Reality Role of Language Improving E-commerce

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Abstract. The goal of this research is for knowing that language has an important role to attract the attention of customers in improving e-commerce. This research used a descriptive analysis method. The instrument used is a study of documentation. The research subject is a customer who often using e-commerce either for services or goods. The result of this research showed that a customer chooses e-commerce because it saves time. They interested in a service or item on web online site because the display looks nice and customers will be more attractive to purchase when reading descriptions of goods or services using interesting and polite language. The result of the research showed that language has a very important role to attract customer's attention to buy a product. The Admin is required to have good language skills in promoting and informing their products, as well as in answering and responding to questions or complaints from consumers.

1. Introduction
The development of information in E-commerce technology has created new opportunities and businesses where business transactions are increasingly carried out electronically [1]. In connection with the development of information technology, it is possible for everyone to easily do business such as buying and selling [2]. E-commerce is a trade transaction between sellers and buyers using internet media. So the process of ordering goods is communicated via the internet by chat [3]. The existence of E-Commerce is a promising business alternative to be applied to technology as it is now, because E-Commerce provides a lot of convenience for both parties, both from merchants and buyers (buyers) in conducting trade transactions, even though the parties are in even two different continents [4]. With E-Commerce, every transaction that does not require a meeting at the negotiation stage is only necessary to transfer the hang and then the goods we buy are delivered [5]. For this business success requires the best strategy, so that in any sector must have a good strategy. With minimal capital we can get big profits [6], through e-commerce or often called e-business, with small capital and with internet use, we can make a lot of profits without renting a place [7]. E-commerce is trading with the internet, also known as e-business [8] in the world of e-commerce not only the quality of goods that buyers see but how to communicate the admin so that language is needed because language is a communication tool between sellers and customers [9]. We have to use language or words to attract the attention of customers but remember to still use polite language [10]. Research on e-commerce has been carried out a lot, including Reza, who stated that the sales promotion strategy carried out by Lazada Indonesia through online media websites was the main sales promotion tool used by Lazada Indonesia through e-commerce.[11] However, this study does not discuss the importance of the role of language used...
by sellers when communicating or chatting with consumers. Therefore, the authors are interested in researching the role of language in increasing product sales online. The purpose of this research is to add knowledge about how very important a language procedure and the influence of e-commerce. And this study used descriptive analysis method in which trying to buy one product is given by several e-commerce sites and in describing items as well as in answering consumer chats in answering chat questions from consumers using words and languages that attract consumers' attention.

The purpose of this research is for knowing that language has an important role to attract the attention of customers in improving e-commerce. This research used a descriptive analysis method. The instrument used is a study of documentation. The research subject is a customer who often using e-commerce either for services or goods.

2. Method
This research used a descriptive analysis method. The instrument used is a study of documentation by analyzing the contents of the text obtained through conversation about how the seller promotes and describes the goods to be sold, as well as the response from the admin in answering questions from consumers. Data sources have been taken from e-commerce websites, including Baju Kita Indonesia, Unniegoods online stores, and Vanileshop. Data collection has been taken from March to May 2018.

3. Results and Discussion
Based on document analysis that has been carried out on the Online Shop of Baju Kita Indonesia, Unniegoods online shop, and Vanileshop, it is known that the three of them succeeded in attracting a lot of attention from consumers to visit their website and also successfully attracted consumers to shop using e-commerce. Baju kita Indonesia is an online shop that sells various types of clothes, pants to skirts. Unniegoods is an online shop that provides various kinds of merchandise from Korean idols. Vanileshop provides fashion equipment products. The products provided by the three online shops are appropriate, because they provide fashion and electronic products. This is consistent with the findings of previous research that the highest percentage collected from survey respondents stated that electronic and fashion products were the most commodities. The two product categories are almost equally strong on e-commerce platforms in Indonesia.

The results of the analysis of conversations between consumers and administrators of Baju Kita Indonesia are presented in dialogue below.

C: Sis, when will the goods arrive?
A: about 3-4 working days, Sis
   A few days later:
C: Sis, I received the sweater
A: Yes, thank you. I hope you like it. I'm waiting for the next order, Sis, hihihi. The sweater is used, Sis, and don't forget to take a picture and then upload it to our Instagram @sweaterpolos, so we can repost it. thanks sis
C: Ok sis

Based on the conversation above, it can be seen that, the admin is much more friendly and the delivery on time according to what is said and the language is easy to understand also returns also using emoticons. The words used are very suitable for young people because they seem friendly and good at replying to their.
Then, the results of the analysis of conversations between consumers and administrators of Unniegoods online shop are presented in dialogue below.

A: Sis, sorry for sending the order that should have been sent on Monday, it became rather late. This is because suppliers forget to send GOT7 banners to us. So, I will give you a choice, whether the order will be sent all at once or will it be sent separately? So the GOT7 banner will be sent later. we will probably accept the banner next week, but we don't know for sure what day the banner will be received. I'm sorry, Sis, it's all beyond our control. That is because the production of the merchandise is regulated by the supplier.

C: It's okay Sis. please send the order first. for the GOT7 banner, send it later

Based on the conversation above, it can be seen that Unniegoods is a place to buy Korean idol albums that already have many consumers. The manufacturer of the shop gave in detail honestly the constraints of the delivery of goods that occur with the use of Indonesian or good words, the unniesgoods of communicating with consumers through chat are very good because using semicolons correctly so it does not confuse consumers who read them.

The results of the analysis of conversations between consumers and administrators of Vanilleshop are presented in dialogue below.

A: Hello welcome, please be patient, we will answer the chat from you later. Please follow shopee.co.id/vanilleshop and Our Instagram vanille.shop. wanna GIVEAWAY? Please follow Instagram mogami.store. please use the code JNT75 (until May 31)

Warning: Please do not chat or make payments outside shopee to avoid fraud.

Ok Sis, please let us know if the ordered items have arrived

C: on behalf of Anggi, Sis, from Bandung

Based on the conversation above, it can be seen that Vanilleshop produces veils with good materials and low prices and when you want to ask for goods and delivery of goods, the admin will reply quickly. The admin reply kindly and in accordance with the availability of goods so as to make consumers want to return to buy the shop because the admins are friendly.

From the findings above, we can see that communication between administrators and consumers takes place very well. This can be seen from the fast response or answer given by the admin. Meanwhile, the language used by admin to answer or provide information to consumers is also good, polite, interesting, and informative. This is in accordance with the opinion of Kartajaya stated that Communication through Internet media is different from traditional media marketing communications. Changes in communication style more quickly where there are two way interactions between the seller and the buyer, the time of sending and receiving information by both can be measured in seconds so that there is communication harmony. With the internet, communication becomes interactive and dynamic. Someone is more easily expressing himself, doing networking, forming communities, collaborating, participating, and many other things. [12]. R Malhotra, F Garritt in his research said that the role of language in business can increase profits [13]. This is also in line with opinions from Kotler and Armstrong explained that consumer purchasing behavior is very influenced by personal characteristics. Culture, social, economic and psychological factors greatly influence their response to marketing messages. Here the Internet acts as a media which can accommodate various consumers with various social backgrounds and culture.
4. Conclusion
Language has a very important role in e-commerce business. Admin is required to have good language skills, such as using polite, interesting, slang, and right-to-use language in promoting and informing products sold online, as well as in answering and responding to questions or complaints from customers. Further and in-depth research on the role of language in future e-commerce business is needed.

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