive person. However, certain hosts may adopt a task-oriented approach, resulting in their adoption of a directive style. The primary reason is only few viewers who take part in their live streaming commerce, so they prefer to focus on product explanations rather than audience interaction. This style remains us of a host on TV home shopping programmed who priorities details of product use, instead of engaging with the audience. However, when it comes to interactive hosts, they warmly welcome customers and gladly field their inquiries. The hosts answer customer's concerns, they also provide an abundance of product information and explain it clearly and without haste. Oxone actually has a high sales target but is not fully responsible for the host. Oxone picks young people to be hosts on TikTok whereas it assigns adults on Shopee. Typically, On Shopee live, the host do the same things, enjoy informing the products and shows the display without having to rush. Additionally, the TikTok live streaming is only available until 10 p.m.

Host of Sitytuppyreal has distinctive characteristics in its approach. It might be argued that the host has created its own culture as seen by the use of the unique words and phrases during interactions with the customers. Her speech is not overly quick, but her Batak accent, which is identically loud, makes what he says plain and firm. Even though it does not sound mild, the style of greeting customers is quite accepting. The number of individuals in attendance during his live-streaming sessions consistently surpasses 100 viewers. The sales level is also elevated. Viewers actively engage in the discussion by posing inquiries regarding various items, which are subsequently addressed individually and comprehensively. The repetition word of "Bunda" reveals that host is known the target market. This word also plays as a warm greeting to the customer. The host actually involved in emotive person and task-oriented style. As we know, the task-oriented style focused on sale and its goal. On the other side, the host need to be energetic, passionate, and stimulating. The host of Sitytuppyreal have demonstrated that, despite the fact that the products they sell are used, customer acceptance is high due to their effective communication and ability to interact with consumers. The host is attempting to sell as much as possible, because it is her own business. This is the primary reason of host to adopt this style.

CONCLUSION

The emergence of social media has facilitated the development of live streaming technology, which has been used for commercial transactions including the exchange of goods and services. The magnitude of live streaming has increased the number of live streaming agencies and consultants. The

profession of live streaming's host has been popular as a promising job for career development. This observation highlights the dynamic nature of online buying and selling operations, wherein real-time updates and live streaming are very important for convincing potential buyers about the quality and value of the goods being offered. Therefore, it is necessary to assess the proficiency of the host's verbal communication, encompassing factors such as speaking rate, intonation, and vocal amplitude.

These data are crucial in cultivating the level of engagement among people who are taking part in discussions about products. The significant level of their engagement indicates a correspondingly great potential for sales. The results of this study show that four TikTok Live Commerce accounts have actively involved customers in their presentation. The rate of speech showed that the hosts surpass 100 words per minute. Trade presentations on TikTok revealed a distinct divergence from public presentations, as they typically slow down the rate of speech. Like podcasters, TikTok hosts need to be able to say what they want to say at a rate of 100 to 150 words per minute or more like a radio announcer which can reach 160-180 wpm (Berty, 2022; Rodero, 2012). The objective of this approach is to establish a close and personal relationship with costumers, fostering a sense of interpersonal connection. The communication style which can be used are either task-oriented or interpersonal-oriented, with characterized behavior by high dominance and high sociability. Currently, the most common ways for hosts to communicate with the costumers are through task-oriented style and emotive person. In order to communicate effectively, it is helpful for the host to to generate distinct language with its own unique language phrases. this is advantageous as it indicates that the host has developed its own idiolect.

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