

## DIGITAL MARKETING COMMUNICATION PROCESS IN LIVE SHOPPING ON TIKTOK

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### ABSTRACT

*The rise of online transactions, especially online shopping, has given rise to a new phenomenon or trend, namely live shopping. Live shopping is a seller activity that broadcasts shopping live and real-time with a particular duration of time. Sellers and buyers can interact directly during the broadcast. This study aims to determine the process of digital marketing communication in the live shopping industry on TikTok. The approach used in this study is a qualitative approach using the case study research method. The techniques used to collect data in this study were interviews and observations. The results of this study are known that live shopping activities through TikTok social media started from live streaming activities in general, which were then used as a medium to promote a product. Live shopping activities on TikTok provide new things in the live shopping industry. Prospective buyers can make transactions directly without having to leave the live shopping activity, live shopping also offers more interactive and fun shopping activities. Live shopping activities can be said to be a form of marketing communication because of the five types of promotions (advertising, public relations, personal selling, direct marketing, sales promotion) in marketing communications can be used in live shopping activities. After the researcher observed the process of live shopping activities on TikTok and carried out the data processing process, it can be concluded that the model of live shopping activities includes three main steps: promotion, interaction, and transactions.*

**Keywords:** Live shopping, marketing communications, online shopping, tiktok

### 1. PREFACE

According to data from Bank Indonesia (BI), it can be said that, throughout 2021, digital economic and financial transactions will grow very significantly, in line with increasing public acceptance and preference for online shopping. Throughout 2021, online transactions were recorded at Rp. 401 million trillion, Bank Indonesia (BI) estimates that online transactions that occur this year will be higher in value than in 2021, namely reaching Rp. 526 million trillion. (Elena, 2022). Looking at this data, every year online transactions in e-commerce increase rapidly, this value is fantastic to be able to express the magnitude of the internet's influence in influencing people to shop online.

Online transactions can not only be done through e-commerce, but we can use social media to make transactions or shop online. One of the social media that is currently being widely used by the public is TikTok. Through TikTok, sellers can freely market their products and services through video content, stories and live streaming. Menurut Abdulhakim, TikTok merupakan salah satu media sosial yang memberikan tempat kepada para penggunanya untuk bisa berekspresi dan berkeaktifitas melalui konten video (Priatama et al., 2021). Awalnya TikTok is only used for fun and is only used as an entertainment medium, now you can find various kinds of content ideas. Starting from educational content, tutorial content, and tips and tricks content or other content can be found on TikTok. Even now, TikTok can be used as a business medium.

The rise of online transactions, especially online shopping on social media, has given rise to a new phenomenon or trend called live shopping (Fransiska Vinia & Paramita Sinta, 2020). Live shopping activities on TikTok allow sellers and prospective buyers to carry out buying and selling

activities directly and in real time, sellers and prospective buyers can interact directly within a certain time limit and prospective buyers can carry out direct transactions without having to leave the TikTok application (Stephanie Conney, 2021).

To achieve success in live shopping activities, good marketing communications are needed. Kennedy and Soemanagara (dalam Firmansyah, 2020, defines marketing communications as a form of marketing activity that uses communication techniques to provide information to the public so that company goals are achieved, namely increasing income from using services or purchasing the products offered.

Based on the background above, the author wants to know how the digital marketing communication works in live shopping activities, especially on TikTok social media. The author is interested in making the TikTok account @care.able the object of this research, which will be outlined in the title "Digital Marketing Communication in the Live Shopping Industry on TikTok (Case Study on the TikTok Account @care.able)". Care.able is an online shop that sells cosmetic products such as skincare, bodycare and others, which has been established since 2020.

## 2. RESEARCH METHOD

This research uses a qualitative approach using case study research methods to be able to study and explore in more detail the activity process in this activity, namely live shopping. The subjects of this research are sellers and owners of the TikTok account @care.able and buyers from live shopping activities, namely @babyxsh, and @tyaregita. The object of this research is live shopping activities.

The data collection techniques used by the author to obtain the data needed in this research are interviews, observation, documentation and internet media. The author also utilized books and research journals related to this research to strengthen and complete the data used in this research. The steps for processing data and analyzing data used by researchers refer to Huberman and Miles' interactive model, namely data reduction, data presentation, and concluding.

## 3. RESULT AND DISCUSSION

From the results of this research, the author will discuss the process of live shopping activities from the seller and buyer sides. Then, the author will also explain how the marketing communication process in live shopping activities takes place. Care Able is an online shop that operates in the beauty sector, they focus on selling beauty products such as skincare, body care, haircare, and other beauty or care products. Founded in 2020, it now has two online stores in e-commerce: Shopee and TikTok.

**Figure 1**

*Logo Care Able*

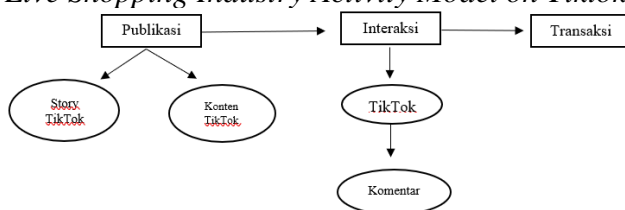


## Live Shopping Activity Process

According to the explanation given by the key informant as the seller and owner of the @care.able account, the emergence of live shopping activities on TikTok social media stems from the large number of sellers who use the live streaming feature as their medium or stall for selling. Usually, live streaming is used by users to simply interact with other users directly, but as time goes by, live streaming is now also used as a sales medium. The time used is around 1-2 hours for one live shopping activity, and the key informant said that he could do it 2-3 times in one day. After conducting a deeper observation of the live shopping activity process, there are three components that can influence the quality and results of live shopping activities via TikTok, these components include audio, visual and interactive.

**Figure 2**

*Live Shopping Industry Activity Model on Tiktok*



To attract the attention of potential buyers, online shop owners usually carry out publication activities to disseminate special information regarding live shopping activities. Some ways and media can be used to make a publication, one of which is social media.

"Usually before we go live, we will make a story on TikTok to let you know when and what time we will be live, because the story will disappear if it's been more than 24 hours, so we also forget to make content in the form of short videos for the audience. post on TikTok. Yes, the content of the video is definitely about our live information, like the time, what promotions there are and so on. "We usually post the content H-1 or H-hour before we go live" - key informant @care .able

According to the key informant as the account owner of @care.able, the publication activity was carried out one day or several hours before the live shopping activity. Publication activities on the @care.able account use the story feature and upload short content on TikTok social media.

**Figure 3**

*Tiktok story Display*

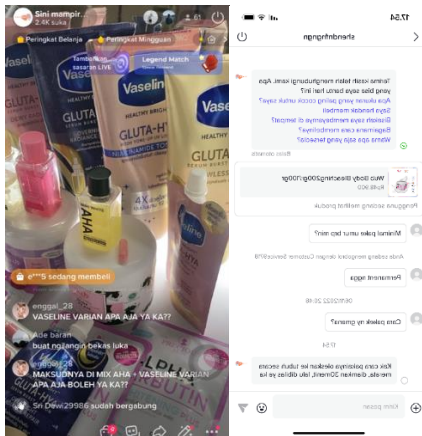


The built interactions can utilize several features, such as comments columns and direct messages. The comments column feature will be available when carrying out live shopping activities or on content uploaded on TikTok so that users or potential buyers can immediately respond to live

shopping activities, while the direct message feature is a feature that allows users to send messages directly to recipient of the message personally. Interaction is something that makes it easier for sellers in live shopping activities to provide certain feedback now from potential buyers in this live shopping activity. Therefore, in carrying out live shopping activities, sellers take advantage of these features.

**Figure 4**

*Interaction via the Comment Column and Direct Message*



After the interaction between the seller and the prospective buyer, the next stage is that a transaction is expected to occur. This happens if there is interest from the prospective buyer and an agreement between the seller and the prospective buyer, then the transaction will occur.

### Marketing Communications in the Live Shopping Industry

The process of live shopping activities is a form of digital marketing communication. This research found that the five types of promotions in marketing communications can be used as communication strategies in promoting products when live shopping activities take place.

#### a. Personal Selling

Personal selling is a form of promotion to promote products, which is carried out in two directions to persuade and influence potential buyers to create sales (Firmansyah, 2020). The type of personal selling promotion carried out in live shopping activities on TikTok is responsive selling, where sellers are expected to provide reactions or feedback to potential buyers' requests. By carrying out interactive communication between sellers and potential buyers so that both parties can connect directly. Prospective buyers can provide their responses via the comments column available during live shopping, or prospective buyers can send messages via direct message.

#### b. Public Relations

Publication activities are one form of activity carried out by a PR person. The form of publication activity carried out for live shopping activities on TikTok is making short videos containing information about live shopping activities, which will then be uploaded to the TikTok social media platform and the story feature of TikTok. Apart from that, there are rules stipulated in the choice of words and language used to explain and promote the products being sold, creating a pleasant atmosphere during the live event, as well as the body language used. This was done as a form of PR strategy to create a good image, increase potential buyers' trust in @care.able, and create public support.

#### c. Direct Marketing

Direct marketing is a direct marketing technique without having to use an ordering agent (Firmansyah, 2020:305). Through live shopping activities on TikTok, sellers will usually immediately direct potential buyers to look at the yellow basket, in the yellow basket feature there are all product showcases being marketed in live shopping activities, potential buyers can see directly what products are being sold along with prices and descriptions. that product. Apart from that, prospective buyers can also carry out purchase transactions without any intermediaries.

e. Sales Promotion

Sales promotion is a direct inducement to consumers to buy a product. Promotions can be carried out through discount programs or offering added value (premium) if consumers want to buy the product (Firmansyah, 2020). The form of sales promotion carried out during live shopping activities on TikTok is by providing free shipping vouchers (delivery costs) and discounts that will be obtained if consumers buy only during the live shopping activity.

f. Advertising

Advertising or advertising is a type of promotion that presents non-personal information about a product, brand, shop, or company, which is carried out for a certain fee (Firmansyah, 2020). In live shopping activities on TikTok, advertising promotion techniques can be applied by purchasing paid coins on TikTok to promote ongoing live shopping activities in order to increase the number of impressions appearing on many users' homepages.

The existence of a new phenomenon certainly has its own attraction for people who are interested in the same field as the phenomenon that occurs. The emergence of live shopping activities has provided a new breath for people who like to shop online. This activity also has a strong attraction for people to take part in live shopping activities. This is reinforced by the statement made by Regita, a worker who likes to follow and shop in live shopping activities on TikTok.

*"I'm just curious, and I'm just following the trend of shopping via live streaming like that. Then what makes me tempted is the promotions, there are so many, it's crazy, so it's much more economical if you shop live on TikTok. Then also through live so I can see the goods directly, so it's even better." – Regita*

Live shopping activities are something new for people so they flock to participate, but one thing that also attracts them to take part in this activity is the promos or other special offers offered when live shopping takes place. This is because the TikTok platform is intensively providing discounts, cashback, free shipping vouchers (delivery costs) to every user who shops only during live streaming, this is one of the strong factors that makes many people interested in taking part in live shopping activities on TikTok. Looking at the following table, the author will describe the data from the two informants who the author has interviewed as a comparison in participating in live shopping activities and making transactions in live shopping activities on TikTok within one month..

**Table 1**  
*Comparison of Informant Data*

No.	Name	Lots of live shopping	Number of transactions	Expenditure
1	Tya Regita T	5 (Five) times	2 (two) times	150-200 ribu
2	Baby Setiawaty	9 (Nine) times	4 (four) times	100-200 bu

#### 4. CONCLUSIONS AND RECOMMENDATIONS

Live shopping merupakan kegiatan belanja online yang berjalan secara langsung dan real time dengan durasi tertentu yang sudah ditentukan. Berdasarkan temuan dan analisis dalam penelitian ini dapat disimpulkan fenomena live shopping di TikTok merupakan bentuk kegiatan berbelanja online yang baru dalam industri live shopping. Karena kegiatan live shopping di TikTok menawarkan kegiatan berbelanja online yang lebih interaktif, real time, dan menyenangkan. Berbeda dengan bentuk kegiatan live shopping pada media sosial lain di TikTok calon pembeli dapat melakukan transaksi tanpa harus meninggalkan kegiatan live shopping yang sedang berlangsung.

Live shopping activities can be said to be a new form of marketing communication, because the use of the types of promotions in marketing communications can all be applied in live shopping activities which are used as marketing strategies. There are three main processes that underlie live shopping activities, namely publication, interaction and transactions.

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