

Mapping the Influence of Business Phrases on the Effectiveness of Digital Marketing Communication: A Systematic Literature Review

¹Sri Suningsih, ²Lidya Ayuni Putri, ³Syarifah Nurbaiti, ⁴Winia Waziana

¹²³Fakultas Ekonomi dan Bisnis, Universitas Lampung, Jl. Prof. Dr. Soemantri Brodjonegoro No. 1 Gedongmeneng, Rajabasa Bandar Lampung, 35145.

⁴Fakultas Teknologi dan Ilmu Komputer, Institut Bakti Nusantara - Pringsewu, Lampung

*Correspondence e-mail.: sri.suningsih@feb.unila.ac.id

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Abstract

This study aims to systematically map the trends, themes, and conceptual developments in research examining the influence of business phrases on the effectiveness of digital marketing communication over the period 2015–2025. A Systematic Literature Review (SLR) approach was employed following the PRISMA 2020 guidelines. A total of 366 articles were initially identified from major academic databases, including Scopus, Web of Science, ScienceDirect, Taylor & Francis, and SpringerLink. After a rigorous screening and eligibility process, 41 articles were selected for in-depth analysis. The findings reveal a significant increase in scholarly attention to the integration of business linguistics and digital communication, particularly after 2020. Bibliometric and thematic analyses identify four dominant research themes: (1) the pragmatic functions of business phrases in digital communication, (2) their influence on consumer perception, (3) their role in enhancing audience engagement, and (4) cross-cultural linguistic adaptation. The conceptual synthesis demonstrates that business phrases act as strategic linguistic elements that mediate the relationship between message construction and consumer behavior through cognitive and affective mechanisms. Furthermore, cross-cultural adaptation serves as a moderating factor influencing communication effectiveness. This study contributes theoretically by proposing an integrated conceptual model linking language, persuasion, and digital communication effectiveness. Practically, the findings provide valuable insights for practitioners in designing more persuasive, adaptive, and evidence-based digital marketing communication strategies.

Keywords: Business phrases; digital marketing communication; persuasive linguistics; communication effectiveness.

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INTRODUCTION

In the era of rapid digital transformation, marketing communication has undergone a fundamental shift from conventional approaches toward more interactive, adaptive, and audience-oriented digital strategies. Digital marketing communication is no longer merely a means of delivering information about products or services; it has evolved into a strategic instrument for building long-term relationships, enhancing trust, and fostering sustained consumer engagement (Corniani, 2006). This transformation requires organizations to design messages that are not only informative but also persuasive, relevant, and contextual to increasingly diverse audiences.

The effectiveness of digital marketing communication is determined by the extent to which the conveyed messages can attract attention, generate interest, shape perceptions, and ultimately drive consumer action. In this regard, communication effectiveness is not solely dependent on the media or technology used, but also on the quality of message construction (Baan, 2022). In other words, the success of digital communication is strongly influenced by how messages are linguistically structured to produce cognitive and affective impacts on the audience. This aligns with the perspective that language serves as the primary medium for constructing meaning and influencing consumer behavior in modern marketing communication.

One of the linguistic elements that plays a strategic role in digital marketing communication is the use of business phrases. Business phrases refer to language constructions used to deliver messages in a professional, clear, and persuasive manner within a business context. The appropriate use of such phrases can enhance message credibility, strengthen brand image, and build consumer trust (Mulyono

et al., 2024). Conversely, the use of ambiguous, irrelevant, or overly technical language can reduce communication effectiveness and hinder the achievement of marketing objectives (Kalogiannidis, 2020; Popescu, 2012).

Empirical studies indicate that communication problems in modern organizations are still largely dominated by inappropriate language use. A report by Grammarly and Harris Poll (2022) reveals that more than 70% of global business leaders spend time addressing miscommunication caused by ineffective language use. In the context of digital communication, this challenge becomes even more complex, as messages must be delivered quickly, concisely, and with strong persuasive power. Additionally, differences in cultural backgrounds and language preferences also play a crucial role in determining the success of digital marketing communication (Li & Liu, 2022).

Previous research also shows that many organizations have not systematically evaluated the effectiveness of their digital communication practices. A study by Hudák et al. (2019) found that most companies lack a clear evaluation framework for assessing digital communication performance, particularly in relation to language use. This condition suggests that the linguistic dimension of marketing communication has not been optimally utilized as part of a data-driven business strategy.

On the other hand, the development of research in digital marketing communication demonstrates a growing trend toward interdisciplinary approaches that integrate perspectives from marketing, communication, and consumer behavior (Mocanu & Szakal, 2023). However, most studies still focus on media aspects, message visualization, and content distribution strategies, while the linguistic dimension—particularly business phrases—remains underexplored. In fact, language plays a central role in shaping consumer perceptions and experiences regarding the messages they receive.

Several studies have highlighted the importance of persuasive language in marketing communication. Yuliah et al. (2021) showed that the use of persuasive language in advertising significantly influences message attractiveness. Similarly, Afrizans (2023) found that appropriate diction can increase consumers' purchase intentions. However, these studies remain limited in scope and methodological approach, and thus do not provide a comprehensive understanding of the role of business phrases in digital marketing communication.

In an international context, Elmurodovna and Amriddinova (2025) emphasized that errors in the use of business phrases can hinder communication effectiveness, particularly in cross-cultural interactions. This finding indicates that linguistic aspects are not only related to language structure but also to the social and cultural contexts in which communication occurs. Therefore, the study of business phrases should consider pragmatic and cultural dimensions to better understand how language is effectively used across different communication settings.

Despite the contributions of previous studies, several significant research gaps remain. First, there is a lack of studies that examine business phrases as a linguistic variable that can be operationalized and systematically analyzed. Second, the relationship between business phrase usage and the effectiveness of digital marketing communication has not been extensively investigated in a comprehensive manner using literature synthesis approaches. Third, there is limited research integrating linguistic aspects with consumer behavior variables such as perception and audience engagement within a unified conceptual framework.

Based on these gaps, this study employs a *Systematic Literature Review* (SLR) approach to identify, evaluate, and synthesize existing research findings in a systematic and transparent manner (Snyder, 2019; Tranfield et al., 2003). This approach enables researchers to gain a comprehensive understanding of trends, patterns, and future directions in research related to business phrases in digital marketing communication.

Specifically, this study aims to: (1) map the publication trends of research on business phrases in digital marketing communication from 2015 to 2025; (2) identify dominant themes and research approaches; (3) analyze the role of business phrases in influencing consumer perception and engagement; and (4) develop a conceptual synthesis explaining the relationship between linguistic aspects and the effectiveness of digital marketing communication.

This study is expected to contribute both theoretically and practically. Theoretically, it enriches the field of business linguistics by integrating perspectives from persuasive communication, pragmatic

linguistics, and consumer behavior into a comprehensive analytical framework. Furthermore, it proposes a conceptual model explaining the mechanisms through which business phrases contribute to enhancing digital communication effectiveness. Practically, the findings of this study can serve as a reference for industry practitioners in designing more effective, adaptive, and evidence-based digital marketing communication strategies. Thus, this research not only contributes to the advancement of academic knowledge but also offers strategic implications for marketing communication practices in an increasingly complex and competitive digital environment.

METHOD

This study employed a *Systematic Literature Review* (SLR) approach to identify, evaluate, and synthesize previous research findings related to the influence of business phrase usage on the effectiveness of digital marketing communication. The SLR approach was selected because it provides a systematic, transparent, and replicable procedure for reviewing scientific literature, thereby enabling the development of a comprehensive conceptual understanding of the relationship between linguistic aspects and marketing communication strategies (Snyder, 2019). The research design follows the PRISMA 2020 (*Preferred Reporting Items for Systematic Reviews and Meta-Analyses*) guidelines, which consist of four main stages: *identification*, *screening*, *eligibility*, and *inclusion* (Moher et al., 2009).

The data collection and processing stages were supported by *Watase Uake Tools*, an application based on *Artificial Intelligence* (AI) and *Natural Language Processing* (NLP). This tool was utilized to extract relevant data, remove duplicate records, and classify articles based on linguistic themes. In the initial stage, a total of 366 articles were identified from the Scopus database. These articles were then systematically filtered through several stages until 41 articles met the inclusion criteria and were selected for further analysis. The selection process is visually presented using a PRISMA flow diagram, which illustrates the stages from identification to final inclusion in a structured manner.

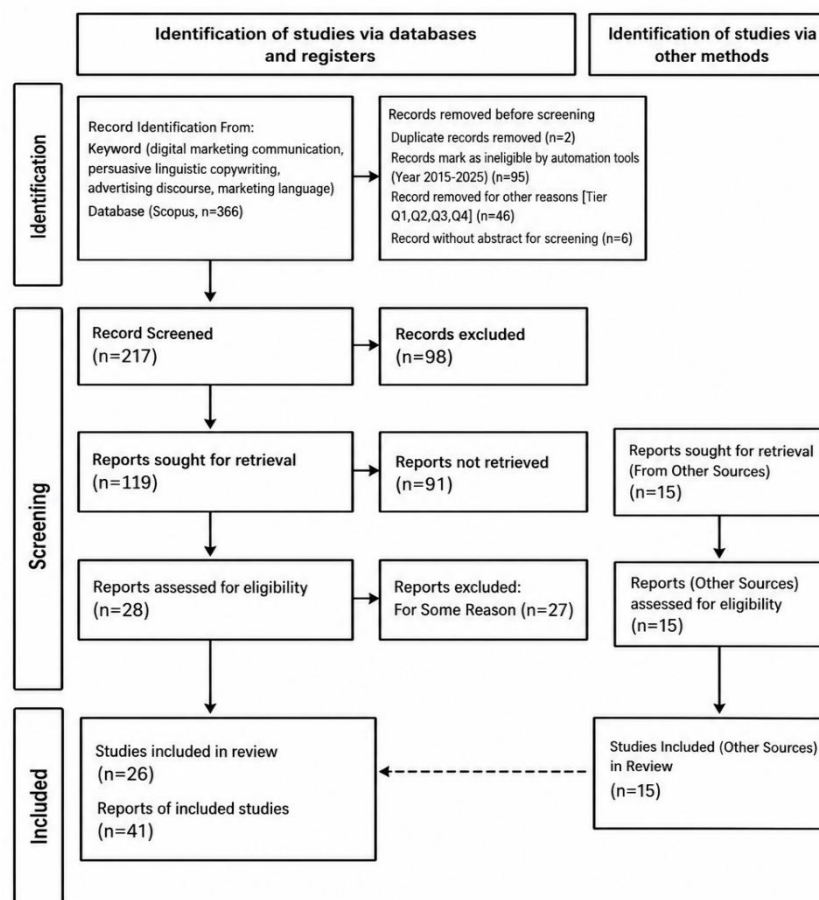


Figure 1. PRISMA flow diagram

In this SLR study, the unit of analysis consists of scientific articles relevant to the relationship between business phrases and the effectiveness of digital marketing communication. The literature search was conducted using Boolean keyword combinations such as “Digital Marketing Communication” OR “Persuasive Linguistic” OR “Copywriting” AND “Advertising Discourse” OR “Marketing Language.” The search process was systematically carried out across five major academic databases: Scopus, Web of Science, ScienceDirect, Taylor & Francis Online, and SpringerLink, covering journals indexed in quartiles Q1 to Q4. From this process, 366 initial articles were obtained. After removing duplicates and excluding irrelevant or incomplete studies (e.g., unavailable full text or lack of thematic relevance), the number was reduced to 217 articles at the screening stage (Moher et al., 2009). Subsequently, 119 articles underwent full-text review to assess their eligibility, resulting in a final selection of 41 articles for in-depth analysis.

The inclusion criteria applied in this study were: (1) peer-reviewed journal articles published between 2015 and 2024; (2) studies focusing on linguistic aspects, digital marketing communication, or message effectiveness; and (3) articles available in English or Indonesian. Articles that did not meet these criteria were excluded from the analysis. The selected sample is considered representative as it encompasses cross-national contexts and various industry sectors, thereby reflecting the global dynamics of business phrase usage in digital marketing communication (Okoli, 2015).

The primary research instrument was *Watase Uake Tools*, which functioned as an AI- and NLP-based analytical support system. This tool was used to extract textual data, identify linguistic entities such as business phrases, persuasive diction, and pragmatic constructions, and categorize them based on thematic similarity. To ensure the validity of the findings, an internal peer review process was conducted by two independent researchers who evaluated the consistency of thematic categorization and coding results, thereby minimizing interpretive bias. The overall procedure adhered strictly to the PRISMA stages: (1) *identification* through systematic database searching, (2) *screening* through title and abstract review, (3) *eligibility* through full-text assessment, and (4) *inclusion* as the final selection stage (Moher et al., 2009).

Data analysis was conducted using two complementary approaches: bibliometric analysis and qualitative thematic analysis. Bibliometric analysis was applied to map relationships among concepts, authors, and keywords using VOSviewer software. This analysis produced a *network map* illustrating the connections between key terms such as *marketing language*, *semantic persuasion*, and *digital engagement*, thereby enabling the identification of research trends and inter-variable relationships. Meanwhile, thematic analysis was employed to explore and interpret the main themes emerging from the selected articles. These themes include: (1) the pragmatic function of business phrases in digital content, (2) the influence of business phrases on consumer perception and decision-making, (3) the role of persuasive language in enhancing audience engagement, and (4) linguistic strategies in achieving effective digital marketing communication.

To ensure the robustness of the findings, triangulation among researchers and cross-validation between automated analysis results and manual reading were conducted. All data and analytical outputs were systematically documented in digital form to ensure transparency and facilitate future replication. The final outcome of this study is presented as a narrative synthesis that connects linguistic patterns with the effectiveness of digital marketing communication, thereby strengthening the theoretical foundation of business linguistics while also providing practical implications for evidence-based digital communication strategies (Tranfield et al., 2003).

RESULTS AND DISCUSSION

Publication Trends on Business Phrases in Digital Marketing Communication (2015–2025)

Empirical Findings and Rationale

Based on data extraction conducted using *Watase Uake Tools*, the publication trend related to business phrases and the effectiveness of digital marketing communication demonstrates a substantial increase over the period 2015–2025. The number of identified publications rose from 11 articles in 2015 to a peak of 48 articles in 2024, followed by a slight decline to 38 articles in 2025. This upward trajectory reflects a growing academic interest in integrating business linguistics with digital communication

strategies, particularly since 2020, when the adoption of digital technologies in marketing accelerated significantly.

A consistent rise in publication output from 2019 to 2024 indicates a global shift in research focus, moving away from traditional marketing approaches toward more linguistically oriented and digitally mediated communication frameworks. The peak observed in 2024 represents the highest level of research productivity in this field, coinciding with the emergence of contemporary themes such as digital discourse, persuasive framing, and language-driven marketing strategies.

Meanwhile, the slight decrease in 2025 should not be interpreted as a decline in scholarly interest. Rather, it suggests a diversification of research topics into more specialized areas, including AI-assisted marketing language and personalized business phrasing. This shift reflects the evolving nature of digital marketing communication, where linguistic strategies are increasingly tailored through technological innovation and data-driven personalization.

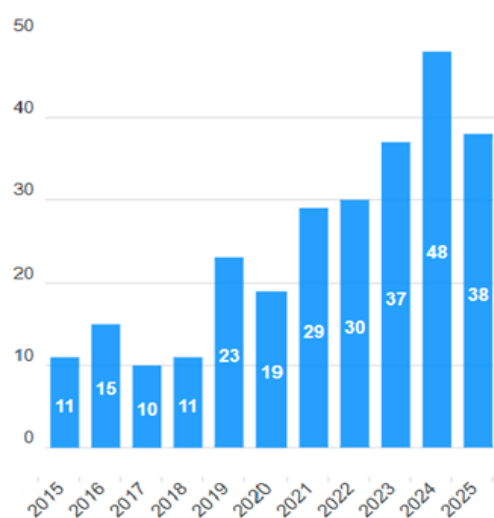


Figure 2. Distribution of publications on business phrases in digital marketing communication by year (2015–2025)

The observed upward trend in publication output is consistent with global research findings that emphasize the increasingly significant role of language within the context of digital transformation. Snyder (2019) argues that the era of digitalization has stimulated a new wave of interdisciplinary research integrating linguistics, communication, and marketing. This shift reflects a broader recognition that language is not merely a tool for conveying information, but a strategic component in shaping digital interaction and consumer engagement.

Similarly, Hudák et al. (2019) highlight that since 2020, the effectiveness of digital communication has become a central focus in studies related to branding strategies and consumer behavior in online environments. This reinforces the assumption that the sharp increase in publications observed in 2024 is closely associated with the growing need for organizations to better understand the role of language in digital persuasion. As businesses increasingly rely on digital platforms, the ability to craft effective linguistic messages becomes a critical determinant of communication success.

Furthermore, Li and Liu (2022) report a significant rise in research on cross-cultural persuasive communication between 2019 and 2023, particularly in countries experiencing rapid digital economic growth, such as China and the United Kingdom. This trend aligns with the pattern identified in the present study, where publication output peaks in 2024. The convergence of these findings suggests a global momentum toward exploring linguistic strategies in marketing communication, especially in diverse cultural contexts.

Taken together, these results not only support the validity of the current study's data but also demonstrate that the study of business phrases has become an integral part of contemporary academic discourse in digital communication research.

Keyword Analysis in Business Phrase Research and Digital Marketing Communication

The keyword analysis conducted using Watase Uake Tools produced a semantic mapping based on five principal terms employed in the literature search process, namely *Digital Marketing Communication*, *Persuasive Linguistic*, *Copywriting*, *Advertising Discourse*, and *Marketing Language*. The co-occurrence analysis reveals that these terms are not isolated constructs; rather, they are conceptually interconnected and collectively form five dominant research clusters (see Figure 3).

The first and most prominent cluster centers on *Digital Marketing Communication*, encompassing key concepts such as brand awareness, consumer engagement, and perception formation. This cluster highlights the strategic role of communication in shaping how audiences interpret and respond to digital marketing messages. The second cluster, *Persuasive Linguistic*, emphasizes the use of rhetorical devices, stylistic variation, and metaphorical expressions that enhance the persuasive power of marketing discourse. Meanwhile, the third cluster, *Copywriting*, focuses on the practical and applied dimension of crafting compelling promotional texts in digital contexts.

The remaining clusters, *Advertising Discourse* and *Marketing Language*, address broader linguistic and pragmatic dimensions, particularly within cross-cultural and online promotional settings. These clusters underline how language functions not only as a medium of communication but also as a strategic tool shaped by sociocultural contexts and audience expectations.

Collectively, these findings indicate that scholarly inquiry into business phrases has evolved beyond the boundaries of traditional linguistics. It now represents a multidisciplinary domain that integrates linguistic theory, digital communication strategies, and consumer behavior analysis. The co-occurrence mapping further demonstrates a strong association between *persuasive linguistic* and *marketing language*, suggesting that the effectiveness of digital communication is largely contingent upon the deliberate and context-sensitive construction of language. This pattern reflects a broader shift in global research trends from a structural analysis of messages toward a functional understanding of how language contributes to brand value creation and consumer decision-making processes.

These findings are consistent with prior international studies highlighting the critical role of persuasive language strategies in digital marketing effectiveness. Li and Liu (2022), for instance, identify *marketing language* and *persuasive strategy* as central constructs that bridge linguistic theory with cross-cultural digital communication practices. Similarly, Baan (2022) argues that copywriting, as a concrete manifestation of persuasive language, plays a pivotal role in establishing brand trust and fostering emotional resonance among audiences. Furthermore, Hudák et al. (2019) demonstrate that the integration of marketing language with digital technologies constitutes a key determinant of successful contemporary business communication.

Despite these convergences, notable contextual differences also emerge. Earlier studies predominantly examined persuasive language within traditional advertising media, such as print and television. In contrast, the present systematic literature review (SLR) highlights a clear transition toward digital environments characterized by interactivity, dynamism, and data-driven communication. This shift aligns with Snyder's (2019) argument that modern communication research must adopt multidisciplinary approaches that integrate linguistic analysis, consumer psychology, and information technology. Therefore, the results of this keyword analysis not only map semantic relationships among key concepts but also reflect the evolving trajectory of research in business linguistics and digital marketing communication toward more comprehensive and evidence-based approaches.

Thematic Analysis of Business Phrase Research in Digital Marketing Communication

The thematic analysis conducted using Watase Uake Tools identifies four major themes that characterize the direction of research on business phrases and digital marketing communication effectiveness (see Figure 4). The first theme pertains to the *pragmatic function of business phrases*, emphasizing how linguistic structures are strategically utilized to generate appeal, establish credibility, and create a sense of urgency within digital marketing messages. This theme underscores the functional role of language as a tool for influencing audience interpretation and behavioral responses.

The second theme focuses on the *influence of business phrases on consumer perception*, highlighting both cognitive and affective impacts of language use in shaping how audiences process and

evaluate marketing content. This includes how specific word choices, tone, and rhetorical strategies can alter consumer attitudes and interpretations.

The third theme, *consumer engagement*, reflects the role of business phrases in enhancing audience interaction with digital content. Metrics such as click-through rates, likes, shares, and other forms of online engagement serve as indicators of how effectively language stimulates user participation. This theme demonstrates that language is not merely informative but also instrumental in fostering active engagement in digital environments.

The fourth theme addresses *cross-cultural linguistic adaptation*, revealing an increasing scholarly focus on how business phrases are modified to align with diverse cultural and social contexts. This adaptation is crucial in maintaining message relevance and effectiveness across different target audiences, particularly in globalized digital markets.

These findings suggest that contemporary research extends beyond purely linguistic considerations and increasingly emphasizes the interaction between language and digital consumer behavior. The thematic mapping generated by Watase Uake Tools also illustrates strong interconnections among the identified themes. Notably, the pragmatic function of business phrases emerges as a central element that influences both consumer perception and engagement. This interconnectedness highlights the importance of strategic message construction, where language must be not only informative but also psychologically persuasive and culturally appropriate.



Figure 3. Thematic mapping results of business phrase research in digital marketing communication using Watase Uake Tools.(Source: Processed data from Watase Uake Tools. 2025)

The identified themes are aligned with established theories in persuasive communication and applied linguistics, which emphasize the importance of pragmatic context in determining message effectiveness. Baan (2022) notes that the persuasive impact of advertising messages depends significantly on the selection of phrase structures and rhetorical strategies that align with marketing objectives. In a similar vein, Li and Liu (2022) highlight the critical role of language adaptation in cross-cultural communication, where message effectiveness is shaped by the compatibility between linguistic style and the sociocultural norms of the target audience. Hudák et al. (2019) further support this perspective by demonstrating a direct relationship between digital communication styles and levels of consumer engagement with brands.

In contrast to traditional research that often treats linguistic analysis and consumer behavior as separate domains, the findings of this SLR indicate a growing methodological integration between the two. This integration is consistent with the principles of cognitive linguistics, which conceptualize language as a system that actively shapes perception and social action. Consequently, the four major themes identified in this analysis not only provide a structured overview of existing research but also reinforce the notion that business phrases constitute a strategic element in developing effective, user-centered digital marketing communication.

Conceptual Synthesis of Interrelated Findings: Business Phrases and the Effectiveness of Digital Marketing Communication

The conceptual synthesis derived from the thematic analysis using Wase Uake Tools demonstrates that the four principal themes—namely the pragmatic function of business phrases, consumer perception, audience engagement, and cross-cultural linguistic adaptation—are systematically interconnected in shaping the effectiveness of digital marketing communication (see Figure 5). Within this framework, business phrases function as core linguistic elements that influence how consumers interpret marketing messages through pragmatic strategies such as appeal, assertion, and emotive tone. These strategies contribute to the formation of positive consumer perceptions, which subsequently drive higher levels of audience engagement.

Enhanced engagement is reflected in various forms of digital interaction, including likes, shares, click-through rates, and purchase intentions. This indicates that language use in digital marketing extends beyond mere information delivery; it plays a central role in activating consumer responses and fostering interactive participation. In this regard, business phrases serve as strategic instruments that connect linguistic formulation with measurable behavioral outcomes in digital environments.

The results of semantic clustering further reveal that pragmatic function operates as a mediating variable linking linguistic style to behavioral responses. In other words, the way language is structured and delivered directly affects how audiences cognitively and emotionally process marketing messages, which in turn influences their actions. Meanwhile, cross-cultural linguistic adaptation emerges as a moderating factor that can either strengthen or weaken message effectiveness depending on the alignment between linguistic expression and the sociocultural context of the target audience. This highlights the importance of contextual sensitivity in digital communication, particularly in globalized markets where audiences possess diverse cultural backgrounds.

Taken together, the structural relationships among these themes form a comprehensive conceptual model that explains the mechanism through which business phrases contribute to successful digital marketing communication. The underlying rationale suggests that message effectiveness is not solely determined by informational content, but rather by how the message is linguistically constructed to produce contextually relevant and emotionally persuasive effects. This perspective reinforces the view that language is not neutral; instead, it is an active and strategic component in shaping communication outcomes.

This conceptual synthesis aligns with classical persuasive communication theory proposed by Petty and Cacioppo (1986), which posits that message effectiveness is influenced by the interaction between message content, source credibility, and audience involvement. In the context of digital communication, this relationship is further supported by Li and Liu (2022), who argue that online communication becomes more effective when linguistic elements enhance both clarity and emotional engagement. Similarly, Hudák et al. (2019) emphasize that the success of digital marketing strategies is closely linked to an organization's ability to manage both linguistic and psychological interactions with consumers.

Moreover, the findings extend the work of Baan (2022), who highlights the role of copywriting as a strategic medium for constructing symbolic brand value. By integrating insights across themes, this study proposes a novel conceptual model that positions business phrases at the center of digital persuasive communication. This model connects linguistic, cognitive, affective, and cultural dimensions within a unified analytical framework, offering a more holistic understanding of how digital marketing messages function.

A key distinction between this study and previous research lies in its comprehensive approach, which combines AI-driven thematic synthesis with established theoretical perspectives in marketing communication. While earlier studies often examined linguistic or behavioral aspects in isolation, this research integrates both dimensions to provide a more robust explanation of communication effectiveness. This integrative approach not only enhances the theoretical contribution of the study but also strengthens its practical relevance in the context of evidence-based digital marketing communication.

The findings of this systematic analysis indicate that research on business phrases and digital marketing communication has experienced substantial growth over the past decade. The marked increase in publications between 2019 and 2024 reflects a paradigm shift in communication studies, moving from a traditional emphasis on print media toward digitally oriented linguistic analysis. The results of this systematic literature review (SLR) suggest that business phrases are no longer merely linguistic components, but have evolved into strategic instruments that significantly influence the effectiveness of persuasive messages.

The keyword analysis, encompassing *Digital Marketing Communication*, *Persuasive Linguistic*, *Copywriting*, *Advertising Discourse*, and *Marketing Language*, reveals a strong interconnection between linguistic dimensions and consumer behavior within digital contexts. This finding reinforces the argument that the effectiveness of digital communication is highly dependent on how language is constructed to simultaneously stimulate both emotional and cognitive responses among audiences. In this sense, language operates not only as a medium of information but also as a mechanism of influence that shapes perception and behavior in digital environments.

From a theoretical perspective, this study extends the current understanding of business linguistics and persuasive communication. The integration of the pragmatic functions of business phrases, consumer perception, and audience engagement aligns with the Elaboration Likelihood Model (Petty & Cacioppo, 1986), which explains how persuasive messages affect audiences through both cognitive (central route) and affective (peripheral route) processing. Furthermore, the findings are consistent with the principles of Cognitive Linguistics, which emphasize that meaning is not solely derived from semantic structures but is constructed through social and cultural contexts.

Accordingly, this research offers a significant theoretical contribution by proposing a novel conceptual model that explains how linguistic elements function within digital marketing communication. The model highlights the interplay between pragmatic language use, psychological processing, and behavioral outcomes, thereby enriching the discourse in applied linguistics. More importantly, it bridges the gap between linguistic analysis and consumer behavior by integrating both dimensions into a unified communication system.

From a practical standpoint, the study provides a robust conceptual foundation for practitioners in the fields of digital communication and marketing. The strategic use of business phrases—particularly those incorporating pragmatic functions such as appeal, assertiveness, and emotional tone—can significantly enhance brand engagement and purchase intention. For copywriters, these findings serve as a guideline for designing messages that are not only visually appealing but also linguistically effective. At the organizational level, the results underscore the importance of developing digital linguistic literacy to ensure that communication strategies are not merely informative but also psychologically impactful.

In addition, cross-cultural linguistic adaptation emerges as a critical factor, especially for organizations operating in global markets. Messages must be tailored to align with local cultural values and social norms to maintain relevance and effectiveness. This highlights the need for culturally responsive communication strategies that consider linguistic nuances across diverse audiences.

Despite its significant theoretical and practical contributions, this study is not without limitations. First, the analysis relies entirely on secondary data derived from scientific publications, meaning that the findings are contingent upon the availability and quality of indexed articles. Second, as an SLR-based study, the research does not involve experimental validation of causal relationships among variables. Therefore, future studies are encouraged to complement SLR approaches with empirical methods, such as quantitative content analysis or experimental studies on language perception, to examine the direct impact of business phrases on digital consumer behavior.

Moreover, the integration of advanced analytical technologies, including machine learning-based semantic analysis, holds considerable potential for enhancing future research. Such approaches could provide deeper insights into linguistic patterns and their influence across different digital platforms. Ultimately, future research directions should aim to extend the current conceptual synthesis into more empirically grounded and cross-cultural investigations, thereby strengthening both the applicability and generalizability of findings in the field of digital marketing communication.

CONCLUSION

This study provides a comprehensive synthesis of research on the role of business phrases in enhancing the effectiveness of digital marketing communication through a Systematic Literature Review (SLR) approach. The findings indicate a significant growth in scholarly attention over the past decade, reflecting a paradigm shift from conventional marketing communication toward linguistically driven and digitally mediated strategies. The analysis identifies four major themes that shape the research landscape: the pragmatic functions of business phrases, their influence on consumer perception, their role in fostering audience engagement, and the importance of cross-cultural linguistic adaptation. These themes collectively demonstrate that business phrases are not merely linguistic components, but strategic tools that shape how digital messages are constructed, interpreted, and responded to by audiences. The conceptual synthesis highlights that business phrases function as a central mechanism linking language structure with consumer behavior through cognitive and affective processes. In this framework, pragmatic language use mediates the relationship between message delivery and audience response, while cross-cultural adaptation moderates communication effectiveness across diverse contexts. Theoretically, this study contributes to the advancement of business linguistics and digital communication by proposing an integrated conceptual model that connects linguistic, psychological, and cultural dimensions within a unified framework. Practically, the findings emphasize the importance of strategic language use in designing persuasive, adaptive, and evidence-based digital marketing communication. Despite its contributions, this study is limited by its reliance on secondary data and the absence of empirical validation. Future research is therefore recommended to employ experimental and data-driven approaches to further examine the causal impact of business phrases on consumer behavior in digital environments.

RECOMMENDATIONS

Based on the findings and conceptual synthesis of this study, several strategic recommendations are proposed for both academic research and practical application in digital marketing communication.

From an academic perspective, future research should expand the study of business linguistics by incorporating more comprehensive and empirical approaches. Researchers are encouraged to combine Systematic Literature Review (SLR) methods with empirical designs such as experimental studies, corpus-based linguistic analysis, and quantitative content analysis to directly examine the impact of business phrase variations on consumer behavior. In addition, integrating interdisciplinary perspectives—particularly from linguistics, marketing, psychology, and data science—will contribute to the development of more robust and evidence-based models of digital communication. The use of advanced analytical technologies, such as machine learning and Natural Language Processing (NLP), is also recommended to explore linguistic patterns and their effects across various digital platforms.

From a practical perspective, this study highlights the importance of linguistic strategies in enhancing the effectiveness of digital marketing communication. Practitioners, including marketers, copywriters, and communication strategists, should prioritize the use of business phrases that are clear, persuasive, and contextually relevant. Attention should also be given to the pragmatic function of language, emotional appeal, and audience characteristics in crafting digital messages. Furthermore, cross-cultural linguistic adaptation is essential, particularly for organizations operating in global markets, to ensure that communication remains relevant and effective across diverse cultural contexts.

Finally, higher education institutions and industry stakeholders are encouraged to develop training programs focused on persuasive copywriting and digital communication literacy. Such initiatives will support the development of professionals who are not only technically competent but also linguistically strategic in designing impactful digital communication.

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AUTHOR CONTRIBUTIONS

The conceptualization of the study was carried out by S.S.; the research design and development of the Systematic Literature Review (SLR) protocol were conducted by S.S. in collaboration with L.A.P.; data validation and analysis were performed by L.A.P. and S.N. using Watase Uake Tools; data collection and literature extraction were conducted by S.N.; visualization of the results and development of the conceptual model were carried out by W.W.; the initial draft of the manuscript was written by S.S., while the review and final editing were conducted collaboratively by all authors. All authors have read and approved the final version of the manuscript for publication. There are no conflicts of interest among the authors, and each contribution complies with authorship criteria in accordance with established academic publication guidelines.

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