PRAGMATICS ELEMENT IN PRODUCT PROMOTION CONTENT THROUGH SHORT VIDEO PLATFORM TIK TOK, INSTAGRAM REELS, AND YOUTUBE SHORTS

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ARTICLEINFO	ABSTRACT
Keywords: Pragmatics Element, Product Promotion, Short Video Platform	This study aims to analyze pragmatic elements in product promotion content through short video platforms on social media. The research method used was content analysis, which consists of unitizing, sampling, recording/coding, reducing, inferring, and narration. A total of 30 product advertising videos were obtained from Indonesian business accounts. Ten short videos were selected from each of the three social media platforms: TikTok, Instagram Reels, and YouTube Shorts. The results of the study showed that pragmatic elements used in product marketing content on the four short video platforms vary, including the use of casual conversational language and direct audience interaction. However, there are differences in the use of pragmatic elements between the four platforms, as product marketing content on TikTok and Instagram Reels is dominated by humorous and surprising elements, whereas product marketing content on YouTube Shorts emphasizes creativity and attractive visual elements. The results of this research provide insight into how marketers select appropriate short video platforms to advertise their products, as well as create content that suits the audience's preferences.
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1. INTRODUCTION

The number of people using the internet in Indonesia has been steadily rising alongside the country's rapid technological development. Kepios reports that, out of a total population of 276.4 billion, 167 billion are regular social media users. The average daily time spent on social media is 3 hours and 18 minutes. The most popular social media platform is WhatsApp, followed by Instagram, Facebook, and TikTok. From a marketing perspective, YouTube (139 million), Facebook (119.9 million), TikTok (109.9 million), and Instagram (89.5 million) have the greatest advertising potential (Kemp, 2023).

The trend of short videos is gaining popularity in increasing the user experience of applications as the number of social media users worldwide grows (Y. Wang, 2020). Indonesians spend an average of 2.1 hours per day watching short videos online because it helps them pass the time (56%), entertain themselves (53%), seek useful knowledge (41%), explore the world (40%), listen to news (36%), express themselves (34%), make friends (30%), bridge communication (26%), integrate with everyday social environment (25%), and shop (22%) (Marcomm Ipsos in Indonesia, 2023). Although interesting content alone may not have a substantial impact on consumer brand views, celebrity engagement clearly does (Rizki et al., 2022).

The pandemic accelerated the development of the short video platform because it assists users in adapting to and overcoming daily disruptions. Since its debut, the short video platform TikTok has captivated a large audience (Liu et al., 2021; Qin et al., 2022; J. Zhang, 2022; X. Zhang et al., 2019). The popularity of short videos is growing in importance for product and service promotion and marketing initiatives (Addo et al., 2022; Apasrawirote et al., 2022; Dong et al., 2023; Shi et al., 2023; P. Wang, 2022). Many businesses and professionals have switched to short video platforms (Liu et al., 2023; Pei et al., 2023;

Stephens, 2022; Zummo, 2022). This platform is also used to promote regional development and tourist destinations (Gan et al., 2023; Yu, 2023).

This depends on how the content creator accommodates the product to the target audience (Stephens, 2022), for instance, making up stories to persuade people to buy something for marketing reasons (Pei et al., 2023). In addition, other studies suggest that content matching, information relevance, storytelling, and emotional considerations should be incorporated into the design of short video content (Dong et al., 2023). A speaker should follow the norms of conversation when telling a story so that the audience understands what he is saying. But sometimes, whether on purpose or by accident, they break these rules. As a result, a linguistic phenomenon that was previously unacknowledged emerges (Mey, 2001). A speaker may describe something other than what is stated that is interpreted, implied, or intended (Brown & Yule, 1983, p. 31), as content creators often include elements of entertainment to attract audience interest.

Pragmatic elements in some video content on social media platforms have been studied. A study explored propaganda techniques in Traveloka YouTube video ads. Propaganda techniques such as card stacking, plain folk, and music make ads more realistic, impactful, and easy for viewers to accept. Even the use of these propaganda techniques is likely one of the reasons why advertisers are successful in attracting viewers to create a positive image of their services. The researcher suggests the need to further study the use of semantic and pragmatic meanings of language (Akmal 2020).

Another study identified and analyzed presupposition triggers found in YouTube ads. Seven of fourteen types of triggers were identified, including existential, lexical, and structural. Existential presupposition triggers in the form of definite descriptions were the most common triggers used in ads. This can be a tool to inform viewers that the advertiser's product exists, thereby increasing the viewers' interest in buying the product. The researcher concluded that presupposition not only helps advertisers to influence viewers but also other professions to influence society (Devi 2020). In the context of video ads, of course, the use of persuasive elements provided by the use of presupposition can influence viewers. However, other pragmatic elements cannot be ignored.

The appearance of a video can be significantly associated with culture, although for viewers, this can lead to different interpretations. A study explored the underlying racial, gender, and authenticity ideologies of signs that are stereotypically associated with symbolic blackness and embodied by a young Chinese American YouTuber. Researcher observed that the way viewers interpreted the host showed that although viewers largely reproduced the prevailing racial, gender, and linguistic authenticity ideologies in the US, their praise participated in the reshaping of the circulating Asian masculinity image in the transnational space (Chun, 2013).

Another study showed how femininity became one of the audience's attractions. Female *wanghong* on Chinese social commerce on TikTok strategically constructed multifaceted identities for the branding of a commodity. By combining "suggestive selling" behavior, they actively displayed lifestyle, scientific explanations, instructions, socialization, and entertainment. The study captured the use of verbal and visual resources by women in their self-branding videos (Y. Wang & Feng, 2022).

A study found that system quality has a stronger influence on the addictive behavior of users of short video platforms (Qin et al 2022). However, in terms of user experience and willingness to share information, another study showed that it is more strongly influenced by information quality. High-quality information can stimulate user experience satisfaction and reduce user selection difficulty (Shin et al 2023). Even though it seems small, changing the way social media accounts post content can have a big impact on the reach and success of the post, and in turn, also on the business itself (Liang & Wolfe, 2022). There are significant differences in the three platforms (TikTok, Instagram Reels, and YouTube Shorts) in terms of how content creators market their products. For example, in food and beverage content, statements about the product or brand are mentioned more in the video description on TikTok, compared to YouTube and Instagram. While the naming of branded food and beverages is more mentioned in the video description on Instagram, compared to non-branded products (Winzer et al., 2022).

Recommendation algorithms on short-video platforms also play an important role in the context of product marketing. Although each social media platform does not disclose how their algorithms work, content creators can trick the workings of the algorithms to make their videos go viral (Klug et al., 2021; P. Wang, 2022). Follow, like, and watch time features affect the recommendation of the next video view.

A survey reported that the growth of short-form video platforms has led to two fiercely competitive segments: TikTok and SnackVideo, which are driven by deep cultivation in short-form video, while Reels and YouTube Shorts benefit from their parent brands (Marcomm Ipsos in Indonesia, 2023). In terms of marketing, the potential for advertising is higher on YouTube, followed by Facebook, TikTok, and Instagram (Kemp, 2023). Therefore, this study focuses on TikTok, YouTube Shorts, and Instagram Reels, which represent different types of short-form video platforms with their own unique features. Research investigating the pragmatic elements of these social media short-form video platforms is still relatively rare. Users visit these sites with slightly different intentions, interact in various ways, and produce content that seems to be different from one site to another. However, it is not yet known whether and how the pragmatic elements used by marketers differ on these sites.

2. METHOD

The research method used is content analysis. Videos were chosen based on criteria that are relevant to the purpose of this study. Video content analysis is a research technique that uses videos to make reproducible and reliable inferences about the context in which they are used. The steps in content analysis consist of unitizing, sampling, recording/coding, reducing, inferring and narration (Krippendorff, 2019, p. 90).

Unitizing is the stage of collecting data to be analyzed. TikTok (TikTok version 30.2.3, Android), Instagram Reels (Instagram version 290.0.0.13.76, Android), and YouTube Shorts (YouTube, version 18.25.39, Android) were searched for short videos (latest update June 2023). Researchers searched for and followed accounts of businesses or brands that were active on all three platforms to make it easy to find relevant videos. The keywords and hashtags used include "promo", "discount", "cheap", and so on. After following several business accounts, the researcher interacted by watching, liking, and commenting on videos that promoted a product. Because of the recommendation algorithm (Boeker & Urman, 2022; Klug et al., 2021), apps often suggest advertising videos or related videos that also push a product Because of the recommendation algorithm (Boeker & Urman, 2022; Klug et al., 2021), it is common for apps to recommend advertising videos or videos that promote a product in a similar way.

Sampling is the simplification stage by determining the sample to be studied. The collected videos are then filtered according to the number of views or likes, as well as the most comments and shares. In addition, videos were posted only within the past year. Thirty short videos were selected from popular Indonesian business accounts and endorsers. Recoding or coding is the recording stage that is carried out regarding the data obtained and adjusted based on the pragmatic analysis used. Adapting conversational implicature theory (Grice, 1975), relevance theory (Sperber & Wilson, 1995), speech act theory (Austin, 1962; Searle, 1969), social pragmatics theory (Levinson, 1983), and visual communication theory, The purpose of recording these data is to make it easier to describe the data and draw conclusions.

Reducing is the filtering stage performed throughout the video analysis process to eliminate extraneous data and ensure that the material studied is relevant to the needs. Inferring is the process of deriving inferences based on data analysis results in accordance with the theory used. Narrating is the last step to describe the video that has been analyzed based on the conclusions that have been obtained. The descriptions are not only based on the researchers' opinions and understanding but they are also supported by theory.

3. RESULTS AND DISCUSSION

Here is a sample of short videos from TikTok, Instagram Reels, and YouTube Shorts. Several examples of analysis of short video content that violates Paul Grice's Cooperative principle are provided below. The following are some examples of the analysis of several utterances in the short video content that violates Paul Grice's Cooperative Principle (1975).

Figure 1. Screenshots of Some Short Videos Promoting Their Products

1.Source: musdalifahbasri (https://www.instagram.com/reel/Cq7-DB-hO3E)

Context: The video shows a drama scene of a housewife who comes home dirty because of the crumbs from the snacks that her husband and child ate. Another mom came up to her and offered some advice: "Daripada curhat sendirian, mending curhat sama Pocky."

The speaker in the drama played in the video violates the maxim of relevance when she provides information that is not appropriate or relevant to the main topic or purpose of the conversation.

2.Source: dilanjaniyar

(https://www.tiktok.com/@dilanjaniyar/video/7214382934927609114)

Context: The video shows a drama scene of a housewife cleaning the house, then her husband comes complaining because his stomach hurts. Her husband didn't go to the toilet and went out looking for another toilet. After seeing the condition of the toilet, the wife decided to go see the midwife. ""Coba saya periksa dahulu ya bu. Ini keluhannya apa ya bu?" asked the midwife. "Toilet saya sih bu." she replied. The scene changes when she meets an ustadz and says, Ustad tolong. Di kamar mandi saya. Ada yang mengganggu." After seeing the condition of the toilet, the ustad replied ""Kalo ini saya gak bisa bantu."

The speaker in the drama played in the video violates the maxim of relevance and also the maxim of quantity, where the speaker does not provide sufficient or too little information so that it does not meet the information needs of the recipient of the message.

3. Source: fadiljaidi

(https://www.tiktok.com/@fadiljaidi/video/7241553159322144005)

Context The video shows a drama scene between a buyer and Pak Haji (a seller). The buyer wants to buy ice cream but doesn't have enough money. Buyer: Mau beli banyak, tapi duitnya cuma segini (while showing the money). Seller: "Lah kurang segini mah. Tuh." (While thinking for a moment, the seller finally accepted the money.) "Ya udah, gakpapa ambil dua deh." Buyer: "Makasih ya. Pak Haji baik. Gak kayak papa aku pelit jelek lagi. Pak Haji baik."

After eating the purchased ice cream, then grabbed the money out of his pocket. The buyer didn't mean to lie when he said, "Eh ada duit." The seller then said, "Eh itu ada dua puluh rebu. Sini tukar." The buyer responded, "Tapi kan di sini es krimnya sudah habis. Aku mau beli di warung sebelah aja ah." The buyer then left the seller.

Even though in the context of humorous drama, the speaker violates the maxim of manner, namely demeaning others by mocking, satirizing with inappropriate words. Speaker 1 made a statement that does not correspond to the facts, although it is not indicated here whether he did it intentionally or not. But when he realized that he had extra money, he then did not correct his mistake and still left the seller (speaker 2)

4. Source: OurCollection

(https://www.youtube.com/shorts/wVe4xkPKwP8)

Context: A video promoting Traditional Ayam Penyet on Street Food, West Jakarta, was uploaded on September 25, 2022, and has received over 196 million views and over 3 million favorites within one year.

Video samples from short video platforms generally display attractive visuals and have an attraction called the satisfying effect. The title used and the display of the video thumbnail also attract people's interest in viewing the video.

From the perspective of conversational implicature, the greatest number of violations is in the maxim of quantity, where speakers often convey excessive information to their interlocutors or to the audience directly. The most frequent violation is the maxim of relevance, in which speakers often present situations that are irrelevant to the advertised product information. Overall, there is a complexity of pragmatic elements that emerge from content marketing on the short video platform. Each video can have more than one pragmatic element, which includes persuasive action, humor and surprise, imagery, and visualization.

Discussion
Comparison of the Use of Pragmatic Elements among Short Video Platforms
From the start, TikTok emphasizes creativity in its videos. TikTok content creators can create unique videos that combine music, dance moves, and visual effects that are engaging and entertaining. TikTok emphasizes the unique side of the product in marketing content. Content creators often go out of their way to highlight product uniqueness in their short videos to capture user attention and encourage engagement. Trends on TikTok change quickly and spread quickly. Marketing content on TikTok often seeks to take advantage of currently popular trends and challenges to promote products and influence user behavior. The element of humor and surprise has recently appeared more in product marketing content on the TikTok and Instagram Reels platforms than on YouTube Shorts.

There are several theories that can explain this effect. Relief theory assumes that humans experience emotional tension in a variety of situations, including anxiety, tension, and frustration. When a person is exposed to humorous content, the punchlines or humorous elements provide a release of previously felt emotional tension (Koestler, 1964). In comedic content, a twist ending or sudden change in plot can provide a breaking effect that results in laughter. According to the incongruity theory, humor occurs when an initial understanding or expectation of a situation or event is followed by conflicts, contradictions, or new understandings that cause discord or incompatibility with that understanding. According to the incongruity theory, when the audience notices this dissonance, they respond with joy or laughter (Bennett & Royle, 1960). In addition, superiority theory suggests that the element of humor arises from a person's feeling of superiority over others. This theory argues that humor appears when someone feels better, smarter, or superior to others in certain situations. It is often associated with feelings of pleasure that arise from putting down or making fun of others (Martin & Ford, 2018). The element of humor is often used by content creators to attract the attention of the audience. For example, videos that show someone intentionally or unintentionally doing something stupid that makes the viewer feel better or smarter. Surprise effects are used such as revealing unexpected or interesting information that was not previously known by the audience.

In contrast to TikTok, which emerged with the trend of dancing videos, Instagram emerged with the trend of sharing photos and videos, whereas YouTube focused solely on videos. By sharing photos and videos of their lives, celebrities have long captivated the interest of users. The Instagram users who created interesting visual content, known as celebgrams, and those who concentrated on specific information, known as influencers, rivaled the popularity of celebrities. Therefore, the presence of Instagram Reels strengthens the use of elements of trust and testimonials in product marketing content. Many brands and content creators use testimonials from users who have used the product to build trust and influence purchases.

The importance of language and action creates effects and produces changes in the context of communication (Austin, 1962). Language is not only used to convey information but also to perform actions or produce certain effects on listeners (Searle, 1969). In this context, content creators often use persuasive language that influences the audience to take certain actions, such as buying a product. Endorsers usually use convincing language to make strong arguments about the merits of the product or service they are promoting. They can use positive user testimonials, supporting data or facts, or their own personal experiences. Language use and communication are influenced by cultural context. Cultural context plays an important role in understanding language use and communication because each culture has different norms and rules for communicating (Levinson, 1983). In this case, cultural context is reflected in the choice of topics, style of language, cultural references, and insights shared by content creators.

Instagram Reels places an emphasis on engaging visuals. Instagram users often use sophisticated effects, filters and editing to create visually appealing videos and increase the appeal of the product being promoted. Marketing content on Instagram Reels often focuses on the aesthetic appearance and lifestyle

associated with the product. Content creators often present products as part of a desired lifestyle, creating an emotional connection with the audience.

TikTok displays recommendations for short videos in the "For You" app's start menu. Viewers are given the option to view short video recommendations from the accounts they follow on the "Following" menu or view short video recommendations promoting products sold on the "Shop" menu. The appearance of Instagram Reels and YouTube Shorts is almost the same because it is an additional feature of the actual platform. On the home page of the Instagram application, users will see a display of several photo and video posts shared by the accounts they follow as well as short videos recommended by the application. Viewers can see more short video recommendations in the Reels menu, which looks similar to TikTok and Shorts. On the YouTube app home page, viewers will see a display of several video posts shared by the accounts they follow as well as short videos recommended by the app. Viewers can see more short video recommendations in the Shorts menu, which looks similar to TikTok and Instagram Reels. YouTube Shorts have an advantage in appearance where the smaller video thumbnail size tends to attract the attention of the viewer. A creative video thumbnail view is more likely to drive viewer intent to open the video. In the context of product marketing, creative and interesting visual elements appear more on the YouTube Shorts platform than TikTok and Instagram Reels. In addition, the title attached to the recommended short video on the YouTube homepage also attracts attention. The video content itself often showcases product-related successes. Content creators tend to highlight product uses or ways to achieve the desired result. actors such as entertainment, information, and customization positively impact brand awareness and consumer intent to purchase via YouTube advertisements (Dehghani et al., 2016).

YouTube has offered space to convey product-related information by utilizing longer videos. When it comes to products, many videos on YouTube feature reviews, demonstrations, creative consumption, 'unboxing' of new products, amateur advertising, satire and spoof, brand community storytelling, and coverage of brand-related events. (Biythe & Cairns, 2009; Pace, 2008). This is what is likely to make content creators only a little interested in using YouTube Shorts to market their products.

Implications of Pragmatic Elements on Consumer Preferences and Behavior
Engagement with social media has been indicated as a significant contributor to consumer awareness and loyalty (Liang & Wolfe, 2022). Even in short duration formats, short video platforms are just as valuable as TV commercials in providing awareness, persuasion, branding, and emotional messages that influence consumer behavior (Addo et al., 2022; Apasrawirote et al., 2022). In line with the efforts of creators, many researchers have tried to find the factors that result in higher engagement rates on different types of social media platforms with different research subjects (Apasrawirote et al., 2022; Dong et al., 2023; Pei et al., 2023).

The use of convincing language, persuasive actions and calls for interaction can encourage users to buy products, increase brand awareness and change purchase preferences. This study identifies four types of pragmatic elements that emerge from product marketing content in short video platforms, including persuasive language and action, humor, and surprise; cultural context; as well as imagery and visualization. Persuasive action in product marketing content on the short video platform refers to the efforts of content creators to convince viewers that they are interested and motivated to make a purchase. Persuasive actions consider using convincing language, presenting evidence and testimony, and inspiring storytelling. The marketer's job is to convey the accessibility and/or discrimination that products bring to their audience (Stephens, 2022), for example, make narratives, especially story plots that can influence consumers (Pei et al., 2023). Information quality is a factor that influences the willingness of users to share marketing information (Shi et al., 2023). Increasing numbers of advertisements are using popular culture as a cover to promote consumption (J. Zhang, 2022). QuanQuan (2023) highlighted the importance of sponsorship disclosures in short videos on audience attitudes.

The results of this study indicate that a lot of marketing content is irrelevant and in accordance with the information conveyed. This finding is inconsistent with the theory of relevance (Sperber & Wilson, 1995). Marketers often use exaggerated speech. According to Speech Act Theory (Austin, 1962; Searle, 1969), persuasive action can be considered as one type of illocutionary action. The use of persuasive language, such as explaining product benefits, providing testimonials, or using strong arguments, is considered a persuasive effort by content creators to convince the audience to buy the advertised product.

The importance of the role of influencers is one of the factors that significantly influence purchase intentions (Xiao et al., 2019). Video content integrated with marketing capabilities contributes to nurturing influencers to promote brand perceived value into a competitive advantage (Apasrawirote et al., 2022). A study on beauty products shows that young women capitalize on their femininity by building three identities: the celebrity self, the entrepreneur self, and the ordinary woman self (Y. Wang & Feng, 2022). Gratification aspects such as cataloguing, self-promotion, glancing, escapism, social involvement, and financial gain were identified as predictors of YouTube Shorts usage behavior (Sahu et al., 2023).

The precise humor and first-person camera views enhance the platform's user experience (Y. Wang, 2020). Invitations to comment, like, and share video ads can encourage consumers to engage with brands and become part of the larger community on the platform. Short video platforms often create viral trends and challenges that have a major impact on consumer behavior. In the context of the pragmatic element, when brands and content creators use currently popular trends and challenges in content marketing, they can use the power and reach of virality to raise brand awareness and get more people to interact with their content. Short video platforms allow brands and marketers to better understand audience preferences. Through analyzing data and user responses to generated pragmatic content, marketers can gain valuable insights into consumers' preferences, their interests, and emerging trends, thereby optimizing their marketing strategy. Effective use of pragmatic elements in marketing content on the short video platform can enhance the user experience. By presenting interesting, persuasive, and relevant content, consumers can feel engaged, entertained, and inspired, which in turn can influence their perception of brands and products. Overall, the pragmatic element in the short video platform has significant implications for consumer preferences and behavior. By understanding and utilizing this pragmatic element wisely, brands and marketers can achieve their marketing objectives more effectively and build stronger relationships with consumers.

Marketers who advertise products generally use visual effects and creative shooting to attract the audience. As shown in the sample videos, content creators use visual and aesthetic elements that influence the appeal, emotion, and understanding of marketing messages. Research by Gan et al. (2023) who investigated the interactive effect between visual and verbal framing in short video content for tourism marketing purposes, indicating a higher intention through increased imagery fluency. Yu (2023) emphasizes the importance of the camera room, sound room and editing room to achieve marketing goals in short video content.

4. CONCLUSION

Short video platforms on social media can be used as an effective marketing channel. The pragmatic elements used in product marketing content on short video platforms can have a strong persuasive influence on consumer behavior. The results of the study show that the pragmatic elements that often appear in marketing content on short video platforms are persuasive actions; humor and surprises; as well as imagery and visualization. Humor tends to make viewers feel more positive and entertained; surprise effect by providing new information, unexpected events, or using a twist in the story; whereas the use of attractive visuals creates a strong first impression and encourages viewers to continue watching.

In addition, there are differences in the use of pragmatic elements between the TikTok, Instagram Reels and YouTube Shorts platforms. Content creators use TikTok and Instagram Reels with elements of humor and surprise in product marketing content, while content creators who use YouTube Shorts tend to use elements of creativity and interesting visuals.

There are numerous varieties of daily-posted content on social media short video platforms. Each application user is able to produce their own short videos, but only quality content can attract an audience. Therefore, short video platforms necessitate original and creative content to stand out and attract attention. In the context of marketing, marketers must understand the preferences and behavior of the intended platform's audience. Conducting research and analysis on demographic preferences, trends, and user behaviors can assist in modifying the pragmatic elements of the created marketing content.

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