



TikTok Live Streaming as a Digital Marketing Communication Media

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Abstract

This research aims to analyze the digital marketing communication strategies carried out by influencers via TikTok Live Streaming. The basic concept used in this research is the SOSTAC Model of Digital Marketing Theory from PR Smith. This type of qualitative descriptive research uses as many as five informants who own TikTok accounts. Data collection techniques were conducted through in-depth interviews and observations of each informant's TikTok Live Streaming. Data analysis uses the Miles and Huberman interactive model. The research results showed that TikTok Live Streaming was used as a digital marketing communication medium. This feature makes it easier for consumers to get product information. Influencers play an important role in TikTok Live Streaming regarding consumer behavior, purchasing decisions, and purchase intentions. Influencers can build relationships with consumers, especially for businesses targeting millennial customers, while social media is used to encourage product engagement and brand loyalty. Influencers have credibility and understanding regarding the products of the brand they are communicating with. When doing live streaming, influencers need a strategy, tactics, action, and control to reach the target market more quickly. Digital marketing communication strategies can increase communication messages' effectiveness and help achieve communication goals.

Keywords: TikTok, live streaming, communication media, digital marketing, influencers

Paper type: Research paper

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Received: 11 July 2024; Received in revised form 24 October 2024; Accepted: 25 October 2024; Available online: 29 October 2024

Cite this document: Abadi, Totok Wahyu & Oky Ivoniasari. (2024). TikTok Live Streaming as a Digital Marketing Communication Media. *The Journal of Society and Media*, 8(2), 394-423. DOI: 10.26740/jsm.v8n2.p394-423.



INTRODUCTION

In the era of convergence of communication technology, many companies are using the TikTok application as a marketing medium for conducting online business and promoting products and services. (MS, Sakti, and Mulyono 2022), as well as to attract consumers (Luthan and Xenia 2021). Through the use of mobile phones, the process of conveying messages becomes easy and practical because the communication controls are only a hand's distance away (Valentina et al. 2023). Promotions can be a tool to influence consumers in purchasing activities (Anggoro, Dunan, and Karman 2021). Using the TikTok application in online business can create a wide market share and profitable opportunities in reaching target markets. (Harita and Siregar 2022). Currently, TikTok, as a short video-based social media is equipped with the TikTok Shop and TikTok Live Streaming features (Sari et al. 2022). TikTok Live Streaming can be connected directly to the TikTok Shop. (Jauhariya, Yunus, and Pamuji 2022). Through this feature, sellers can review products directly interact with followers, and answer questions that appear in the comments column so they can convince viewers to buy their products.

TikTok shop not only makes shopping easy for consumers but also makes it easy for people who want to sell via live streaming by including a link in the yellow basket in the video (Sa'adah et al. 2022). TikTok Live Streaming is TikTok's newest feature which allows interaction between buyers and sellers without meeting in person and aims to reduce doubts regarding the many consumer questions about detailed product information. (Harita & Siregar 2022). Business people use the TikTok Live Streaming feature as an alternative to approach potential consumers through marketing, known as digital marketing.

The increase in the number of TikTok users started with short entertainment videos (Mahardini, Singal, and Hidayat 2022). Active TikTok users worldwide have reached 1.53 billion people in the third quarter of 2022. This number rose 4.63% quarterly and 47.92% annually (Annur 2022). TikTok users in Indonesia reached 99.07 million people aged 18 years and over in the first quarter of 2022 (Rizaty 2022). In its development, the Tiktok application can be used as a digital marketing medium (Mahardini et al. 2022), information media and product sales to consumers, as well as fast and easy-to-access facilities (Dewa and Safitri 2021), developing branding, and connecting communities (Endarwati and Ekawarti 2021). Therefore,

until now, TikTok is one of the platforms that many users are looking to shop via live streaming (Murhadi and Reski 2022) as well as providing lots of free shipping (Sa'adah et al. 2022).

Some influencers who use TikTok Live Streaming as a digital marketing communication medium are @rinkart with 165.5K followers in the home living category, @dinariaprizani_ with 106.9K followers in the home living category, @zyeran27 521.3K followers in the fashion category, @ itatitoo7 with 88.1K followers in the home living category and @cindessert with 350.8K followers in the fashion category. The role of influencers on social media is attractive because they can promote goods and services, increase public brand awareness of products, and attract customers. (Sugiharto and Ramadhana 2018). Influencers who have high credibility and followers can help influence the level of product sales to consumers effectively (Evelina and Handayani 2018).

Regarding the presence of influencers in digital marketing communications, a study was conducted. (Agustin and Amron 2022) Stated that influencers and price perceptions have a simultaneous or partial influence on interest in buying skincare at the TikTok Shop. The same thing was also conveyed (Permadi and Gifari 2022) said that the reason consumers are interested in using the live streaming feature is that the price offered is relatively cheap, the live host is very interesting, and they can interact with the host via live chat. According to (Agustina 2018) the live video streaming feature is the latest innovation in social media which leads to going live. The dissemination of information that is carried out live prioritizes the elements of the speed of information delivery and real-time. (Ahmadi and Hudrasyah 2022) said that the factors that influence product purchases in TikTok Live Streaming are price, credibility, attractiveness, interaction, quality of arguments, and attitudes towards the product.

The basic concept used in this research is the SOSTAC Model of Digital Marketing Communication Theory developed by PR Smith (Chaffey and Smith 2017). SOSTAC is an analytical method in digital marketing that can help facilitate a structured and measurable marketing planning process by identifying and prioritizing important elements in the marketing process. There are six stages of the SOSTAC analysis process, namely Situation Analysis, Objective, Strategy, Tactics, Action, and Control. With this SOSTAC Model, organizations or companies can determine the current business situation, determine long and short terms, determine

strategies to achieve goals, determine tactics to implement strategies, and monitor results to make improvements and updates. The SOSTAC model can be depicted in Figure 1.

Figure 1:
SOSTAC model



Source: Pr Smith's Digital Marketing Book (2017)

Situation Analysis is the first stage in the SOSTAC Model, which focuses on analyzing the current situation by identifying existing problems and challenges. This stage plays the role of collecting various information and data needed regarding internal and external conditions so that they know the condition of the organization or company in real market conditions. The analysis used in situation analysis is SWOT analysis. SWOT analysis is a research instrument to identify various factors that are formed systematically in formulating strategies (Fatimah 2016). This analysis approach is based on logic that can maximize strengths and opportunities and minimize weaknesses and threats. SWOT analysis can be used to develop strategic planning based on the results of analysis of strategic factors (strengths, weaknesses, opportunities, threats). Situation Analysis provides a basis for formulating strategies and determining the direction of a business.

Objectives are the second stage in the SOSTAC Model, which focuses on determining the short-term and long-term goals and objectives of a business. The tool used to achieve this goal is the 5s, which consists of selling, serving, speaking, saving, and sizzling. In this case, Sell uses the internet as a channel for making sales so that it can reach new and existing customers. Then, the server uses the internet

as a customer service, which can add value for organizations and companies. Speak uses the internet as a communication tool to increase closeness with customers. Next, save using the internet as a tool to reduce costs for organizations or companies related to services, administration, and so on. Lastly, sizzle uses the internet as a tool to build brand awareness. An organization or company on a large or small scale certainly has clear goals. To achieve the main goal, the SMART method (Specific, Measurable, Attainable, Relevant, and Time-bound) is needed.

Strategy in the SOSTAC model is part of the marketing planning system and focuses on how to achieve business goals through selecting appropriate actions and actions. In determining the strategy, there is a component that is the key to determining it, namely TOP SITE. The abbreviation TOP SITE is target markets, objectives, positioning, processes, partnership, sequence, integration, tactical tools, and engagement.

Tactics in the SOSTAC Model are part of the marketing plan that includes specific actions to be taken to achieve specified goals and objectives. It deals with how action will be taken, by whom, when, and at what cost. Tactics are developed after the strategy has been agreed and defined. Organizations or companies can identify tactics to achieve company goals by using the 7's, namely Product, Price, Place, Promotion, People, Process and Physical Evidence, and Partnership. These 7Ps can be examined in detail and adapted to the current needs of the organization or company. Tactics are an important part of a marketing plan because they focus on the actual implementation of the plan.

Actions in the SOSTAC Model are concrete actions taken to implement the tactics specified in the marketing plan. It involves tasks to be performed and responsibility for executing tactics. Actions are an important part of the SOSTAC Model because they determine how tactics will be executed and ensure that the marketing plan runs smoothly.

Control in the SOSTAC Model is the part of the model that is responsible for monitoring and evaluating the results of the actions taken. Control ensures that the goals and strategies set out in the SOSTAC Model can be implemented properly. Control also helps ensure that the system works effectively and efficiently, and allows improvements in the SOSTAC Model to achieve better results.

By creating a digital marketing communication strategy, business people can market their products and reach a wider and more efficient audience (Fagita and

Sudrajat 2021). Digital marketing communication strategies can reduce the time business people spend analyzing consumer behavior and competitors' activities, so this strategy can make it easier to monitor everything that is needed to compete (Hamzah, 2018). Business people need to understand the development of the digital market and how technology has a big influence on business development, which aims to improve the brand and attract customers.

A business can run according to what was planned if it has a strategy. Strategy in a business plays an important role, this is because there is a process of channeling information and messages through digital platforms, and effective communication is a process for conveying messages (Oktaviani and Pratiwi 2022). Marketing communications via digital platforms play a big role for business owners so that a brand can interact with consumers and potential consumers. One of them is business people who use the TikTok social media phenomenon for digital marketing to compete in marketing their products through influencers (Fitri and Dwiyantri 2021) Which is used as a marketing strategy (Hanindharputri and Putra 2019). Influencers do not all come from artists but are someone who has a social media account with a large number of followers to inform, persuade, and entertain (Mahardini et al. 2022) and have a large audience that consumers can trust (Fitri and Dwiyantri 2021). Influencers on social media can open new channels for brands to connect with consumers more directly, organically, and at scale for their everyday lives. Social media influencers promote through their personal lives, which puts them in contact with consumers directly (Anjani and Irwansyah 2020). If an influencer succeeds in influencing their followers, they can increase the marketing of a brand, increase the perception of credibility, reputation, quality of the brand, ranking on the internet system, raise conversations about the brand (word of mouth communication), and increase sales. (Hartanti 2018).

According to (Ryan Damian and Jones 2009) Marketing, or what is known as digital marketing, is the implementation of the application, use, or utilization of technology in the marketing process, which occurs in several stages as follows:

- a) The latest technology is starting to be used
- b) Technology as the main focus in the world of marketing
- c) Innovative marketers try to utilize new technology to achieve marketing reach targets

- d) Technology has become the main strategy and is implemented as a standard marketing practice

The stages above explain the basic technology that underlies the process of creating the digital marketing concept. Technology becomes a tool to strengthen the relationship between marketers and the market (target). The function of technology from a marketing perspective is to strengthen the relationship between marketers and the market (target). Through digital marketing, communication, and transactions can be carried out at any time and globally, considering the number of social media users is increasing day by day (Pradiani 2017).

Starting from this explanation, the problem of this research is what is the digital marketing communication strategy carried out by influencers via TikTok Live Streaming? This research aims to explain the digital marketing communication strategies carried out by influencers through TikTok Live Streaming. This research can also provide a broader understanding of digital marketing communication strategies that have a positive influence on marketing developments in the digital era which is increasingly developing rapidly.

METHODS

This study used a descriptive qualitative method. Qualitative research is a research approach that uncovers certain social situations by correctly describing reality formed by words based on relevant data collection and analysis techniques. (Satori and Komariah 2020). The reason researchers use descriptive research is to systematically describe the facts and characteristics of the objects and subjects being studied accurately so that they are easier to understand and conclude. (Neolaka 2016). Because the researcher's location is in a different city from the informant, this research interview was conducted using the Zoom application. Researchers use informants who have more than 10,000 followers and are active in doing TikTok Live Streaming every day to get in-depth information about the chosen research problem. There were five informants or research subjects in this study, including @zyeran27, @itatitoo7, @dinariaprizani_, @rinkart, and @cindessert. The research object focuses on digital marketing communication strategies carried out by influencers through TikTok Live Streaming. Researchers obtain the required data through in-depth interviews and observations of key informants. According to Mc Millan and Schumacher (2001: 443) (Satori and

Komariah 2020) explained that an in-depth interview is an open question and answer to obtain data about the participant's intentions. Data will also be supported by recorded documentation and other forms of supporting documentation.

The data validity technique used in the research is source triangulation. According to (Sugiyono 2014) Source triangulation aims to obtain data from different sources using the same technique. This research data was then analyzed using the interactive model developed by Miles and Huberman, as quoted in (Sugiyono 2014), namely:

1. Data Reduction (Data Reduction)
2. Data Display (Data Presentation)
3. Conclusion Drawing (Verification)

RESULTS AND DISCUSSION

In this research, researchers chose five informants who have more than 10,000 followers on the TikTok platform and are active in live streaming every day. Informants who have a large number of followers can provide more appropriate information and have diverse points of view related to research problems. Apart from that, informants who are active in live streaming every day can provide more accurate information regarding their experiences and views on research problems.

Table 1.

Informant Data in Research

No.	Name	Username	Category	Age	Domicile	Number of Followers
1.	Rina Kartomisastro	@rinkart	HomeLiving	35 years old	Malang – East Java	165.5 thousand
2.	Dinari Aprizani	@dinariaprizani_	HomeLiving	29 years	Tasikmalaya – West Java	106.9 thousand
3.	Susie	@zyeran27	Fashion	40 Years	Tasikmalaya – West Java	521.3 thousand
4.	Nunung Novita Zulfi	@itatitoo7	HomeLiving	31 years	Makasar – South Sulawesi	88.1 thousand
5.	Cindy Paramita	@cindessert	Fashion	24 years old	Depok – West Java	350.8 thousand

Source: processed by researchers, 2023

The SOSTAC model developed by PR Smith is a strategic planning model that includes six stages, namely situation analysis, objective, strategy, tactics, action, and control. In digital marketing communications carried out by influencers via TikTok Live Streaming, the SOSTAC Model can be used to assist in creating effective and targeted marketing communications strategies. These six stages are needed to carry out marketing analysis from the five informants.

Situation Analysis (Situation Analysis)

Situation analysis is the initial stage in the SOSTAC Model, which is used to describe the conditions and situations that influence a business's marketing strategy. This analysis includes both internal and external aspects, which involves reviewing factors such as market trends, competitors, business environment, internal strengths and weaknesses, opportunities, and threats. Situation analysis uses SWOT analysis, which consists of strengths, weaknesses, opportunities, and threats. The following is the key matrix and SWOT analysis of the five informants.

Table 2.
Key Matrices for the Five Informants

Performance Indicators	Informant				
	@rinkart	@dinariaprizani_	@zyeran27	@itatitoo7	@cindessert
Total Views	138,905	1,320,791	128,316	29,603	77,983
Total Likes	20,331	97,831	1,901	321	3,294
Total Comments	258	1,216	158	28	78
Engagement Rate	4.45%	21.75%	0.08%	0.1%	0.45%
Like Rate	4.39%	21.48%	0.07%	0.09%	0.44%
Comment Rate	0.06%	0.27%	0.01%	0.01%	0.01%
View Rate	29.99%	290.03%	4.63%	8.35%	10.83%
Total Shares	339	1,967	276	25	60
Share Rate	0.07%	0.43%	0.01%	0.01%	0.01%
Period	April 15, 2023 – April 30, 2023	January 4, 2023 – April 30, 2023	February 10, 2023 – April 30, 2023	December 29, 2022 – April 30, 2023	March 31, 2023 – April 30, 2023

Table 3.
SWOT Analysis of the Five Informants

@rinkart	Strength	Weakness
	Total Shares (339) shows that there are users interested in sharing content. Has a strong sense of humor and can make creative jokes. Able to build closeness with the audience through openness and the ability to be yourself.	Total Likes (20,331) and Total Comments (258) are relatively low compared to Total Views, indicating the potential to increase user engagement. Unattractive visual appearance, such as lack of adequate lighting.
	Opportunity	Threat
	Interact with the audience so they feel involved in the live streaming.	There is a risk of decreasing ER if no action is taken to increase user engagement. The TikTok Live Streaming feature has become very competitive, so it must be able to compete with thousands or even millions of other users who want to attract the attention of followers.
@dinariapri zani_	Strength	Weakness
	A high level of liking (Like Rate: 21.48%) shows that the content produced has succeeded in attracting attention and getting a positive response from the audience. Use a language style that is pleasant to listen to and attractive. Has the ability to think quickly and face unexpected situations with exciting spontaneity.	A low sharing rate (Share Rate: 0.43%) indicates that the audience is not very active in sharing the content with others. Lack of attention to detail, such as backgrounds that are not neatly arranged.
	Opportunity	Threat
	With high content shares (Total Shares: 1,967), Dina has the opportunity to expand the reach of her content through viral efforts and distribution through other users.	The low level of engagement in comments (Comment Rate: 0.27%) is a threat because it shows a lack of active participation from the audience in providing comments. Not actively engaging with followers makes your audience lose interest and feel ignored.

@zyeran27	Strength	Weakness
	<p>With a fairly high number of content shares (Total Shares: 276), Susie has succeeded in influencing her audience to share her content with others. This shows the appeal of the content and the potential to reach more people. Cheerful and energetic to provide a fun atmosphere for the audience. Have effective communication skills so that you can convey things clearly and easily understood by the audience.</p>	<p>The low like rate percentage (Like Rate: 0.07%) indicates that Susie's content has not attracted enough interest from the audience. This needs to be improved to increase positive responses from the audience.</p> <p>Not actively reading audience comments.</p>
	Opportunity	Threat
	<p>By increasing the engagement rate, like rate, and comment rate, Susie has the opportunity to increase her audience's engagement. This can be done by presenting more interesting content, inviting the audience to actively participate, and responding well to comments.</p> <p>The audience involved in live streaming is large, thus opening up opportunities to collaborate with brands.</p>	<p>Low engagement rates, like rates and comment rates, can be an obstacle to building strong engagement with your audience. This can reduce growth potential and desired impact.</p>
@itatitoo7	Strength	Weakness
	<p>An adequate view rate (View Rate: 8.35%) shows that the content can attract the attention and interest of the audience, which results in a proportional view rate.</p> <p>Has a deep understanding so that he can provide information to the audience.</p> <p>Able to organize and maintain live broadcast schedules efficiently so that audiences can easily follow live streaming.</p>	<p>A low comment rate (comment rate: 0.01%) indicates a lack of participation and interaction in the form of comments from the audience.</p> <p>Not responsive to user comments.</p>

	Opportunity	Threat
	Take advantage of opportunities to try different types of content to appeal to different audiences. Diversifying content can help reach a wider audience and increase engagement.	The low number of content shares (Total Shares: 25) indicates a lack of encouragement from the audience to share the content. This can reduce potential reach growth. Audiences can make negative comments about the products being promoted which can affect their reputation and the product.
@cindessert	Strength An adequate view rate (View Rate: 10.83%) shows that the content can attract the audience's attention and generate a proportional number of views. Always up-to-date with the latest trends on TikTok and able to adopt these trends into live broadcast content. Having a friendly attitude and warm welcome towards the audience makes them feel comfortable and connected.	Weakness The voice is too soft and lacks energy.
	Opportunity It can make viewers feel welcome and appreciated so they will come back to watch the next livestream.	Threat Facing challenges in building and maintaining a sizable and active follower base.

Source: processed by researchers, 2023

In analyzing the situation using SWOT analysis, it can be seen that each individual has advantages, such as having effective communication skills. This is in line with the research "The Influence of Influencer Communication on Social Media in Increasing Sales" which states that the more effective influencer communication is, the more influence it will have on the brand or company in increasing sales (Yunimar et al. 2022). The five informants also have the same target, namely students, office workers, or young workers who have just got a job with an age range of 18-35 years, as well as women who have just married and women who

have become mothers. In his interview, Nunung said that he made trending videos to influence his target market.

"So now it's the season for A Day in My Life content, so the target market is housewives. Well, that's actually what I'm after, and sometimes I cook the content; if not, I'll fix it. Anyway, while telling stories, because my target market is young people and mothers aged 40 years, I think they like arranging home furniture like that, right? That's why I often create aesthetic content. (Informant 4, Nunung Novita Zulfi)

Objectives (Objectives)

In the SOSTAC Model, objectives or goals are stages that refer to the results to be achieved. The goals set must be specific, measurable, achievable, relevant, and timely. One of the digital marketing communication strategies carried out by influencers through TikTok Live Streaming can be a real example of how clear and measurable goals can help achieve marketing success. Determining objectives using 5S, namely: sell, serve, speak, save, and sizzle. The following is a table of the five informants regarding determining objectives using 5S.

Table 4.
Determining the Objectives of the Five Informants

Informant	Sell	Serve	Speak	Save	Sizzle
@rinkart	Increase product sales by 70%.	Provide complete, accurate, and interesting product information to TikTok Live Streaming viewers to help them make informed purchasing decisions.	Build personal connections with your audience using TikTok Live Streaming to interact directly and build closer relationships.	Save marketing costs by utilizing TikTok Live Streaming as a more economical alternative.	Attract the audience's interest by creating interesting, creative, and unique content in live streaming to captivate their interest.
@dinariapri zani_	Offer special deals via TikTok Live Streaming to encourage purchases	Increase direct interactions with customers via TikTok Live Streaming, such as answering questions and responding to feedback.	Convey information clearly and convincingly.	Save time in marketing by using TikTok Live Streaming to organize and distribute marketing activities.	Emphasizing product excellence visually in live streaming with a focus on affordable prices.
@zyeran27	Optimize sales conversions by using effective methods, such as clear CTAs.	Providing content about a product to help customers understand the product.	Increase user engagement through TikTok Live Streaming by engaging them in conversations and listening to their feedback.	Reduce marketing team involvement.	Attract audience loyalty through live interactions and entertaining content.
@itatitoo7	Setting specific sales targets and using TikTok Live Streaming as a means to achieve and Exceed that target.	Presents an interactive experience by involving viewers in TikTok Live Streaming sessions.	Use TikTok Live Streaming to explain the advantages of products or services in detail and depth.	Set a posting schedule to reduce time spent.	Using interesting and innovative promotions to attract the attention of new target audiences in live streaming.
@cindessert	Expand product market share through increased exposure and engagement with audiences on TikTok.	Build long-term relationships with customers through TikTok Live Streaming, with a focus on customer satisfaction.	Showing a unique brand personality builds a strong brand image.	Make post plans with specific targets.	Create content that has the potential to go viral and expand brand reach organically.

Source: processed by researchers, 2023

In using TikTok Live Streaming as a digital marketing medium by influencers, the objectives in the SOSTAC Model play an important role as a first step that

provides direction. Influencers can develop the right strategy to utilize TikTok Live Streaming by formulating goals such as increasing product sales. This is in line with research (Pradiani 2017), which states that digital marketing systems can increase sales by up to 100%. This was also expressed by Susie during an interview.

"TikTok Live Streaming has now become one of the most popular tools used to market products and services. To determine the success of marketing strategies through TikTok Live Streaming, I use certain methods by paying attention to the number of viewers and interactions that occur during live broadcasts. The more viewers who follow a live broadcast, the greater the possibility of marketing messages reaching the target market. (Informant 3, Susie)"

Strategy (Strategy)

In the SOSTAC Model, strategy is a plan to achieve predetermined goals. In the context of digital marketing communication strategies, influencers have used the TikTok Live Streaming feature as a means to increase the effectiveness of their marketing. The strategies carried out by influencers through TikTok Live Streaming involve the use of various creative and innovative methods. In addition, influencers also utilize their abilities to build more personal and authentic interactions with their audiences, thereby strengthening their relationships with consumers. The following are the strategies that have been determined by the five informants.

1. Rina uses a digital marketing communication strategy to build trust by speaking honestly about the products being promoted to the audience. Conveying honest and transparent information about products is the main key to building trust. Apart from that, it can give the impression that it not only prioritizes personal gain but also pays attention to the needs and interests of its audience. Then, Rina also monitored the number of viewers and the level of audience engagement in live broadcasts as indicators of strategy effectiveness. By monitoring the number of viewers, Rina can get an idea of how much interest and traction the broadcast generates. If the number of viewers increases, it can be concluded that the strategy implemented will successfully attract the audience's attention. When live streaming takes place, the average audience is 60-150. Additionally, if there is a high level of engagement, this indicates that the audience is actively engaged and responding positively to the live stream. Usually, the audience will

ask about the products in the display case such as "ka spill catalase 40", "where do you send the fan from?", "how come the postage is expensive for me?"

2. Dina uses digital marketing communication strategies by arranging interesting and interactive live events so that the audience does not get bored and continues to be interested in following the live streaming. In this case, careful planning is needed to ensure smooth live streaming. This can include paying attention to the order of interesting segments and arranging the right timing. By arranging an interesting and interactive live course, influencers can ensure that the audience remains engaged, does not get bored, and continues to be interested in following the live stream. Apart from that, Dina only focuses on one item at a time to maintain consistency in live streaming. By maintaining focus on one product, influencers can provide targeted live streaming. This allows the audience to follow well and understand the information presented clearly. Additionally, instead of jumping back and forth between different items, influencers can provide more detailed reviews so that influencers gain their trust in recommending relevant, quality items. During live streaming, Dina applies that in the first hour, she only focuses on promoting one item; after one hour, she promotes another item. However, the products embedded are the same as during the live streaming in the previous hour.
3. Susie uses digital marketing communication strategies by building strong personal branding. With everything he has done during the live streaming, it shows that he understands the true meaning of personal branding. An example of personal branding carried out by Susie is having a special nickname for her audience called "best". Then, the recommended products based on CTR will be adjusted to find out which products the audience is most interested in. A high CTR indicates strong user interest in the product. On the other hand, a low CTR indicates that the product is less attractive to the audience, so Susie can place products that have a high CTR at the top of the display case. Next, promote products creatively and innovatively. Creative ideas in promoting products can help Susie differentiate herself from the competition.
4. Nunung uses a digital marketing communication strategy by innovating by creating videos without yellow baskets to reach a wider target market. In this case, removing the yellow bin that is often associated with age restrictions can

provide an opportunity for more people to enjoy the video content. By removing these obstacles, the videos presented can reach and attract the interest of the audience. Apart from that, Nunung also increases interaction with the audience through a loud and powerful voice because he is famous for his residence in East Java, which is synonymous with a loud voice.

Cindy uses digital marketing communication strategies to increase audience interaction by responding to comments and questions. By responding to comments and questions, Cindy can build trust and deeper engagement with her audience. Additionally, responding to comments and questions also provides an opportunity to explain, provide additional information, or make suggestions to the audience. However, when the audience reached 1000, Cindy was unable to respond because of the large number of comments coming in. Cindy then used special strategies in terms of product selection and visual settings to increase the effectiveness of live streaming. Selecting products that are relevant to the live streaming presented can attract audience interest and build credibility. The use of good lighting, layout, and attractive visual elements can improve the quality of live broadcast production.

The strategy built through the SOSTAC Model is very important for efforts to maximize the achievement of the goals that have been set. In this case, the five informants upload content every day to be able to follow trends that are developing rapidly. Previous research states that strategies are prepared according to the character and characteristics that they want to display to the public or audience so that the methods used by each influencer tend to be different from each other (SD Putri & Azeharie, 2021). Dinari said that we need distinctive characteristics to make people remember us.

“The main goal is to get income from TiTtok. Before TikTok, I liked creating content on YouTube, but it was really hard to get up there. So, I decided on TikTok because it grows quite quickly, especially if our content is authentic and has a distinctive character so people will remember us. Second, because it's part of a hobby, if we do it, it's not hard, and we can just enjoy it. (Informant 1, Dinari Aprizani)”

Tactics

Tactics or tactics in the SOSTAC Model are activities carried out to achieve predetermined marketing goals. These tactics must be designed carefully and measurably to ensure that the marketing activities carried out can produce the

desired results. Tactics must be based on the situation analysis, objectives, and marketing strategies previously determined in the SOSTAC Model. Choosing the right tactics can have a positive impact on marketing effectiveness. However, not all tactics work well in every situation. Therefore, it is important to consider the internal and external factors that influence the success of each tactic in the SOSTAC Model. The following are the tactics that have been designed by the five informants.

1. Rina uses tactics in digital marketing communication strategies by providing information about normal product prices, the same prices during different live streams, postage subsidies, and vouchers to attract buyers' interest. To increase buyer interest, Rina offers different prices during live streaming. For example, the price of a fan product is IDR 80,000, but in live streaming, the price is only IDR 72,000. Then, Rina carried out price comparisons to influence buyers' decisions. By providing comparisons, Rina can provide insight to buyers regarding the superiority of the products they are promoting compared to similar products from competitors. This can help buyers make better decisions and choose products that suit their needs. Apart from that, Rina realizes that building connections with the audience is very important in influencing the audience. Rina uses humor and relevant jokes to maintain a relaxed and fun atmosphere during live streaming.
2. Dina uses tactics in digital marketing communication strategies by conveying information naturally and carrying out promotions without overdoing it. Success in influencing buyers depends on the credibility and authenticity of the message conveyed. Not only conveys the message but also creates a live-streaming atmosphere that is interesting and relevant to the audience's interests. For Dina, positioning herself as a buyer by answering questions and inviting questions and answers in a friendly manner is important. By providing feedback, you can help buyers make the right decision. Apart from that, gimmicks such as discounts and flash sales can be used to attract buyers' attention. This can create a sense of urgency for the audience to buy the product immediately. Dina also uses special offers that are only valid for a limited period, often with a limited

number of products. This arouses curiosity and the desire to immediately get the product at a more affordable price.

3. Susie uses tactics in digital marketing communication strategies by using calls-to-action in the form of words of seduction. He uses enticing words, such as "Get it now," "don't miss this opportunity," or "Have this product immediately." In this case[, Susie also collaborates with sellers while also involving them in live streaming to get discounts. When collaborating with sellers, Susie usually receives compensation in the form of money, gold, or other awards. The recommended live-streaming duration to achieve high effectiveness is 120 minutes. In her live streaming, Susie was also assisted by her co-host because the audience requested so much that she did direct messages on Instagram if she wasn't doing live streaming.
4. Nunung uses tactics in digital marketing communication strategies by utilizing interactions and comments from the audience. This tactic can provide an opportunity to build a strong reputation as an influencer who is responsive and engages with audiences. In terms of searching for products, Nunung promotes products that are needed by many people to reach a wide target market. By choosing products that are of interest to many people, Nunung can attract interest and expand the reach of its followers. Carrying out market research and understanding the latest trends is an important step in finding products that are widely needed. In the live streaming, the products most sought-after were mats and towels.
5. Cindy uses tactics in digital marketing communication strategies by choosing products that are rarely available in other storefronts. In a competitive market, offering unique products can be attractive to consumers. This can also differentiate itself from its competitors so that it can provide opportunities to gain higher profits. In the context of live streaming, layout, choosing the right background, and lighting also play an important role in creating an engaging visual experience for the audience.

Unique, interesting, and different tactics can help you differentiate yourself from competitors and attract consumer attention. With alignment between goals, strategy, and tactics in the SOSTAC Model, influencers can maximize marketing potential, gain competitive advantage, and achieve long-term success. Long-term

success in influencer marketing can be achieved by maintaining consistency and measuring and evaluating results. This is proven by the research "Agent-Based Product Purchasing Decision Behavior Model: The Phenomenon of Social Media Influence," which states that consistent influencers on social media can help increase consumer awareness (Purusottama, 2021). Cindy said in her interview that knowing competitors and market trends is considered important.

"It's really important because there are so many affiliates, so we use the term differently from the others, bro. For me, my strategy is more about the product, sis, focusing on communication when I'm live; it's like always saying, 'This product is rarely available in other storefronts,' so I think it's really important. (Informant 5, Cindy)

Action (Action)

Action is a stage that acts as a step in implementing previously determined strategies and tactics. So that actions can be carried out effectively and efficiently, careful and well-planned planning is needed. Not only that, influencers also need to pay attention to applicable regulations and policies so as not to violate the rules and hurt their image or the product they are promoting. Every influencer must always ensure that the actions taken in product promotion do not violate the rules or conflict. By paying attention to applicable regulations and policies, influencers can build a good image and maintain the trust of their followers and consumers who buy the products being promoted. The following is a table of actions carried out by the five informants.

Table 5.

Actions by the Five Informants

No	Action Name	Component	Target Audience	Message	Target
1.	Special offers	Prices and Offers	Buyer	Information about normal product prices, postage subsidies, and vouchers to increase buyer interest	Increase buyer interest
2.	Product Comparison	Product Quality, Price, and Competitors	Buyer	Compare the promoted product with other e-commerce to show the product's advantages and increase buyers' interest in purchasing the product.	Increase buyer interest
3.	Promotions that are informative and not excessive	Communication	Buyer	Convey information about products naturally without excessive promotion	Increase buyer confidence
4.	Use of Humor	Entertainment and Interaction	Buyer	Maintain audience attention by providing entertainment and fun interactions	Increase engagement and interest
5.	Interaction and Comments from the Audience	Involvement	Buyer	Leverage interactions and comments from the audience to increase the effectiveness of TikTok Live Streaming	Increase engagement and interest
6.	Using call-to-action	Seduction said	Buyer	Invite buyers to buy products by using calls-to-action and persuasive words of appeal	Increase sales conversion
7.	Create an interesting live-streaming atmosphere	Theme, Relevance	Influencers	Create a live-streaming atmosphere that is interesting and relevant to the audience's interests to increase buyer engagement and interest	Increase engagement and interest
8.	Analyze the duration and frequency of TikTok Live Streaming	Technical	Influencers and Marketing Team	TikTok Live Streaming will be tailored to the target audience's preferences for more effective results	Ensure the correct duration and frequency of TikTok Live Streaming
9.	Increased and Quality of Customer Service	Customer Interaction & Service	Buyer	Provide a pleasant and professional shopping experience by answering questions and inviting questions and answers in a friendly manner	Increase customer satisfaction and build customer loyalty

10.	Promotional Gimmick	Sales promotion	Buyer	Discounts and flash sales that attract buyers' attention	Increase sales by offering discounts and flash sales that attract attention
11.	Content Marketing	Content Marketing	Public	Content that is up-to-date with the latest trends in the marketing industry	Attract new followers and increase sales with up-to-date and relevant content.
12.	Reaching a Wide Target Market	Market Research, Products	Buyer	Introducing the product many people are needed	Increase awareness towards the product and attract consumers' interest in buying
13.	Provides attractive visuals	Creativity , Graphic Design	Influencers	Introducing the product in a way which is interesting and different from the others	Increase user interest and engagement
14.	Collaborating with sellers	Business Partner	Influencers and Partners	Increase the selection of products available in the shop window	Increase product sales and customer loyalty
15.	Choose products that are rarely available in other storefronts	Product Research, Innovation	Influencers	Offering products that are unique and different from others	Increase user interest and engagement

Source: processed by researchers, 2023

By aligning goals, strategies, tactics, and actions in the SOSTAC model, the five informants were able to achieve success. It can be seen from the TikTok Live Streaming carried out by Rina when promoting products from February 2022 to the end of May 2023, the total number of products sold was 39,700. In the TikTok Live Streaming carried out by Dina, the total number of products sold reached 25,600 in the period from the end of October 2022 to the end of May 2023. In the TikTok Live Streaming carried out by Susie, the total number of products sold reached 252,900 in the period from May 2022 to May 2023. In the TikTok Live Streaming, which was carried out by Nunung, the total number of products sold reached 52,100 for the period July 2022 to May 2023. In the TikTok Live Streaming carried out by

Cindy, the total number of products sold reached 95,500 for the period from the end of December 2021 to the end of May 2023, so the function of the influencer is to provide information to the audience about a product, by utilizing TikTok Live Streaming as a digital marketing communication strategy. Building a strategy using the TikTok Live Streaming feature is very effective because current technological advances can easily reach consumers. The increasing promotion through the TikTok Live Streaming feature will certainly mean that the products being marketed will become known to the public. This was revealed by Susie, that she managed to sell 1000 pcs of products.

"Yes, before going live, I usually read the dashboard. Basically, everything is on the dashboard. It's like I sell Malaysian robes with the highest number of 1000 pcs sold, so here we see via CTR. From there, we know the next product that gets the most clicks and checkouts, and then we will spill it to adjust the market situation and target market. (Informant 3, Susie)

Control

Control is a stage in evaluating the success of a digital marketing communication strategy. In the context of strategies carried out by influencers through TikTok Live Streaming, control must be carried out regularly to ensure that the strategies and tactics implemented successfully achieve the stated goals. Influencers must also continue to analyze feedback and responses from the audience to the live streaming they do so they can make adjustments and improvements if needed. Through regular control, influencers can ensure that digital marketing communication strategies carried out via TikTok Live Streaming can provide optimal results. The following is the control table presented by each informant.

Table 6.
Control of the Five Informants

No	Action plan	Criteria	Measurement Method	Measurement Frequency
1.	Understand applicable regulations and rules	Compliance with regulations and rules	Understand and fulfill the specified requirements and conditions	Every time
2.	Ensure technical preparations have been carried out properly.	<i>Live streaming</i> ran smoothly and without technical problems	Monitor streaming quality, wifi connection, and clothing worn	Each will start live-streaming
3.	Determine superior products	Focus sales on one superior product	Determine one superior product to focus on sales	Every time before the live streaming starts
4.	Measuring the effectiveness of TikTok Live Streaming	Number of product sales	Counting the number of products sold during live streaming	Every time the live streaming is finished
5.	Determine a regular streaming schedule	There was no significant decline in the number of viewers	Check the number of viewers for each livestream and compare it with the previous livestream	Every time
6.	Avoid selling products by displaying well-known brand logos	There are no well-known brand logos on the products sold	Product inspection before showing on live-streaming	Each time, the product will be displayed on live streaming
7.	Looking for other products that can be offered at the next live-streaming	There are variations in products offered at each livestream	Recording of products offered at each livestream	Before live streaming
8.	Analyze product data offered	The level of market interest in the product	Sales data analysis	Every live stream
9.	Maintain the appearance and aesthetics of the broadcast	Display quality and broadcast aesthetics	Broadcast quality check	Every live stream
10.	Evaluate strategies	Strategy success	Evaluate the strategies used during live-streaming	Every time before the live streaming starts

Source: processed by researchers, 2023

At the control stage, evaluation and monitoring of strategy performance is carried out to measure the extent to which objectives have been achieved and whether any changes need to be made. Control makes it possible to identify successes, failures, and opportunities that arise during the implementation of the strategy. Controls in the SOSTAC Model are also carried out to adapt quickly to environmental changes and ensure that the strategies implemented are aligned with goals. Thus, control becomes the basis for continuously improving business performance so that it can achieve sustainable success in a rapidly changing market.

Based on this description, this research shows that influencers have an important role in TikTok Live Streaming. Its important role is related to consumer behavior (Hermenda et al. 2019), purchasing decisions (Amalia & Putri 2019; Narista & Himawan 2021), and purchasing intention (Naziih et al. 2021). This is proven by influencers who have succeeded in selling thousands of products. Products with good quality and appropriate promotion through social media will make the product known to the audience. This statement is supported by research conducted by (CS Putri, 2016; Setyorini & Rahmawan 2021). The use of influencers is considered more credible, trustworthy, and knowledgeable due to their friendliness in building relationships with consumers, especially for businesses targeting millennial customers, while the use of social media plays a role in driving product engagement and brand loyalty. The credibility of an influencer can influence the public to consider purchasing decisions, so the better the credibility of an influencer strengthens consumers' assessment of the product and increases purchasing decisions (Savitri & Erdiansyah 2019; Sinaga & Kusumawati 2018). Apart from that, influencers can attract the audience's attention by arranging live streaming and conveying clear product descriptions as the main message, as in Table 5. Social media is considered efficient as a digital marketing communication medium because it can provide attractive visuals (Rahastine & Wulandari 2020). Sales success via TikTok Live Streaming is related to the digital marketing communication strategy used by influencers.

CONCLUSION

Based on the analysis obtained in this research, the TikTok Live Streaming feature is used as a digital marketing communication medium, so consumers can easily get information about the products they want to buy. Influencers use

marketing communications with digital media as a forum for carrying out sales activities. Business people use influencers in this marketing communications strategy to reach and attract consumers to get information and increase sales. The success of communication activities is determined by determining the communication strategy designed. In this case, the influencer must be able to position themselves as someone who can market products in a fun and interesting way.

Funding Acknowledgement

We would like to express our thanks to the Communication Science Study Program at Muhammadiyah University of Sidoarjo for providing the author with the opportunity to research TikTok Live Streaming as a Digital Marketing Communications Media.

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