

COMMUNICATION STRATEGIES ON TIK TOK LIVE SHOPPING TO INCREASE SALES (Case Study at Totoyo Store Blitar)

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Abstract

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The growing trend of live shopping on social media opens up new opportunities for businesses to develop more interactive and persuasive marketing communications. However, there is limited research that fully explains how communication strategies in live shopping can contribute to increased sales, especially in the context of micro-enterprises such as Totoyo Store Blitar. This study aims to determine the communication strategies used in live shopping sessions to increase sales at Totoyo Store, a baby supplies and underwear store that combines offline and online sales systems. This study used a qualitative descriptive method with data collection techniques through in-depth interviews, observation, and documentation. Informants consisted of the store owner, an employee who served as a live host, and several consumers who participated in the live shopping sessions. Analysis was conducted thematically to identify patterns of communication strategies implemented. The results show that effective communication strategies are demonstrated through the selection of engaging communicators, the use of persuasive language, the determination of appropriate broadcast timing, and real-time interaction with the audience. Supporting factors for the strategy include broadcast consistency and competitive price promotions, while obstacles come from technical glitches, limited human resources, and competition on the same platform. These findings confirm that implementing a planned communication strategy in live shopping can significantly increase engagement and sales.

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INTRODUCTION

Current *live streaming or live broadcast* phenomenon is one of the most popular phenomena and has many fans in terms of viewers and also *the hosts* themselves, because the live broadcasts displayed are varied, ranging from creativity displayed such as singing, drawing and dancing, some are just chatting and some are sharing tips and tricks and motivation, and there are also those who do *live streaming games* to *live shopping* where there is marketing of a product to attract buying interest and increase existing *product knowledge* so that it can create a desire in the audience to buy and also know the products in the *live shopping* (Oktavianti et al., 2023).

The Tik Tok application is one of the pioneers of *live shopping* on social media, there are indeed various live broadcast applications such as Nimo TV, Bigo Live, and also Shopee Live, but Tik Tok in terms of live broadcasts is the main one, where Tik Tok is a pioneer application or developer of other applications to also hold *live streaming features* (Weriframayeni & Kurnia, 2024). *Live Streaming* is often called live broadcasts via the internet network, which are broadcast to many people at the same time as the original event.

Live shopping shows are still a favorite, this *live shopping* is linked to something called *TikTok Shop*, where *TikTok Shop* provides subsidies and massive discounts, thus attracting many *viewers*. *Live shopping* is a *live show* that displays promotions or *reviews* of an item through *hard selling techniques* combined with communication strategies delivered by *the host* to the audience to attract attention and can reach the point where *the viewers* are interested and ultimately can make a purchase during *the live*.

The development of digital technology has transformed consumer shopping behavior. One of the latest trends widely adopted by businesses is live shopping, which involves selling directly through social media with live streaming features. This phenomenon has become an interactive and real-time marketing communication tool.

Totoyo Store, a baby supplies store in Blitar City, also utilizes live shopping as a strategy to increase sales. Through platforms like TikTok and Instagram, the store is able to build direct communication with potential customers. However, few studies have explored in-depth the communication strategies implemented in this live shopping practice.

Therefore, this study aims to examine the communication strategies carried out by Totoyo Store in live shopping sessions to increase sales.

LITERATURE REVIEW

Communication Strategy

Many communication theories have been put forward by experts. Harold Laswell's theory, for example, has become a key factor in the study of communication science (Kustiawan et al., 2022). His book, "*The Communication of Ideas*," outlines the components for solidifying a communication strategy: "*Who is the communicator?*" "*Says what?*" "*In which channel?*" "*To whom?*" "*With what effect?*"

The explanation of the components mentioned in Harold Laswell's theory is as follows:

- a. *Who* (Who/Source). Who in this context refers to the person speaking or sending the message (communicator). The communicator plays a key role in communication.
- b. Lasswell stated that all forms of communication involve someone or something. Therefore, theorists agree that the communicator also acts as *the source/transmitter/sender* (message sender).

- c. *Says What* (Message). The communicator will convey a message to one or more people, the recipients of which are called the communicants. The content of the message can be verbal or nonverbal. The three components of the message are meaning, symbols to convey that meaning, and finally, the message's form.
 - d. *In Which Channel* (Media/Channel). Media or channels are tools used by communicators to convey messages to communicants (message recipients). These media or channels can facilitate communicators in conveying messages, both directly (*face-to-face*) and indirectly (through print/electronic media).
 - e. *To Whom* (Who/Recipient). The communicator (message recipient) is the target for the communicator to convey the message, whether individually or to a wider audience.
5. *With What Effect* (Effect). The effect referred to in this case refers to the response, response, and reaction when a communicator delivers a message.

Communication strategy is crucial for success. In developing a communication strategy, a leader must understand the function of communication strategy at both the macro and micro levels. A macro approach views the organization as a global structure interacting with its environment. A micro approach focuses more on communication within units and subunits within an organization. Communication at this level includes communication between group members, communication for orientation and training, communication for maintaining a positive climate, and communication for direction and job satisfaction.

Social media

Social media is fundamentally a component of the internet's evolution. Its presence decades ago has allowed it to grow rapidly to what it is today. This allows information and content to be shared with anyone, anytime, and anywhere *online*. Furthermore, social media is also used by organizations, brands, and individuals to promote their products, services, and content to a wider audience. Many businesses and *influencers* use social media as a marketing tool, creating engagement with consumers, and building their *brand*.

The term social media is comprised of two words: "media" and "social." Media refers to tools (means), and social refers to anything generally related to communication within society (Fitriani, 2017). Therefore, social media is a tool used by people to receive and send information or content, or what we more commonly know as communication.

So, in conclusion, social media is a digital platform used for interaction, providing information and content in the form of text, photos, and videos, with the aim of connecting and creating new forms of interaction. Businesses can utilize social media to market their products.

According to Chris Brogan in the book *Social Media Marketing* by Hasniaty, social media is a means of communication that contains various possibilities for creating new forms of interaction.

Marketing and sales on social media

Marketing is derived from the word "market," meaning a place or gathering place for people involved in marketing. Marketing is one of the most central aspects of business activities. Marketing plays a direct role in a company's survival, as it is the spearhead of sales and production processes. Therefore, marketing is a crucial component of sales success. A marketer is someone who seeks feedback (attention, purchases, votes, donations) from other parties, known as prospects.

Marketing plays a crucial role in the business world. It involves estimating or anticipating needs and the flow of goods and services from producers to consumers.

If we talk about marketing in the service sector, it is actually a little more difficult than product marketing. This is due to the nature of the results (products) of the service company itself. Apart from its intangible nature, services cannot be separated from the process that produces them.

Marketing is a complete system of business activities aimed at planning, pricing, promoting, and distributing goods and services that satisfy the needs of both existing and potential buyers.

Marketing is a social process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.

Furthermore, according to the American Marketing Association (APAS), marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and managing customer relationships in ways that benefit the organization and its stakeholders (Prastyorini & Fauziyyah, 2024).

Marketing *is* an activity that aims to achieve company goals, carried out by anticipating customer or client needs and directing the flow of goods and services that meet customer or client needs from producers.

From the various definitions above, it can be seen that marketing is more about customers than any other business function. Understanding, creating, informing, delivering value, and satisfying consumers is at the heart of modern marketing thinking and practice. If marketers do a good job of understanding and meeting consumer needs, creating products that deliver superior value, pricing, distributing, and promoting them effectively, those products will sell easily.

Strong marketing is a crucial component of success in any organization. Marketing involves understanding customer needs, developing products and services that provide superior customer value, and pricing, distributing, and promoting these products and services effectively.

RESEARCH METHODS

This research employs a descriptive qualitative method, a scientific method frequently employed by researchers in the social sciences and typically employs analysis. Qualitative research focuses more on the process and perspective of the subjects than quantitative research. In qualitative research, the researcher uses a theoretical foundation as a guide to focus the research process and better reflect the situation in the field.

Data collection technique

The data collection techniques used in this research include:

1. Interview

According to Robert, the interview An oral question-and-answer session between two or more people, conducted directly for a specific purpose (RIDWAN et al., n.d.). Interviews are typically conducted by asking key respondents about the facts of a particular event. The conversation is conducted by two parties: the interviewer, *who* asks the questions, and the interviewee, *who* provides the answers.

The interviews in this study used structured interviews, namely by conducting interviews based on a list of questions that had been prepared in advance by the researcher.

2. Observation

According to Robert, Observation is the systematic recording of the symptoms being studied, conducted directly on the research object (Rukajat, 2018). The most important technique in using observation is relying on observation and memory. This observation was used to gather data and observe the communication strategies of *Totoyo Store's live shopping host* in increasing sales.

3. Documentation

According to Robert, documentation is a record of past events. Documents can take the form of writing, drawings, or monumental works by individuals (Fiorentina et al., 2018). Written documents include diaries, journals, stories, biographies, regulations, and policies. Documentary studies complement the use of observation and interview methods in qualitative research.

Purposive sampling

Purposive sampling is a technique for taking samples of data sources with certain considerations, for example, the person is considered to know the most about what we expect, or perhaps he is a ruler so that it will make it easier for researchers to explore the object/situation being studied (Suriani et al., 2023).

The informants identified by the researcher using this technique were the *Totoyo Store live shopping hosts*. The researcher believed the informants selected using this technique had mastered and understood the object or subject being studied, and the researcher designated them as key informants.

Research Subjects and Locations

The research subjects are the focal point of the study. The subjects of this study are *the live shopping hosts* of *Totoyo Store*. This research was conducted through interviews with *the live shopping hosts*.

The research object in this study is the communication strategy employed by *Totoyo Store's live shopping host* to increase sales. The research was conducted by monitoring the *Totoyo Store TikTok Shop application* during *the live shopping session* to determine the number of viewers. application Tik Tok This allows researchers to obtain data on the success or failure of the communication strategies implemented during *live shopping*.

Data Analysis Techniques

Data analysis is the process of systematically searching for and organizing data obtained from interviews, field notes, and other materials so that it can be easily understood and the findings can be communicated to others. Data analysis is carried out by organizing the data, breaking it down into units, synthesizing it, arranging it into patterns, selecting what is important and what will be studied, and drawing conclusions that can be shared with others.

Data were analyzed using data condensation, data presentation, and conclusion drawing techniques (Miles et al., 1992).

a. Data Condensation

It is the process of selecting data, classifying, directing and discarding unnecessary data and organizing data in such a way that conclusions can be drawn and verified.

b. Data Presentation.

All data obtained in the form of interview results, documentation and so on will be analyzed according to the theory explained previously.

c. Conclusion Drawing

It is an activity of depicting the complete object being studied in the process of drawing conclusions based on the combination of information arranged in an appropriate form in presenting data.

RESULTS AND DISCUSSION

Communication Strategies Implemented

Totoyo Store implemented several communication strategies during its *live shopping sessions* to increase sales. The first strategy was selecting a communicator, employing a host who was communicative, engaging, and knowledgeable about the products being sold. The host played a crucial role in creating an interactive atmosphere and captivating the audience during the *live sessions*. The next strategy was employing a persuasive style, using simple, easy-to-understand language that included both emotional and rational appeals to influence consumer purchasing decisions. Furthermore, product visualization was also a key element of the communication strategy, showcasing products in detail and in real-time, allowing consumers to directly assess their quality and functionality. Direct interaction with the audience was also maintained during the *live sessions*, including answering questions, reading comments, and greeting viewers to foster an emotional connection. Finally, Totoyo Store carefully selected broadcast times, which were conducted during active social media user hours, such as evenings and weekends, to maximize audience reach and participation.

Supporting Factors

In implementing *live shopping*, Totoyo Store employs several supporting factors that contribute to the effectiveness of its communication strategy. These factors include a consistent live schedule, which is routinely held, thus building a habit of watching the broadcasts. Furthermore, discount promotions or flash sales are a major draw for consumers. Quick responses to customer inquiries also contribute to building trust and customer satisfaction. Furthermore, the store follows up on orders quickly to maintain credibility and customer trust. Professional packaging and shipping processes contribute to customer satisfaction. Totoyo Store also periodically evaluates its live shopping performance to determine the effectiveness of its strategies. Finally, they strive to gather feedback from viewers to improve the quality of future broadcasts and services.

Inhibiting Factors

Despite the effective communication strategy, Totoyo Store still faces several obstacles in implementing *live shopping*. The most common obstacles are technical issues, such as unstable internet connections or issues with the application used, which can disrupt the broadcast and slow the host's response to potential customer questions. Furthermore, there are limited human resources (HR) handling *live shopping operations*, resulting in sometimes suboptimal coordination. Competition with other sellers broadcasting simultaneously also poses a challenge in attracting audience attention. Other obstacles include slow order processing, late or incorrect deliveries, and a lack of

feedback or reviews from customers after transactions. Furthermore, the lack of regular performance evaluations can hinder future strategy improvements. Another factor that still needs to be strengthened is efforts to build a community or long-term relationship with customers, which has the potential to be a crucial asset in maintaining customer loyalty.

CONCLUSION

This study concludes that the communication strategy implemented by Totoyo Store through the *live shopping feature* on the TikTok Shop application plays a significant role in increasing sales and attracting consumer interest. Totoyo Store applies various forms of communication involving *public speaking skills*, a persuasive and interactive communication style, and the ability to build empathy with online audiences. Furthermore, the implementation of sales promotions in the form of discounts during *live streaming sessions* has proven to be an effective strategy that can create impulse buying among consumers. The *live shopping process* carried out by Totoyo Store is divided into three main stages: pre-live shopping, during live shopping, and post-live shopping. In the pre-live stage, activities focus on content planning, product preparation, and determining strategic broadcast times. The implementation stage focuses on visual product presentation, direct communication between the host and the audience, and intensive two-way interaction to build rapport. Meanwhile, the post-live shopping stage includes broadcast performance evaluation, order follow-up, and gathering feedback from consumers. The results of the study indicate that supporting factors such as effective broadcast duration, selecting the right broadcast time, and technological and equipment readiness are important elements in supporting the success of marketing communications. However, obstacles are still encountered in the form of limited product stock, unstable internet connections, and suboptimal audio-visual quality, which can affect the audience experience and the overall effectiveness of communication.

Practically, the results of this study provide implications for businesses, particularly MSMEs, to improve human resource capacity in terms of digital communication skills and *public speaking skills* for hosts to create engaging and interactive broadcasts. Furthermore, businesses need to pay attention to technical readiness such as internet connection, lighting, and sound quality to make *live shopping presentations* more professional and convincing. Regular post-broadcast performance evaluations are also important to assess strategy effectiveness and understand audience needs. Academically, this research contributes to the development of digital marketing communication studies, particularly in the context of the growing application of *live streaming commerce among micro and small businesses*.

This study has several limitations that should be considered. The focus of the study was only on one object, namely Totoyo Store Blitar, so the results cannot be broadly generalized to other businesses. The qualitative descriptive approach used also failed to quantitatively measure the influence of communication strategies on increasing sales. Furthermore, this study was limited to the TikTok Shop platform, while other platforms such as Instagram Live or Shopee Live have not been used for comparative studies. Consumer behavior aspects have also not been studied in depth, particularly in terms of motivation, loyalty, and perceptions of *live shopping* as an interactive medium.

Based on these limitations, further research is recommended to expand the object and context of the study to obtain more comprehensive results. Future research can also

use mixed methods *by* combining quantitative approaches to empirically measure the relationship between communication strategies and sales increases. Furthermore, it is necessary to explore digital consumer behavior, including the psychological and emotional factors that influence post- *live shopping purchasing decisions* . Future research can also review the effectiveness of various *live commerce platforms* and examine the potential application of new technologies such as *AI-driven live shopping* in shaping more innovative and personalized marketing communication patterns in the future.

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