

## NLP METAMODEL STRATEGY IN CREATIVE COMMUNICATION: FASHION MSMEs ON SHOPEE DIGITAL PLATFORM

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**Abstract :** This research explored how Neuro-Linguistic Programming (NLP), particularly the Metamodel Language framework, was applied as a communication strategy by fashion Micro, Small, and Medium Enterprises (MSMEs) on the Shopee e-commerce platform. As digital platforms continued to shape modern business practices, effective communication became increasingly vital in influencing consumer trust, perception, and purchasing decisions. The study adopted a mixed-method approach, integrating both qualitative and quantitative techniques to examine language use across 40 communication samples. These samples were taken from product descriptions, responses to customer reviews, and real-time chat interactions. Each sample was categorized into one of four Metamodel language patterns: generalisation, deletion, distortion, or clarification. Findings showed that generalisation appeared most frequently (30%), followed by deletion (25%), while distortion and clarification were equally present (22.5% each). The average frequency across categories was 10.0, with a standard deviation of 1.41, indicating that the distribution of language patterns was relatively consistent. These results suggest that emotionally persuasive yet vague language is commonly used in promotional content, whereas clarification tends to occur more often during direct interaction to resolve uncertainty. Ultimately, the study found that fashion MSMEs on Shopee tended to use a two-fold communication strategy—drawing attention through persuasive language and strengthening consumer confidence through clarification. These insights highlight the practical value of NLP-based communication for digital business and suggest that MSMEs can benefit from balancing emotional engagement with clarity and precision.

**Keywords:** NLP Metamodel, Creative Communication, Shoppe Digital Platform

## INTRODUCTION

The development of digital technology has driven the growth of e-commerce platforms such as Shopee, which has become a major channel for Micro, Small, and Medium Enterprises (MSMEs) to market their products, including in the fashion sector. In the face of increasingly fierce competition, fashion MSMEs need to adopt effective and creative communication strategies that are able to attract consumer attention and increase competitiveness. One prominent approach is Neuro-Linguistic Programming (NLP), specifically the application of the Metamodel Language. This approach has the potential to improve the effectiveness of communication between MSMEs and consumers in the context of e-commerce, as well as influence customer

perception and satisfaction with the fashion products offered (Ismail et al., 2024; Malik & Bilal, 2024). NLP is an approach that studies the relationship between neurological processes, language, and behavioral patterns that result from experience. The application of NLP, including the use of the Metamodel Language, has proven to be beneficial in various fields, especially in business communication and marketing, due to its ability to design more effective interaction patterns (Matić et al., 2021; Piris & Gay, 2021). Metamodel Language focuses on questioning techniques that aim to clarify the meaning of ambiguous statements. Thus, in the context of digital business, the use of Metamodel Language can help MSMEs to better understand consumer needs and desires, as well as compose more persuasive marketing messages (Sundjaja et al., 2024).

Communication strategy in e-commerce is crucial to build effective interaction between sellers and buyers. Consumers often leave reviews or ask questions about products before making a purchase. Therefore, the ability of MSMEs to respond to questions, provide clarifications, and handle objections from consumers with proper communication is a very important factor in increasing customer trust and loyalty. By utilizing Metamodel Language, MSMEs can minimize misunderstandings, provide more accurate information, and devise communication strategies that better suit the needs of the audience (Ismail et al., 2024; Malik & Bilal, 2024). While the relevance of implementing Metamodel Language in the fashion MSME sector on e-commerce platforms such as Shopee promises many benefits, there is a gap in research exploring how this technique can improve the effectiveness of digital communication and its impact on consumer perception and satisfaction. Existing research is limited, so there is a need for further study on the impact of implementing Metamodel Language in this sector. Through this study, we aim to analyze the application of Metamodel Language in the communication strategy of fashion MSMEs on Shopee and measure the extent to which its use can influence customer perception and satisfaction (Neema et al., 2019).

By integrating the NLP approach into the communication strategy of fashion MSMEs on Shopee, this research seeks to offer novelty in the effort to improve their competitiveness in the e-commerce market. Given the importance of adapting to the dynamics of digital communication, a better understanding of the application of the Language Metamodel can optimize interactions with consumers, increase the effectiveness of marketing strategies, and strengthen long-term relationships with customers (Swanepoel & Manchaiah, 2021). The results of this study are expected to contribute to the development of literature on digital communication in e-commerce and provide practical insights for MSME players in formulating more effective and NLP-based communication strategies.

## **LITERATURE REVIEW**

NLP is an approach that studies the relationship between neurological processes, language, and behavioral patterns learned through experience

(Sembiring, A.K.B., et al. 2024). *Metamodel Language*, as part of NLP, focuses on questioning techniques to clarify the meaning of ambiguous statements or generalizations, thereby enhancing communication effectiveness (King F. et al. 2023). In the context of e-commerce, the application of Metamodel Language can help MSMEs better understand consumer needs and desires, as well as respond appropriately to product reviews.

*Neuro-Linguistic Programming* (NLP) is an approach that studies how the interaction between neurology (neural processes), language, and behavioral patterns learned through experience can influence the achievement of specific goals. NLP is based on the assumption that humans process information through internal representations involving the five senses and language, which then affect their behavior and emotions (Dhani, N.R., et al. 2024). NLP is also an approach that studies how thought patterns, language, and behavior are interconnected. In the marketing world, NLP is used to understand how consumers process information and make decisions. By understanding customer thought patterns, MSMEs can create more effective messages that align with their audience's needs (Khanapi N.A.M., et al. 2023)

*Metamodel Language* is a technique in NLP developed to identify and clarify distortions, generalizations, and deletions of information in verbal communication. By using specific questioning techniques, *Metamodel Language* aims to uncover more complete and accurate information, thereby enhancing understanding and communication effectiveness between individuals (Hartati R., Ginting S.A., Ariatna. 2024. pp:16)

In study (Sakota, M. et al. 2024), Metamodel Language is also an NLP technique that focuses on clarifying vague or biased meanings in communication. In e-commerce marketing, the use of Metamodel Language helps sellers delve deeper into consumer needs by asking specific questions, such as "What interests you about this product?" or "What features are you looking for?" This technique helps reduce miscommunication and enhances customer satisfaction.

Several previous studies have contributed significantly to the understanding of digital communication and the application of the NLP Meta Model. The study conducted by Sari and Lestari (2020) demonstrated that the implementation of the NLP Meta Model effectively enhances the clarity and effectiveness of students' interpersonal communication. This finding provides a strong theoretical foundation for the use of the model in broader communication contexts, including marketing and digital platforms. Meanwhile, Pratama (2021) emphasized the importance of creative communication in digital campaigns on social media. The study found that creatively delivered messages could increase audience engagement and attractiveness. This aligns with the present study's focus, which also explores how creative elements can strengthen communication on digital platforms such as Shopee. The research by Haryanto et al. (2021) discussed Shopee's digital marketing

strategies and found that interactive features like Shopee Live, personalized promotions, and gamification contributed to increased user loyalty. These findings reinforce the relevance of choosing Shopee as the subject of investigation in a digital communication context. In addition, Astuti and Darma (2020) highlighted that Shopee's digital communication through creative content and influencer collaboration positively impacts brand perception and consumer purchase interest. Their research illustrates a direct relationship between creative communication strategies and the success of digital marketing on the Shopee platform.

## **RESEARCH METHOD**

This study employed a mixed-method approach, combining qualitative and quantitative techniques to analyze how fashion MSMEs on the Shopee platform utilized Metamodel Language as part of their communication strategies. The research focused on identifying linguistic patterns embedded in digital interactions, particularly how sellers conveyed persuasive or ambiguous messages in product descriptions, customer reviews, and chat interactions. Data were collected through direct observation and documentation of 40 communication samples from active Shopee fashion sellers. These samples were purposively selected based on the presence of persuasive language, vague claims, or clarification efforts. The theoretical basis for the analysis draws from the Metamodel framework within Neuro-Linguistic Programming (NLP), as introduced by Bandler and Grinder. The Metamodel identifies specific language structures that can affect how meaning is processed, including generalisation (broad claims), deletion (missing or unspecified information), distortion (misrepresentation or exaggeration), and clarification (responses aimed at resolving ambiguity). In this study, each communication snippet was examined manually and categorized into one of these four types based on its linguistic features.

The data analysis process involved three key steps. First, data reduction was carried out by selecting only communication examples that reflected clear Metamodel patterns. Second, the data were classified and organized into a frequency table to show how often each category appeared. Finally, a qualitative interpretation was conducted using two representative examples for each category to explore how such language might influence consumer perception and trust. This method provided both quantitative insights into the distribution of Metamodel patterns and qualitative understanding of their communicative function in the context of digital marketing for MSMEs. In this way, the research results are expected to provide deeper insights into the interactions between MSMEs and consumers and the effectiveness of using NLP-based communication (Chakraborty & Bhat, 2018).

## **FINDINGS AND DATA ANALYSIS**

### ***Findings***

Based on observations of product descriptions, seller responses in review sections, and interactions via Shopee's chat feature, it was found that the

communication patterns employed by fashion MSMEs included *Metamodel Language* elements categorized into four main types: *generalisation*, *deletion*, *distortion*, and *clarification*. To provide a quantitative overview of the tendency to use each *Metamodel* category, the table below presents the frequency and percentage of each category's occurrence based on a total of 40 analyzed communication entries:

**Table 1. Sample Communication Snippets, Metamodel Categorization, and Source of Findings**

No	Communication Snippet (Translated)	Metamodel Category	Source
1	"All customers are satisfied with this product!"	Generalisation	Product Description
2	"This product is guaranteed high quality."	Deletion	Product Description
3	"If you wear this, you'll definitely look cooler."	Distortion	Product Description
4	"Is size M for 50kg body weight?" "Yes sis, size M fits 45–55kg."	Clarification	Chat Interaction
5	"Best-selling product in our store."	Generalisation	Product Description
6	"Comfortable for all-day wear."	Deletion	Product Description
7	"Buy now and you'll instantly look more stylish."	Distortion	Product Description
8	"Is the real color same as the picture?" "Yes sis, same as in the photo."	Clarification	Chat Interaction
9	"All buyers always come back for more!"	Generalisation	Review Response
10	"Quality guaranteed."	Deletion	Product Description
11	"Using this product boosts your confidence."	Distortion	Product Description
12	"Is the fabric cool?" "Yes sis, it's cotton combed 30s, cool and light."	Clarification	Chat Interaction
13	"Our customers are never disappointed."	Generalisation	Review Response
14	"Best seller of 2024!"	Generalisation	Product Description

15	"No regrets buying here."	Deletion	Review Response
16	"Instantly makes you look slimmer when worn."	Distortion	Product Description
17	"What weight does size L fit?" "Around 60–70 kg, sis."	Clarification	Chat Interaction
18	"All reviews are always five stars."	Generalisation	Review Response
19	"High quality product at an affordable price."	Deletion	Product Description
20	"Makes your look more luxurious."	Distortion	Product Description
21	"Description lacks details. Is it machine washable?" "Yes sis, it is."	Clarification	Review Response
22	"Best-selling of all time!"	Generalisation	Product Description
23	"Top product in its class."	Generalisation	Product Description
24	"Superb quality."	Deletion	Product Description
25	"You'll look taller instantly with this."	Distortion	Product Description
26	"Please clarify size details." "Size S = 84cm bust, M = 88cm."	Clarification	Chat Interaction
27	"We always give the best."	Generalisation	Product Description
28	"Absolutely excellent."	Deletion	Review Response
29	"Makes your appearance glow."	Distortion	Product Description
30	"What's the material?" "Premium rayon, sis — soft and cool."	Clarification	Chat Interaction
31	"This product is loved by all customers."	Generalisation	Review Response
32	"Great price and quality."	Deletion	Product Description
33	"It helps you look more confident."	Distortion	Product Description

34	"Can you ship fast?" "Yes sis, we ship in 1–2 days after order."	Clarification	Chat Interaction
35	"All buyers are always satisfied."	Generalisation	Review Response
36	"Guaranteed satisfaction."	Deletion	Product Description
37	"Wearing this makes you the center of attention."	Distortion	Product Description
38	"Can you do COD outside Java?" "Yes sis, COD available all over Indonesia."	Clarification	Chat Interaction
39	"Feedback is always positive."	Generalisation	Review Response
40	"Our signature product."	Deletion	Product Description

Based on the 40 communication samples identified through observations of product descriptions, seller responses in review sections, and interactions via Shopee's chat feature (as shown in Table 1), each utterance was categorized according to the Metamodel framework. The categorization highlights the prevalence of specific language patterns used by MSMEs on Shopee. To provide a clearer quantitative overview of these findings, Table 2 presents the frequency and percentage distribution of each Metamodel category derived from the analyzed data.

**Table 2. The Frequency and Percentage Distribution of each Metamodel Category**

Metamodel Category	Frequency (f)	Percentage (%)
Generalisation	12	30%
Deletion	10	25%
Distortion	9	22.5%
Clarification	9	22.5%
<b>Total</b>	<b>40</b>	<b>100%</b>

### **Data Analysis**

To gain deeper insight into how each Metamodel category manifests in actual communication, two representative examples were selected for each type. These examples are drawn from real observations of product descriptions, seller responses in review sections, and interactions via Shopee's chat feature. Each case is analyzed to explain how the language pattern corresponds to its respective Metamodel category

in NLP theory.

### 1. Generalisation

*Example 1: “All customers are satisfied with this product!”*

*Analysis:*

*This is a generalisation because it makes an absolute claim using the word “all” without providing any data or verification. In NLP, this is a pattern where specific experiences are broadened into universal truths, often used to build trust quickly. However, such claims can be misleading and create unrealistic expectations.*

In contrast to generalisation, which amplifies messages through sweeping statements, the deletion pattern involves omitting essential information, leading to ambiguity or vagueness in communication.

*Example 2: All reviews are always five stars.”*

*Analysis:*

*The statement implies a universal pattern that may not be factually accurate. It generalizes customer satisfaction and ignores the potential for variation. This language serves to create a perception of perfect customer approval, aligning with the generalisation pattern in NLP.*

### 2. Deletion

*Example 1: “Quality guaranteed.”*

*Analysis:*

*This phrase omits key details—who guarantees the quality, and what aspects are guaranteed. In the Metamodel framework, deletion occurs when important information is left out, leading to ambiguity. The seller uses this to sound convincing while avoiding accountability.*

*Example 2: “Comfortable for all-day wear.”*

*Analysis:*

*This is a deletion because it does not specify what makes it comfortable or for whom it is comfortable. The lack of specifics may appeal to emotion, but it prevents consumers from making an informed judgment. The vagueness aligns with the NLP deletion pattern.*

While deletion masks details, distortion alters the structure of meaning itself by connecting unrelated ideas or exaggerating causality—often to evoke emotional responses from consumers

### 3. Distortion

*Example 1: “If you wear this, you’ll definitely look cooler.”*

*Analysis:*

*This statement establishes a cause-effect relationship between wearing the product and appearing “cooler,”*

*Example 2: “Wearing this makes you the center of attention.”*

*Analysis:*

*The sentence implies that the product guarantees social attention, which may not be universally true. This*



*which is a subjective and unverifiable outcome. This is a classic case of distortion in NLP, where assumptions are made to influence perception.*

*distorted message links product usage to social outcomes to appeal to buyers' emotions and aspirations.*

Unlike the previous patterns that may obscure or manipulate meaning, clarification serves the opposite function. It helps resolve vagueness and misunderstanding by making communication more precise and informative.

#### 4. Clarification

*Example 1:*

*Customer: "Is size M for 50kg body weight?"*

*Seller: "Yes sis, size M fits 45–55kg."*

*Analysis:*

*This is a clear example of clarification. The customer's vague question is met with a specific, informative response. In NLP, clarification techniques are used to uncover and address missing or unclear information, promoting accurate understanding.*

*Example 2:*

*Customer: "What's the material?"*

*Seller: "Premium rayon, sis — soft and cool."*

*Analysis:*

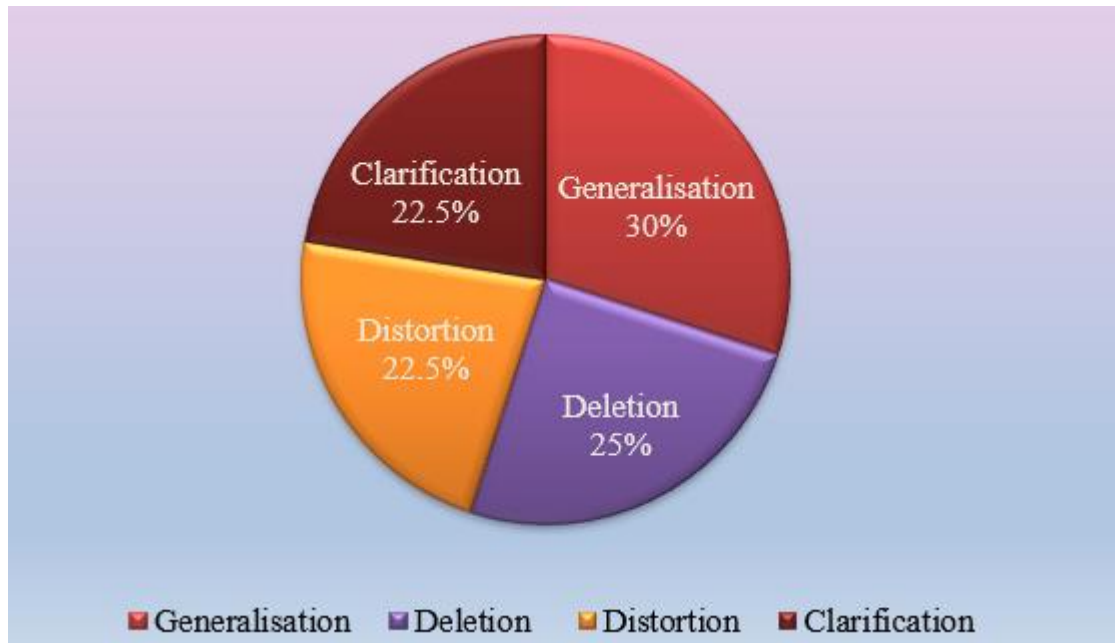
*The seller provides a specific answer with additional sensory detail ("soft and cool"), resolving the ambiguity in the customer's question. This reflects the Metamodel strategy of clarifying vague language to build trust and confidence in the product.*

The use of clarification distinguishes itself from the other Metamodel patterns by promoting transparency and reducing uncertainty rather than introducing ambiguity. As observed in seller responses via Shopee's chat feature, clarification strengthens consumer trust through specific, informative replies. This reinforces the importance of responsive and clear communication in digital commerce.

## RESULTS AND DISCUSSION

This section presents the results of the Metamodel categorization based on 40 communication samples taken from fashion MSMEs on Shopee. These samples include product descriptions, seller responses to customer reviews, and direct chat interactions. The findings are classified into four language patterns in line with the NLP Metamodel framework: Generalisation, Deletion, Distortion, and Clarification. In line with the findings presented earlier, the distribution of these four categories is visualized in Figure 1. Meanwhile, the discussion that follows reflects the interpretation of each category's communicative function, as elaborated in the data analysis section.

**Figure 1. Distribution of Metamodel Categories**



As shown in **Figure 1**, **Generalisation** emerges as the most frequently used pattern, accounting for **30%** of the analyzed communication. Sellers often employ broad, sweeping statements such as “all customers are satisfied” or “best-seller of the year” to quickly build trust and persuade buyers. In the highly competitive environment of e-commerce platforms like Shopee, where attention spans are limited, this kind of language appears to be a convenient strategy to establish positive first impressions. However, such generalizations often lack factual support and may create unrealistic expectations.

The second most common pattern is **Deletion**, appearing in **25%** of the samples. This includes statements like “quality guaranteed” or “comfortable to wear” that do not specify who guarantees the quality or what defines the comfort. These omissions can leave room for consumer doubt, yet are frequently used due to their concise and impactful nature. In the fast-paced world of online shopping, such statements may be intended to simplify information, but they risk leaving the message unclear.

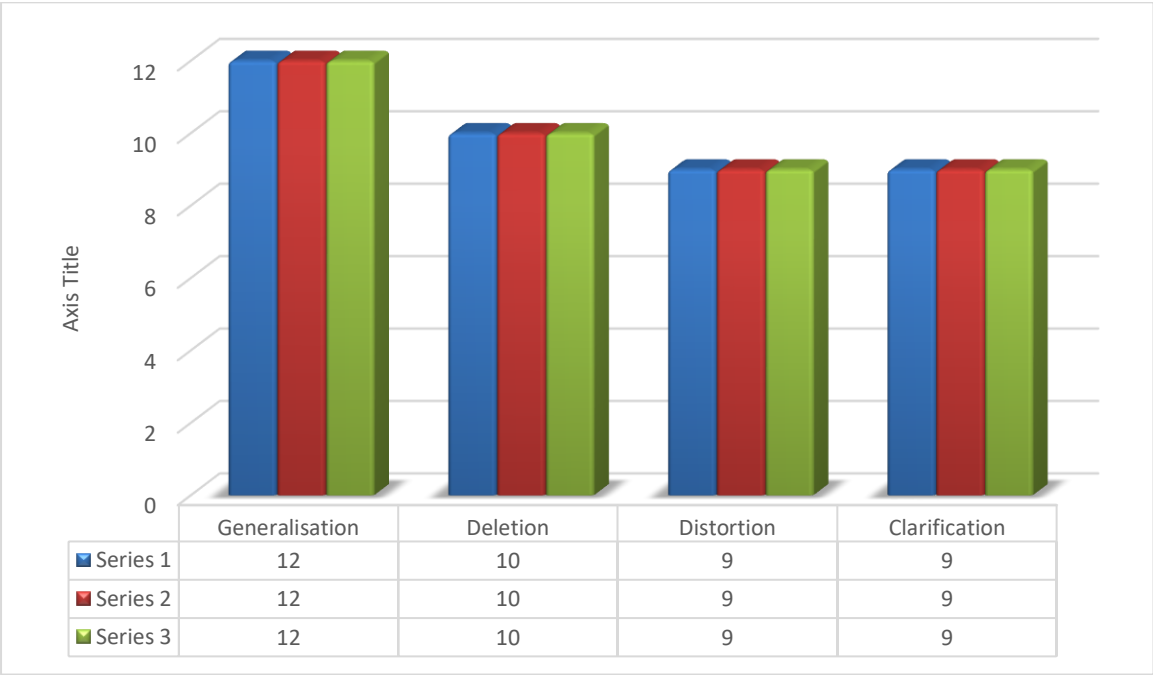
**Distortion** and **Clarification** are evenly represented, each comprising **22.5%** of the dataset. Distortion involves language that links product use to subjective or emotional outcomes, such as “you’ll look slimmer” or “this will boost your confidence.” This technique is especially common in the fashion industry, where appearance and perception are central to consumer motivation. On the other hand, Clarification plays a more constructive role. Found mainly in seller responses to questions via chat, it includes clear explanations of product sizing, materials, or delivery terms. These

clarifications help reduce ambiguity and support decision-making, showing that sellers are responsive and attentive to consumer concerns.

Taken together, these results suggest a two-tiered communication strategy among fashion MSMEs. Generalisation and distortion are more prominent in product descriptions and promotional content, aiming to attract buyers quickly. Meanwhile, clarification appears during direct interactions, helping to resolve doubts and build trust. Deletion exists in between often used to project confidence but sometimes at the cost of clarity.

The dominance of generalisation reflects a preference for persuasive, emotionally charged language that seeks to influence perception more than to inform. While effective in capturing attention, it also highlights a potential gap in communication competence. To sustain long-term engagement, MSMEs would benefit from balancing persuasive language with transparent and informative messaging, especially as consumers become more critical in digital environments.

**Figure 2. Frequency Distribution of Metamodel Categories Based on Quantitative Analysis**



To enhance the qualitative findings, a simple descriptive statistical analysis was performed on the frequency distribution of the four Metamodel language categories. These categories generalisation, deletion, distortion, and clarification, were observed across 40 communication samples taken from Shopee fashion MSMEs.

#### **Mean Calculation**

The mean frequency is calculated by summing all frequencies and dividing by the number of categories:

$$\text{Mean} = \frac{12 + 10 + 9 + 9}{4} = \frac{40}{4} = 10.0$$

So, on average, each category appeared 10 times across the dataset.

### **Standard Deviation Calculation**

The standard deviation measures how much each value deviates from the mean. Using the sample standard deviation formula:

Where :

So, to measure the spread of the data, the sample standard deviation is calculated as follows:

$$s = \sqrt{\frac{(12 - 10)^2 + (10 - 10)^2 + (9 - 10)^2 + (9 - 10)^2}{3}} = \sqrt{\frac{4 + 0 + 1 + 1}{3}} = \sqrt{\frac{6}{3}} = \sqrt{2} \approx 1.41$$

Thus, the standard deviation is approximately 1.41, indicating that the frequencies of the 4 categories are relatively close to the average, with minimal variation.

## **CONCLUSION**

This study reveals key consumer behaviors and communication strategies influencing fashion product purchases on Shopee. While Shopee enjoys high user participation, the frequency of fashion shopping remains low, with affordability and product reviews being the most influential factors in purchasing decisions. Persuasive language in product descriptions significantly impacts consumer interest, and interactive seller responses play a crucial role in building trust.

This study has examined the communicative patterns of fashion MSMEs on Shopee through the lens of the Metamodel framework in Neuro-Linguistic Programming (NLP). By analyzing 40 textual communication instances from product descriptions, customer review responses, and chat interactions, the study categorized language use into four Metamodel categories: generalisation, deletion, distortion, and clarification.

The findings reveal that generalisation is the most frequently occurring pattern, indicating a strong reliance on broad, emotionally driven statements that seek to persuade consumers without necessarily offering verifiable detail. This is followed by deletion and distortion, which similarly rely on omission or exaggeration to create a desirable perception of the product. Clarification, although used less frequently, plays a critical role in sustaining consumer trust, particularly in one-on-one interactions where buyers demand specificity.

These patterns suggest that fashion MSMEs on Shopee adopt a dual communication model: persuasive,

$$s = \sqrt{\frac{\sum (x_i - \bar{x})^2}{n - 1}}$$

- $x_i$  are the individual frequencies
- $\bar{x} = 63.0$

generalised language dominates •  $n = 4$

initial consumer engagement, while clarification emerges in follow-up interactions to

reinforce reliability. While such strategies may enhance visibility and appeal, overreliance on vague or distorted language can undermine consumer confidence in the long term.

Therefore, MSMEs are encouraged to develop more balanced communication practices that integrate both persuasive and informative elements to ensure clarity, accuracy, and consumer satisfaction. This research contributes to the theoretical application of NLP in e-commerce contexts and offers practical recommendations for improving MSME communication in digital marketplaces.

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