

ABSTRAK

Digitalisasi pesat mengubah pola konsumsi ke e-commerce, menjadikan deskripsi produk krusial tanpa interaksi fisik, terutama untuk undangan digital. Penelitian ini bertujuan menganalisis bentuk dan implementasi strategi bahasa persuasif Toko Imomen di Shopee dalam membangun persepsi dan minat beli, serta peran vitalnya menghadapi tantangan operasional dan menjaga kepercayaan konsumen.

Studi kualitatif deskriptif kasus Toko Imomen ini melibatkan pemilik/pengelola dan konsumen. Data dikumpulkan melalui observasi, wawancara semi-terstruktur, dan dokumentasi. Analisis data menggunakan model Miles dan Huberman (reduksi, penyajian, penarikan kesimpulan), didukung triangulasi teknik/sumber dan member check untuk keabsahan.

Bahasa persuasif Toko Imomen dicirikan oleh pendekatan emosional ("Jadi dulu, baru bayar"), penekanan manfaat, urgensi, pembangunan kepercayaan, dan integrasi visual. Implementasi metode ATM dan diksi humanis meningkatkan penjualan 40%, mengatasi keraguan. Strategi ini krusial untuk loyalitas, promosi dari mulut ke mulut, dan pemulihan bisnis pasca-pembekuan akun, serta memengaruhi visibilitas algoritma marketplace.

Kata kunci: Bahasa Persuasif, Undangan Digital, E-commerce, Shopee, Toko Imomen.

ABSTRACT

Rapid digitalization shifts consumption patterns to e-commerce, making product descriptions crucial without physical interaction, especially for digital invitations. This study aims to analyze the forms and implementation of Toko Imomen's persuasive language strategy on Shopee in building consumer perception and purchase interest, as well as its vital role in facing operational challenges and maintaining trust.

This qualitative descriptive case study of Toko Imomen involved the owner/manager and consumers. Data were collected through observation, semi-structured interviews, and documentation. Data analysis utilized the Miles and Huberman model (reduction, presentation, conclusion drawing), supported by triangulation of techniques/sources and member checks for validity.

Toko Imomen's persuasive language is characterized by emotional appeal ("Pay after completion"), benefit emphasis, urgency, trust-building, and visual integration. Implementing the ATM method and humanistic diction increased sales by 40%, overcoming doubts. This strategy is crucial for loyalty, word-of-mouth promotion, and business recovery post-account freeze, also influencing marketplace algorithm visibility.

Keywords: *Persuasive Language, Digital Invitation, E-commerce, Shopee, Toko Imomen.*