



## LANGUAGE USAGE IN MERCHANDISING MEDIA ON TWITTER PLATFORM

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### Abstract

This research aimed to explore language used in Twitter platform for merchandising. This research used Qualitative research as research method, which is research to explore and understand the meaning that a number of individuals or groups of people ascribe to social or humanitarian problems. This research also used Twitter as media to conduct the findings of this research by finding some language used for merchandising on some Twitter user's account. Based on the findings and discussion above, it concluded that there are some languages for merchandising found when the researcher tried to explore Twitter media, such as WTS, WTB, WTA, UFS, restock, price list, and net. It showed that Twitter as merchandising media can gave rise to language variations that are even today used by many Twitter users. These language variations are present because a result of adaptation to the unique necessities within distinct speech communities over time.

**Keywords:** language, media, merchandising, Twitter, variations.

### INTRODUCTION

Language is something that is used in social life as a means of communication. Language is also a differentiator between humans and other creatures. Language as a tool of social function, either as a means of communication or as a means of social identification. Chaer (2015) suggests language is an arbitrary sound symbol used by members of social groups, and a science that learn about language called as linguistics. Linguistics according to Suhardi (2013) is a field of science related to language or language parent. Language plays a crucial role in societal life as it serves as a communication tool that connects human thoughts and desires (Rifai et al., 2020). The existence of language fosters social interactions that are inseparable from daily life. Language stands as a fundamental conduit for human interaction and societal cohesion. Purnanto's observations (2002) highlight variances in language usage; however, despite these disparities, members of a linguistic community typically find common ground in linguistic structures, facilitating mutual understanding during communication. Kridalaksana defines language as a system of symbols that is arbitrary in nature, signifying that within a society, language is utilized for collaboration, socialization, interaction, and self-identification (Aini, 2019).

Social media has been characterized and defined through various lenses. One widely cited definition, proposed by Boyd & Ellison in 2008, portrays it as a platform for profile creation, explicit connections, and networking, garnering over 13,000 citations in Google Scholar. Another perspective, outlined by Kietzmann et al. in 2011, focuses on the functionalities or fundamental components of social media, accumulating 3,000 citations. Similarly, Kaplan & Haenlein's taxonomy in 2010, which categorizes social media into six distinct groups, including Blogs, Social Networking Sites, Collaboration Projects, Content Communities, Virtual Social Worlds, and Virtual Game Worlds, has amassed approximately 11,000 citations. Social media serves as platforms or instruments utilized for storing, gathering, disseminating, conversing, and dispensing information within virtual communities. Individuals acquire a spectrum of information, encompassing education, news, and various data, from both electronic and print media sources (Toni, 2008).

The emergence of social media platforms has reshaped communication dynamics, influencing marketing strategies and sales approaches. Social media that are ranked in the top five based on the intensity of use by Indonesians are Youtube, Whatsapp, Facebook, Instagram and Twitter (Rezeki, et al, 2022). Each of these social media has special characteristics that can attract social media users. Twitter, as a prominent microblogging platform, has become a central space for individuals, businesses, and brands to engage with diverse audiences worldwide. The utilization of language within Twitter's concise and immediate format has evolved as a potential

medium for selling products or services. This article aims to delve into the pivotal role of language in leveraging Twitter as a platform for merchandising, exploring its impact, nuances, and effectiveness within the realm of online commerce.

Twitter, as a microblogging service, enables users to follow each other and share brief messages, or 'tweets,' adhering strictly to a 140-character limit. Its distinguishing feature lies in the asymmetrical nature of relationships, where users can choose to follow others without necessitating a reciprocal follow-back. The platform's rapid ascent in March 2006 was propelled by its simplistic user interface, a departure from the prevailing trend among competitors that offered extensive personal page customization, resulting in cluttered and visually overwhelming designs (Experian, 2009 in Curran, et al, 2011). Furthermore, Twitter's early adoption of third-party developers, providing an adaptable Application Programming Interface (API), contributed to its widespread usage, a phenomenon notably embraced by numerous celebrities.

The language used in Twitter serves as a critical tool for businesses and marketers seeking to promote products or services. Twitter's character limit necessitates a succinct yet impactful communication style, where language nuances play a crucial role in engaging potential buyers and driving sales. Understanding how language is crafted and tailored within tweets to influence consumer behavior becomes pivotal in comprehending the dynamics of successful selling via this platform. Twitter stands out as a microblogging service allowing users to follow one another and share concise messages within a stringent 140-character limit. What distinguishes Twitter from other social networking sites is the unilateral nature of connections, allowing users to follow without expecting reciprocal follows. Its emergence in March 2006 was marked by a minimalistic user interface, which contrasted sharply with competitors that emphasized extensive personal page customization, often leading to cluttered and ostentatious designs (Experian, 2009 in Curran, et al, 2011).

Moreover, the interactive nature of Twitter, characterized by retweets, replies, and hashtags, forms a unique ecosystem that amplifies the influence of language in selling. This study seeks to unravel how linguistic elements, such as tone, rhetoric, and linguistic devices, contribute to crafting compelling sales-oriented messages on Twitter. Exploring the correlation between language choices and the effectiveness of merchandising in this digital space is integral to comprehending the intricate relationship between linguistic strategies and sales outcomes. By investigating the use of language within Twitter's merchandising paradigm, this article endeavors to shed light on the multifaceted nature of language in digital marketing. Understanding the nuances of language utilization on Twitter as a medium for selling holds the potential to inform and enhance marketing strategies, enabling businesses and marketers to harness the platform effectively for increased sales and audience engagement.

## **METHOD**

This research used qualitative research, where the basic concept of qualitative research is research that aimed to explore and understand the meaning that a number of individuals or groups of people ascribe to social or humanitarian problems (Creswell, 2009). Creswell further explained that this qualitative research process involves important efforts, such as collecting data. Qualitative research is concerned with qualitative phenomena. For example, when we are interested in investigating the reasons for human behavior (that is, why people think or do certain things), we quite often talk about 'Motivational Research', an important type of qualitative research. Qualitative research is particularly important in the behavioral sciences where the goal is to discover the motives underlying human behavior. In this study, the researcher used Twitter as the platform used to conduct selling transactions. The researcher tried to explore some of the languages commonly used by Twitter users to conduct online selling transactions (Kudsumastuti & Khoiron, 2019).

## **FINDINGS AND DISCUSSION**

This includes the results of the research, summarize the collected data and the analysis performed on those data. In the pursuit of delving into the dynamics of sales within social media, particularly on the Twitter platform, this research explores several languages frequently employed by Twitter users during selling activities on the platform. The focus of this study is to unveil language patterns utilized in the context of buying and merchandising activities occurring within the digital realm, specifically within the realm of Twitter. The analysis presented in this section will detail the various types of language commonly observed in the context of sales on this social media platform. More explanation in Table 1 below:

**Table 1. Data Found in Twitter**

No.	Data	Language	Meaning
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1



WTS

"WTS" stands for "Want To Sell" in the business context on Twitter. This term is used by platform users to tag tweets containing offers for products or services they wish to sell. Twitter users seeking shopping opportunities or attractive deals can easily find posts marked with "WTS," streamlining the transaction process and facilitating interaction between sellers and buyers. Thus, "WTS" contributes to creating a dynamic business environment and facilitating communication among Twitter business participants. Users employing "WTS" typically include essential information such as the type of product or service being sold, pricing, and contact details. This helps simplify the transaction process and provides clarity to potential buyers. By leveraging the "WTS" tag, Twitter users can conduct their business activities more effectively while offering the online community opportunities to discover and purchase the goods or services they need.

2

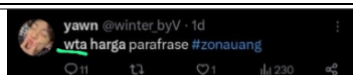


WTB

"WTB" stands for "Want To Buy" in the business context on Twitter. When users incorporate the "WTB" tag into their tweets, it signifies that they are actively seeking a particular product or service to purchase. Those looking to sell goods or services can respond to "WTB" tweets, offering their products or services to potential buyers actively in search of them. In this way, "WTB" facilitates interactions between buyers and sellers, creating opportunities for mutually beneficial transactions. Users utilizing "WTB" typically provide details about the specific item or service they are looking for, including any preferences or requirements they may have. This helps streamline the process, allowing sellers to better understand the buyer's needs and present relevant offerings. By leveraging the "WTB" tag, Twitter users can engage in a more targeted and efficient buying process, connecting with sellers who can fulfill their specific requirements.

3

WTA



"WTA" commonly stands for "Want To Adopt" in the context of pet adoption. When users incorporate the "WTA" tag in their tweets, it signifies that they are actively seeking to adopt a pet. Posts featuring "WTA" often include information about the type of animal they are looking for, specific preferences, and contact details. By using this tag, Twitter can serve as a platform that facilitates interactions between those looking to rehome pets and individuals seeking to adopt, creating opportunities to unite pets in need of homes with caring owners. The use of "WTA" on Twitter enables a streamlined and accessible way for potential adopters to connect with those looking to find loving homes for animals. This hashtag aids in creating a community focused on pet adoption, fostering a supportive environment for sharing information about animals in need and helping match them with compassionate individuals or families willing to provide a caring and permanent home.

4



UFS

"UFS" stands for "Used For Sale" in the business context on Twitter. When users include the "UFS" tag in their tweets, it indicates that they have second-hand items available for purchase. Users can use "UFS" to mark posts containing information about the used products they are offering, including descriptions, item conditions, and prices. This helps create transparency for potential buyers searching for pre-owned items and streamlines the buying and selling process on the platform. Those in search of second-hand items or aiming to find more affordable deals can easily look for tweets tagged with "UFS" to discover the items they need. By leveraging this tag, Twitter becomes an effective platform for a variety of used goods transactions, providing users with the convenience to explore and find products at prices that suit their needs.

5



## Restock

"Restock" or "readstock" typically refers to the replenishment of stock or inventory in a business, particularly in the context of retail or e-commerce. When sellers use the term "readstock" on platforms like Twitter, they are announcing that a particular product or item, which was previously out of stock or unavailable, is now back in stock and available for purchase. This term is commonly used to inform potential buyers and followers about the availability of sought-after items, generating excitement and prompting individuals who may have missed out on the initial release to make a purchase. Twitter users often use "readstock" announcements to keep their audience informed about the latest updates on product availability. This can be particularly relevant for limited-edition or high-demand items where customers eagerly await restocks. By using "readstock," sellers can effectively communicate the availability of products, capitalize on consumer interest, and facilitate prompt purchasing decisions.

6



## Price list

"Pricelist" on platforms like Twitter typically refers to a published list or document containing the prices of various products or services offered by a seller. When a user shares a "pricelist," it serves as a comprehensive guide for potential buyers, providing clear and detailed information about the cost of different items or services. This can include descriptions, specifications, and corresponding prices, offering transparency and helping customers make informed decisions. Using "pricelist" in a tweet allows sellers to efficiently communicate their range of offerings and associated prices to their audience. This can be beneficial for businesses with diverse product lines or services, as it streamlines the process for customers to review and compare prices. Additionally, sharing a pricelist on Twitter can attract potential buyers by providing a

quick overview of available products and their associated costs, facilitating a more straightforward and transparent transaction process.

7



Nett

"Nett" is commonly used in online marketplaces and sales platforms to indicate that the stated price for a product or service is all-inclusive and non-negotiable. When a user adds the term "nett" to a listing on platforms like Twitter, it serves as a clear signal to potential buyers that the specified price is the final amount, with no room for haggling or negotiation. This transparency helps streamline the buying process and sets clear expectations for both the seller and the buyer, reducing the need for back-and-forth negotiations. By using "nett," sellers aim to attract buyers who are comfortable with the stated price and discourage those who might attempt to negotiate for a lower amount. This term is particularly useful in situations where sellers want to maintain firm pricing or when the nature of the product or service makes it challenging to adjust the cost. The use of "nett" ensures a straightforward and efficient transaction, aligning the expectations of both parties involved in the buying and selling process.

Based on the findings above, the universal essence of language underscores the equality among all languages and their variants, originating from the same fundamental foundation and being fundamentally human. The divergence in language forms is a result of adaptations to the unique necessities within distinct speech communities over time. Each language embraces distinct approaches; while some delineate multiple verb tenses morphologically (unlike English, which features only two), others classify nouns into diverse "gender" categories (contrary to English). Despite these variations, each language adeptly caters to the communicative requirements of its specific speech community. Yet, in scenarios where multiple speech communities intersect, discrepancies in power, status, or economic resources can emerge Fasold (2006). As a result, the language variant of the dominant group often garners elevated status, particularly when its usage offers increased access to influence or affluence, as exemplified in the table provided. Linguists tackle language akin to how astronomers explore the universe or anthropologists' study human cultural systems. Just as astronomers wouldn't assert that planets orbit stars "incorrectly," and anthropologists wouldn't label a culture "degenerate" merely due to differences from their own, linguists approach language in its existing form. Rather than attempting to enforce predetermined standards, linguists embrace languages as they naturally exist.

## CONCLUSION

Based on the findings and discussion above, it concluded that there are some languages for selling found when the researcher tries to explore Twitter as selling media, such as WTS, WTB, WTA, UFS, restock, price list, and net. It shows that the findings underscore the platform's capacity as a hub for language variations, exhibiting a distinct lexicon specifically crafted for buying and selling interactions. These linguistic adaptations, including



the abbreviations and terms employed, have become ingrained within the Twitter community, serving as efficient communication shortcuts for swift and precise transactional exchanges. Such language variations, rooted in the platform's commerce-driven context, have evolved over time to cater to the distinctive needs and practices of various speech communities actively engaged in buying and selling activities on Twitter. This linguistic evolution exemplifies how language adapts and shapes itself within specific social contexts, reflecting the dynamic nature of communication within online selling communities.

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