

MARKETING COMMUNICATION STRATEGY LIVE STREAMING TIKTOK ACCOUNT @whitediary.id

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ABSTRACT

This study aims to evaluate the effectiveness of marketing communication strategies through the live streaming feature on the TikTok social media platform, focusing on the @whitediary.id account. The research methods used are observation and in-depth interviews with account owners and employees who act as streamers in live streaming activities. The results of this study indicate that @whitediary.id has succeeded in utilizing live streaming as an effective marketing communication tool. Establishing a routine and consistent live streaming schedule, personal and friendly direct interaction, and delivering detailed product information have proven effective in increasing audience engagement and brand awareness. Data analysis from live streaming activities allows for appropriate strategy adjustments, so that it can reach a wider audience. This study confirms that live streaming is an innovative and relevant digital marketing tool in supporting the achievement of business goals.

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1. Introduction

Current technological developments, especially with the presence of the internet, have brought significant changes in using information access in various aspects of life. (Yupi & Heryadi Putri, 2023) said that the internet is a source of information, as a communication tool, and as a means of entertainment. Especially with the existence of social media that can connect interpersonal communication. With easy access and various sources available, individuals now have a greater ability to learn, share, and participate in various global communities online.

As is known, some people use the internet for business purposes. So that with the internet network it can make it easier for entrepreneurs to do marketing online. This can be proven by the increasing number of new entrepreneurs emerging, especially entrepreneurs engaged in online business. (Puspasari & Hermawati, 2021). With the existence of marketing activities, communication strategies follow technological developments. So that marketing communication strategies grow as communication strategies that are marketing techniques that

do not only seek profits obtained from a sale, but focus more on what consumers need and want from something produced by the producer.(Setiawati et al., 2024)

Marketing communication is an effort to convey a message to the public, especially consumers, about product differences in the market. Marketing communication activities involve various aspects of the marketing mix, such as advertising, direct face-to-face selling, sales promotion, public relations, publicity, and direct marketing.(Lasono & Novita, 2024). According to Kotler and Armstrong (2012:498), Marketing communication is a tool used by companies to inform, persuade, and remind consumers, both directly and indirectly, about the products and brands they offer. So that marketing communication is able to describe product producers and the goals of a company and brand. Allows companies to connect brands with people, places, experiences, and other things(Tritama & Tarigan, 2016).

Social media is a platform that has become an important place in business. Many companies use social media to increase brand awareness, promote products and increase sales. According to Philip Kotler and Kevin Keller in a journal entitled Utilization of Instagram as a social media marketing er-corner boutique in building brand awareness in Pekanbaru City by Fauzi and Viny Putri, it is a means for consumers to share text, image, audio, and video information with each other and companies and vice versa(Viny Putri Fauzi, 2016).

The importance of social media in improving business performance is increasingly recognized, especially for small businesses. Social media platforms allow businesses to change the way they communicate with customers, promote products and services, and build direct interactions with customers. With that, the use of social media becomes an effective strategic tool in supporting business growth and success in the digital era.

Based on the Social Media Marketing theory explained by Kotler and Keller, it focuses on the importance of Integrated Marketing Communications (IMC) as a strategic approach that combines various marketing communication tools to convey a consistent message to consumers, namely the use of social media platforms as a key element in modern marketing strategies. According to them, social media not only functions as a tool for disseminating information, but also as a means to create direct interaction between companies and consumers. This interaction allows companies to build more personal and in-depth relationships with their audiences, which in turn can increase brand loyalty and strengthen the company's image. Social media also provides opportunities for companies to communicate with consumers more effectively and efficiently, because the content shared can be tailored to the needs and preferences of the target market. By utilizing social media, companies can reach a wider audience, strengthen brand messages, and encourage consumer engagement through two-way communication. This makes social media marketing an important component in digital marketing that is able to create added value for companies in an increasingly competitive market.(Ahmed & Raziq, 2018)

Message Consistency in Integrated Marketing Communications (IMC), in Kotler and Keller's theory, one of the main pillars of IMC is consistent message delivery across various social media platforms. However, in practice, maintaining message consistency can be a major challenge, especially when companies have to adapt to rapidly changing trends in social media. This is due to the rapid changes in trends and the need to adjust strategies to stay relevant to an ever-evolving audience. Therefore, although maintaining message consistency is fundamental, companies must be able to balance maintaining messages with the ability to adapt to changes in the world of social media. This challenge requires companies to pay attention to platform dynamics and develop flexible strategies, while maintaining the core of their brand message.

Direct Interaction with Consumers, direct interaction allows companies to build more personal relationships with their audiences. However, interactions also run the risk of not being responded to quickly or with a less personal approach. In some cases, automated responses or irrelevant communications can make consumers feel ignored or unappreciated. This shows that direct interactions require high sensitivity to the context and emotions of the audience. Therefore, companies need to develop high sensitivity to the context of the conversation and the emotions of the audience, ensuring that the interactions carried out provide value and relevance to consumers.

Effectiveness of Customized Content, although customizing content to suit the needs and preferences of the audience is a key aspect of effective social media marketing. Relevant and personalized content can increase audience engagement and reinforce brand messages. However, customized content often requires significant resources in terms of time and effort, which can be a challenge for small and medium-sized companies with limited capacity. While customized content provides a competitive advantage, its implementation requires efficiency in resource management to ensure that companies can manage and produce relevant content without burdening their operations. Therefore, companies need to develop an efficient content strategy, prioritizing the most relevant audience segments and optimizing existing resources.

Two-Way Communication, social media provides two-way communication opportunities, but its effectiveness is highly dependent on the quality and speed of response. Many brands still tend to use social media as a one-way promotional tool, without truly engaging the audience in meaningful conversations. This suggests that theory must be translated into internal policies and training to ensure better implementation of two-way communication. This allows companies to accurately identify the needs and wants of the audience, and respond to issues or questions quickly. However, the effectiveness of this two-way communication is highly dependent on the quality and speed of the company's response. Many companies still use social media as a one-way promotional tool, which reduces the opportunity to build deeper relationships with the audience. To harness the full potential of two-way communication, companies must change their approach and engage more in meaningful conversations with their audience, this includes managing feedback, responding quickly, and actively participating in discussions.

This, the media platform has become an important platform for entrepreneurs in running an online business. Not only used to build brand awareness, but also to promote products to the sales stage. Among the various popular social media platforms such as Facebook, Instagram, Youtube, and TikTok, this platform is the most in demand by the people of Indonesia and the world because of its ability to present interactive and interesting content.

TikTok is a social media application that allows you to create and share short videos with a duration of only 15 seconds to 60 seconds. So that with the update by TikTok, the duration was extended to 1 minute to 10 minutes. According to Moumtaza, currently, TikTok has various features on offer, such as TikTok Stories, Video Duration, Live Streaming, TikTok Shop, and Tiktok Ads(Moumtaza, 2022).

Based on a report from the We Are Social Agency as of January 2023, TikTok has the 6th highest number of active users, with more than 1 billion active users. Regarding platform usage data, TikTok ranks first in terms of social media usage time, with an average of 23.5 hours/month spent accessing the platform. In addition, based on survey data conducted by the

We Are Social Institute for January 2023, TikTok platform usage ranks 4th as the most widely used social media platform in Indonesia, with a percentage of 63.1% (Arief, 2023).

The algorithm on TikTok is different from other social media platforms. It allows someone to become famous faster. When a user likes a video on TikTok, the platform will suggest more similar videos on the user's timeline. TikTok, which is increasingly popular as a new social media platform, has encouraged businesses to use it as a marketplace to sell their products. Live streaming on TikTok also makes it easier for potential consumers to see the items they are going to buy and get the information they need to make decisions regarding their purchasing interests. (Jacob, 2024).

TikTok Live Streaming allows users and creators to interact in real time. The use of this feature adopted by TikTok which supports the business development sector is certainly widely used by brands, or parties who have businesses. This is proven when opening TikTok Live, there are many brands that market their products through TikTok Live (Arief, 2023). Also, in the interaction during live streaming, the seller delivers messages, information, and explanations about the product directly, while the consumer responds to it. This reflects two-way communication between the streamer and the customer, which ultimately results in feedback when the message from the seller is received by the consumer. (Evanita et al., 2023).

The existence of this feature has encouraged many business people to use TikTok as the main platform in marketing their products through live streaming, because this feature is able to reach a wider audience. Live streaming not only streamlines the sales process, but also allows consumers to buy products quickly and practically. In addition, this feature allows consumers to easily compare the products offered and feel closer to the seller, which in turn increases consumer trust and satisfaction in shopping.

In facing market developments that increasingly want products that can be accessed quickly through social media, @whitediary.id is present as a brand that utilizes the TikTok platform to meet these needs. With the dominance of easily viral video content and a wide user base, TikTok has become a strategic tool for @whitediary.id to reach younger audiences and expand their target market. Through this approach, @whitediary.id is able to optimize its digital presence and increase customer connectivity effectively.

The main advantage of @whitediary.id lies in its creative, innovative, and consistent marketing strategy in building communication with the audience. One important element in this strategy is the use of repetitive language (repetitive language style) which creates a strong brand recall, so that the message conveyed becomes easy to remember and relevant to consumers. This is a fundamental aspect in differentiating @whitediary.id from its competitors in the beauty market.

The uniqueness of @whitediary.id is increasingly visible through the personal approach applied in every TikTok live streaming session. Unlike other brands that tend to be formal, @whitediary.id prioritizes authentic and educational interactions. Each live streaming session is not only focused on product promotion, but also creates a direct dialogue space between the brand and consumers, where the audience can ask questions, get education about the product, and feel deeper involvement. This approach builds a closer emotional connection between the brand and consumers, creating strong loyalty in the long term.

The communication strategy implemented by @whitediary.id also shows adaptive capabilities to target market preferences. The selection of a language style that suits the characteristics of young audiences on social media is the key to success in delivering marketing messages. Through interactions that provide added value and memorable experiences,

@WhiteDiary has succeeded in strengthening its competitive position in the beauty industry. The implementation of this strategy is reflected in a significant increase in audience engagement and sales achievements that support sustainable brand growth.

Thus, the combination of innovative marketing strategies, personal approaches through live streaming, and effective use of communication make @whitediary.id an example of success in responding to the challenges of a competitive digital market. This uniqueness not only differentiates @whitediary.id from competitors, but also shows an important role in interactions to build brand image and increase consumer loyalty.

With the existence of the live streaming phenomenon refers to the practice of broadcasting content directly via the internet. This phenomenon continues to grow and affects various aspects of life, including entertainment, popular culture, communication, and business. In addition, marketing communication is an effort to communicate the company's products and services to external parties, such as businesses, suppliers, and consumers. They also try to introduce, establish, and create interactions between the company and the activity.(Dimas Ariansyah1 et al, 2023).

From the description above, it can be seen that TikTok is an important innovation in digital marketing. This platform allows business actors to target young audiences with high purchasing power through creative content. TikTok also makes online shopping easier, which is more practical and time-saving than offline shopping. The online shopping system allows consumers to easily compare products, so they can make better purchasing decisions. In addition, TikTok helps business actors reach a wider and more diverse audience, increase sales potential, and enable more effective communication with potential consumers.

Based on research conducted by Yupiteriani and Asmarandani Heryadi Putri with a study entitled Analysis of Marketing Communication Strategy Content on TikTok, the results showed that the research showed that the marketing communication strategy through the TikTok application made the online shop Dompot Keluarga build brand awareness through the TikTok application by creating financial content. Which contains how to manage finances, save and also promotions that are routinely carried out to attract the attention of followers. In this content, there is a lot of content about how to manage finances, save, promotions and also interactions with followers to build engagement so that emotional closeness is created between sellers and consumers. In addition, Dompot Keluarga also displays content about buyers' responses to Dompot Keluarga products, which can build trust in prospective buyers.(Yupi & Heryadi Putri, 2023).

Based on research conducted by Novera Annisa Puspasari and Tanti Hermawati with a study entitled Journal of Communication Strategy Marketing Communication Through Social Media in Increasing Brand Awareness, the results obtained stated that Batik Puspita Ayu utilizes Instagram social media as a means of implementing its marketing communication strategy so that the planned message can be conveyed well to potential buyers.(Puspasari & Hermawati, 2021).

Based on research conducted by Imalay Naomi Lasono and Alma Novita with a study entitled Content Analysis Marketing Communication Strategy Analysis on the TikTok Platform Content Study on the @Optikalunett_Official Account which obtained results that said that the results of this study indicate that the TikTok account @optikalunett_official promotes its products by soft selling on content related to the audience. In the TikTok content @optikalunett_official there is an AIDA marketing model that helps build brand awareness, reach target markets, and can have an impact on increasing sales(Lasono & Novita, 2024).

Based on research conducted by Viny Putri Fauzi with a study entitled Utilization of Instagram as Social Media Marketing for Er-Corner Boutique in Building Brand Awareness in Pekanbaru City, which found that increasing top of mind in consumers is not easy. However, Er-corner boutique always tries to increase top of mind in the minds of its consumers, namely by utilizing Instagram as social media marketing, especially in communicating intensely with its customers and getting various inspirations in building the Er-corner product brand. This is also seen based on the concept of social media which is a very effective platform for communicating and listening to customer/consumer opinions. Social media allows customers/consumers to communicate directly, criticize, provide input, and also promote products/services that have been shared by companies/organizations (Viny Putri Fauzi, 2016).

Furthermore, based on research conducted by Faiza Zulfa Moutaza with a study entitled The Influence of Social Media Marketing, Influencer Marketing and Brand Image on the TikTok Application on Purchasing Decisions on Muslim Fashion Products, it explains that social media marketing is a part of e-marketing that utilizes social media as a medium in marketing a product by sharing information, promoting, and selling a product. One of the company's strategies in achieving its goals is to utilize influencers as a message delivery for products or brands so that they can reach a wider market. (Moutaza, 2022).

Researchers also conducted comparative observations on the marketing strategy implemented by one of the skincare brands, Somethinc, which is known for its structured approach and focus on professional content products. This brand actively utilizes the TikTok platform as a means to reach audiences with interesting and relevant content. One of the key elements of Somethinc's marketing strategy is their collaboration with major influencers such as making Korean Artists Brand Ambassadors, such as Han So Hee who has significant influence among the target market. Thus, influencing has a significant impact on brand reach while strengthening credibility in the eyes of the audience.

The marketing strategy implemented by Somethinc includes short live streaming sessions on the TikTok platform, which focus on special offers such as Flash Sales (discounts). The discounts offered on certain products are designed to create a sense of urgency among consumers, thus encouraging quick buying decisions. The Somethinc team not only provides discounts, but also actively answers user questions, provides product usage tips, and engages the audience through interactive activities such as games or challenges. Thus, this strategy shows the effectiveness of the combination of direct offers and direct interactions in building closer relationships with consumers and increasing brand appeal on digital platforms.

So both brands have their own advantages and challenges in utilizing TikTok as a marketing platform. WhiteDiary.id has succeeded in creating closeness with the audience through an authentic approach and direct interaction. The authenticity of communication is realized through live streaming on TikTok, which allows this brand to interact in real-time with consumers. By focusing on building long-term relationships with the audience. This has proven effective in increasing brand awareness and consumer trust.

On the other hand, Somethinc prioritizes collaboration with well-known influencers and takes advantage of viral trends and challenges on TikTok. This strategy aims to expand audience reach and enhance brand image through credibility built from strategic partnerships. Creatively packaged professional content also plays an important role in attracting the attention of the target market, especially the younger generation who are active TikTok users.

Overall, these two approaches show unique ways to utilize TikTok. Brand @whitediary.id prioritizes direct relationships with audiences, while Brand Somethinc focuses

on building image and virality and collaboration with major influencers. Further study on the effectiveness of these approaches can provide additional insights into how local brands can maximize TikTok's potential as a dynamic marketing platform.

The purpose of this researcher is to analyze the marketing communication strategy implemented by the beauty brand @whitediary.id. Theoretically, the results of this study are expected to provide contributions in the form of new insights in the field of marketing communication, especially in the increasingly developing digital era. This study is also expected to be a reference for further researchers who focus on marketing strategies through social media. Practically, this researcher aims to provide a deeper understanding of the marketing communication strategy implemented by @whitediary.id, compile strategic recommendations to support increased company sales, and be an example of the application of marketing communication strategies for individuals and communities.

2. Method

Descriptive qualitative method is an approach used by researchers to describe and explain all findings obtained in detail and comprehensively.

The subject of this study is Marketing Communication Strategy, while the object of this study is the TikTok account @whitediary.id. The data collection technique used in this study is primary data, namely information obtained directly by the researcher. This primary data was obtained through observation and interviews. Observation of the live streaming of the TikTok account @whitediary.id to observe the marketing communication strategy applied in promoting products. In addition, the researcher also conducted interviews with the business owner on the @WhiteDiary.i account and one of the employees who works as a streamer on the account and then analyzed using the Social Media Marketing theory from Kotler and Keller (2015;642).

3. Results and Discussion

Based on the results of the study based on observations through TikTok social media, it can be seen that the business owner of the @whitediary.id account has implemented an effective Social Media Marketing (SMM) strategy. Social Media Marketing, according to (Moumtaza, 2022) that social media marketing activities are efforts to create content in the form of sharing (posts) of writing, images and videos that can attract social media users and encourage them to interact and share them on their social media.

The use of this strategy has proven effective in increasing product sales compared to conventional marketing methods. This is in accordance with the theory of Kotler and Keller (2015; 642) which explains that social media is a very important component in digital marketing, because it provides various means for people to share text, images, audio, or information effectively. Social media not only functions as a communication tool, but also as a strategic platform that allows companies to interact directly with their consumers. Through social media, companies can create more personal relationships with consumers, build brand loyalty, and influence consumer perceptions and attitudes towards the products or services offered. Kotler and Keller emphasize that social media provides an opportunity for companies to reach a wider and more relevant audience, while enabling in-depth two-way communication, which is difficult to achieve through traditional media. In addition, social media allows for the viral distribution of content, which can expand the reach of marketing messages quickly and efficiently. By using social media effectively, companies can leverage consumer feedback to

optimize their marketing strategies, improve customer experience, and ultimately, create a competitive advantage in this increasingly digital and connected market.

With the use of Social Media Marketing, it makes it easier for businesses to interact with customers online. By connecting to the internet, businesses are not bound by time constraints and the costs incurred are relatively low. Social media plays an important role in developing marketing communication strategies and improving customer experience with the products or services offered.

So TikTok becomes one of the most popular social media platforms, attracting the attention of various groups, from young people to adults. By providing space for users to interact and create freely. In business, TikTok is very effective for marketing products. Its sophisticated algorithm helps content reach the right audience according to the target market. This can help brands become more easily recognized and products sell faster.

Since its inception, the @whitediary.id brand account that sells skincare and bodycare products, has utilized TikTok to expand its reach and build brand awareness. With live streaming and direct interaction, @whitediary.id has managed to attract the attention of many women of various ages.

To date, @whitediary.id has more than 104 thousand followers on TikTok. This success shows that TikTok is not only a place for creative content, but also a powerful marketing tool to increase sales and strengthen relationships with customers.

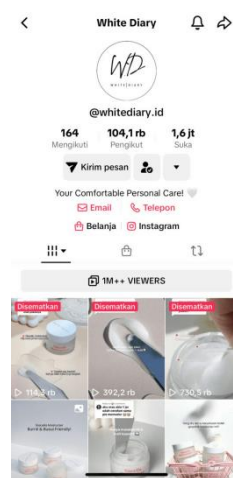


Figure 1. (TikTok account @WhiteDiary)

Along with the growth of the beauty industry in Indonesia, various local brands have begun to emerge by offering quality skincare products that are tailored to consumer needs. @whitediary.id is one of the brands that was founded in 20221, which focuses on providing products to brighten and nourish the skin. This brand attracts attention because of its good product quality and affordable prices.

@whitediary.id products have been clinically tested and registered with the Food and Drug Supervisory Agency (BPOM), thus providing a guarantee of safety and quality. This advantage supports @whitediary.id's commitment to provide optimal benefits for the health of its consumers' skin.



Figure 2. (@WhiteDiary Products)

@whitediary.id has offered various skincare products, such as Gluta Soap, Niacinamide Body Lotion, Brightening Deodorant Cream, and Niacella Moisturizer. These products are designed to provide skincare solutions with a focus on skin brightening and health. One of the leading products is Gluta Soap. The product has succeeded in achieving the TOP 1 sales ranking on the TikTok platform, indicating the high interest and trust of consumers in the product.



Figure 3. (Gluta Soap product from @WhiteDiary)

Gluta Soap is the first whitening soap in Indonesia that uses six active ingredients, namely Wallet Extract, Goat Milk, Collagen, Alpha Arbutin, and Kojic Acid. The combination of these ingredients effectively brightens, softens, and nourishes the skin. And this product can be used from the age of 13 to 30 years, including pregnant and lactating mothers. So that in-depth analysis is carried out to understand market preferences and needs comprehensively. Although the products are used by various segments, the majority of users are women. This approach shows that @whitediary.id not only understands the target market well, but is also able to maintain product quality standards that attract consumers.

This study aims to analyze the strategy of @whitediary.id in using TikTok live streaming as a marketing communication tool. Based on interviews with @whitediary.id, here is the implementation of the TikTok live streaming feature that they did:

Building Closeness with the Audience

The interview results show that a strong relationship between streamers and audiences can improve customer experience and provide more value to integration. Observing the TikTok

account @whitediary.id reveals that efforts to build closeness with the audience are carried out through direct interaction, using friendly and warm greetings. Although this strategy looks quite simple, it plays an important role in building closeness between streamers and audiences. This approach makes the audience feel closer and more involved, which ultimately creates a more enjoyable atmosphere and encourages the audience to buy @whitediary.id products.

Data Analysis and Live Streaming

With the results of interviews with the business owner of the @whitediary.id account, data from TikTok live streaming has been monitored and analyzed directly, including viewing the number of viewers and interactions. The data shows that on average there are more than 170 viewers in each live streaming session, with an interaction rate of 25%. By understanding this data and setting an optimal live streaming schedule, @whitediary.id can reach more viewers. So that with this high interaction, it shows that live streaming is able to create two-way communication between business owners and audiences, which has the potential to increase consumer loyalty and trust in products. In addition, knowing the habits of TikTok users can also help in increasing audience engagement and reach, which can ultimately maximize the effectiveness of marketing strategies.

Regular Live Streaming Schedule

Based on the interview results, regarding the determination of a regular schedule for live streaming on TikTok, it has proven to be very effective in maintaining audience loyalty to the @whitediary.id account. Users are more likely to watch live streaming when they know the exact time and location of the live streaming.

In this case, the business owner @whitediary.id sets a daily live streaming schedule with an average total duration of 8 hours divided into 4 sessions, each lasting two hours. The schedule is set at 07.00-09.00 WIB, 10.00-12.00 WIB, 13.00-15.00 WIB, and 20.00-23.00 WIB. But for special events, such as National Shopping Day (Harbolnas) and Big Sale, the owner of the business @whitediary.id increased the session duration to 10 to 12 hours. Although the majority of product buyers are women, this product is still in demand by various groups and remains a favorite choice for many women.

Establishing a regular live streaming schedule is one of the important strategies implemented by @whitediary.id in building expectations and anticipation among the audience. When the audience knows that live streaming sessions are held regularly, this not only serves to increase brand awareness, but also creates a positive impression that leads to increased trust and interest in the audience towards the promoted product. The frequency and consistency of this schedule provides the audience with clear guidance on when they can access live content, thus creating a closer relationship between the brand and the audience.

In addition, one of the factors that contributed to the increase in sales was the special discount offers given during the live streaming session. This offer has proven effective in attracting consumer attention, because it provides added value that is limited to a certain period of time. Based on existing data, sales that occurred during the live streaming session with discounts increased significantly, even reaching 50% higher compared to normal days. This shows that the combination of consistent live streaming schedules and incentive offers such as discounts can directly contribute to increased sales performance, by encouraging consumers to make faster purchasing decisions.

Providing Good Service

@whitediary.id is active in providing good service to prospective buyers or regular customers of @whitediary.id especially during live streaming. Streamers always answer questions and handle problems that exist in prospective buyers.



Figure 3&4. (Comments from @WhiteDiary's TikTok live stream)

As shown by the potential consumers above, live streaming viewers can directly ask questions through the comments column to the host or streamer. Then the host or streamer can respond to comments given by the audience directly.

In doing live streaming, it is considered effective in building an interactive situation with the audience. The success of a live streaming is highly dependent on active viewers. When the streamer interacts directly with the audience, answers questions, and responds to problems with them, namely the audience or prospective buyers. This strengthens the relationship with prospective buyers, increases loyalty and provides an explanation of the problems or needs of prospective buyers.

By providing good service, @whitediary.id is able to build strong relationships with potential buyers. Through feedback and interaction during live streaming, @whitediary.id also understands the needs expected by potential buyers. So that business owners evaluate product performance on @whitediary.id. Because in the current era of digital competition, good service can make @whitediary.id compete effectively, build a positive image and differentiate itself from other brand competitors.

Using Interactive Communication

Based on the interview results, @whitediary.id not only provides a regular schedule and answers questions, but also conducts interactive communication with the audience and answers questions, but also actively interacts with the audience during the live streaming session. The @whitediary.id streamer greets the audience who are watching live and provides a little humor and entices the audience to buy products, using words, a cheerful, fast and loud tone of voice. This approach makes live streaming more interesting, so that @whitediary.id succeeds in attracting the attention of the audience and increasing the chances of transactions during live streaming.

To build a strong relationship with the audience, as previously explained, @whitediary.id uses a strategy by providing interesting and detailed information about each of its products, this detailed delivery of information makes the audience more interested in the products offered by the @whitediary.id account streamer.

In addition, streamers also explain various products, provide tips and tricks on how to use them, and show how to use them correctly and effectively to achieve the desired results. This approach not only increases the audience's understanding of the product, but also has the potential to increase purchasing decisions.

Leveraging Influencers

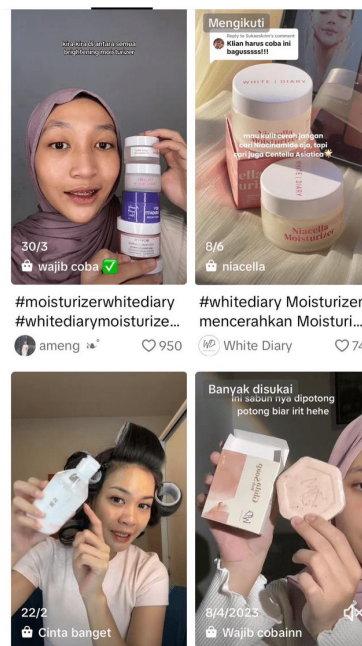


Figure 5. (Review from Influencers on TikTok)

The results of observations from the TikTok account @whitediary.id also utilize influencers as a digital marketing strategy. By collaborating with influencers, @whitediary.id can influence the buying interest of potential customers through the content they share. So that collaboration with influencers @whitediary.id can reach a wider and more specific audience. This can increase product visibility, strengthen brand awareness and encourage higher interaction and conversion among consumers.

With an effective marketing communication strategy, the TikTok account @whitediary.id has successfully utilized influencers to achieve the desired goals. The benefits gained from influencers have proven to be very significant. So by developing and perfecting this strategy, the @whitediary.id account can continue to improve their position in the local skincare market, as well as achieve greater success on the TikTok social media platform.

In the ever-evolving digital marketing era, technological innovation plays an increasingly important role in defining how companies interact with their audiences in a more personal and interactive way. Therefore, it is important to understand how these developments affect the marketing strategies implemented by companies in various sectors. This study aims to add new insights into digital marketing, namely:

Gaps in AI Integration and Hybrid Strategy:

One aspect that deserves attention is the development of AI-based chatbots in interactions with customers. Although the effectiveness of chatbots in handling general questions has been recognized (Huang & Rust, 2021), there is a gap in how AI can collaborate with human intervention in the context of a hybrid strategy. A hybrid strategy, which combines AI-based automation with a human touch, has the potential to improve the customer experience, especially in handling more complex cases. Further research is needed to explore the interaction model between AI and humans to maintain service quality and build more personalized and responsive customer relationships.

Community-Led Growth Approach and Its Management Challenges:

Community-Led Growth has become one of the effective strategies in building brand loyalty and audience engagement through forums, exclusive groups, and online communities. Previous studies have emphasized the importance of this approach in building long-term relationships with audiences. However, there is still little in-depth research on the dynamics of managing these communities, including the drivers of loyalty, effective communication mechanisms, and their impact on brand reputation. Further research can explore the best strategies in managing communities to increase brand engagement and strengthen long-term loyalty.

Micro-Influence and User Generated Content (UGC):

Micro-Influence and User-Generated Content (UGC) are becoming increasingly popular trends in digital marketing. The study revealed that micro-influence have higher authentic appeal than big influence.(Abidin, 2016). However, there is still a gap in understanding how micro-influence and UGC can be effectively integrated with AI and hybrid strategies to generate more relevant and personalized content for audiences. Further research is needed to evaluate the collaboration model between companies, micro-influence, and their use as part of a marketing strategy.

Leveraging Real-Time Analytic in Marketing Strategy Adjustment

Real-time analytic plays a vital role in evaluating the performance of marketing strategies and responding to market changes dynamically. However, the practical implementation of real-time analytic in tailoring more personalized and targeted messages is still a long-standing topic in the literature. Further research is needed to understand how companies can optimize real-time data to respond quickly to market changes, improve campaign efficiency, and create more active customer experiences. By addressing this gap, digital marketing can move towards a more personal, dynamic and relevant approach to addressing evolving market challenges.

That, the implementation of marketing strategies can also be done in content creation, which is very important for the success of digital marketing. Content that is tailored to the targeted audience and managed well can increase engagement, visibility, and sales of products or services. In-depth marketing success regarding the various elements that influence this success, such as the platform used, developing trends, and the characteristics of the target audience. Although live streaming has a significant role, creating quality product video content remains important to support long-term effectiveness. Therefore, companies need to develop a content strategy that is not only creative and interesting, but also able to adapt to market dynamics and ever-evolving technology.

4. Conclusion

Based on the analysis results, the marketing communication strategy through live streaming implemented by @whitediary.id has proven effective in achieving digital marketing goals. The use of live streaming not only increases direct interaction with the audience, but also strengthens brand awareness and encourages increased product sales. With consistent live streaming scheduling and the use of statistical data to adjust content and approaches, it is a key factor in expanding reach and optimizing audience engagement. This strategy shows an innovative and systematic approach that is able to deepen the audience's understanding of the products offered. Through more personal and interactive communication, live streaming has succeeded in encouraging more informed purchasing decisions and strengthening customer loyalty. Overall, the implementation of the communication strategy through TikTok live streaming @whitediary.id proves its relevance in modern digital marketing, providing a

significant positive impact, and offering a competitive advantage in an increasingly dynamic and competitive market.

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