

CHAPTER I INTRODUCTION

1.1 Background of the Study

Social media becomes a means of wide and free interaction among people nowadays. It is known as a term of media in which within it, interactive participants are involved (Manning 2014). Practically, social media allows individuals to interact with each other and people will gain lots of information within the interaction. The interaction may involve sending messages or pictures even though the sender and receiver are not in the same area. Furthermore, the phenomenon of social networks in people's interaction and dissemination of information is rapidly growing on Twitter (Zhang et al. 2017).

On Twitter, the users are allowed to quickly post and do exchange text messages. Since it can be used easily and quickly, the users might have their own patterns or characteristics in stating the messages or posting tweets (Zhang et al. 2017). Compared to other social networks, Twitter has a different model for spreading information and posting tweets. Whenever the users post messages on Twitter, it can be easily identified by only searching the keywords or it can be called a hashtag (Zhang et al. 2017). Moreover, through that mechanism, all trending topics might be generated and the users can easily use the platform to discuss and exchange their ideas even though they might not have any explicit relation in their real life. Therefore, many users utilize Twitter for their needs since it provides the ease interaction with each other.

One of the users' needs that is trending among society is utilizing Twitter for thriving business. The tagline "*what is happening*" which is provided by Twitter allows the users to engage in discussions and specific topics regarding their thoughts or experiences in some cases especially about their experiences in engaging business such as sharing their experiences on buying or doing transactions through giving comments or ideas (Curan, Harra, and Brien 2016). It can be viewed on e-commerce which utilizes Twitter to let its customers interact with each other.

Since e-commerce is increasingly growing and trending in utilizing Twitter, the impact can be seen on the phenomenon of online shopping which exists in e-commerce. E-commerce is known as a place of commerce activity for goods and services which is supported by telecommunication and its tools such as the internet (Kabugumila, Lushakuzi Ph.D., and Mtui 2016). Within e-commerce, online shopping is increased to be experienced by society compared to traditional shopping. Online shopping can be defined as the activity of buying goods or services through the internet which existed within the e-commerce situation (Islam 2021). It has been the behavior in Indonesia (Suharto et al. 2018). Therefore, to keep the relationship between the e-commerce reputation and customers, customers' desires should be known regarding the service or others which is interrelated with e-commerce (Flint, Woodruff, and Gardial 2002). Relating to that, one of popular e-commerces is Shopee.

Shopee is still awarded as the first rank e-commerce in Indonesia until nowadays. It is because Shopee always gives a significant impact to the customers

(Pressrelease 2020). Other than that, this e-commerce has been awarded as *Indonesian Netizen Brand Choice Award* because its growth in Indonesia is incredibly fast as e-commerce (Makmun 2017). Shopee on its website states that e-commerce upholds the value of “We serve” which means customers are always right and strive to exceed customers’ expectations. Besides that, the awards which were given to Shopee were due to customers’ support to maximize social features in its application (Makmun, 2017). Therefore, it can be proved that requests from the customers are essential for Shopee. Thus, the customers might have strategies in conveying the requests relating to their conditions at the time.

There are request strategies such as hints, hearer’s ability or willingness, suggestory formulae, statements of speaker’s wishes and desires, statements of speaker’s needs and demands, statements of obligation, performatives, and imperative (Trosborg 1995). The use of the request strategies can be conveyed through presenting the speaker’s advice, warning, and etc (Trosborg 1995). Moreover, conveying requests is an illustration phenomenon in language that is referred to as the phenomenon of conversationally conveyed meaning and the action is intended to be done (H, Clark, and Lucy 1975). Relating to the situation, the one who is requesting is called requester and the one who is hearing is called requestee (Trosborg 1995). In this case, people who have the authority to act as requesters over requestee include customers, teachers, and many more (Jalilifar 2009).

Relating to those considerations, it is interesting to discuss the use of request strategies performed by customers of Shopee related to the situation and

suitability of their needs. Moreover, the uses of request strategies are useful for the customers and the relationship between the company and customers can run smoothly (Merlin 2020). This study generally aims to identify strategies and the frequent request strategy used by customers of Shopee on Twitter @ShopeeID. Tweets in Indonesian language from 1st August 2021 until 8th August 2021 were selected to identify and specify the data. Those ranges of dates that contained tweets were chosen as a source of data due to the appearance of three events that trigger the customers to convey requests. The three key events are promoting campaign events, campaign event, and new regulation for getting free-cost delivery.

Those key events are actively connected to the customers' desires. From 1st August until 8th August, there were many tweets in which requests were written by customers concerning the related situation. In this case, related requests are needed to be performed by customers on @ShopeeID in order to be a better version for the future and the relationship between customers and e-commerce can be engaged with each other. Therefore, both of them can get benefits (Merlin 2020).

In order to deeply gain knowledge about request strategies, a review on previous studies is needed. A study of request strategy was conducted by Ramadhina (2016) that existed during bargaining at Pasar Kencong Jember within an interaction. During the interaction, the request strategy which existed was used to minimize the imposition within their request. Another study was conducted by Tami and Ambelegin (2020) that identified request strategies used by speakers of

the television show *Little Big Shots UK* and the study showed that the dominant type of request is the direct request strategy.

The other study was conducted by Wibowo and Cempaka (2020) who investigated a study of request strategies and their study aimed to analyze and identify the classification of speech act and types of request strategy. Thus, they found that the dominant type which was used by the characters was mood derivable. Request strategies study was also observed by Balman, Lee, and Inoue (2020) that conducted a study of request strategies in the form of emails that were written by students towards the professors. The study found that request strategies were differently used by students depending on the rate of imposition and the conventionally indirect request was favored by students to write request emails with low imposition.

Compared to those previous studies, there are some gaps that can be highlighted in this present study. Most of those studies concerned the use of request strategies in spoken discourse. Meanwhile, this study focused on the use of request strategies in written discourse by applying the theory of request strategies proposed by Trosborg (1995). Other than that, the gap can be seen through the media which is used. The previous studies mainly investigated the use of request strategies that happen in the films while this present study investigated the use of request strategies in a social media interaction. Therefore, the use of requests strategies in the written corpus which existed within social media interaction, especially on Twitter, The issue is perceived as interesting to be discussed.

This present study will contribute to providing new insight of request strategies on a different object of study. Moreover, the writer expects the finding of this study will give practical examples for readers, especially customers, to utilize the use of request strategies which commonly happen in a social media interaction. Other than that, the result will also provide the appearance of request strategies so that customer service can be more aware of such request strategies which are performed by customers.

1.2. Statement of the Problems

Relating to the background that has been stated above, two questions are established in order to guide the study. The questions are:

1. What request strategies are used by customers of Shopee found on Twitter @ShopeeID based on Trosborg (1995)?
2. What is the most frequent request strategy performed by customers of Shopee on Twitter @ShopeeID based on Trosborg (1995)?

1.3. Objectives of the Study

In relation to the research questions that are made above, the aims of this study can be stated as follows:

1. To examine request strategies performed by the customers of Shopee on Twitter @ShopeeID.
2. To identify the most frequent request strategy performed by the customers of Shopee on Twitter ShopeeID

1.4. Significance of the Study

Theoretically, this study is expected to provide further development and insight of pragmatics on the notion of request strategies. The findings of this study may also contribute for other researchers a new perspective on the use of request strategies in a social media platform such as Twitter.

Practically, this study may gives insight on the use of request strategies when the customers have requests to the interlocutor especially in e-commerce situations. Since the situation nowadays leads customers of e-commerce to convey their requests, and it may not be common for some customers, therefore, the findings will show the strategies which can be used for customers in conveying requests in a written discourse especially through social media. Other than that, the findings also might contribute in providing the appearance of request strategies that might happen indirectly and customer service might not realize it.

1.5 Definition of Key Terms

Request Strategies : Ways of requesting which are commonly performed by people in order to convey their desires or wants towards the others (Trosborg 1995).

Customers : Known as clients, buyers, and purchasers (Peppers and Rogers2011) as cited in (Majava, Nuottila, and Haapasalo 2013). Customers are also known as the ones who can be potential to seek the problems related to the product or

	services solutions (Griffin 2015) as cited in (Majava, Nuottila, and Haapasalo 2013).
E-commerce	:The activity of selling and buying products or services by using electronic systems such as the internet and other computer networks (Malgwi, Muhammad, and Mathias 2018).
Shopee	: The leading e-commerce platform in Southeast Asia and Taiwan which provides customers with easy, secure, and fast online shopping which serves various life needs (Shopee 2020). As a platform, users can browse,sell, and shop with logistical and payment support which presents a range of products (Shopee 2020).
Twitter	: A kind of social media which can be considered as microblogging service where people can be interconnected by sending tweets, messages,and other components which exist in Twitter such as sending pictures or videos, retweets, and stories (Kwak et al. 2010).