OPTIMIZING SALES CONVERSION AND CUSTOMER RAPPORT IN RESPONSE TO SHOPEE ONLINE SHOPPING APP: NLP RAPPORT BUILDING TECHNIQUES

Oleh
Aynen Kresensia Br Sembiring[1], Rita Hartati[2], Adam Syahdani[3], Nael Simarmata[4], Nindi Tri Utami[5], Novita Sari Hutapea[6]
[1,2,3,4,5,6]**English Literature, Universitas Negeri Medan**
E-mail: [1]aynenkresensia@gmail.com, [2]ritahartati@unimed.ac.id,
[3]Adamsyahdani916@gmail.com, [4]simarmatanael4@gmail.com,
[5]ninditriutami07@gmail.com, [6]novitahutapea2024@gmail.com

Abstract: *The Shopee Online shopping application is one proof of the advancement of technology today, from the application we can shop without having to go to the location directly. Therefore, the online application certainly has advertisements to attract buyers and build good relationships. Moving on from this, this research will examine the advertising language used, whether using Neuro-Linguistic Programming techniques in building good relationships, and increasing sales conversions. The research method used in this research is qualitative, textual, and analytical, which collects data in the form of Shopee promotional advertisements, and analyzes the language used. From the research that has been carried out, it is found that the advertising language used in the Shopee online shopping application uses neuro-Linguistic programming and builds good relationships and attracts buyers*

PENDAHULUAN

The development of the times has brought humans to this point that increasingly sophisticated technology presents so many services both information and convenience services, one of which is an online shopping application. Currently, almost all activities use technology, moreover this is the Era of Digitalization (Tenriany, A., & Nadjib, M., 2016). Electronics used for trade or e-commerce has experienced great development in recent years (Cahyaningrum, Y., 2024). With the presence of online shopping applications, our lives are getting easier, but business competition is also certainly getting higher, therefore sellers or traders must improve good relations with their customers to increase sales conversion, so that sales can increase.

Good relationships between sellers and buyers in online shopping applications, especially Shopee, can be improved by using NLP (Neuro-Linguistic Programming) techniques. Neuro-Linguistic Programming (NLP) is a program that utilizes oneself to solve a problem by looking at the process of the emergence of the problem (Nugraheny, D. C., & Kusuma, A. P., 2018). NLP techniques help establish a good relationship between sellers and

buyers.

LITERATURE REVIEW
Online Shopping Application
        An online shopping app is software that allows users to make purchases of products or services over the internet. These applications are usually available for mobile devices such as smartphones and tablets, and can be accessed via the web. Online shopping is a form of electronic commerce used for transaction activities from seller to seller and seller to consumer or buyer (Ricky, R. D. M., Kawung, E. J. R., & Goni, S. Y. V. I., 2021). By typing keywords or desired items in a search engine, internet users or buyers can easily find product and price information from several sellers at once (Olii, M. R., Pratiknjo, M. H., & Matheosz, J. N., 2020). Online shopping applications make it easier for buyers to choose the items to be purchased quickly and practically, because it does not require a direct review of the location, the online shopping application has provided the necessary facilities.
Rapport Building Between Producers and Consumers
        Good relationships in increasing sales conversion are important things that greatly influence the sale of a product. Good relationships between communication participants when useful, especially in minimizing communication barriers (Rustan, A.S., 2015). A good relationship between the seller and the buyer helps the agreement and purchase of a product, as well as customer satisfaction in shopping. Maintaining good relations with buyers is one way that sellers can do so that buyers repurchase the products offered (Rustan, A. S., 2015). With a good relationship between sellers and buyers, sales conversions in online shopping applications will continue to increase, resulting in even better performance.
Sales Conversion
        Sales conversion refers to prospective buyers who take further action against the product seller or marketing media that a business does (Putri, S. A. Z., & Samsudin, A., 2023). Sales conversion is the process of converting prospects or potential customers into customers who make purchases. In the context of marketing and business, sales conversion refers to actions taken by prospects (such as filling out a form, registering for more information, or putting a product in a shopping cart) that ultimately result in a purchase transaction. Sales conversions can be improved by establishing a good relationship between sellers and buyers. The rapport between sellers and buyers can be improved with NLP techniques.
Neuro-Linguistic Programing
        Neuro-Linguistic programming (NLP), is one of the approaches that has become the concern of many people lately (Ginting, S. A., & Hartati, R., 2023). Programming the mind (human brain) using language as a medium, both verbally and nonverbally so that it can produce thoughts and behaviors called NLP (Wikanengsih, 2012). Neuro-Linguistic Programing (NLP) plays an important role in improving good relationships by teaching effective communication techniques, such as active listening and the use of positive language, which reduce misunderstandings and build empathy. NLP offers strategies for managing conflict, improving interpersonal skills such as assertiveness and self-confidence, and building and maintaining trust, all of which contribute to healthier and more harmonious relationships, both personally and professionally. NLP helps improve the rapport between sellers and buyers in online shopping applications. This results in more efficient vending conversions and

performance.

Consumer

Trust is the main capital in shopping or buying goods in online stores (Shahnaz, N. B. F., & Wahyono, 2016). Customer trust will arise from a good relationship between the seller and the buyer. Loyal consumers are the main focus or main goal that is the target of all sellers of goods and services, which is for the continuity of a business in the face of increasingly fierce and high competition for companies (Kurriwati, N., 2017). Not only to get loyal buyers, but to retain customers or buyers. Retaining customers / buyers is more difficult than getting customers/buyers (Ahmad, M., 2013). Therefore, sellers must improve the good relationship between sellers and buyers in order to achieve sales conversion. NLP helps to improve the relationship between sellers and buyers. Consumers or buyers are individuals or groups who buy, use, or consume goods or services offered by producers or service providers. In a business, consumers are the main indicator in determining the progress of the business. Therefore, NLP techniques are present to improve the good relationship between sellers and buyers so that conversions can occur.

NLP techniques can improve rapport from various media such as promotional ads provided in online media, comment sections of online shopping platforms. This helps to improve the rapport between sellers and buyers so that sales conversions can occur.

RESEARCH METHOD

The approach used in this research is qualitative, textual and analytical. Data is collected from the source, namely the Shopee Online shopping application, which is a promotional advertisement for products and discounts, and is displayed. Furthermore, collecting promotional advertisements obtained. After the analysis material has been found, the language in the advertisement will be analyzed, as well as collecting data that has been found from the analysis, at the last stage making a report in the form of a journal that will be published.

FINDINGS AND DISCUSSION

A. Findings

Data 1

Sentence: "Garansi Tepat Waktu. Grtis Vocher Kalau telat!"
Translate:"On-time Guarantee. Free Voucher if late!"

- Service Certainty: The statement "On-time guarantee" gives customers the assurance that the service they receive will meet the promised time standard. This certainty builds trust between the customer and Shopee.
- Additional Incentives: The sentence "Free voucher if late" provides an additional incentive to customers. By offering a free voucher if there is a delay, Shopee shows their commitment to service quality.

Overall, the ad language is effective in building good relationships with customers because it shows commitment to quality service, provides additional incentives, and promotes transparency and honesty.

Data 2

Sentence: "Garansi Bebas Pengembalian. Berubah Pikiran? Tidak Sesuai?
Balikin Aja, Gampang!"
Translate: "Free Return Guarantee. Changed Your Mind? Not right? Return it,
it's easy!"

- Understanding Consumer Needs and Concerns: This ad shows that Shopee understands consumers' major concerns regarding online shopping, such as items that do not match expectations or changing their minds after purchase. By highlighting the "return-free guarantee," Shopee is trying to give consumers a sense of security and trust that they will not be harmed.
- Casual and Familiar Language: The use of phrases such as "Just return it, it's easy." gives the impression that the return process at Shopee is very easy and hassle-free.

- Clear and Easy Solutions: By providing a clear and easy solution, this ad makes consumers feel more confident to shop.
- Using Rhetorical Questions: The phrase "Changed your mind? Doesn't fit?" is a rhetorical question that goes straight to the consumer's common experience. This not only shows empathy but also communicates that Shopee is ready to address the problem.

Overall, this ad is effective in building rapport with consumers through understanding needs, casual language, easy solutions, and the use of rhetorical questions to capture consumers' attention and empathy.

Data 3

Sentence: "Beli Sekarang Bayar Nanti"
Translate: "Buy Now Pay Later"

- Financial Ease and Flexibility: The phrase "Buy now Pay Later" shows that Shopee understands the needs of consumers who may want to purchase items but are limited by their current financial situation. By offering this option, Shopee provides financial flexibility and helps to temporarily reduce the financial burden.
- Empathy towards Consumer Needs: This ad shows empathy towards the economic situation of consumers who may need a more flexible payment solution. Shopee understands that not all consumers have immediate funds to purchase the items they want or need, and thus offers an easier option.
- Conveying Added Value: This ad clearly conveys the added value offered by Shopee, which is the ability to get items now and pay later. This provides an added incentive for consumers to choose Shopee as their shopping platform, creating a stronger connection between the consumer and the brand.

Overall, the "Buy now Pay Later" ad is effective in building rapport with consumers through conveying financial convenience and flexibility, empathy towards their needs, simple language, conveying added value, and consumer empowerment.

Data 4

Sentence: "Pesta Diskon Akhir Bulan. Diproses kilat Dari Gudang Sumatra"

Translate: "End of Month Discount Party. Lightning Processed from Sumatra Warehouse"

- Warmth and Familiarity: The use of the phrase "Discount party" creates a warm and pleasant atmosphere, as if inviting consumers to join in a festive event. The word "party" is often associated with celebration, happiness, and togetherness.
- Geographical Proximity: The phrase "lightning processed from Sumatra warehouse" indicates that the product is shipped from a region close to the consumer in Indonesia.
- Speed of Service: The use of the word "kilat" emphasizes the speed in order processing, which is a plus for consumers who want instant gratification.
- Exclusive Impression: The word "end of the month" gives the impression that this discount is temporary and exclusive, which may encourage consumers to shop quickly before the discount ends. This creates urgency and increases the likelihood of consumers taking immediate action.

Overall, this ad uses a rapport building strategy by creating a warm atmosphere, emphasizing speed of service, and giving an exclusive impression to build a closer and more trusted relationship with consumers.

Data 5

Sentence: "COD Cek Dulu. Gratis Ongkir RP0*"
Translate: "COD Check First. Free Shipping RP0*"

- Use of Simple and Familiar Words: "COD" (Cash on Delivery) is a term that many consumers are familiar with. The use of these words makes the advertising message easier to understand and more familiar. "Check first" gives consumers a sense of freedom to inspect the product before paying, which increases the sense of security and trust.

- Free Shipping Offer: "Free Rp0 shipping" is a key attraction that directly reduces cost barriers for consumers. It is a powerful incentive that increases the appeal of the ad and drives purchase action. The use of the word "free" is very effective in building rapport with consumers because everyone likes to get something at no extra cost.

Through this strategy, Shopee not only captures the attention of consumers but also builds a positive and trusting relationship, which is essential for long-term loyalty.

Data 6

Sentence: "Super Beauty Day. Gratis Ongkir Rp0"
Translate: "Super Beauty Day. Free Shipping Rp0"

- Attention-grabbing Words: "Super Beauty Day": The use of the word "super" gives the impression that this event is special and special. "Beauty": Targeting a specific segment, namely consumers who care about beauty products.
- Special Offer: "Free Shipping Rp0": Emphasizes the immediate benefit that consumers can get, which is free shipping. Impression of Urgency: While not explicitly mentioned, phrases like "Super Beauty Day" often give the impression that the offer is limited to a certain day, thus encouraging consumers to take action immediately.
- Using Positive Words: The words "free" and "super" provide positive associations that can increase consumer interest in the offer.

By using the elements above, Shopee's advertisements strive to build a better relationship with consumers, grab their attention, and encourage them to make an immediate purchase.

Data 7

Sentence: "9 Promo Super Gila"
Translate: "9 Super Crazy Promos"

- Brand Identity Recognition: Shopee utilizes the word "Super Crazy" to highlight the specialness of its promos. This creates the impression that these promos are not to be missed as they are very different from the rest.
- Use of Casual and Familiar Language: Phrases like "Super Crazy" use casual and informal language, thus creating a closeness with the audience. This helps Shopee to more easily communicate with the target market who may be younger and open to colloquial language.
- Providing Special Offers: Promotions given such as big discounts or exclusive offers help build relationships with customers.
- Urgency Creation: The word "Super Crazy" creates a sense of urgency and exclusivity. It encourages customers to take immediate action for fear of missing out on this amazing offer.

With these strategies, Shopee not only attracts attention but also builds an emotional connection and trust with their customers, which ultimately encourages them to shop more.

Data 8

Sentence: "11.11 Big Sale"
Translate: "11.11 Big Sale"

- Use of a Special Date: The choice of November 11 (11.11) creates an emotional connection with the audience who are already familiar with this concept.
- Use of Evocative Language: The word "Big Sale" implies massive discounts and special offers. This makes consumers feel that they will get more value if they shop during this period. The use of the word "big" gives the impression of something big and lucrative, thus attracting attention.
- Special Offers and Big Discounts: Promotions that promise big discounts and special offers during 11.11 help build relationships with customers by providing significant economic value.
- Consistent and Engaging Campaigns: Consistency in the use of the same theme and messaging across multiple platforms helps strengthen the campaign identity and build trust. Attractive visuals consistent with the "11.11 Big Sale" theme made it easier for customers to recognize and remember the campaign.
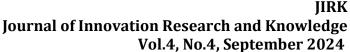
B. Discussion

It can be seen that the language used in the Shopee online shopping application in promoting goods or discounts, uses language where the language aims to build good relationships with customers. And from these results also Neuro-Linguistic Programming plays a full role in the language used to create a good relationship between customers and buyers. The language used in this advertisement, is language that is easy to understand, concise and clear, and attracts buyers to buy a product. For example, such as RP0 shipping, this is a brush language, but it is understood by everyone. With the creation of this good relationship, of course, sales conversions will continue to increase.

Neuro-Linguistic Programming plays an important role in building rapport by understanding and adjusting communication methods according to individual preferences, such as visual, auditory, or kinesthetic. Techniques such as pacing and leading, use of positive language, mirroring, and framing and reframing help create harmony and trust in interactions. As such, neurolinguistics enables more effective and emotional communication, strengthening bonds and trust between individuals. From the existing advertisements displayed on the internet media, it is found that the language used is Neuro-Linguistic Programming (NLP) language which is very useful in building good relationships.

CONCLUSION

From the research that has been carried out, it can be concluded that the language used in the advertisement of the online shopping application Shopee, is a language that is useful in improving good relations with customers which is the result of NLP techniques. Good relationships between sellers and buyers are interactions based on trust, mutual respect, and effective communication. In this relationship, the seller understands and meets the needs and expectations of the buyer by providing quality products or services, while the buyer feels satisfied and valued. These relationships are characterized by loyalty, satisfaction, and are often characterized by repeat purchases and positive recommendations. A strong relationship between the seller and the buyer also enables problems or complaints to be addressed in a

constructive way, so that both parties benefit. With a good relationship between seller and buyer, sales conversion will continue to increase.

ACKNOWLEDGEMENTS

REFERENCES

[1]   Ahmad, M. (2013). Analisis Manajemen Hubungan Pelanggan. Jurnal Fakultas Ekonomi dan Bisnis Universitas Negeri Gorontalo, 1-8. https://repository.ung.ac.id/hasilriset/show/1/285/analisis-manajemen-hubungan pelanggan.html

[2]   Cahyaningrum, Y. (2024). Pengembangan Website E-Commerce untuk Meningkatkan Efektivitas Media Promosi dan Penjualan Online. *INVENTOR: Jurnal Inovasi dan Tren Pendidikan Teknologi Informasi, 2*(1), 29-35. https://doi.org/10.37630/inventor.v1i3.1421

[3]   Nugraheny, D. C., & Kusuma, A. P. (2018). Neurolinguistik Programing dalam Bidang Pendidikan. *Buana Pendidikan: Jurnal FKIP Unipa Surabaya*, *14*(26), 167-174. https://doi.org/10.36456/bp.vol14.no26.a1682

[4]   Ginting, S. A., & Hartati, R. (2023). Neuro-linguistic Programming in the English Classroom: Perceptions and Applications among teachers. *VELES Journal*, *7*(2), 355-363. https://doi.org/10.29408/veles.v7i2.22549

[5]   Kurriwati, N. (2017). Membangun Loyalitas Konsumen melalui Relationship Marketing. *Eco-Entrepreneur*, *3*(2), 229-321. https://doi.org/10.21107/ee.v3i2.3476

[6]   Olii, M. R., Pratiknjo, M. H., & Matheosz, J. N. (2020). Online Shop sebagai Alternstif Berbelanja Masyarakat Kota Manado. *HOLISTIK. Journal of Social anf Culture*, *13*(4), 1-18. https://ejournal.unsrat.ac.id/v3/index.php/holistik/article/view/31554

[7]   Putri, S. A. Z., & Samsudin, A. (2023). Optimalisasi Sosial Media Marketing untuk Meningkatkan Konversi Penjualan pada Usaha Catering Rumahan. *Sejahtera: Jurnal Inspirasi Mengabdi Untuk Negeri*, *2*(3), 165-170. https://doi.org/10.58192/sejahtera.v2i3.1114

[8]   Wikanengsih. (2012). Menerapkan Neurolinguistik Porgraming (NLP) dalam Pembelajaran. *Jurnal Ilmiah Program Studi Pendidikan Bahasa dan Sastra Indonesia*, *1*(1), 31-45. https://doi.org/10.22460/semantik.v1i1.p%25p

[9]   Ricky, R. D. M., Kawung, E. J. R., & Goni, S. Y. V. I. (2021). Dampak Aplikasi Belanja Online (Online Shop) di Masa Pandemi Covid-19 Terhadap Minat Belanja Masyarakat di Kelurahan Girian Weru Ii Kecamatan Girian Kota Bitung Provinsi Sulawesi Utara. *Jurnal Ilmiah Society*, *1*(1), 1-9. https://ejournal.unsrat.ac.id/v3/index.php/jurnalilmiahsociety/article/view/36087

[10]   Rustan, A. S. (2015). Menjalin hubungan (Relation) Dalam prespektif komukasi efektif. *Kumunida*, 78-90. https://www.neliti.com/id/publications/285463/menjalin-hubungan-relation-dalam-perspektif-komunikasi-efektif

[11]   Shahnaz, N. B. F., & Wahyono. (2016). Faktor yang Mempengaruhi Minat Beli Konsumen

di Toko Online. *Management Analysis Journal*, *5*(4), 389-399. https://doi.org/10.15294/maj.v5i4.5571

[12] Tenriany, A., & Nadjib, M. (2016). Pengenalan Teknologi Internet melalui Program Mobile Pusat Layanan Internet Kecamatan (MPLIK) Kemkominfo bagi Siswa Menengah Kejurusan (SMK) di Kabupaten Barru. *Jurnal Komunikasi KAREBA*, *5*(1), 146-158. https://dx.doi.org/10.31947/kjik.v5i1.1890