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Analysis of Live Shopping Strategy on TikTok Application as a Marketing Tool for Majalaya Sarong Wholesalers

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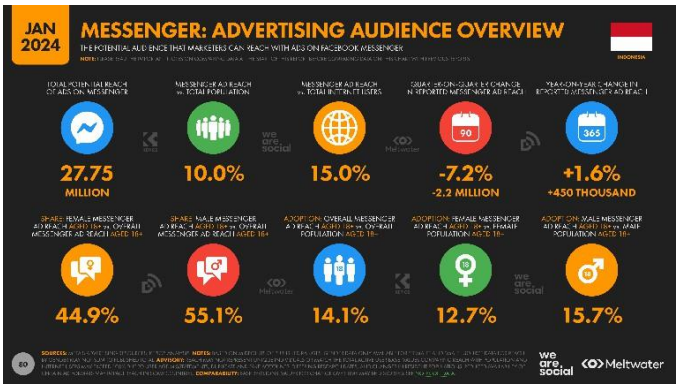
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Abstract: This study aims to evaluate the Live Shopping strategy used by Grosir Sarung Majalaya in marketing products through TikTok Shop. This study uses a qualitative approach with triangulation techniques in the form of interviews and observations to identify key elements in digital marketing strategies, such as broadcast scheduling, product selection, interaction with consumers, and providing exclusive promotions. The results of the study show that the TikTok Live Streaming feature is effectively used as a means of direct communication that can expand market reach and build closeness with audiences digitally.

Keywords: Live Shopping, TikTok Shop, Digital Marketing Strategy, UMKM.

INTRODUCTION

Major changes in consumer behavior due to the development of digital technology have encouraged business actors, especially MSMEs, to adjust the way they market their products. TikTok, as one of the fastest growing social media platforms in the world, has become a new platform for business actors to reach consumers through a visual and interactive approach.



Picture 1. Digital 2024 Indonesia

According to the We Are Social report (2024), TikTok ranks first as one of the most frequently used social media in Indonesia, with more than 126 million monthly active users. This high participation rate is driven by interactive features such as Live Streaming and TikTok

Shop, which are increasingly popular with consumers to find product information and recommendations directly.

The Live Shopping feature in TikTok Shop offers a two-way communication approach between sellers and potential consumers. Through live broadcasts, sellers can explain products, answer real-time questions, and provide limited promotions that are only available during the session. This strategy creates a more dynamic shopping experience and builds consumer trust due to transparency and fast response.

One of the MSMEs that has successfully utilized this feature is Grosir Sarung Majalaya, a business established in Majalaya, West Java. This business focuses on selling men's prayer equipment such as Sarung, Baju Koko, Sajadah, and Peci. Since 2021, Grosir Sarung Majalaya has been actively using TikTok as the main media in selling products, including through the Live Shopping strategy to display collections, answer direct questions, and provide exclusive promos. Majalaya is known as a center for the textile industry, especially sarongs, which have distinctive motif characteristics and quality materials. The uniqueness of this product provides added value in digital-based marketing. However, along with increasing competition and changes in the way consumers shop, MSMEs such as Grosir Sarung Majalaya need to adopt the right strategy to maintain competitiveness.

According to Kotler and Keller, modern marketing strategies emphasize the importance of long-term relationships with customers, which are realized through two-way communication and the use of digital technology to create added value for consumers. The concept of Live Shopping is a real implementation of this approach, because it allows direct interaction between business actors and consumers, which strengthens emotional closeness and creates a more personal and responsive shopping experience. (Marketing_Management_Kotler Keller.Pdf.Crdownload, n.d.)

The urgency of this study lies in the importance of evaluating the extent to which the Live Shopping strategy actually functions effectively as a digital marketing tool for MSMEs. Although many business actors have adopted this method, there has not been much research that specifically analyzes its implementation systematically and based on field data. Therefore, this study aims to analyze the Live Shopping strategy implemented by Grosir Sarung Majalaya, as well as evaluate the elements that contribute to the effectiveness of product promotion through the TikTok platform. Prior to collecting the main data, the researcher also conducted a pre-survey of 5 TikTok users to explore their initial perceptions of the Live Shopping feature as a marketing strategy.

Research Question:

This research focuses on two main questions:

1. How does Grosir Sarung Majalaya use Live Shopping on TikTok to sell their products?
2. To what extent is the Live Shopping Strategy effective in supporting Grosir Sarung Majalaya's marketing activities on TikTop Shop?

METHODS

This study uses a descriptive qualitative approach that aims to explore in depth how the Live Shopping-based marketing strategy is implemented by Grosir Sarung Majalaya through the Live Streaming feature on TikTok Shop. This approach was chosen because it allows researchers to directly understand the experiences of business actors, consumers, and digital marketing practitioners in an actual and contextual context. (John W. Creswell, Research Design:, 2017)

Research Subjects

This study involved three main informant groups, namely:

1. Owners and managers of Grosir Sarung Majalaya who actively run Live Shopping activities on TikTok.
2. Consumers who have participated in live sessions and made purchases at TikTok Shop from the Grosir Sarung Majalaya account.
3. Digital marketing practitioners, namely a teacher in the field of digital marketing in the Ibun Mall UMKM community, who also has more than 12 years of experience in managing digital-based businesses.

Time and Location of the Research, Data collection activities were carried out throughout March to April 2025. Observations were carried out both directly at the Grosir Sarung Majalaya store and through their TikTok account, while interviews were carried out flexibly—Offline.

Data Collection Techniques

Data were collected using several main methods, namely:

1. Direct observation of the Live Shopping session conducted by the Grosir Sarung Majalaya TikTok account, by observing the host's communication style, how to convey product information, use of visuals, and promotional strategies applied during live.
2. In-depth interviews conducted with:
   - Business owners, to understand the background of the strategy and obstacles in implementing Live Shopping.
   - Consumers, to capture their responses and experiences while participating in the live session.
   - Digital marketing practitioners, to gain a professional perspective on the effectiveness and implementation of the Live Shopping strategy in the digital era.
3. 3. Documentation, in the form of screenshots, live videos, and interview recordings which are used as supplementary data.

To ensure that the informants were truly relevant to the focus of the research, the researcher inserted filtering questions such as: "Have you ever bought a product while following a TikTok live session from the Grosir Sarung Majalaya account?"

Data Analysis

The collected data was analyzed descriptively through several stages, namely:

- Data Reduction, which is sorting and arranging data based on relevance to the focus of the research.
- Data Presentation, by arranging findings in the form of thematic narratives that reflect interaction patterns, promotional strategies, and the effectiveness of product delivery during the live event.
- Conclusion Drawing, which aims to identify emerging strategy patterns and link them to promotional objectives and audience responses.

Source Triangulation, To ensure the strength and accuracy of the data, this study relies on source triangulation, which is comparing information from three parties:

- Business owners as strategy implementers,
- Consumers as parties who directly experience the Live Shopping experience, and
- Digital marketing experts as parties who have the competence to assess digital marketing strategies.

Live Shopping Strategy Indicators, In designing research instruments in the form of interview questions and pre-surveys, researchers refer to the main indicators that reflect the Live Shopping strategy. These indicators are formulated from previous studies and are relevant in the context of implementing TikTok Shop as a digital marketing medium.

The following are indicators used as the basis for analysis in this study:

No.	Live Shopping Strategy Indicators	Brief Explanation	source
1	Live Schedule Consistency	Broadcast frequency and time that match audience activities.	(Arum & Hidayat, 2023)
2	Product Visualization	Products are displayed live, details of materials, colors, sizes, etc.	(Monicha et al., 2023)
3	Promotion Techniques	Exclusive promotions during live such as flash sales, bundling, gifts.	(Irbah & Salqaura, n.d.)
4	Consumer Interaction	Host greets, answers questions, and responds to comments directly.	(Muhammad et al., 2024)
5	Host Communication Style	Communicative, expressive way of delivering information, and using easy-to-understand language increases the effectiveness of the host's persuasive message.	(Putri et al., 2025)

The five indicators are used to direct the focus of data collection and become a reference in the thematic analysis process. Theoretically, this study also refers to the concept of digital marketing strategy according to Kotler and Keller (2016), which emphasizes the importance of two-way communication between brands and consumers. In this context, the Live Shopping feature is an effective medium for building engagement and forming positive perceptions of products due to direct interaction, transparency, and real-time responses. (Marketing_Management_Kotler Keller.Pdf.Crdownload, n.d.) Therefore, the indicators used in this study are not solely sourced from observations in the field, but are also strengthened by relevant marketing theory. This approach allows data to be analyzed from various perspectives and has gone through a cross-checking process from several sources. In this way, it is hoped that the results obtained will be able to provide a deeper and more accurate understanding of the Live Shopping strategy implemented by Grosir Sarung Majalaya on the TikTok platform.

RESULTS AND DISCUSSION

The results of this study were obtained from the interview process, direct observation, and documentation of Live Shopping activities at TikTok Shop by Grosir Sarung Majalaya. Based on the data analysis conducted qualitatively descriptively, the main findings were obtained which were arranged in the form of a thematic narrative based on indicators such as interaction patterns, promotion techniques, and audience responses. Frequency and Live Streaming Schedule Grosir Sarung Majalaya runs Live Streaming sessions consistently between 4-5 times a week. The selection of broadcast times is carried out strategically, namely at 11.00, 15.00, and 19.00 which are the active hours of TikTok users. From the results of the observation, the afternoon and evening hours show a higher level of interaction. The business owner said that.

Product Presentation and Visual Techniques

During the live session, the product is introduced in detail, both in terms of material, motif, size, and other advantages. Product visualization is done directly to the camera, providing a more realistic shopping experience for the audience. The owners say this visual approach helps build consumer trust by allowing them to assess the product firsthand before purchasing.

> “Kita biasa siaran sore sama malam karena jam segitu banyak yang aktif. Jadi penonton juga udah pada hafal, malah sering nanyain kalo kita belum live.” (Wawancara pemilik usaha)

Promotion Techniques

During Live Shopping Live Shopping is also used as a medium to launch exclusive promos such as flash sales, product bundling, shipping discounts, and direct gifts for active viewers. Promos are limited only during the session, creating an urgency effect. This strategy is considered effective in attracting attention and creating purchase intention, although it is not always directly proportional to direct sales conversions. Direct Interaction and Audience Response The host actively interacts by greeting the audience, answering questions, and providing product suggestions as requested.

> "Live itu enaknya bisa lihat langsung produknya, terus bisa nanya-nanya juga kalo masih ragu soal ukuran atau bahan." (Responden ke-4, Arif Hidayat)

> "Biasanya kalau pas live itu banyak diskonnya, terus ada juga bonus ongkir atau flash sale. Jadi lebih tertarik buat check out langsung." (Responden ke-2, Noval)

This two-way interaction is considered to increase consumer comfort in exploring information while strengthening emotional relationships with the brand. According to business owners, direct communication during live builds stronger trust than regular product descriptions.

Expert Validation of Live Shopping Strategy Digital marketing experts stated that Grosir Sarung Majalaya's Live Shopping strategy is right, with strengths in direct interaction and visual experience. He emphasized the need to improve the quality of live content.

> "Live Shopping yang konsisten, komunikatif, dan menampilkan produk dengan jelas adalah kunci dalam membangun relasi digital yang kuat antara brand dan audiens." (Wawancara praktisi digital marketing)

Constraint **Evaluation** Some of the constraints faced in implementing this strategy include fluctuations in the number of viewers affected by changes in the TikTok algorithm. To overcome this, the store made adjustments such as distributing live broadcast links to regular customers and creating reminders through additional content. This condition shows that the success of Live Shopping does not only depend on the live session itself, but also on supporting strategies such as cross-promotion distribution and consistent communication with the audience.

Effectiveness of Strategy Before and After Live Shopping Based on the results of data reduction and presentation from interviews with business owners, as well as observations of marketing practices, a clear picture was obtained regarding significant changes before and after the implementation of the Live Shopping strategy. Before implementing the Live Shopping feature, Grosir Sarung Majalaya had used TikTok Shop as the main sales media, but only by following platform campaigns such as mass discounts without live broadcasts. There was no use of offline stores or other social media as a marketing medium.

After the Live Shopping feature was intensively utilized, there was a significant increase in terms of interaction with consumers, expanding audience reach, and strengthening branding. Although the sales contribution from live sessions has not become the majority, this feature provides great strategic value in building consumer closeness and trust. Here is a comparison of the effectiveness before and after the Live Shopping strategy:

Aspects	Before Live Shopping	After Live Shopping
Primary Marketing Media	Relied on TikTok without live features; only participated in platform campaigns such as mass discounts and seasonal promotions	TikTok Live remains the only primary marketing channel since the beginning of the strategy
Audience Reach	Relied solely on TikTok's early algorithm and limited FYP reach without active promotion	National to potentially reach global audiences through scheduled live strategies
Consumer Interaction	Passive engagement through comments on videos or product descriptions	Real-time two-way interactive during live sessions
Product Presentation	Through catalogs, photos, and text	Live visualization, products are shown with live demonstrations
Promotion Techniques	Limited to discount captions or information on VTs	Flash sales, bundling, direct gifts, exclusive only during live
Branding and Trust Effects	Built slowly through regular content	Amplified through host personas and direct engagement with consumers
Sales Conversion	Stable, but slow growth	Fluctuating, but high potential during live sessions with active promotions

CONCLUSION

Based on the results of the analysis conducted, it can be concluded that the implementation of Live Shopping on TikTok by Grosir Sarung Majalaya has a significant positive impact on the effectiveness of their digital marketing. Before the use of this feature, the marketing strategy was more passive and dependent on the platform algorithm. After Live Shopping was implemented consistently, more lively interactions were created, increased user engagement, and expanded the reach of product promotions.

Although live sessions have not been a major contributor to sales volume, this approach has been proven to strengthen brand image and build closer relationships with consumers. By combining direct communication, real product visualization, and exclusive limited offers, the Live Shopping strategy shows higher effectiveness than previous methods.

Overall, these findings indicate that Live Shopping can be a relevant and adaptive marketing solution for MSMEs, especially in facing the dynamics of video-based digital marketing such as those on TikTok.

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