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AN APPRAISAL ANALYSIS OF INTERPERSONAL METAFUNCTION IN TIKTOK ADVERTISEMENTS

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Abstract: This study explores the interpersonal persuasive strategies used by Indonesian Small and Medium Enterprises (SMEs) in their TikTok video advertisements through the framework of Systemic Functional Linguistics (SFL) and Appraisal Theory. Using a qualitative descriptive approach, three advertisements from different brands, there are Risol Mayo Margo, Petit Bite, and Madam Gie. The data were collected through non-participant observation and documentation by selecting, downloading, and transcribing advertisement videos from each brand's official TikTok account. The data were then analyzed to examine how Attitude, Graduation, and Engagement resources construct persuasive meaning. The findings reveal three dominant strategies: narrative authenticity, linguistic sincerity, and aesthetic engagement. Risol Mayo Margo emphasizes emotional warmth and authenticity, Petit Bite builds hype and urgency through intensified expressions, while Madam Gie focuses on reassurance and trust through dialogic communication. The study shows that effective TikTok advertising relies not only on visual appeal but also on interpersonal meaning-making that fosters emotional connection, authenticity, and audience engagement.

Keywords: appraisal theory, authenticity, persuasion, systemic functional linguistics, TikTok

INTRODUCTION

Digital advertising has fundamentally shifted towards social media, with TikTok emerging as a key platform where success hinges on building interpersonal relationships rather than direct selling (Bou-Franch & Garcés-Conejos Blitvich, 2022). This modern strategy leverages parasocial interactions, where audiences cultivate a sense of trust and connection with brands, a factor that significantly influences their

purchase intentions (Sokolova & Kefi, 2020). This move away from traditional hard-selling towards more authentic, community-focused engagement marks a new era in digital marketing. This trend is particularly prominent in Indonesia, a country with one of the world's most engaged social commerce markets (Temasek et al., 2023). Here, brands from large corporations to UMKM actively leverage TikTok to foster a sense of community and trust.

However, while this phenomenon is widely acknowledged, the specific linguistic mechanisms that create this persuasive rapport are not well understood. Previous studies have explored TikTok advertising from marketing and consumer behavior perspectives. Wang and Chen (2024) examined its influence on purchase intention, while Van Berlo & Chen (2024) shows the role of user satisfaction and engagement in advertising effectiveness. Kim et al. (2023) also emphasized the contribution of multimodal elements to persuasive communication on TikTok. However, these studies mainly focus on marketing outcomes rather than the linguistic resources that construct interpersonal persuasion in advertisement discourse. A clear research gap exists in the application of a detailed linguistic framework, namely Systemic Functional Linguistics' Appraisal theory, to systematically dissect the persuasive strategies used in Indonesian TikTok advertisements.

This study aims to examine how Attitude, Graduation, and Engagement resources construct interpersonal persuasive meaning in TikTok advertisements. To achieve this objective, a qualitative descriptive approach was employed to analyze advertisements from three Indonesian brands: Petit Bite, Madam Gie, and Risol Mayo Margo. The novelty of this research lies in its specific application of the Appraisal framework to deconstruct evaluative language across these different product sectors within TikTok's unique multimodal environment. By providing a granular linguistic perspective on how seller-buyer relationships are initiated and maintained, this study offers concrete insights for both linguistics and digital marketing.

LITERATURE REVIEW

TikTok Advertising as Digital Marketing Communication

TikTok has become one of the most influential digital marketing platforms due to its short-form, personalized, and multimodal content. Unlike conventional advertising, TikTok advertisements combine verbal language, visual elements, music, and user interaction to create persuasive communication. Van Berlo & Chen (2024) argues that the integration of visual, audio, and textual resources strengthens advertising messages, while Wongkitrungrueng & Assarut (2020) highlight the role of influencer marketing and live streaming in building trust and encouraging immediate audience engagement. Furthermore, Wang and Chen (2024) found that TikTok marketing positively influences consumers' purchase intentions, whereas Kim et al. (2023) demonstrated that user satisfaction and engagement significantly improve advertising effectiveness. These studies indicate that the success of TikTok advertisements depends not only on product exposure but also on the strategic use of language to establish interpersonal relationships and persuade audiences. This characteristic makes TikTok advertisements an appropriate object for discourse analysis from a linguistic perspective.

Interpersonal Metafunction in Advertising Discourse

This study adopts Halliday's Interpersonal Metafunction within the framework of Systemic Functional Linguistics (SFL) to examine how TikTok advertisements establish

relationships with audiences through language. According to Halliday (1978), the interpersonal metafunction explains how language is used to enact social relationships, express attitudes, and negotiate meanings between speakers and listeners. Through linguistic resources such as mood, modality, and evaluative expressions, speakers position themselves toward their audience while influencing attitudes and responses. In advertising discourse, these interpersonal meanings play a crucial role in persuading consumers by creating a sense of involvement, credibility, and emotional connection.

Previous studies have demonstrated the applicability of the Interpersonal Metafunction in analyzing persuasive discourse. Hidayat et al., (2018) found that interpersonal features in Indonesian television commercials contributed to persuasive communication by positioning advertisers and consumers in specific social roles. Similarly, Chekima et al., (2020) showed that cosmetic advertisements strategically employed interpersonal resources to establish trust and attractiveness, while Lacroix et al., (2020) revealed that financial service advertisements relied on interpersonal meanings to enhance credibility and consumer confidence. More specifically, Hendriana et al. (2022) applied the interpersonal perspective to TikTok advertising through the Extended Advertising Value Model, demonstrating that interpersonal elements contribute to audiences' perceptions of advertising value. These studies confirm that the Interpersonal Metafunction provides an appropriate framework for examining how TikTok advertisements construct persuasive relationships with potential consumers.

Appraisal Theory

While the Interpersonal Metafunction explains how language constructs social relationships, it does not provide a detailed account of evaluative meanings. Therefore, this study also employs Appraisal Theory, developed by Martin and White, as an extension of the interpersonal metafunction. Appraisal Theory focuses on how speakers express evaluation, negotiate positions, and align audiences through language. It consists of three interrelated subsystems: Attitude, which examines emotions, ethical judgments, and aesthetic evaluations; Graduation, which analyzes the intensity or degree of evaluation; and Engagement, which explores how speakers acknowledge or negotiate alternative viewpoints.

The effectiveness of Appraisal Theory has been demonstrated across various discourse contexts. Xia (2021) emphasized the persuasive function of Graduation in strengthening evaluative meanings, while Yue and Yi (2023) showed that Engagement enables speakers to construct interactional positions and negotiate alignment with audiences. Beyond advertising, the framework has been widely applied to political speeches, public debates, news discourse, and academic reviews (Hasibuan et al., 2024; Partelow, 2023, Ziliwu, 2021). The broad application of Appraisal Theory demonstrates its effectiveness in revealing how evaluative language functions across different genres. In the context of TikTok advertisements, this framework enables a more detailed examination of how advertisers express emotions, amplify persuasive messages, and position audiences through linguistic choices.

METHOD

This study employs a qualitative descriptive design, an approach valued for its direct focus on providing rich descriptions of phenomena without extensive theoretical abstraction (Hall & Liebenberg, 2024). This makes the design highly suitable for exploring persuasive language in detail within its authentic context of TikTok

advertisements (Creswell & Poth, 2016). The focus of this descriptive inquiry is on three specifically chosen TikTok advertisement videos from the distinct Indonesian brands Petit Bite, Madam Gie, and Risol Mayo Margo.

The data consists of the transcribed verbal utterances from these videos. This data was collected through a systematic process of non-participant observation and documentation, which involved selecting and downloading a representative video from each brand's official account and then transcribing the spoken content word-for-word. For the analysis of the transcribed data, the study is guided by the foundational principles of the Appraisal framework (Lopes & Vian, 2016), with further insights drawn from its application in contemporary multimodal contexts.

The analysis follows the interactive model proposed by Miles et al. (2014). This analytical process begins with data condensation, where the transcripts are coded to identify and categorize instances of Attitude, Engagement, and Graduation. Subsequently, in the data display stage, the coded information is organized into tables to facilitate pattern recognition. In the final stage, conclusions are drawn by interpreting these patterns to explain how the appraisal resources function to persuade and build rapport, with continuous verification against the original data to ensure the credibility of the findings.

FINDINGS AND DISCUSSION

Risol Mayo Margo (<https://vt.tiktok.com/ZSU8bTkbo/>)

The most important feature in the Risol Mayo Margo advertisement is the use of Affect, which refers to the expression of personal feelings (Otamendi & Martin, 2020). This linguistic resource, as part of the 'Attitude' system in Appraisal, functions as an emotional bridge between the seller and the audience, creating a sense of closeness and sincerity in the utterance.

Excerpt 1

"Halo semua! Makasih banyak ya buat yang udah order hari ini. Aku senang banget liat antusiasme kalian" ("Hello everyone! Thank you so much for ordering today. I'm so happy to see your enthusiasm"). (Participant 1, on TikTok account "Risol Mayo Margo", 2025).

The seller expresses gratitude and happiness. These are examples of positive Affect by Kang et al. (2020) showing genuine emotions that make the seller appear warm and approachable. Rather than being perceived as a distant business entity, the seller presents themselves as a real person who values the customers' support. This emotional connection is further strengthened in the second utterance.

Excerpt 2

"Risolnya kita buat dadakan ya, jadi dijamin fresh. Isiannya juga full banget" (We make the risoles fresh to order, so they're guaranteed to be fresh. The filling is also super full). (Participant 1, on TikTok account "Risol Mayo Margo", 2025).

Here, the seller's Appreciation of the product, a form of evaluation of the process and product quality, Chenavaz (2020) shows authenticity and quality through words like fresh and "full banget". These descriptions not only emphasize the product's appeal but also reinforce the homemade and heartfelt image that the brand aims to convey.

In the Risol Mayo Margo ad, the seller uses words that make their feelings stronger. This linguistic tool is called Graduation, which is like turning up the "volume" on a word's meaning (Periti & Montanelli, 2023). The seller often uses *banget* (meaning "so much" or "very"). This is not just to "hype up" the product. Instead, it is used to show the seller is honest and truly cares about the customers. This is a classic example of language being used for its interpersonal function, which is to build and maintain relationships with people (Fazri et al., 2021). We can see this clearly in the quote below.

Excerpt 3

"Feedback kalian berarti banget buat aku" (Your feedback means so much to me). (Participant 1, on TikTok account "Risol Mayo Margo", 2025).

Here, the word *banget* makes the seller's feeling of gratitude sound stronger and more genuine. This use of Graduation amplifies the seller's Affect (their expressed feeling), showing that the "thank you" is real, not fake or superficial. This strategy helps to build trust. It makes the seller seem like a real, caring person, not just a distant, faceless company, which is a common way to build an identity online (Garcia et al., 2020). This technique appears again in the next quote:

Excerpt 4

"Isiannya full banget, ada smoked beef, telur, sama saus mayo racikan Margo" (The filling is super full...). (Participant 1, on TikTok account "Risol Mayo Margo", 2025).

In this context, full *banget* does more than just describe how much food is inside. It also suggests that the seller put in a lot of personal effort and is dedicated to giving customers a great product. By using this strong word, the seller shows they are authentic and careful. This linguistic choice helps the audience feel connected to the seller and their values, which works to build a sense of community and shared feelings (Wang & Chen, 2024).

In terms of Engagement, Risol Mayo Margo's advertisement employs a distinctly collaborative and personal strategy that builds an intimate "I, you" relationship between the seller and the audience. This dialogic stance is evident in the utterances below.

Excerpt 5

"Aku lagi siapin pesenan kalian buat dikirim. Jangan lupa tinggalin review ya kalau udah coba, feedback kalian berarti banget buat aku". ("I'm preparing your orders for delivery and don't forget to leave a review after you've tried them, your feedback means so much to me"). (Participant 1, on TikTok account "Risol Mayo Margo", 2025).

The explicit use of first and second person pronouns establishes a direct interpersonal connection, making the interaction feel personal and genuine Zhang et al. (2024). Moreover, the invitation to leave feedback functions as an Engagement resource of the Entertain type, as it linguistically opens space for the audience's response and participation (Martin & MacDonald, 2020). This move transforms the communication from a one way promotional act into a two way, collaborative exchange, positioning customers as valued members of the brand's journey. By acknowledging the audience's input as meaningful, the seller constructs an image of authenticity and mutual respect

an essential element in digital era brand building. This interpersonal strategy aligns with Audrezet et al. (2020) notion that brand authenticity is central to fostering loyalty in influencer and small business marketing.

Risol Mayo Margo's discourse demonstrates that loyalty can be built not only through emotional appeal (Affect) or product quality (Appreciation), but also through sincerity and genuine relational connection (Engagement). The synergy among sincere Affect, authentic Appreciation, earnest Graduation, and personal, collaborative Engagement produces a persuasive message rooted in warmth and trust. This approach reflects findings by Changani & Kumar (2024), who emphasize that community engagement and perceived authenticity play crucial roles in strengthening customer loyalty within the social media ecosystem. Ultimately, Risol Mayo Margo's persona as an approachable and supportable business owner successfully positions the brand as both relatable and trustworthy an especially effective persuasion model for small businesses on authenticity driven platforms like TikTok.

The findings cover the summarized collected data and the analysis performed on those data relevant to the issue that is to follow. The findings should be clear and concise. It should be written objectively and factually, and without expressing personal opinion. It includes numbers, tables, and figures (e.g., charts and graphs).

The discussion section is intended to interpret the findings of the study in accordance with the theories used and not merely describe the finding. The discussion must be enriched by referring to the results of previous studies that have been published in scientific journals. Furthermore, the discussion should be a reasoned and justifiable commentary on the importance of your findings. This section states why the problem is important; what larger issues and what propositions are confirmed or disconfirmed by the extrapolation of these findings to such overarching issues.

Petit Bite (<https://vt.tiktok.com/ZSU8gL1RK/>)

The positive evaluations in the Petit Bite advertisement are further intensified through the use of Graduation resources, particularly those related to Force or intensity. Rather than simply stating that the product is good, the advertisement amplifies its claims to portray the product as extraordinary.

Excerpt 6

"Cokelatnya lumer parah! Kalian wajib banget checkout sekarang juga!" (The chocolate is insanely melty! You absolutely must check out right now!), (Participant 2, on TikTok account "Minbite", 2025).

The intensifiers parah ("insanely") and banget ("really") heighten the emotional impact and urgency of the message. According to Kaur et al., (2020), this type of intensification serves to raise the speaker's investment in the evaluation and to invite shared enthusiasm from the audience.

This linguistic amplification aligns with TikTok's communicative norms, which rely on hyperbolic expression and immediacy to attract attention in a fast paced digital environment. Lee et al. (2025) note that social media narratives often depend on affective intensification to convey authenticity and excitement. Through such Graduation strategies, Petit Bite effectively creates a sense of urgency and FOMO (Fear of Missing Out), framing its product as not just appealing but too good to miss. As Bui et al. (2021) point out, exaggerated positive language in microblog marketing functions to

emotionally engage audiences and encourage impulsive buying behavior. Therefore, the deliberate overstatement in Petit Bite's discourse resonates strongly with TikTok's young, hype driven audience, reinforcing the product's desirability and immediacy.

These positive evaluations are further strengthened through the use of Graduation resources, particularly those related to Force (intensity). As noted by Thamilselvan & Rakeshyanand (2024), emotional amplification often plays a key role in shaping consumer perception. Petit Bite does not simply state that its product is good but rather amplifies this claim to make it appear extraordinary in the expressions below.

Excerpt 7

"Cokelatnya lumer parah! Kalian wajib banget checkout sekarang juga!" ("The chocolate is insanely melty! You absolutely must check out right now!"), (Participant 2, on TikTok account "Minbite", 2025).

The intensifiers *parah* ("insanely") and *banget* ("really") heighten the emotional tone of the message. Such intensification functions to increase the speaker's level of commitment to the evaluation while simultaneously inviting the audience to share in the same enthusiasm. In this way, Petit Bite's use of hyperbolic language not only emphasizes the product's quality but also fosters a sense of excitement and shared engagement among viewers, aligning with Usera's (2023) view that persuasive communication often relies on heightened emotional expression to engage audiences effectively

This linguistic amplification also reflects the communication style typical of TikTok, a platform characterized by immediacy and expressive exaggeration designed to capture fleeting audience attention. As Eti and Rosalinah (2025) observe in their study of TikTok slang, digital discourse among Gen Z often thrives on exaggeration and affective intensity to maintain social relevance. Further supports this view by noting that social media narratives depend heavily on affective intensification to convey authenticity and excitement. Thus, through its Graduation strategy, Petit Bite successfully creates a feeling of urgency and FOMO (Fear of Missing Out), positioning its product as not just appealing but irresistible.

In their study of microblog marketing, exaggerated positive language serves to emotionally engage audiences and encourage impulsive consumer behavior, a pattern also found in Wu and Lai's (2023) research on short video marketing and emotional mediation. In this context, the deliberate overstatement found in Petit Bite's promotional discourse effectively resonates with TikTok's young and hype driven audience, turning linguistic intensity into a persuasive marketing tool.

In terms of Engagement, the Petit Bite advertisement predominantly adopts a monoglossic stance, presenting its claims as unquestionable truths and leaving little room for alternative perspectives. For example, the lines

Excerpt 8

"Guys, kalian harus coba ini, pokoknya 10/10! Dijamin nagih!" ("Guys, you have to try this, it's a 10/10, period! Guaranteed to be addictive!"). (Participant 2, on TikTok account "Minbite", 2025).

The expression above illustrates the assertive position. The use of expressions like *kalian harus* ("you have to") and *pokoknya* ("period") identify as proclamative

engagement, which effectively “closes dialogic space” and reinforces the speaker’s authority. As Van Der Bles et al. (2020) argue, the absence of hedging or uncertainty in statements enhances perceived confidence and credibility, which aligns with Petit Bite’s persuasive tone.

The confident claim “Dijamin nagih!” acts as a verbal guarantee, strengthening the sense of reliability and trust between the speaker and the audience. This assertive tone helps to construct the persona of a directive trend-setter or a cool, persuasive friend, a voice commonly found in influencer marketing discourse. Belanche et al. (2021) emphasize that successful influencer marketing often depends on how convincingly the speaker’s persona aligns with audience expectations, which explains Petit Bite’s blend of familiarity and authority.

TikTok creators often employ “an intimate yet authoritative tone to simulate peer recommendation while sustaining persuasive authority.” This balance of friendliness and firmness is key to digital persuasion, where credibility often emerges from confidence rather than neutrality. Through this strategy, Petit Bite’s discourse manages to sound both approachable and commanding encouraging the audience to follow the suggestion without hesitation. This communication pattern resonates with findings from Wang and Li (2024), who note that TikTok’s audiovisual format promotes direct, emotionally charged delivery styles to sustain audience engagement.

TikTok advertisements frequently rely on monoglossic statements to instruct rather than invite dialogue, a style that aligns with the platform’s fast paced, call to action culture. Petit Bite’s engagement style thus mirrors the broader communicative trend in short-form video marketing, where directness and enthusiasm drive viewer response. This assertive, directive communication fosters a sense of urgency, effectively pushing audiences toward immediate action. As Malafe et al. (2022) point out, such emotionally driven messages are particularly effective in triggering impulsive consumer behavior.

Petit Bite’s interpersonal strategy builds desire through a combination of excessive enthusiasm and confident direction. The synergy between positive Appreciation, amplified Graduation, and proclamatory Engagement results in a persuasive message that evokes excitement, trust, and immediacy. This multimodal meaning is “constructed through the interplay of textual, visual, and interpersonal modes.” In this advertisement, the linguistic mode carries much of the interpersonal weight using hype, affect, and assertion to motivate the audience to buy on the spot. Dunsmore et al. (2022) show that social media discourse functions as a “performance of affiliation,” where an enthusiastic tone and shared excitement foster a sense of belonging. Petit Bite successfully employs this affiliative discourse style, presenting itself as a friendly, relatable, and trustworthy recommender that resonates strongly with TikTok’s youth oriented culture.

Madam Gie

(https://www.tiktok.com/@madamegiecosmetic?_t=ZS-90JcqxBAhxS&_r=1)

Compared with Petit Bite's hype driven persuasion, the Madame Gie advertisement takes a more empathetic and trust oriented approach. The brand constructs the persona of a knowledgeable yet approachable beauty advisor who understands the audience's needs and communicates in a friendly, conversational manner. This persuasive stance is constructed through a combination of Attitude and

Graduation resources that emphasise both the product's quality and the brand's credibility. In its social media advertisements, Madame Gie employs a combination of Appreciation and Judgement to evaluate not only the product but also its ethical integrity as a cosmetic brand. Enderwati (2025) demonstrates that interactive engagement and trust building digital strategies significantly enhance brand value by increasing consumer confidence.

Excerpt 9

"Shade nya cantik pol! Formulanya juga ringan banget di bibir. Coklatnya lumer parah! Kalian wajib banget checkout sekarang juga!" ("The shades are so pretty! The formula is also super light on the lips. The chocolate is insanely melty! You absolutely must check out right now!"). (Participant 3, on TikTok account "Madam Gie", 2025).

The expression above shows positive Appreciation through aesthetic and sensory evaluations. Meanwhile, the expression below conveys positive Judgement of the brand's responsibility and capability.

Excerpt 10

"Dan yang paling penting, ini udah BPOM, jadi super aman." "(And most importantly, it's already BPOM certified, so it's super safe)". (Participant 3, on TikTok account "Madam Gie", 2025).

By emphasising certified safety, the advertisement reinforces Madame Gie's image as a trustworthy and socially responsible company. Recent research indicates that emphasising safety certification and transparent brand practices significantly enhances brand trust and consumer loyalty (Rachmawati & Prapanca, 2024). Furthermore, studies on local beauty brands show that marketing communication which integrates both functional claims such as "certified" or "safe" and emotional credibility (advisor style messaging) leads to higher brand loyalty via increased trust (Suwandi & Balqiah, 2023). The focus on ethical assurance distinguishes the brand from others that rely solely on excitement or visual appeal.

The systematic use of Graduation resources further reinforces Madame Gie's persuasive strategy through controlled intensification. Intensifiers such as "pol, banget, and super" function not merely as exaggerations but as linguistic reassurances that reduce uncertainty and enhance audience confidence. Indeed, previous research shows that graduation resources enable speakers to amplify evaluative meanings in order to align audience and speaker (Li et al., 2023). The example is the statements low.

Excerpt 11

"Ini formulanya ringan banget, kalian nggak perlu khawatir bakal berat. Harganya affordable banget, cocok buat kantong pelajar." ("The formula is super light, you don't have to worry about it feeling heavy") and the price is very affordable, perfect for a student's budget". (Participant 3, on TikTok account "Madam Gie", 2025).

The statement above affirms both the quality and accessibility of the product. These choices signal sincerity rather than overstatement, shaping a sense of calm confidence in the brand's message (Smith & Jones, 2022). Beyond generating excitement, these intensifications provide emotional comfort by emphasising safety, lightness, and

affordability. Through this measured use of Graduation, Madame Gie constructs an image of reliability and care. This aligns with findings that persuasive discourse often uses graduation to build relational proximity and trust, rather than mere urgency or hype (Ciobanu & Dejica, 2025). Consequently, the linguistic tone frames the brand as a supportive and trustworthy companion rather than a distant corporate entity. Recent discourse analyses further illustrate that this subtle yet strategic deployment of evaluative and intensifying language enables persuasion on social media through reassurance and authenticity rather than hyperbole (Moghaddam & Esmaeilpour, 2023).

Madam Gie is seriously good at establishing its image as a "trusted friend," and this engagement strategy is their main pillar. They are clever in using dialogic language styles (heteroglossic resources) to create a relaxed conversational space, as if we are talking to a close friend. This aligns with research showing that dialogic discourse analysis offers new insights into communication, revealing the multifaceted nature of communication problems (Ismayilova, 2023). The example is the statements low.

Excerpt 12

"Oke, bestie! Banyak banget yang nanya, 'kak, spill lip tint yang awet dong? Nah, ini dia jawabannya'" ("Okay, bestie! So many of you have been asking, "Girl, spill the long-lasting lip tint!" Well, here's the answer!"). (Participant 3, on TikTok account "Madam Gie", 2025).

This isn't just a regular advertisement; it's an "Entertain strategy" trick where the audience's voice is intentionally brought to the surface. The goal to make the ad feel like a direct response to our worries or questions. This is called "conversationalization", an ad that adopts the style of a personal conversation so there's no distance left between the brand and us (Tang, 2021).

The choice of words like "bestie" and the promise, "You don't need to worry about the price..." (6) are the keys to their success. These familiar terms are the "Acknowledge" move that consciously positions us as equals and friends, not just consumers. The effect is the formation of parasocial interaction, a feeling of closeness as if we know them, even though it's just through media, which is absolutely proven to be a strong predictor of media involvement and persuasive outcomes (Tukachinsky et al., 2020). Essentially, Madam Gie's interpersonal strategy focuses on persuasion through dialogue and assurance. Research shows that persuasive dialogue agents (CogAagents) incorporate cognitive strategies to achieve human-like persuasion in intelligent dialogue systems (Chen, et al, 2024). They don't just offer a product; they also provide support and reassure us, where understanding "tellings" as a form of assurance can provide a reason for belief (Faulkner, 2021).

Because of this, the message Madam Gie delivers becomes incredibly strong. They successfully combine product Appreciation supported by positive Judgement (which is associated with better psychological health according to Willroth et al, 2023), further reinforced by reassuring Graduation, all wrapped up in a dialogic Engagement interaction. The result is a solid sense of trust. Unlike some competitors, Madam Gie clearly positions itself as a "supportive and problem solving friend." They don't just recommend something good; they also show genuine care about our safety and concerns as an audience, similar to how problem solving retargeting helps consumers with technical concerns, both leading to higher approval rates (Lu et al, 2021).

CONCLUSION

This study demonstrates that the persuasive effectiveness of TikTok advertisements among Indonesian SMEs extends beyond product promotion to the strategic construction of interpersonal meaning. Using Halliday's Interpersonal Metafunction and Appraisal Theory, the analysis reveals that Attitude, Graduation, and Engagement work together to build emotional connection, trust, and audience involvement. Although Risol Mayo Margo, Petit Bite, and Madam Gie employ different persuasive styles that reflect their respective brand identities, all three rely on evaluative language and interpersonal positioning to establish authenticity and strengthen consumer relationships. These findings highlight the importance of language as a key resource for persuasive digital marketing communication.

The study contributes to the application of Systemic Functional Linguistics and Appraisal Theory in the context of social media advertising, particularly TikTok, by demonstrating how interpersonal meanings are constructed through evaluative and interactional language. Practically, the findings provide insights for SME owners and digital marketers in designing more authentic and audience-centered advertising strategies. Future research may expand this analysis by examining a larger range of brands, comparing different social media platforms, or incorporating multimodal elements such as visual and auditory resources to provide a more comprehensive understanding of persuasive communication in digital advertising.

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