

MARKETING COMMUNICATION STRATEGY LIVE STREAMING TIKTOK ACCOUNT @WHITEDIARY.ID

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ABSTRACT

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This study aims to evaluate the effectiveness of the live streaming feature marketing communication strategy on the TikTok social media platform, focusing on the @WhiteDiary.id account. The methods used include observation and interviews with account owners and employees who work in the field of streamers in live streaming. The results of the study show that @WhiteDiary.id has succeeded in utilizing live streaming as an effective 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 allows for appropriate strategy adjustments, so that it can reach a wider audience. This strategy helps @WhiteDiary.id achieve marketing goals in an innovative and relevant way, showing that live streaming is a powerful digital marketing tool.

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1. Introduction

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Current technological developments, especially with the presence of the internet, have brought significant changes in 10 ng information access in various aspects of life. (Yupi & Heryadi Putri, 2023) said that the internet is a 30 rce 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 17 rnet 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 & Hernawati, 2021).

With marketing activities, communication strategies follow technological developments. Communication strategies are plans designed to organize the flow of messages or information delivered to target audiences with specific goals.

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 communications are tools used by companies to inform, persuade and remind consumers, both directly and indirectly, about the products and brands they offer.

So that marketing communications are 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).

In addition, marketing communications in the current digital era continue to develop in line with technological developments. Social media is not only used as a media platform to share personal life, but also becomes a channel that is widely used by business actors to market their products, such as goods and services. These business actors can achieve this by using social media marketing. Social media marketing is a marketing strategy that uses social media as a means to market more specific products for the development of online market targets in a business.

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 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)

This is social media, used as a place for entrepreneurs in doing business online. As well as building brand awareness, product promotion even to the sales stage. One of the social media that is currently widely used throughout Indonesia and even the world. There are several popular social media platform sites today, namely Facebook, Instagram, Youtube, and Tiktok. However, one of the sites that is currently popular with the people of Indonesia and the world is TikTok.

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 Moutaza, currently, TikTok has various features on offer, such as TikTok Stories, Video Duration, Live Streaming, TikTok Shop, and Tiktok Ads(Mountaza, 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).

Along with the high level of use of the TikTok media platform TikTok, this platform has a lot of influence in terms of business actors and the good side of social media users of the TikTok platform. The existence of one of the features that is currently widely used by various users or from business actors is by using the Live Streaming feature. Live Streaming is a TikTok feature that can interact and communicate directly with users who are known or not.

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)

In the interaction during live streaming, the seller delivers messages, information, and explanations about the product directly, while consumers respond 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).

However, in the live streaming feature there is a feature that can make it easier for users to shop online, namely TikTok Shop. TikTok Shop is a feature that allows its users to shop online. Live streaming on TikTok connects directly to the TikTok Shop feature through the

yellow basket. This feature allows users to shop directly during the live streaming session. When the account business owner does live streaming, the yellow basket will automatically appear and display the products being promoted. This makes it easy for users to see products directly and make purchases without having to leave the live streaming session. This not only increases the ease of shopping for users but also increases the ease of shopping for users but also increases the effectiveness of product promotion in real-time.

Currently, many business actors are utilizing ¹³ the TikTok social media platform as a means to market their products to consumers directly through TikTok live streaming. So this feature is widely used by business actors because it is considered to be one form of marketing communication strategy that has a big impact and is quite effective to cover a wide area. This is proven by when users are opening TikTok, there are many business actors who are offering and promoting their business products through TikTok live streaming.

So that live streaming can facilitate the product sales process. And make it easier for consumers to shop online. So that it can be faster and more practical. In addition, it can make it easier for consumers to compare products with other products and can build closeness and intimacy. This makes consumers more confident in a product offered and can increase satisfaction in online buying and selling transactions.

@WhiteDiary.id is one of the businesses that utilizes TikTok's live streaming feature. @WhiteDiary.id is engaged in the beauty sector, namely bodycare and skin ¹⁰ e. Thus, the business actors from the @WhiteDiary.id account use TikTok social media as a marketing tool, with ¹³ the use of TikTok social media can increase sales opportunities for products. In addition, @WhiteDiary.id has another goal, namely to meet the demand from consumers who want the product to be sold on the TikTok social media platform. Through live streaming, @WhiteDiary.id uses it to market its products so that it can increase product brand awareness and follow current trends. In the @WhiteDiary.id marketing communication strategy, @WhiteDiary.id uses TikTok social media in a very effective way, such as using repeated words. That way, @WhiteDiary.id implements appropriate and effective communication in order to compete and be accepted by consumers. This ensures that communication from @WhiteDiary.id is relevant and interesting to the audience by using language and style that suits the preferences of the target market.

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 ³⁵ 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.

Live streaming needs to be studied because it is a rapidly growing digital marketing phenomenon that offers unique opportunities and challenges for businesses. With a large

audience watching live streaming on TikTok, this feature is an effective promotional strategy. Therefore, businesses are utilizing live streaming on TikTok as part of their marketing strategy to achieve success in digital marketing.

Based on research conducted by Yupitriani 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 Marketing Communication Strategy Through Social Media in Increasing Brand Awareness, the results obtained stated that Ba 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 iterations 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).

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With this phenomenon, researchers want to examine the Marketing Communication Strategy Through Live Streaming Social Media TikTok Account @WhiteDiary.id because they want to explore the TikTok account @WhiteDiary.id in using communication and interaction in marketing its products through live streaming. Researchers also want to understand the strategy of @WhiteDiary.id in utilizing this live streaming trend to increase sales and brand awareness.

The purpose of researching marketing communication strategies through TikTok social media live streaming accounts is to be able to provide a comprehensive understanding of how live streaming can be used as an effective tool in marketing communication strategies, as well as how this can be applied to achieve larger business goals.

With this phenomenon, the use of digital marketing, especially through social media marketing according to Kotler and Keller (2016), has a significant impact on increasing brand awareness, corporate image, and sales. Social media has proven to be a fairly effective marketing channel by using various forms of content such as images, videos, and writing to attract consumer attention. Through interactive communication strategies, companies can build closer relationships with their consumers, increase brand awareness and strengthen the company's image in the wider community.

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 is 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.id account and one of the employees who works as a streamer on the account.

3. Results and Discussion

Based on the results of the study based on observations through TikTok social media, it is seen that the business owner of the @WhiteDiary.id account has implemented a Social Media Marketing strategy, a marketing tactic that utilizes social media as a platform to promote products, services or other offers involving the use of various features and tools available on social media. As well as showing that @WhiteDiary.id has used the TikTok platform to increase consumer buying interest effectively.

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.

So that TikTok social media functions as a strategic platform for product sales by utilizing live streaming and posting features. By implementing the use of TikTok, the owner of the @WhiteDiary.id account can introduce and promote various products directly to the audience through the live streaming session. In addition, posts made on TikTok also function to increase product visibility and attract the attention of more consumers.

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.

In addition, social media platforms provide valuable feedback and insights from customers, which can be used to plan marketing strategies and product development that better suit the needs of the audience. By leveraging these advantages, social media marketing becomes a very effective tool in achieving marketing goals and increasing the effectiveness of online marketing.

The development of TikTok as a very popular social media platform shows that TikTok has succeeded in attracting attention from various groups, including young people and adults. Although Instagram has previously dominated the market, TikTok has succeeded in competing with its popularity through creative short video content. This feature allows users to create interesting content quickly and effectively.

TikTok is an effective tool to maintain business relevance in a rapidly changing marketing environment. TikTok's sophisticated algorithm also plays a vital role in promoting content more precisely to the right target audience. Thus TikTok allows brands to better connect with the market and reach relevant and efficient audiences.

By utilizing TikTok social media, the owner of the @WhiteDiary.id account has been effective in promoting its products, attracting the interest of a wide audience, especially women of various ages. This can show that TikTok is not only a platform for creating creative content but also an effective tool in marketing and building brand awareness among relevant target audiences.

Since its inception, @WhiteDiary.id has utilized the power of social media to expand its market reach. By successfully building a strong follower base on social media with 104.1 thousand followers on the TikTok account. This shows that the marketing strategy used by the @WhiteDiary.id account is effective in reaching the success of the appeal of skincare and

bodycare products among the wider community, especially in the digital environment which is currently growing rapidly.



Figure 1. (TikTok account @WhiteDiary)

Along with the growth of the beauty and skincare industry in Indonesia, many local brands have emerged offering quality products that are tailored to the skin needs of local consumers. One of *Local Brand* Indonesia, which was established in 2021, provides a variety of skin care products with a focus on providing benefits to brighten and nourish the skin of its users. @WhiteDiary.id has attracted the attention of many people because of its good product quality and affordable prices. @WhiteDiary.id offers a variety of products.

In addition, @WhiteDiary.id provides a variety of clinically tested skincare products. All products are registered with BPOM (Food and Drug Supervisory Agency). Focus on providing benefits to brighten and nourish the skin of its users.



Figure 2. (@WhiteDiary Products)

@WhiteDiary.id has released various products, namely Gluta Soap, Niacinamide Body Lotion, Brightening Deodorant Cream, and Niacella Moisturizer. These products provide various skin care solutions and focus on brightening and skin health.

One of @WhiteDiary.id's products is Gluta Soap. It once ranked TOP 1 in sales on TikTok.



Figure 3. (Soap Products from @WhiteDiary)

Gluta Soap is the first whitening soap in Indonesia that uses six active ingredients: Swallow Extract, Goat Milk, Collagen, Glutathionem Alpha Arbutin, and Kojic Acid. The combination of these ingredients can make the skin brighter, softer and healthier. In regular use on the product can help moisturize the skin, as well as brighten and remove scars. Gluta Soap is also effective for treating back acne and is safe for use by pregnant women and breastfeeding mothers. And there are various other products that are currently more in demand by women.

So @WhiteDiary.id comes with a clear vision by helping consumers have healthier, brighter, and well-maintained skin through a series of products developed with high-quality ingredients. @WhiteDiary.id has succeeded in building the trust of loyal consumers, especially among young women who care about the beauty and health of their skin.

Determining the Target Market

Based on the interview results, @WhiteDiary.id has clearly defined their target market, covering a wide range of ages from 13 to 30 years, including breastfeeding mothers and pregnant women who are interested in body skin care. The owner of the @WhiteDiary.id business conducted an in-depth analysis to understand market preferences and needs comprehensively. Although @WhiteDiary.id products are used by various segments, the majority of its users are women. In this way, @WhiteDiary.id shows that not only do they understand their target market well, but they also manage to maintain high quality standards in their products, which attracts buying interest among women.

Building Closeness with the Audience

The interview results show that a strong relationship between streamers and viewers 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, they have monitored and analyzed data from TikTok live streaming that has been done directly, including seeing the number of viewers and interactions. By understanding the data and

setting an optimal live streaming schedule, @WhiteDiary.id can reach more viewers. 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.

The owner of the @WhiteDiary.id business sets a daily live streaming schedule with an average total duration of 8 hours, divided into 4 sessions in 4 sessions of 2 hours each. The sessions are scheduled 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 Harbolnas and Big Sale, the owner of the @WhiteDiary.id business increases 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.

By setting a regular schedule for live streaming, it helps @WhiteDiary.id build expectations and anticipation among the audience. When the audience knows that live streaming is held regularly, it not only builds brand awareness but also gives a positive impression, increases trust, and their interest in the content being promoted. In addition, this approach attracts the attention of the audience and increases their interest in knowing and making purchases during the live streaming.

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, the streamer also explains various products, provides tips and tricks on how to use them, and shows 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.

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4. Conclusion

Based on the results of the analysis of the marketing communication strategy through live streaming implemented by @WhiteDiary.id, it has proven effective in achieving marketing goals. The use of live streaming increases direct interaction with the audience, strengthens brand awareness, and increases product sales. Determining a consistent live streaming schedule and utilizing statistical data allows for strategy adjustments to expand reach and optimize audience engagement. Overall, the marketing communication strategy implemented by @WhiteDiary.id through TikTok live streaming shows that its use in an innovative and consistent manner can have a significant impact on digital marketing. This approach also deepens the audience's understanding of the product and encourages more informed purchasing decisions. Overall, this strategy has a significant impact on digital marketing and offers a competitive advantage in today's ever-growing digital market.

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MARKETING COMMUNICATION STRATEGY LIVE STREAMING TIKTOK ACCOUNT @WHITEDIARY.ID

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