

A Sociopragmatic Analysis of Speech Acts in Digital Marketing Communication between MSME Actors and Buyers in Surakarta

Laila Al-Qoriah¹

Yahya Rizky Romadhon²

Arroyan Rion Ramadhan³

Heni Evawati⁴

Siti Rahma⁵

Hilmy Mahya Masyhuda^{6*}

¹²³⁴⁵⁶Faculty of Islamic Economics and Business, UIN Raden Mas Said, Surakarta, Indonesia

*Corresponding Author: mahyaila3@gmail.com

Abstract

This study aims to analyze the use of speech acts by Micro, Small, and Medium Enterprises (MSMEs) in interactions with buyers as a digital marketing communication strategy in Surakarta. Employing a qualitative descriptive approach with a sociopragmatic perspective, data were collected through observations, interviews, and documentation of both face-to-face and digital interactions and analyzed using an interactive analysis model. The findings reveal that MSMEs strategically employ assertive, directive, commissive, expressive, and declarative speech acts to provide product information, persuade consumers, build trust, maintain emotional relationships, and ensure transactional certainty. The novelty of this study lies in demonstrating that these speech acts do not operate independently but are dynamically integrated into a sociopragmatic communication strategy that adapts to transactional contexts and digital interactions. Unlike previous studies that primarily classify speech act types, this research explains how speech acts function as relational marketing resources that simultaneously strengthen persuasion, trust, and customer engagement. Theoretically, the study extends sociopragmatic perspectives by linking speech act theory with digital marketing communication, showing that linguistic choices constitute strategic business practices rather than merely communicative acts. These findings provide practical implications for MSMEs in designing more effective communication strategies while contributing to the development of sociopragmatic studies in digital business communication.

Keywords: speech acts, marketing communication, sociopragmatics, social interaction

INTRODUCTION

The development of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia has significantly contributed to national economic growth, particularly in creating jobs and improving the welfare of local communities. However, amidst increasingly fierce market competition, MSMEs are required to develop effective marketing strategies, particularly in terms of communication with consumers. Marketing communication is a crucial element in conveying product value, building trust, and influencing consumer purchasing decisions (Teguh et al., 2024; Rafida & Pardianto, 2025). Furthermore, the development of digital technology has also changed the interaction patterns between sellers and buyers, making communication not only informative but also persuasive and interactive (Mufidda, 2026; Winarko et al., 2020).

In the context of marketing communications, speech acts are an important linguistic aspect to study because they reflect the communication strategies used by MSMEs in interacting with buyers. Speech acts function not only to convey messages but also as a tool to influence, convince, and build social relationships with consumers (Susylowati et al., 2024; Fatma et al., 2020). Types of speech acts, such as assertive, directive, commissive, expressive, and declarative, each play a role in shaping the effectiveness of marketing communications (Searle, 1979; Putri et al., 2021). Thus, speech act analysis can provide insight into the communication strategies used by MSMEs to attract buyers.

Social interactions between MSMEs and buyers occur not only within economic transactions but also within broader social contexts, such as negotiations, service delivery, and long-term relationships. These interactions are often influenced by norms of politeness, local culture, and the underlying situational context (Brown & Levinson, 1987; Leech, 2014). In practice, MSMEs must adapt their language to the buyer's situation to ensure effective communication and avoid misunderstandings (Andriyani, 2019; Lailiyah, 2023). This demonstrates that marketing communication strategies are not merely technical but also sociopragmatic.

In the digital era, MSME marketing communications are increasingly evolving, utilizing various social media platforms. Social media enables more intense and personal two-way communication between businesses and consumers (Mufidda, 2026; Rohalia et al., 2025). Communication strategies are no longer limited to one-way promotions, but also involve active interaction, rapid responses, and the use of engaging and persuasive language (Winarko et al., 2023; Rahadi & Abdillah, 2013). Thus, the speech acts used in digital communication are becoming increasingly complex and varied, reflecting MSMEs' adaptation to technological developments.

The success of MSME marketing communications is also influenced by the business owner's ability to build emotional connections with consumers through effective communication. A personal and authentic communication approach has been shown to increase consumer trust and loyalty (Prameswari & Sitorus, 2024; Putro et al., 2024). Word-of-mouth strategies, for example, rely heavily on the quality of interpersonal communication between MSME owners and buyers (Prameswari & Sitorus, 2024). This demonstrates that the speech acts used in direct interactions significantly impact marketing success.

Surakarta, as one of the centers of MSME development in Central Java, has unique social and cultural characteristics, making it interesting to study in the context of speech-act-based marketing communications. MSMEs in Surakarta interact not only with local consumers but also with tourists and consumers from various cultural backgrounds. This situation demands adaptive and contextual communication strategies to reach various market segments (Izzuddin & Halim, 2025; Habib & Sutopo, 2024). Therefore, analyzing speech acts in social interactions in Surakarta is crucial for understanding the dynamics of marketing communications.

Although previous studies have demonstrated that speech acts play an important role in business communication and consumer interactions, most have focused on identifying speech act categories, politeness strategies, or linguistic forms in commercial interactions rather than explaining their strategic role in marketing communication (Putri et al., 2021; Susylowati et al., 2024). Studies on digital marketing communication have also predominantly emphasized consumer engagement, branding, and promotional effectiveness, with limited attention to the sociopragmatic mechanisms through which language functions as a strategic marketing resource (Kotler & Keller, 2016; Tafesse & Wood, 2021). Furthermore, existing research rarely integrates speech act theory with sociopragmatic analysis to explain how different speech acts operate collectively to build trust, maintain customer relationships, and influence purchasing decisions in

MSME digital interactions (Leech, 2014; Yule, 2020). In addition, empirical evidence concerning the realization of speech acts within culturally embedded digital business communication remains limited, particularly in the context of Indonesian MSMEs. Consequently, there remains a significant research gap regarding the strategic integration of speech acts as sociopragmatic resources in digital marketing communication.

Based on these considerations, this study investigates the speech acts employed by MSMEs in their interactions with buyers in Surakarta from a sociopragmatic perspective within the context of digital marketing communication. The originality of this study lies in integrating Searle's speech act theory with sociopragmatic analysis to explain how assertive, directive, commissive, expressive, and declarative speech acts function collectively as adaptive marketing communication strategies rather than merely as linguistic categories. Unlike previous studies that mainly classify speech acts according to their communicative functions, this research demonstrates how combinations of speech acts are strategically employed to persuade consumers, establish trust, maintain long-term customer relationships, and enhance transaction effectiveness across both face-to-face and digital interactions. Theoretically, this study extends sociopragmatic scholarship by positioning speech acts as relational and strategic resources in digital marketing communication, thereby contributing to the intersection of pragmatics, marketing communication, and MSME studies. Practically, the findings provide evidence-based communication strategies that can assist MSMEs in strengthening consumer engagement and improving competitiveness in increasingly digital business environments.

LITERATURE REVIEW

Include the current knowledge including substantive findings, as well as theoretical and methodological contributions to your topic. A literature review surveys books, scholarly articles, and any other sources relevant to a particular issue, area of research, or theory, and by doing so, provides a description, summary, and critical evaluation of these works in relation to the research problem being investigated.

Speech Acts in Sociopragmatic Studies

Speech act theory has long been recognized as one of the central frameworks in pragmatics because it explains how language performs social actions rather than merely conveying information (Austin, 1962; Searle, 1979). From a sociopragmatic perspective, the realization of speech acts is shaped not only by linguistic intentions but also by social norms, cultural values, power relations, and communicative contexts (Leech, 2014; Yule, 2020). Consequently, identical speech acts may perform different functions depending on the interactional setting.

Recent studies have extended speech act analysis to business communication and online commerce. For example, Putri et al. (2021) demonstrated that online buying and selling interactions involve multiple speech act categories, whereas Susylowati et al. (2024) emphasized the persuasive function of speech acts in MSME communication. However, these studies mainly focus on classifying speech act types and describing their communicative functions. They provide limited explanation of how different speech acts interact strategically within broader marketing communication processes, particularly in digital environments.

Furthermore, previous studies rarely examine speech acts through an integrated sociopragmatic perspective that considers both linguistic choices and contextual business objectives. As digital marketing increasingly requires relationship-building, consumer trust, and interactive communication, understanding speech acts solely as linguistic categories is no longer sufficient. Therefore, this study extends previous research by analysing speech acts as

sociopragmatic strategies that simultaneously perform communicative, relational, and marketing functions in MSME digital interactions.

Social Interaction between MSMEs and Buyers

Social interaction between MSMEs and buyers is not limited to transactional exchanges but also involves negotiation, relationship building, and the construction of mutual trust. Brown and Levinson's (1987) politeness theory explains that speakers continuously negotiate face needs during interaction, while Leech (2014) argues that politeness contributes to maintaining harmonious social relationships. These perspectives are particularly relevant for MSMEs because customer relationships are often sustained through repeated interpersonal communication.

Recent empirical studies consistently report that effective interpersonal communication positively influences customer satisfaction and loyalty (Prameswari & Sitorus, 2024; Putro et al., 2024). Nevertheless, most previous studies evaluate communication effectiveness from marketing or customer service perspectives without explaining the linguistic mechanisms that produce these outcomes. As a result, the role of speech acts in creating trust, reducing transactional uncertainty, and maintaining long-term customer relationships remains insufficiently explored.

This limitation is particularly evident in culturally embedded business environments such as Surakarta, where communication practices are strongly influenced by Javanese norms of politeness and social harmony. Accordingly, this study positions sociopragmatic analysis as an appropriate framework for explaining how speech acts mediate the relationship between cultural values and effective marketing communication.

Speech Acts as a Marketing Communication Strategy

Marketing communication aims not only to disseminate product information but also to influence consumer attitudes, establish trust, and encourage purchasing decisions (Kotler & Keller, 2016; Tjiptono, 2019). With the rapid expansion of digital platforms, marketing communication has become increasingly interactive, requiring businesses to adapt their linguistic strategies to maintain consumer engagement (Tafesse & Wood, 2021).

Previous studies have shown that persuasive language, storytelling, and responsive communication improve consumer engagement and purchasing intentions (Teguh et al., 2024; Winarko et al., 2023). Nevertheless, these studies generally discuss communication strategies from marketing perspectives without explaining the underlying sociopragmatic processes through which language influences consumer behaviour. Consequently, the relationship between speech acts and digital marketing communication remains conceptually fragmented.

Addressing this limitation, the present study integrates speech act theory with sociopragmatic analysis to explain how combinations of assertive, directive, commissive, expressive, and declarative speech acts function as adaptive marketing communication strategies. Rather than viewing speech acts as isolated linguistic phenomena, this study conceptualizes them as interconnected communicative resources that simultaneously facilitate persuasion, trust building, relationship maintenance, and transaction management within MSME digital marketing.

METHODS

This study employed a qualitative descriptive research design to explore how MSMEs utilize speech acts as marketing communication strategies in interactions with buyers in Surakarta. A qualitative approach was selected because it enables an in-depth understanding of naturally occurring language practices within their social and communicative contexts (Creswell & Creswell, 2023). The study adopted a sociopragmatic perspective to examine how speech acts are

shaped by contextual, cultural, and interactional factors in both face-to-face and digital marketing communication.

Participants and Sampling

The participants consisted of 20 MSME owners operating in various business sectors, including culinary, fashion, handicrafts, cosmetics, and household products in Surakarta, Indonesia. Participants were selected using purposive sampling, with the following criteria: (1) actively managing an MSME registered in Surakarta; (2) conducting direct and digital communication with customers through platforms such as WhatsApp Business, Instagram, Facebook Marketplace, Shopee, or Tokopedia; (3) having operated their businesses for at least two years; and (4) being willing to participate in interviews and permit the observation of their communication with buyers. Purposive sampling was employed because it enabled the selection of information-rich participants who could provide comprehensive insights into speech act practices in MSME marketing communication (Merriam & Tisdell, 2022).

Data Sources

The primary data consisted of naturally occurring conversations between MSME owners and buyers during face-to-face transactions and digital interactions through messaging applications and online marketplaces. These conversations constituted the main corpus for speech act analysis.

The secondary data included screenshots of online conversations, promotional posts, product descriptions, business documentation, and field notes recorded during observations. These materials were used to triangulate findings and strengthen data credibility.

Data Collection

Data were collected over a three-month period through participant observation, semi-structured interviews, and document analysis. Participant observation enabled the researcher to record authentic communication practices during buying and selling interactions. Semi-structured interviews were conducted with each MSME owner to explore their communication objectives, language choices, and marketing strategies. Documentary evidence, including screenshots of digital conversations and promotional materials, was collected to complement observational and interview data. Combining these techniques allowed methodological triangulation and increased the trustworthiness of the findings (Merriam & Tisdell, 2022).

Data Analysis

The data were analysed using the interactive model developed by Miles, Huberman, and Saldaña (2020), comprising data condensation, data display, and conclusion drawing/verification. All utterances were first transcribed and coded according to Searle's (1979) classification of speech acts: assertive, directive, commissive, expressive, and declarative. Subsequently, each speech act was interpreted sociopragmatically by considering contextual factors such as communication goals, participant relationships, politeness strategies, cultural norms, and transactional situations. Patterns emerging from the analysis were then interpreted to explain how speech acts functioned as adaptive marketing communication strategies.

Trustworthiness

To ensure the credibility and trustworthiness of the findings, the study employed source triangulation, method triangulation, and member checking. Source triangulation involved comparing observational data, interview results, and documentary evidence. Method triangulation

ensured consistency across different data collection techniques, while member checking was conducted by asking selected participants to verify the researchers' interpretations of their communication practices. These procedures enhanced the credibility, dependability, and confirmability of the study.

RESULTS

Speech acts constitute strategic communicative resources through which MSMEs interact with buyers during both face-to-face and digital transactions. Rather than functioning solely as linguistic expressions, speech acts facilitate persuasion, relationship building, trust development, and transactional management. The findings indicate that each category of speech acts contributes differently to marketing communication while collectively supporting consumer engagement and purchasing decisions.

Assertive Speech Acts

Assertive speech acts were predominantly employed to communicate product-related information while simultaneously strengthening consumers' perceptions of product quality and seller credibility. Although these utterances primarily conveyed factual information, they also served persuasive purposes by reducing uncertainty and encouraging purchasing decisions.

Data 1

Seller: "This product is made of premium cotton and is cool to wear."

Buyer: "Is the material thick?"

Seller: "Not too thick, but still comfortable."

The seller employs assertive speech acts to describe the product while highlighting desirable qualities through expressions such as *premium cotton* and *comfortable*. Rather than merely providing factual information, these utterances increase perceived product value and reassure the buyer. The clarification provided in the second response demonstrates an adaptive communication strategy in which honest information is presented without reducing consumer confidence.

Data 2

Seller: "The price of this product is Rp. 75,000 including packaging."

Buyer: "Is shipping free?"

Seller: "Not yet, shipping costs depend on location, sis."

The seller communicates pricing information transparently while maintaining politeness through the familiar address *sis*. Although the response does not fulfil the buyer's expectation regarding free shipping, it preserves trust by providing accurate information instead of exaggerated promotional claims. This finding suggests that assertive speech acts contribute not only to information delivery but also to credibility building.

Data 3

Seller: "Black stock is still available, 10 pcs."

Buyer: "What about white?"

Seller: "Only 2 pieces left for white."

The seller strategically presents inventory information to create a sense of product scarcity. The expression *only 2 pieces left* functions as factual information while implicitly encouraging immediate purchase. This demonstrates that assertive speech acts can simultaneously communicate product availability and stimulate purchasing intention without explicitly directing

consumers to buy. Overall, assertive speech acts function beyond information exchange. They combine factual communication with subtle persuasive strategies that enhance product credibility, reduce consumer uncertainty, and strengthen purchase intentions.

Directive Speech Acts

Directive speech acts were employed to encourage buyers to take specific actions, such as placing orders or completing transactions. Rather than using direct commands, MSMEs generally preferred polite and indirect expressions that maintained positive interpersonal relationships while still promoting purchasing behaviour.

Data 4

Seller: "Please order now, sis, stock is limited."

Buyer: "Can you still order tomorrow?"

Seller: "It's better now, sis, so you don't run out."

The seller combines a polite invitation with a scarcity strategy to encourage immediate purchasing. Instead of imposing an obligation, the utterance uses softened expressions such as *please* and *it's better* to preserve the buyer's autonomy. This reflects a sociopragmatic adaptation in which persuasive intentions are balanced with politeness principles, making the recommendation more acceptable to potential buyers.

Data 5

Seller: "You can check out directly in the cart, sis."

Buyer: "Okay, I'll check first."

Seller: "Ready, sis, waiting for your order." 😊

The seller uses an indirect directive by presenting the purchasing option as a suggestion rather than a command. The follow-up response reinforces the invitation while maintaining a friendly interaction through the use of familiar forms of address and an emoji. These linguistic choices reduce communicative pressure and create a supportive transactional atmosphere that encourages buyers to continue the purchasing process. Overall, directive speech acts demonstrate that persuasion in MSME marketing communication is primarily achieved through politeness, indirectness, and contextual adaptation rather than explicit commands. Such strategies encourage purchasing behaviour while simultaneously maintaining positive interpersonal relationships between sellers and consumers.

Commissive Speech Acts

Commissive speech acts were employed to establish credibility by expressing commitments, guarantees, and service assurances. These utterances reduce perceived transaction risks and strengthen consumers' confidence in purchasing decisions, particularly in digital transactions where product uncertainty is relatively high.

Data 6

Buyer: "Is the item the same as the photo?"

Seller: "Yes, sis, we guarantee it is 100% as per the photo."

The seller responds by offering an explicit guarantee regarding product conformity. Rather than merely answering the buyer's question, the expression *we guarantee* reinforces credibility and signals the seller's commitment to product quality. This assurance minimizes consumer uncertainty and strengthens trust, demonstrating how commissive speech acts support relationship-oriented marketing communication.

Data 7

Buyer: "If it's damaged, can I return it?"

Seller: "Yes, sis, we will cover the return if there is any damage."

The seller provides a clear commitment to handling potential product defects by accepting responsibility for returns. This commitment functions as a risk-reduction strategy that reassures buyers before completing the transaction. By explicitly assuming responsibility, the seller enhances consumer confidence and projects a professional business image.

Data 8

Buyer: "When will it be shipped?"

Seller: "We will ship today if you order before 3 o'clock."

The seller combines a delivery commitment with a clearly defined purchasing condition. This conditional commitment establishes transparency regarding transaction procedures while encouraging buyers to complete their orders promptly. Consequently, the commissive speech act performs both an assurance function and a subtle persuasive function by creating a sense of urgency without imposing pressure.

Overall, commissive speech acts contribute significantly to consumer trust by communicating guarantees, responsibilities, and service commitments. These utterances reduce transactional uncertainty and reinforce the reliability of MSMEs, making them an important component of effective marketing communication.

Expressive Speech Acts

Expressive speech acts were primarily used to strengthen interpersonal relationships through expressions of appreciation, empathy, and apology. Rather than directly promoting products, these utterances contribute to positive customer experiences that encourage long-term consumer loyalty.

Data 9

Seller: "Thank you very much for your order, sis." 😊

Buyer: "You're welcome."

The seller expresses sincere appreciation for the customer's purchase, reinforcing a friendly and respectful relationship. The combination of gratitude, familiar forms of address, and the emoji creates a warm interaction that extends beyond the transactional context. Such expressions foster positive emotional experiences and contribute to customer satisfaction and loyalty.

Data 10

Seller: "Sorry, sis, the delivery is a little late."

Buyer: "It's okay."

The seller acknowledges a service delay through a polite apology accompanied by a brief explanation. Rather than simply admitting the delay, the utterance demonstrates accountability and concern for customer satisfaction. The buyer's positive response indicates that the apology successfully maintains the relationship despite the inconvenience. This finding illustrates the importance of expressive speech acts in preserving trust and preventing potential dissatisfaction. Overall, expressive speech acts emphasize the relational dimension of marketing communication. Expressions of gratitude and apology strengthen emotional connections between sellers and buyers, creating positive customer experiences that support satisfaction, trust, and long-term loyalty.

Declarative Speech Acts

Declarative speech acts were employed to confirm transaction status and provide procedural certainty during the purchasing process. Although they occurred less frequently than other speech act categories, they played an important role in enhancing transparency and reinforcing consumers' confidence in the reliability of MSME services.

Data 11

Seller: "We have processed your order today."

Buyer: "Okay, thank you."

The seller confirms that the order has entered the processing stage, providing buyers with clear information regarding transaction progress. This confirmation reduces uncertainty and reassures customers that their purchase has been successfully handled. Consequently, declarative speech acts contribute to service transparency and strengthen consumer trust throughout the transaction process.

Data 12

Seller: "The order has been received and we are preparing it."

Buyer: "Ready, waiting."

The seller communicates the current status of the order by informing the buyer that preparation has begun. This status update functions as a transparency strategy that keeps customers informed while reinforcing perceptions of professionalism and service reliability. The buyer's response indicates acceptance of the information and confidence in the seller's transaction management.

Overall, declarative speech acts primarily function to provide transactional certainty by confirming order status and communicating service progress. Although less persuasive than other speech act categories, they enhance transparency and contribute to customer confidence in MSME business practices.

The findings demonstrate that each category of speech acts performs a distinct yet complementary function in MSME marketing communication. Rather than operating independently, these speech acts interact strategically to facilitate information exchange, persuasion, trust building, relationship maintenance, and transaction management. Their integration illustrates how sociopragmatic language use enables MSMEs to adapt communication to different transactional situations while improving consumer engagement.

Table 1. Functions of Speech Acts in MSME Marketing Communication

Speech Act	Dominant Communication Function	Marketing Communication Strategy	Consumer Outcome
Assertive	Delivering product information	Building product credibility and reducing uncertainty	Increased trust and purchase intention
Directive	Encouraging consumer action	Indirect persuasion through politeness and contextual recommendations	Purchase decision
Commissive	Providing guarantees and commitments	Risk reduction and service assurance	Consumer confidence
Expressive	Expressing appreciation and empathy	Relationship marketing and customer care	Satisfaction and loyalty
Declarative	Confirming transaction status	Service transparency and procedural certainty	Security and trust

The overall findings indicate that effective marketing communication among MSMEs extends beyond promotional language. Instead, successful communication emerges from the strategic integration of multiple speech act categories that simultaneously address informational, relational, and transactional objectives. Assertive and directive speech acts primarily facilitate persuasion and purchasing decisions, whereas commissive and expressive speech acts strengthen consumer trust and long-term relationships. Declarative speech acts complement these functions by ensuring transparency throughout the transaction process. Collectively, these findings demonstrate that speech acts function as adaptive sociopragmatic resources that support both communication effectiveness and business performance in contemporary MSME marketing.

DISCUSSION

The findings demonstrate that speech acts should not be understood merely as linguistic categories but as strategic sociopragmatic resources that enable MSMEs to achieve multiple communication objectives simultaneously. Rather than functioning independently, assertive, directive, commissive, expressive, and declarative speech acts operate as complementary mechanisms through which sellers provide information, persuade consumers, establish trust, maintain interpersonal relationships, and manage transactional processes. This integrated use of speech acts indicates that successful marketing communication depends not only on message content but also on the contextual adaptation of linguistic strategies to consumer expectations and interactional situations.

These findings extend Searle's (1979) speech act theory by demonstrating that speech acts in digital business communication perform overlapping rather than isolated communicative functions. While Searle conceptualized speech acts according to their primary illocutionary purposes, the present study shows that a single utterance may simultaneously fulfil persuasive, relational, and transactional functions within marketing communication. This finding suggests that speech act realization is more dynamic in digital commercial interactions than traditionally described in classical pragmatic theory, thereby reinforcing sociopragmatic perspectives that emphasize the influence of social context, participant relationships, and communicative goals on language use (Leech, 2014; Yule, 2020).

The study also contributes to the growing literature on digital marketing communication. Previous research has primarily highlighted the importance of persuasive language, customer engagement, and relationship marketing in influencing purchasing decisions (Kotler & Keller, 2016; Tafesse & Wood, 2021). However, these studies generally explain marketing communication from managerial or promotional perspectives without identifying the linguistic mechanisms underlying consumer engagement. By integrating speech act theory with sociopragmatics, the present study demonstrates that language itself constitutes a strategic marketing resource through which MSMEs reduce uncertainty, establish credibility, strengthen emotional relationships, and facilitate purchasing decisions. Consequently, the study provides a theoretical bridge between pragmatics and marketing communication that has received limited attention in previous research.

Another important implication concerns the role of sociocultural context in shaping business communication. The findings indicate that the realization of speech acts among MSMEs reflects local norms of politeness, interpersonal harmony, and relational communication that characterize Javanese social interaction. This observation supports sociopragmatic theory, which argues that language cannot be interpreted independently of its social and cultural environment (Leech, 2014). It also suggests that effective digital marketing communication requires contextual adaptation rather than the application of universal persuasive strategies. Accordingly, speech acts

should be viewed as culturally situated communication practices whose effectiveness depends on the interaction between linguistic choices and local social values.

From a practical perspective, the findings suggest that MSMEs can improve marketing performance by strategically integrating different categories of speech acts throughout the customer journey. Assertive speech acts enhance product credibility, directive speech acts encourage purchasing decisions through polite persuasion, commissive speech acts reduce transactional risk, expressive speech acts strengthen customer relationships, and declarative speech acts increase transparency during transaction management. Rather than relying solely on promotional messages, MSMEs may achieve greater consumer trust and loyalty by employing communication strategies that combine informational, relational, and transactional functions. Therefore, communication competence should be considered an important component of MSME competitiveness in increasingly digital business environments.

This study contributes theoretically by extending sociopragmatic applications beyond traditional interpersonal communication into the domain of digital marketing communication. It demonstrates that speech acts constitute adaptive strategic resources rather than isolated linguistic phenomena, thereby enriching both pragmatic theory and marketing communication research. These findings also provide a foundation for future studies investigating sociopragmatic communication across different business sectors, digital platforms, and cultural contexts.

CONCLUSION

The speech acts of MSMEs in social interactions with buyers in Surakarta serve as an effective and adaptive marketing communication strategy. MSMEs utilize various types of speech acts in an integrated manner, namely assertives to convey product information persuasively, directives to encourage purchases subtly through politeness strategies, commissives to build trust through promises and guarantees, expressives to strengthen emotional connections with consumers through expressions of appreciation and empathy, and declaratives to provide certainty and transparency in the transaction process. The use of these speech acts is not carried out in isolation, but rather combined dynamically according to the context of the interaction, buyer characteristics, and communication situations, both in person and digitally. This shows that the success of MSME marketing communications is determined not only by the content of the message, but also by the delivery strategy that pays attention to aspects of politeness, clarity of information, trust, and interpersonal closeness. Thus, mastery and application of appropriate speech acts are one of the key factors in increasing consumer satisfaction, loyalty, and purchasing decisions, while strengthening the competitiveness of MSMEs amidst increasingly competitive market developments.

REFERENCES

- Andriyani, R. (2019). Communication strategies in seller-buyer interactions in traditional markets. *Indonesian Pragmatic Journal*, 4(2), 112–125.
- Austin, J. L. (1962). *How to do things with words*. Oxford University Press.
- Brown, P., & Levinson, S. C. (1987). *Politeness: Some universals in language usage*. Cambridge University Press.
- Creswell, J. W., & Creswell, J. D. (2023). *Research design: Qualitative, quantitative, and mixed methods approaches* (6th ed.). SAGE Publications.
- Fatma, N., Rahmawati, D., & Sari, M. (2020). Speech acts in digital marketing communication. *Journal of Communication Studies*, 8(1), 45–56.

- Habib, M. A., & Sutopo, B. (2024). MSME communication strategies to increase competitiveness in the digital era. *Indonesian Journal of Business Management*, 11(1), 67–80.
- Izzuddin, A., & Halim, R. (2025). Adapting MSME marketing communications based on local culture. *Journal of Creative Economy*, 9(2), 101–115.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Lailiyah, N. (2023). Linguistic politeness in buying and selling interactions in Javanese society. *Journal of Language and Culture*, 7(2), 89–102.
- Leech, G. (2014). *The pragmatics of politeness*. Oxford University Press.
- Merriam, S. B., & Tisdell, E. J. (2022). *Qualitative research: A guide to design and implementation* (5th ed.). Jossey-Bass.
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2020). *Qualitative data analysis: A methods sourcebook* (4th ed.). SAGE Publications.
- Mufidda, L. (2026). Transformation of MSME marketing communications through social media. *Journal of Digital Communication*, 10(1), 23–38.
- Prameswari, R., & Sitorus, T. (2024). The influence of interpersonal communication on customer loyalty in MSMEs. *Journal of Business and Marketing*, 12(1), 55–70.
- Putri, D. A., Wibowo, A., & Santoso, H. (2021). Analysis of speech acts in online buying and selling interactions. *Journal of Applied Linguistics*, 5(2), 134–145.
- Putro, S. H., Nugroho, Y., & Kurniawan, D. (2024). Customer service strategies to increase MSME consumer satisfaction. *Journal of Management and Entrepreneurship*, 8(1), 77–90.
- Rafida, N., & Pardianto, P. (2025). The role of marketing communications in improving purchasing decisions. *Journal of Economics*, 13(2), 98–110.
- Rahadi, D. R., & Abdillah, L. A. (2013). Utilizing social media as a marketing strategy for MSMEs. *Journal of Business Information Systems*, 3(1), 45–52.
- Rohalia, S., Wulandari, D., & Pratama, A. (2025). Digital interaction of MSMEs and consumer behavior. *Journal of Contemporary Communication*, 6(2), 120–135.
- Searle, J. R. (1979). *Expression and meaning: Studies in the theory of speech acts*. Cambridge University Press.
- SusyLOWATI, E., Handayani, S., & Putra, R. (2024). Speech acts in MSME business communication. *Journal of Language and Communication*, 9(1), 33–47.
- Teguh, M., Arifin, Z., & Lestari, D. (2024). Digital-based marketing communication strategies for MSMEs. *Journal of Economics and Business*, 15(1), 1–14.
- Tjiptono, F. (2019). *Marketing strategy* (4th ed.). Andi.
- Tracy, K. (2020). *Qualitative research methods: Collecting evidence, crafting analysis, communicating impact* (2nd ed.). Wiley-Blackwell.
- Winarko, B., Sari, R., & Nugraha, A. (2023). Digital marketing communications in increasing consumer engagement. *Journal of Media and Communication*, 7(1), 66–80.
- Yule, G. (2020). *The study of language* (7th ed.). Cambridge University Press.