

Persuasive Strategies Used by Kohcun and Mami Louisse on TikTok Live

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ABSTRACT

This study discusses the persuasive strategies used by Kohcun and Mami Louisse on TikTok Live, using the theory of persuasive strategies by Beebe and Beebe (2018). This qualitative study analyzes transcripts from TikTok Live. The persuasive strategies that were present were inductive reasoning, causal reasoning, credible evidence, new evidence, specific evidence, evidence for a diverse audience, concrete examples, emotion-arousing words, fear appeals, and appeal to emotion of hope. This study also discusses the similarities and differences. The findings reveal that some strategies were used by both affiliators, some were not used by either, and the rest was used by one of the two affiliators. Although both affiliators employed multiple strategies in one utterance, Kohcun used multiple strategies more frequently and used the emotion-arousing words differently. Finally, the two affiliators employed different strategy combinations. The outcome of this study shed a spotlight on effective persuasive strategies for TikTok Live.

Keywords: affiliators, persuasive strategies, TikTok Live

INTRODUCTION

Beebe and Beebe (2018) state that persuasion is the action of strengthening audiences' attitudes, beliefs, values or behavior. The Greek philosopher, Aristotle, presents a traditional approach to persuasion that consists of three methods, which are: ethos, logos and pathos (as cited in Beebe & Beebe, 2018). From these traditional methods, Beebe and Beebe (2018) developed more detailed strategies to create an effective persuasive speech, which are: enhancing your credibility, using reasoning and evidence, and using emotional appeals.

In this study, the writers aim to analyze the persuasive strategies used by Kohcun and Mami Louisse on TikTok Live. In 2023, live shopping through applications like TikTok became a trend, and it is likely to be the preferred way for people to shop in the future (Jagat Review, 2024). Therefore, the writers are interested in analyzing the persuasive strategies used by two very successful creators on TikTok Live.

Two TikTok creators in particular, Kohcun and Mami Louisse, made history by breaking the highest sales record during their TikTok Live (CNN Indonesia, 2023). Considered a creator from the first generation of TikTok affiliates, Kohcun, is one of the biggest affiliators on TikTok Shop, with a record reaching 21 billion rupiahs from a special live session during Indonesia's Independence Day (CNN Indonesia, 2023). Meanwhile, Mami Louisse is an affliator that holds a record of 45 billion Rupiah in one day on TikTok Shop (CNN Indonesia, 2023).

Additionally, the writers aim to analyze the similarities and differences between Kohcun's and Mami Louisse's persuasive strategies on TikTok Live. According to Holmes and Wilson (2022), in any community, women and men speak differently. Therefore, the writers wish to see if Kohcun's and Mami Louisse's difference in gender influences the way they speak and in producing persuasive strategies on TikTok Live.

This research employs the fifteen strategies by Beebe and Beebe (2018), excluding competence, trustworthiness, dynamism, nonverbal behavior, and visual images. The rationale behind the exclusion of these strategies is because these strategies focus on the audience's perception of the speaker and the nonverbal cues made by the speaker. Since the data will be in the form of utterances, these strategies will not be applicable.

In identifying Kohcun's and Mami Louise's persuasive strategies on TikTok Live, the writers will use the theory of persuasive strategies by Beebe and Beebe (2018). Additionally, the writers will use the theory of gender by Holmes and Wilson (2022) as a supporting theory.

METHOD

The writers are the key instrument for this study as she collected the data needed for the study. The writers gathered the data from the live session held on January 4 and 9, 2025. Next, the writers analyzed the data using the persuasive strategy theory by Beebe and Beebe (2018). The source of the data were the utterances by Kohcun and Mami Louise on TikTok Live, which were taken from TikTok (Kohcun, n.d.; louissescarlettfamily, n.d.). The data analyzed were utterances by Kohcun and Mami Louise that were directed to the audience. The writers took several steps to collect the data. First, the writers watched and recorded Kohcun's and Mami Louise's live sessions. Second, the writers transcribed the utterances made by Kohcun and Mami Louise to Google Docs. Third, the writers checked the transcript against the video recording to make sure that the transcript is accurate.

FINDINGS AND DISCUSSION

The section is divided into three sections. The first section discusses the types of persuasive strategies used by Kohcun on TikTok Live. The second section discusses the types of persuasive strategies used by Mami Louise on TikTok Live. The third section discusses the similarities and differences in the persuasive strategies used by Kohcun and Mami Louise on TikTok Live.

Table 1 : Table of Summary of Kohcun's and Mami Louise's Persuasive Strategies

Affiliator	Persuasive Strategies																O	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N				
														Ho	Pr	Co		Re
Kohcun			✓	✓	✓	✓		✓	✓	✓			✓	✓				
Mami Louise	✓			✓	✓	✓				✓			✓	✓				

Abbreviations:

A: Inductive Reasoning
B: Deductive Reasoning
C: Causal Reasoning
D: Credible Evidence
E: New Evidence
F: Specific Evidence
G: Evidence To Tell a Story

H: Evidence for Diverse Audience
I: Concrete Examples
J: Emotion-Arousing Words
K: Stories with an Emotional Message

L: Metaphors and Similes
M: Fear Appeals
N: Appeals to Several Emotions
O: Shared Myths
Ho: Hope
Pr: Pride

Co: Courage

Re: Reverence

The Persuasive Strategies Used by Kohcun on TikTok Live

A. Causal Reasoning

- Data 1.30

"Klaim voucher semua di sini biar kalian bisa dapet harga spesial"
"Claim all vouchers here so you can get the special price"

In data 1.30, Kohcun told the audience to claim the voucher in order to get the discounted price. Here, Kohcun used causal reasoning by using the cause and effect method. First, Kohcun stated the cause which is to claim the voucher. This is followed by the effect, which is that the audience would get a special price. In short, claiming the voucher results in getting the discounted price.

B. Appeal to Emotion of Hope

- Data 1.9

"Yah kalo kamu masih yang ragu kena air juga tidak ada masalah"
"If you are still unsure, it is okay even if it gets wet"

In data 1.9, Kohcun talked about the smartwatch he was promoting being waterproof. In this context, he told the audience that since the smartwatch is waterproof, they do not need to worry about it getting wet. Here, he reassures the audience who is unsure if the smartwatch is waterproof.

C. Credible Evidence and Specific Evidence

- Data 1.3

"Ini rekomen banget ada kalkulator ya"
"This is highly recommended; it has a calculator"

In data 1.3, Kohcun stated the specific benefits of the smartwatch. First, as a person known for selling electronics, Kohcun is considered as a person with credibility. Hence, Kohcun used credible evidence by saying that he recommends the smartwatch. Second, Kohcun used specific evidence by informing the audience the exact features of the watch, instead of vaguely stating that the watch has many features. This may convince the audience to purchase the product as Kohcun himself recommends the product with credible reasoning.

D. Credible Evidence and Emotion-Arousing Words

- Data 1.14

"Jadi rekomen banget silahkan masukan keranjang dan CO payment langsung yuk ini"
"This is highly recommended. Please put it in your basket and CO payment immediately"

In data 1.14, Kohcun told the audience to hurry and buy the smartwatch he was promoting. First, he used credible evidence by saying that he himself recommends the product. As Kohcun is an acclaimed person in the electronic field, his opinions are considered credible. Second, he used emotion-arousing words by using the word *"banget"* ("really") to further exaggerate the fact that he recommends the product, which further influences his audience to purchase the product.

E. Evidence Appropriate for a Diverse Audience, Concrete Examples, and Appeal to Emotion of Hope

- Data 1.12
"... buka- buka jam kalo mau cuci tangan siapa tau mau makan nasi padang tidak perlu di buka-buka lagi ya"
"... take off the watch when you want to wash your hands or eat nasi padang. You do not need to take the watch on and off."

In data 1.12, Kohcun described a situation that smartwatch users may face. First, he used evidence for a diverse audience by using *nasi padang* as his example. As his audience are Indonesians, it is fitting to use *nasi padang* as an example as eating with hands is a part of Indonesian culture and *nasi padang* itself is a very popular dish. This leads to the second strategy, which is concrete examples. By stating that the audience does not need to take off the watch if they need to wash their hands or eat *nasi padang*, he persuaded the audience to consider buying the product because the product is very convenient. Lastly, he evoked the emotion of hope by giving the audience reassurance as the smartwatch is waterproof.

F. New Evidence, Specific Evidence, Emotion-Arousing Words, and Fear Appeals

- Data 1.1
"Kita jam nya ada harganya di harganya 200 ribuan jadi 100 ribuan saja klaim voucher dulu ya"
"We have the watch price reduced from the price of 200 thousand to only 100 thousand. Please claim the voucher first"

In data 1.1, Kohcun told the audience the deal of the watch. First, Kohcun used new evidence by mentioning the original price and discounted price of the smartwatch, as it may be new information for some of his audiences. Second, he used specific evidence by specifically mentioning the price. Third, he used emotion-arousing words by using the word "*saja*" ("only") to emphasize that the discounted price is very cheap. Lastly, he used fear appeal by telling the audience that they should claim the voucher first before purchasing the product, as it indirectly tells the audience that they might not get the discounted price if they do not claim the voucher.

The Persuasive Strategies used by Mami Louise on TikTok Live

A. New Evidence

- Data 2.13
"Lulurnya habis"
"The scrub is sold out"

In data 2.13, Mami Louise referred to the body scrub that she promoted. In this context, Mami Louise informed the audience that the body scrub was sold out at that exact moment. Here, Mami Louise gave out new information as the product just got sold out. The body scrub being sold out while she was selling it means that the product has very high demand. This makes the audience feel more motivated to buy the product when it is back in stock.

B. Specific Evidence

- Data 2.3

“Satu botol 180 ml pokoknya kamu beli yang versi Superfood”
“One bottle is 180 ml. Just make sure you buy the Superfood version”

In data 2.3, Mami Louise explained the details about the body serum. Instead of mentioning general information such as ‘a big bottle’ or ‘a lot of product’, she specifically stated that the lotion bottle contains 180 ml. In addition, she reminded the audience to buy the Superfood version.

C. Emotion-Arousing Words

- Data 2.17
“Dari buah-buahan lagi lulurnya”
“The scrub is from fruits as well”

In data 2.17, Mami Louise talked about the body scrub by Purbasari that is named Superfood. Here, Mami Louise used the word *“buah-buahan”* (“fruits”) to emphasize that it is from fruits, which gave a perception that it is organic and fresh. This can bring up positive feedback from the audience, as they may think that the scrub is refreshing, fragrant, or healthy for the skin.

D. Appropriate Fear Appeals

- Data 2.1
“Kamu ngga check out nanti udah ngga ada lagi masalahnya”
“The problem is if you do not check out now, it will be sold out later”

In data 2.1, Mami Louise referred to the body serum. In this context, Mami Louise tried to get the audience to purchase the product immediately. Here, she triggered fear appeal by telling the audience that if they do not buy the product now, they could miss out on the product as the product will be sold out.

E. Inductive Reasoning and Emotion-Arousing Words

- Data 2.14
“Kalo kamu tau lulur lama aja udah bagus banget”
“If you know the old scrub is already really good”

In data 2.15, Mami Louise used inductive reasoning as she informed the audience that the new version of the body scrub by Purbasari is better than the old version. In data 2.14, Mami Louise stated that the old scrub is already good. This specific statement resulted in a general conclusion, in which the new scrub is two times better than the old one.

Additionally, in data 2.14, Mami Louise also used emotion-arousing words by using the word *“banget”* (“really”). By implying that the old body scrub is already really good, the new version which she said is two times better means that it would exceed the audience's expectations as it is described to be of very good quality.

F. Emotion-Arousing Words and Appeal to Emotion of Hope

- Data 2.8
“Kulitnya langsung alus langsung lembut banget”
“The skin immediately becomes really smooth and soft”

In data 2.8, Mami Louise told the audience that the body serum can make the skin smooth and soft. First, Mami Louise used the word “*banger*” (“really”) to exaggerate to the audience that the product can make the skin super soft. Second, Mami Louise evoked the emotion of hope for people who have problems with their skin and want it to be smooth and soft.

The Similarities and Differences of Persuasive Strategies by Kohcun and Mami Louise

From the analysis, the writers found several similarities between the persuasive strategies used by Kohcun and Mami Louise on TikTok Live. First, they both used credible evidence, new evidence, specific evidence, emotion-arousing words, fear appeals, and appeal to the emotion of hope. The writers believe that they both used these strategies because the strategies are the most effective to use to sell on TikTok Live. For example, in data 2.16, Mami Louise stated “*Lagi approved by Nikita*” (“Besides, this is approved by Nikita”). Here, Mami Louise mentioned Nikita Mirzani, a famous Indonesian celebrity. As celebrities do not freely show the brands that they use, the fact that the product was approved by Nikita Mirzani means that the product is worth trying.

Second, Kohcun and Mami Louise did not use deductive reasoning, evidence to tell a story, tell stories with an emotional message, appropriate metaphors and similes, appeal to the emotion of pride, appeal to the emotion of courage, appeal to the emotion of reverence, and tap audience members’ beliefs in shared myths. The writers believe that they did not use these strategies because these strategies were indirect compared to the strategies that they both used. For example, if they used the metaphor and simile strategy, the audiences might not get what the speaker is trying to imply as everyone in the audience has different levels of understanding.

Third, they both used multiple strategies in the same utterance. The writers think that this is because it is way more effective to use multiple strategies compared to a single strategy as it has a higher chance of persuading the audience and reaching more viewers. For example, in data 2.8, Mami Louise stated, “*Kulitnya langsung alus langsung lembut banger*” (“The skin immediately becomes really smooth and soft”). Without the emotion-arousing word “*banger*” (“really”), the utterance falls into the appeal to the emotion of hope strategy. However, by adding “*banger*”, it makes the utterance more persuasive.

Even though there are similarities, the writers also found differences between Kohcun’s and Mami Louise’s persuasive strategies. First, Kohcun and Mami Louise used the emotion-arousing words strategy with a different approach. Both used the words “*wajib*” (“must”) and “*banger*” (“really”). However, Mami Louise has the upper hand by being able to use the word “*sayang*” (“dear”) as it is more acceptable for an older woman in Indonesia to call others with terms of endearment than for men to do the same.

Second, Kohcun used more diverse strategies in a single utterance compared to Mami Louise. The findings discovered that Kohcun used up to four strategies in one utterance, compared to Mami Louise’s two strategies. The writers believe that this is because of the difference in the items that they sold. As Mami Louise sold beauty products that are considered cheap, the writers assume that the audience would not worry too much about feeling regretful after purchasing them. On the contrary, Kohcun sold electronic products that were twice the price of what Mami Louise sold. Consequently, Kohcun needed to use more diverse strategies in one utterance to make sure that he successfully persuades his audience.

Third, Kohcun and Mami Louise used a different approach when employing combinations of multiple strategies. Kohcun combined both reasoning and evidence strategies

and emotional appeals strategies. However, Mami Louise only used emotional appeals. The writers believe that the reason why this happened is because of the item that they sold. Since people would think harder if they want to purchase an electronic product, Kohcun had to make sure that his utterances were very persuasive. On the other hand, Mami Louise sold a beauty product that has a very good deal. Therefore, she just needed to convince the audience that the beauty product she sold may solve their problem.

Finally, the writers found that even though Kohcun and Mami Louise have different genders, there are not many differences in the persuasive strategies that they use on TikTok Live. The writers assumed that, as a man, Kohcun would use more reasoning and evidence strategies as it is logic based. Mcrae et al. (2008) state that most human beings, even from different backgrounds, have a preconception that women are more emotional than men. However, the findings in this study indicate that Kohcun and Mami Louise use similar persuasive strategies. The writers assume that these similarities occur because they are both affiliators on the same level and that the audience on TikTok Live is very diverse.

There is only one difference that occurs due to their gender, which is the use of emotion-arousing words. The reason why Mami Louise was able to use the word “*sayang*” (“dear”) is because it is acceptable for a woman in Indonesia to use it to refer to men or women casually. This pattern was present in a study by Anwar (2023). Anwar (2023) concluded that in Sheraz’s selected novels, women use terms of endearment to refer to both men and women. On the other hand, men only use terms of endearment towards women (Anwar, 2023). However, other differences that occurred were not influenced by their genders, instead it was due to pure coincidence.

CONCLUSION

The findings of this study reveals the persuasive strategies that Kohcun and Mami Louise use, which are more similar than different. The writers’ hypothesis was Kohcun would use more reasoning and evidence-based strategies as men are said to be driven by logic and that Mami Louise would utilize emotional appeals as women are rumored to be more emotional. However, the differences that occurred were not influenced by gender, rather by other factors.

The writers hope that this study can help others who are interested in conducting a similar study. The writers also hope that this study can provide beneficial insight to those who are interested in the topic of persuasive strategies that are used on TikTok Live. Additionally, as there are several limitations to this study, as mentioned in Chapter 1, the writers recommend future research to expand the scope of the study by, among others, analyzing more successful affiliators or including non-verbal cues in their analysis.

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