ENGLISH LANGUAGE ANALYSIS IN SALES MARKETING THROUGH LIVE STREAMING METHOD TO ENHANCE BANYUWANGI'S TRADITIONAL BATIK MSMES

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Abstract. This document gives formatting instructions for authors preparing papers for publication in the Journal Of Humanities And Social Studies. The authors must follow the instructions given in the document for the papers to be published. You can use this document as both an instruction set and as a template into which you can type your own text. Abstract should be written in English and should not exceed 250 words. It should briefly summarize the essence of the paper and covers the following areas: objective: state the problem or issue addressed, method: briefly summarize the innovation or method used to address the problem and results: brief summary of the results and important findings. Conclusions: brief concluding remarks on your results. It is typed using font Times New Roman, 9, single space.

Keywords: Linguistic Strategy, Digital Marketing, Live Commerce, MSMEs Empowerment, Local Batik Industry

I. INTRODUCTION

The rapid advancement of digital technology has fundamentally reshaped global marketing strategies, including those in Indonesia. One of the most transformative innovations in this digital shift is the emergence of live streaming-based marketing. Unlike traditional e-commerce models, live streaming enables real-time, interactive communication between sellers and consumers, thereby creating an immersive and personalized shopping experience. This method appeals especially to younger, digitally native consumers who value authenticity, immediacy, and emotional connection in their purchasing decisions (Cheng et al., 2023).

In Indonesia, digital commerce has experienced tremendous growth. According to the Indonesian E-Commerce Association (idEA, 2024), the total value of online transactions is projected to reach IDR 487 trillion in 2024, increasing from IDR 453 trillion in the previous year. Notably, live shopping accounts for a significant portion of this growth, with 80% of digital consumers expressing a preference for live interactions and 60% reporting that they have made purchases influenced by the "as-if-in-person" shopping sensation (Setyowati, 2024; McKinsey & Company, 2023). These numbers underscore the immense potential of live streaming as a powerful marketing channel—especially for micro, small, and medium enterprises (MSMEs) seeking innovative ways to increase engagement and conversion.

In this digital landscape, Banyuwangi's traditional batik MSMEs—known for their rich cultural and aesthetic value— face both unprecedented opportunities and pressing challenges. While digitization offers expanded market reach, it also demands adaptation to new communication modalities. The implementation of live streaming has proven effective for some MSMEs. A study by Achmad and Djumena (2024) reported that batik sellers who frequently utilized TikTok Live saw their average daily sales triple within months. However, the success of live streaming is not solely attributed to frequency; the strategic use of language—particularly persuasive, interactive, and emotionally engaging language— is instrumental in shaping consumer trust and stimulating purchase decisions.

An illustrative case is Batik Arkanza in Solo, which runs 24-hour live streaming supported by a team of rotating hosts. This consistent, high-engagement model led to a threefold increase in sales (Ariawan, 2024). A similar model could be adopted by Banyuwangi's batik MSMEs if supported by thoughtful linguistic planning. Communication strategies that convey urgency, highlight product credibility, and evoke emotional resonance have been found to be critical in influencing consumer behavior during live sessions (Nursaima, Putri, & Gunawan, 2024). Furthermore, the involvement of credible influencers or celebrity figures can amplify the effectiveness of these strategies, often resulting in impulsive buying behavior (Wang & Lee, 2023).

Interactive tools such as live Q&A, polls, and product demonstrations further enhance consumer involvement and sense of immediacy. Salsabila and Misidawati (2024) documented a 96% sales increase for the Galaxy Picture

MSME within three months of adopting TikTok Live, emphasizing that successful live streaming is not just about product visibility but also about "speaking the product" in a way that resonates with audiences.

In this context, language functions not merely as a medium of communication, but as a strategic tool in influencing consumer perception, emotion, and decision-making. Kotler and Keller (2023) highlight that effective marketing communication must trigger both emotional and cognitive engagement. Similarly, discourse theorist Fairclough (2023) asserts that in digital capitalism, language and discourse become central instruments of power and persuasion.

Despite the growing relevance of live streaming, existing studies have mostly focused on technological platforms or consumer behavior, with limited attention paid to the linguistic dimensions of live selling. This research addresses this gap by focusing on the role of English language use in sales marketing during live streaming sessions by Batik Khas Banyuwangi MSMEs. Specifically, it aims to examine how language—through choices in intonation, sentence structure, vocabulary, and interpersonal communication—can be optimized to enhance engagement, create a sense of urgency, and foster emotional connection with audiences.

By employing a qualitative discourse analysis approach, this study seeks to produce strategic insights on effective language use in digital marketing communication. The findings are expected to contribute both practically—to improve the digital marketing capabilities of local MSMEs—and theoretically, to the growing field of business linguistics and digital discourse. Ultimately, this research aspires to support the sustainable growth and global competitiveness of Banyuwangi's batik MSMEs within the evolving digital marketplace.

II. RESEARCH METHOD

This research adopts a mixed methods approach, which strategically integrates both qualitative and quantitative paradigms to achieve a comprehensive and multidimensional understanding of the research phenomenon—namely, the use of English language strategies in live streaming-based sales marketing by Batik Micro, Small, and Medium Enterprises (MSMEs) in Banyuwangi, Indonesia. The rationale for employing this methodological framework lies in the recognition that digital marketing communication, especially within the interactive and dynamic context of live streaming, encompasses both observable behavioral dimensions and underlying linguistic meaning-making processes. Therefore, a singular approach—whether qualitative or quantitative—would be insufficient in fully capturing the complexity of this phenomenon (Creswell & Plano Clark, 2018; Sugiyono, 2023).

The qualitative component of this study aims to uncover the nuanced patterns of language use, such as tone, sentence structure, diction, and interpersonal interaction strategies deployed during live streaming sessions. These aspects are explored through direct observation, video transcription, and in-depth interviews. Meanwhile, the quantitative component seeks to measure the effectiveness of specific linguistic strategies by analyzing numerical indicators of marketing success, such as sales performance, viewer engagement metrics, and comment conversion rates. This dual-track methodology allows for data triangulation, which enhances both construct validity and research reliability (Ivankova et al., 2020). In this way, the study not only provides interpretive insights into the communicative behavior of MSMEs but also offers evidence-based findings that are actionable and scalable.

1) Research Stages
a. Planning and Preparation
The initial phase of the study involved meticulous planning and sampling design. Researchers began by identifying and selecting Batik MSMEs in Banyuwangi that actively utilize live streaming platforms—such as TikTok Shop Live, Instagram Live, and Facebook Live—as part of their core marketing strategies. The selection process was guided by criteria including regularity of live streaming schedules, visibility in digital platforms, prior sales performance, and degree of audience interaction. In line with Creswell (2016), ensuring rigorous internal validity during the planning phase is imperative to producing trustworthy data. A research framework and instruments for data collection were also developed at this stage, including observation checklists, interview guides, and data coding manuals. Ethical considerations, such as informed consent and data confidentiality, were also addressed in accordance with best practices in digital ethnography (Pink et al., 2022).

b. Data Collection
The data collection process was conducted over a period of three months and comprised two key dimensions:

Qualitative Data Collection: This involved real-time observation and video documentation of live streaming sessions conducted by the selected MSMEs. Each session was transcribed and coded for analysis. Researchers focused on linguistic elements such as vocabulary selection (e.g., limited-time offers, urgency phrases), tone modulation, and interactional cues (e.g., addressing viewers by name, responding to real-time queries). Additionally, semi-structured interviews were conducted with live stream hosts and business owners to probe their intentions behind certain language choices and their perception of customer responses. As Patton (2015) notes, qualitative interviews can yield rich insight into meaning-making processes that are not immediately evident through observation alone.

Quantitative Data Collection: Key performance indicators (KPIs) such as sales figures before and after streaming, viewer retention rate, engagement rate (likes, shares, comments), and conversion ratios were collected using platform analytics and self-reported business data. This allowed the researchers to objectively assess the impact of language strategies on sales and engagement outcomes. According to Miles, Huberman, and Saldaña (2014), integrating numerical data with qualitative findings enhances analytical depth and strengthens generalizability across similar contexts.

c. Data Analysis

The data analysis process was conducted through two complementary streams:

Qualitative Analysis: Discourse analysis techniques were employed to examine the transcribed language data from live sessions. Drawing on the framework developed by Fairclough (2023), discourse was analyzed as both a linguistic structure and a sociocultural practice. Researchers identified recurring persuasive strategies, metaphor usage, sentence patterns, and dialogic styles that were effective in engaging viewers and motivating purchases. NVivo 14 software was used to code and cluster linguistic phenomena, providing thematic insights into how English language is mobilized for commercial persuasion in a local cultural context.

Quantitative Analysis: The collected numerical data were analyzed using descriptive statistics (mean, frequency, standard deviation) and simple linear regression to explore the relationship between language strategy use (independent variable) and marketing performance (dependent variables such as sales increase and engagement rates). IBM SPSS 26 software was utilized for statistical modeling. The significance threshold was set at $p < 0.05$, and model fit was assessed using R^2 values. As explained by Ghozali (2024), multivariate techniques like regression analysis provide empirical validation to qualitative assumptions and facilitate predictive interpretation of social phenomena.

This mixed methods research design offers a robust analytical lens to evaluate the role of English language strategies in enhancing the live-streamed sales performance of traditional Batik MSMEs in Banyuwangi. By bridging linguistic analysis with performance metrics, the study moves beyond surface-level observations and delves into the strategic communicative practices that underlie successful digital marketing. The insights generated through this methodology are not only expected to inform local business practices but also contribute to the growing scholarship on business linguistics, digital commerce communication, and language-driven entrepreneurship in emerging markets (Bargiela-Chiappini & Nickerson, 2021). Ultimately, the findings aim to empower local batik entrepreneurs to optimize their language use in live commerce, strengthen their market positioning, and thrive in the increasingly competitive digital marketplace.

III. RESULTS AND DISCUSSION

1. Dominance of Mixed English (Code-Switching)

Observation results of 10 Banyuwangi Batik UMKMs that actively conduct live streaming show that 90% use a mixture of Indonesian and English consistently during the session. This form of *code-switching* is not random, but strategic and planned, especially in important parts such as price promotions, limited offers, and invitations to buy.
Examples of the most frequently used phrases:

English	Frequency of Appearance	Context of Use
"Limited offer"	38 times	When the flash promo starts
"Buy one get one"	25 times	When the bundle is on promo
"Check out now"	34 times	At the live closing
"Only today"	27 times	Explaining the promo deadline

This table shows that English phrases are used to create a sense of urgency and exclusivity. One of the hosts of UMKM *Batik Sekar Arum* stated:
"If you use English like 'last stock' it makes the audience feel like they can't miss out."

2. Use of Language-Based Persuasion Strategies

The language strategies used by hosts are generally aimed at persuading, by inserting words or sentences that can trigger a quick buying action. For example:

- "Last stock, hurry!"
- "Only 3 left!"
- "Don't miss out!"

The use of this kind of diction plays a role in encouraging buyers to take immediate action. Sales statistics show a positive correlation between the intensity of use of persuasive phrases and the number of checkouts within 10 minutes of the phrase being uttered.

3. High Level of Interaction in Interpersonal Sentences

English greetings and interpersonal expressions create an emotional connection between the seller and the audience. Sentences such as:

- "Hello dear!"
- "Thank you for watching!"
- "Let me show you this beautiful piece!"

Increase engagement rate by 18% compared to neutral sentences in Indonesian. The following diagram shows the increase in engagement based on language style :

◆ Increased Engagement Based on Language Style

In this study, it was found that the use of interpersonal language styles in English such as "Hi everyone!", "Let me show you something amazing!", "Don't miss it, dear!" was able to increase the engagement rate by up to 18% compared to the use of neutral sentences in Indonesian such as "This is the product", "Please see", "Check the price below" .

This interpersonal style not only strengthens the emotional connection with the audience, but also adds a sense of exclusivity and interactivity, which is very important in live streaming-based marketing communications.

Diagram 1: Comparison of Engagement Rates Based on Language Style

Language style	Average Engagement Rate
Neutral Sentences (Indonesia)	9%
Interpersonal Sentences (English)	17%
Mixed Persuasive Sentences	19%

Source: Results of live streaming observations of 6 Banyuwangi Batik MSMEs for 1 month, June 2025.

◆ Support from Interview Results

Some interview excerpts that support these findings include:

"If I say 'Check this out, it's beautiful', people immediately ask for the size and color. But if I just say 'Please take a look', the response is slow."
— *Rina, Host Live Streaming Batik Arunika*

"Using greetings like 'hello dear' makes people more comfortable, like chatting directly. So they comment more often or buy directly."
— *Dian, Owner of Batik Kinasih*

◆ **Interpretation of Findings**
- sentences in English that are significantly emotional and interpersonal :
  o Increase 'buy now' button clicks (conversion) .
  o Increase the frequency of comments and questions during the broadcast .
  o Increased viewer retention time (average from 5.3 minutes to 7.1 minutes).
- English not only functions as a means of communication, but also as a branding strategy that strengthens a professional and modern image .

4. Increased Sales after Mixed Language Live Streaming
Data from the five MSMEs observed showed an increase in sales as follows:

MSMEs	Pre-Live Sales	Sales After Live (24 hours)	Percentage Increase
Aruna Batik	Rp. 3,500,000	Rp4,320,000	23.4%
Jasmine Batik	Rp2,800,000	Rp3,360,000	20.0%
Batik Pradana	Rp. 5,000,000	Rp. 6,250,000	25.0%
Batik Sekar Arum	Rp1,800,000	Rp2,100,000	16.7%
Batik Tirta	Rp2,200,000	Rp2,620,000	19.1%

The average increase in sales was 20.84% in 24 hours. This improvement is related to the use of interesting and interactive English.

5. Positive Perception of Professionalism
From the results of interviews with 15 regular consumers, 12 stated that the use of English in live streaming reflects a professional, modern and convincing impression.

"I like watching Batik Aruna live, they are like a foreign boutique in the way they talk. They give a very professional impression." — (Interview, Respondent 08)

This shows that English is not only a means of communication, but also part of the brand image.

6. Challenges in Pronunciation and Self-Confidence
Despite effective English usage, some hosts still show pronunciation issues and lack of confidence. Case in point:
- One of the hosts referred to "voucher" as "focer" repeatedly.
- Some hosts were unable to continue their sentences due to hesitation and stuttering.

This observation shows the need for basic pronunciation training so that language strategies do not backfire on brand credibility.

Overall, these results show that the English strategy in live streaming not only expands the market, but also creates a competitive professional image for Banyuwangi Batik UMKM in the increasingly dynamic digital market.

1. English as a Symbol of Digital Credibility
The use of English in live streaming sessions by MSME batik actors in Banyuwangi not only serves to convey promotional messages, but also acts as a symbol of digital credibility. This is in line with the concept of *language as symbolic capital* put forward by Bourdieu (1991), where language is seen as a social resource that can improve position and legitimacy in the market. English, in this context, is not just a means of communication, but becomes *a status marker* that reflects professionalism, openness to the global market, and readiness to face the digital era. In a recent study by Chen & Yang (2022) on fashion e-commerce in China, it was found that the use of English in local product promotions increases consumer perceptions of quality and trust in brands. This phenomenon shows that English has its own selling power in the digital environment, especially when associated with the values of modernity and market openness.

2. Effectiveness of Live Streaming as an Interactive Marketing Strategy
Live streaming marketing is growing rapidly as a form of digital marketing that combines real-time two-way communication and live product visualization. In the context of batik MSMEs, platforms such as TikTok Shop Live and Instagram Live allow audiences to see products directly, ask questions, and get instant responses. This advantage makes live streaming effective in building *engagement* and increasing sales conversions. According to Kotler et al. (2021) in *Marketing 5.0: Technology for Humanity* , interactivity is one of the keys to marketing in the digital era. By incorporating English into the live streaming format, MSMEs demonstrate adaptability to younger and more globally-minded target markets, especially Generation Z and millennials, who are accustomed to bilingual and visually oriented content.

3. Code-Switching as a Rhetorical Tool and Marketing Strategy
The use of *code-switching* or switching languages between Indonesian and English during live streaming sessions has been shown to increase the appeal of communication. MSMEs strategically use English phrases such as "last stock", "buy now", and "thank you, dear" to strengthen the persuasive and emotional effects on the audience. This finding supports Gumperz's (2020) study which highlights the role of *code-switching* as an effective rhetorical tool in the context of multilingual communication. A similar study was also conducted by Rahman et al. (2023) in Malaysia on food live commerce players, who found that the combination of local languages and English created an effect of closeness as well as credibility. Thus, *code-switching* can be understood as a communicative strategy that not only strengthens cultural identity but also expands market reach.

4. Language Connectivity and Sales Conversion
Quantitative data in this study showed an average increase in sales of 17–24% within 24 hours after an intensive English live streaming session. Persuasive phrases such as *"Only 3 left!"* or *"Limited offer, grab it now!"* have been shown to create urgency that drives purchase action.

These findings support the AIDA (Attention, Interest, Desire, Action) model that has long been known in the marketing world. English in this context plays a role in every stage: attracting attention , building interest , forming desire , and triggering purchase action . This model is also used in a study by Baryadi & Pratama (2021) which examines digital promotion in the Indonesian fashion sector.

5. The Importance of Language Training in the Digital Transformation of MSMEs

The challenges faced by some hosts in pronunciation and confidence in using English indicate the need for practical communication training that is relevant to the digital context. Language, in this case, is no longer just a communication tool , but a strategic asset that supports the digital transformation of MSMEs. According to Marwanti et al. (2023) , digital and multilingual business communication training is one of the urgent needs in empowering MSMEs post-pandemic. This kind of training is important so that business actors are not only able to sell, but also build a competitive *brand identity* .

6. Research Contribution to Business Linguistics Studies

Theoretically, this research contributes to the development of business linguistics discipline , especially in local contexts such as Banyuwangi which combines traditional products (batik) with modern approaches (digital marketing). This finding emphasizes that language is not a neutral element, but an active actor in the commercialization and branding process. Holmes & Stubbe (2022); Khoiruman, et al., (2023) in their study of organizational linguistics stated that the use of language in business not only reflects company values, but also shapes market perceptions. This study enriches the narrative with empirical evidence from the MSME sector, which shows that language strategies have a direct impact on consumer behavior and sales performance.

IV.CONCLUSION

Based on the results and discussions that have been described, it can be concluded that the use of English in live streaming sessions by batik UMKM actors in Banyuwangi not only increases the effectiveness of communication, but also builds a strong image of professionalism and digital credibility in the eyes of consumers. The integration of English, either fully or through *code-switching practices* , has been shown to be able to attract attention, build interest, and encourage purchasing actions significantly, in accordance with the AIDA model. In addition, live streaming as an interactive marketing medium allows for the delivery of more personal and dynamic narratives, especially when combined with persuasive and emotional English phrases. These findings underline the importance of practical English communication training for MSMEs as part of their digital transformation strategy and brand identity strengthening. Academically, this research makes a real contribution to the development of *business linguistics studies* , by emphasizing that language has a strategic function in contextual, adaptive, and highly competitive digital marketing, especially in local creative industries such as Banyuwangi batik.

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