

## ANALYSIS OF LIVE STREAMING COMMUNICATION STRATEGIES ON TIKTOK SOCIAL MEDIA TO INCREASE MSME SALES: A STUDY ON TIKTOK GLAD2GLOW



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### Abstract

The MSME sector is the main driver of economic growth in Indonesia. This is because the existence of MSMEs has provided many entrepreneurial resources and employment opportunities for the community. MSME communication strategies have begun to move towards their business activities which initially started from offline shops / door-to-door, now moving to online shops. The online shop in this study uses the TikTok application. The study on the TikTok account @Glad2Glow.indo uses the AIDA method communication strategy. The results of the study state that the AIDA model in the content of the TikTok @glad2glow.indo account, it can be concluded that the marketing communication strategy using TikTok social media as a promotional medium in this era is quite effective and able to generate lucrative profits.

**Keywords:** SMEs, AIDA, TikTok Marketing Communication

## INTRODUCTION

The MSME sector plays a pivotal role as a key catalyst for economic growth in Indonesia. This sector has significantly contributed to the availability of entrepreneurial resources and job opportunities for the population (Sari, 2023). Therefore, it is crucial for Indonesian MSME entrepreneurs to continuously enhance their capabilities to improve global and international competitiveness, ensuring their survival in the business landscape (Masriansyah, 2020).

During the COVID-19 pandemic, all business sectors experienced declines in revenue, creativity, and innovation in products, packaging, and promotional efforts to grow businesses in Indonesia (Masriansyah, 2020). Some MSMEs even had to lay off employees due to their inability to pay salaries. Additionally, some employees resigned themselves due to reduced working hours and decreased wages, making it difficult to meet daily needs (Septizarty & Mulyadin, 2021). Consequently, many MSMEs faced significant impacts, ranging from reduced revenues to complete business closures.

The declining performance of MSMEs over time poses a challenge for many. To avoid going out of business, MSMEs need to innovate both in their products and promotional strategies to stay current with contemporary conditions (Prapanca, 2022). Communication is a vital strategy in the marketing world. It plays a crucial role in building relationships between companies and customers and influencing purchasing decisions. Initially, marketing focused more on production and distribution (Ariansyah, 2023). Promotion and communication with consumers were not the main focus. However, with increasing competition and market complexity, marketing began adopting a more consumer-oriented approach, emphasizing marketing communication (Anatan, 2023).

MSMEs have transitioned from offline shops or door-to-door sales to online shops (Sari, 2023). This shift was driven by the pandemic's impact. As time goes on, promotional efforts have also evolved, with TikTok Shop being used for MSME promotions (Angraini, 2023). One of the social media platforms used for promotion is TikTok Shop (Saragih, 2023).

In 2020, TikTok rapidly grew and became a new cultural phenomenon in Indonesia. Although it has been around since 2018, it recently gained popularity among people of all ages (Dewa, 2021). Initially, TikTok was popular among Generation Z, Instagram with

Millennials, and Facebook with mothers and entrepreneurs. Now, TikTok trends are recognized across all ages and various businesses (Sari, 2023). TikTok's popularity is attributed to its perceived benefits. According to Anggraini (2023), the benefits of a platform influence repeat purchases. This aligns with TikTok's benefits for young people, particularly in shifting from offline to online shops. It significantly aids young people in promoting their MSMEs.

In 2021, TikTok partnered with Shopify to launch a new feature, TikTok Shop (Angraini, 2023). TikTok Shop is a social e-commerce platform that allows sellers to offer products directly to TikTok users. As part of the TikTok app, TikTok Shop has adopted live-streaming features to provide a more interactive and enjoyable shopping experience for both sellers and buyers (Anisa, 2022). Sellers and creators can sell products through in-feed videos, live streams, and product catalog tabs. This feature is available to TikTok users with business accounts. Various unique, attractive, and affordable products are available on TikTok Shop (Ariansyah, 2023). TikTok Shop offers numerous advantages, from the ease of finding desired products to the security and convenience of the payment process. It provides various discounts, from discount vouchers to free shipping vouchers. TikTok Shop's system operates similarly to other e-commerce platforms, where sellers receive orders and complete the process with buyers (Alfayed, 2023). Additionally, buyers can track the shipping process of purchased products.

At the end of 2023, TikTok collaborated with a new e-commerce platform, Tokopedia, following government regulations. Over time, product marketing using TikTok's live-streaming feature has become increasingly common. This live format of selling or promoting products significantly aids MSMEs (Micro, Small, and Medium Enterprises) that do not have large budgets for promotions. One business using TikTok's live communication strategy is Glad2Glow.indo. Glad2Glow.indo is a local brand that launched sunscreen products of comparable quality to international brands. From moisturizers to sunscreens, Glad2Glow has introduced several skincare products that have captured public attention, particularly among women. Driven by curiosity, the researcher aims to delve deeper into the communication strategy used by Glad2Glow.indo in conducting TikTok Shop live streams (Glad2Glow.indo).

Marketing communication aims to enhance marketing strategies and reach a broader segmentation (Aulia, 2023). According to Wati (2022), marketing communication also involves conveying company products and services to external parties such as business partners, suppliers, and consumers. They strive to introduce, establish, and create interactions between the company and these activities.

According to Larry Percy (2008:26) in *Strategic Integrated Marketing Communication*, strategic IMC planning involves a multi-step process. First, the right targets must be identified and selected. It is then essential to understand how customers make brand decisions, determine the brand's position in marketing communication, and choose the benefits that will support this position. After that, a plan should be developed to optimize message processing and delivery. Farahdiba (2020) emphasizes that digital marketing requires marketers to influence three aspects of consumers: mind, heart, and soul, focusing on internet-based electronic marketing. This approach encourages the creation of products that offer not only superior quality and service but also enhance the customer experience (Chandra, 2023).

In this study, the author will conduct an in-depth content analysis of the IMC process implemented by the @glad2glow.indo account on TikTok using the AIDA model (Attention, Interest, Desire, Action). The transition from the marketing stage to the sales stage can be illustrated by the AIDA model, which stands for Attention, Interest, Desire, and Action. This model aims to capture attention, generate interest, create a desire to own the product, and ultimately motivate customers to take action and make a purchase (Lasono, 2024). Utilizing the AIDA model helps in understanding changes in attitudes and behaviors within the marketing behavior framework (Kurniawati, 2022). When consumers show high interest, they are more likely to decide to buy and use the products or services offered (Aprilianti, 2024). This research aims to explore marketing communication strategies on the TikTok platform by analyzing the content of the @glad2glow.indo account. The study seeks to determine how effective these strategies are in increasing MSME sales through the TikTok platform.

## **REVIEW OF LITERATURE**

### **Micro, Small, and Medium Enterprises (MSMEs)**

Micro, Small, and Medium Enterprises (MSMEs) are companies that create job opportunities and play a crucial role in reducing income inequality, increasing public income, driving economic growth, and ensuring national economic stability (Harahap, 2023). Small and medium-sized enterprises hold a significant position due to their impact on the economy. Their presence is widely recognized because they facilitate income distribution within society. The emergence of new products and services from MSMEs aligns with government efforts to preserve and enhance the cultural aspects of the community (Fattah, 2022).

Small and medium-sized enterprises are effective in employing a large workforce, which is vital given Indonesia's growing population. Consequently, MSMEs help reduce the country's unemployment rate. It is also essential to focus on the development of MSMEs (Riswanto, 2023). This development is strategic for advancing the national economy. Small and medium-sized enterprises offer substantial opportunities for low-income groups to improve their economic position.

### **Marketing Communication Strategy**

The strategy involves planning and managing to achieve goals. However, a strategy not only serves as a roadmap indicating direction but also must outline operational tactics (Mangundup, 2023). In terms of communication, a company must have a strategy to achieve its goals in an engaging and targeted manner.

According to Alfianti (2024), a communication strategy is the communication actions undertaken by a company designed to achieve its goals and target changes (Suswanto & Setiawati, 2020). A communication strategy can enhance the effectiveness of communication messages and help achieve communication goals, including targeting accuracy, desired effects, and expected feedback. According to Ramadhayanti (2021), marketing communication is a company's effort to directly or indirectly inform, persuade, and remind consumers about marketed products and brands. Through marketing communication, a product seeks to convey its message through interaction by building relationships with potential customers (Wibowo, 2021). Marketing communication can be defined as the

exchange between buyers and sellers, which is an activity that improves decision-making in the marketing industry and leads to more satisfying communication.

### **TikTok Live Streaming**

Live streaming is a very popular activity on several platforms in Indonesia, representing a significant advancement. Live streaming or live video streaming is the process of a streamer conducting a live video broadcast over the internet to an attentive audience, allowing people to watch and engage in social interactions, thereby adding value to the product and enhancing the viewers' shopping experience (Ming et al., 2021). With the growing popularity of live streaming, more businesses are utilizing social media platforms as tools to easily boost sales performance, leading to the formation of social commerce that helps businesses improve sales performance through online commerce.

In today's era, consumers can easily shop while accessing the internet, one of which is using the TikTok application. TikTok Shop, as part of the TikTok app, has adopted live streaming features to provide a more interactive and enjoyable shopping experience for its users, both in selling and shopping (Anisa, 2022). Sellers and creators can sell their products through in-feed videos, live streams, and product catalog tabs. This feature is available to TikTok users with business accounts.

### **RESEARCH METHOD**

This research uses a qualitative approach, focusing on case study observations. Content analysis techniques are employed to examine symbolic messages in unstructured data, such as documents, articles, and literary works (Koeswanto, 2023). In this study, the data consists of video content from the TikTok account @glad2glow.indo. This research methodology is supported by the AIDA (Attention, Interest, Desire, Action) marketing model, a guideline for marketing activities (Apriandim, 2023).

### **RESULTS AND DISCUSSION**

To succeed in sales, business practitioners need to design or plan their efforts to ensure the effectiveness of their messages. These messages should capture attention (Attention), maintain interest (Interest), stimulate desire (Desire), and lead to action (Action) (Huda, 2020). According to Dewi (2023), the AIDA model (Attention, Interest, Desire,

Action) is widely used to support advertising strategies. This model involves tactics to attract attention, generate interest in the product, create a desire for the product, and motivate consumers to take action by making a purchase. Using the AIDA model, the concepts of exchange, attitudes, and actions within a strategic framework are explained (Mutia, 2024). Dewi (2023) further elaborates that the AIDA model ensures the message is attention-grabbing, engaging, relevant, and motivating, thereby highlighting the importance of delivering the right quality of message.

Using the AIDA theory involves a psychological process experienced by consumers, starting with the attention (Attention) stage, where they notice a good or service. If consumers are interested, they move to the interest (Interest) stage to learn more about the product. As their interest grows, they enter the desire (Desire) stage if the product meets their needs. With strong desire and external persuasive influence, consumers make a decision (Action) to purchase the good or service (Dzalila, 2023).

In this content analysis, the researcher will outline the objectives to be achieved from each piece of content presented by the @glad2glow.indo account to build brand awareness. Concurrently, the AIDA model (Attention, Interest, Desire, Action) will be applied to assess how well the @glad2glow.indo account meets the standards and preferences of its target audience. According to Mutia (2024), the AIDA model includes the following stages:

**Attention** For a business to succeed, it is important for the company to understand consumers and ensure that they are aware of its products and services. At this stage, individuals begin to notice, recognize, and analyze the information they receive.

**Interest** When someone is interested in something, they are likely to explore it further and pay attention to its details. This happens because the customer's attention is captured by a message that piques their interest.

**Desire** This stage involves the drive that triggers cognition, related to the motives and justifications customers have for making a purchase. There are two types of buying motives: emotional and intellectual. Intellectual drives prompt customers to weigh the pros and cons of a product, while emotional drives stem from the buyer's personal experiences.

**Action** A strong desire leads directly to the action and decision made by customers to purchase a particular item.

To boost sales on the @glad2glow.indo TikTok account, here is a marketing communication strategy using the AIDA (Attention, Interest, Desire, Action) method, with the following explanations:

In the attention-building stage, the content on the @glad2glow.indo account features a dedicated female talent who rotates according to her shift. Each talent always appears with bright, radiant makeup that aligns with the products being sold. One of the elements that attract viewers' attention in the diverse content presented by @glad2glow.indo is the “funny and fast yet understandable way of speaking.” The focus of the @glad2glow.indo account is primarily on women who want to have bright-looking skin. The strategy used by @glad2glow.indo involves creating interesting and unique content, such as makeup tutorials, skincare routines, or facial care tips related to @glad2glow.indo's beauty products.

The TikTok content on @glad2glow.indo often captivates viewers without them realizing it, thanks to its engaging explanations presented in stories or activities relatable to the viewers' own lives. Below is an example of @glad2glow.indo content where the talent explains the products being sold.



**Figure 1**  
**Content with Examples of Use to Create Attention**  
Source: Akun TikTok @glad2glow.indo

## Interest

Interest in content is the most crucial stage in creating content. The content produced must be engaging and, of course, provide solutions for the followers. Content creators need to come up with ideas for videos that are enjoyable and not boring. The content from the TikTok account @Glad2Glow.Indo often features themes related to beauty products, targeting young people or teenagers. Additionally, the content on @Glad2Glow.Indo has a unique color scheme, “PINK,” indicating that the products they sell are beauty products typically associated with teenagers and women. The communication strategy used in @Glad2Glow.Indo's content includes educational material explaining the benefits of @Glad2Glow.Indo's beauty products, such as how they can help with facial skin issues. Moreover, @Glad2Glow.Indo's content posts provide clear and detailed information about the products, including ingredients, benefits, and usage instructions. Below is an example of @Glad2Glow.Indo content showing the talents' lifestyle using the products to build interest.



**Figure 2**  
**Content with Lifestyle to Build Interest**  
Source: Akun TikTok @glad2glow.indo

## Desire

Desire is the stage that follows interest, characterized by the target consumers developing a willingness to purchase and use the products or services offered by the business.

At this stage, businesses strive to stimulate consumer interest by offering their products or services through online and offline media. This helps consumers develop a desire for the products or services offered. The content on @glad2glow.indo showcases @glad2glow.indo beauty products in realistic and authentic situations, such as product demos or usage tutorials. Additionally, their posts feature attractive images, clear and informative descriptions, and appropriate CTA links. To further encourage the desire to purchase, @glad2glow.indo uses models who represent the brand well—not just aesthetically pleasing but also effectively embodying the brand. Comments like “What product is suitable for bumpy and acne-prone skin?” frequently appear. To drive the audience's desire to buy the products, @glad2glow.indo employs dedicated talents who double as content creators under specific contracts, representing the face of the brand.



**Figure 3**  
**Soft Marketing Content that Talks about the Importance of Self-Appreciation and Follower Comments Related to Their Desire for the Product**

Source: Akun TikTok @glad2glow.indo

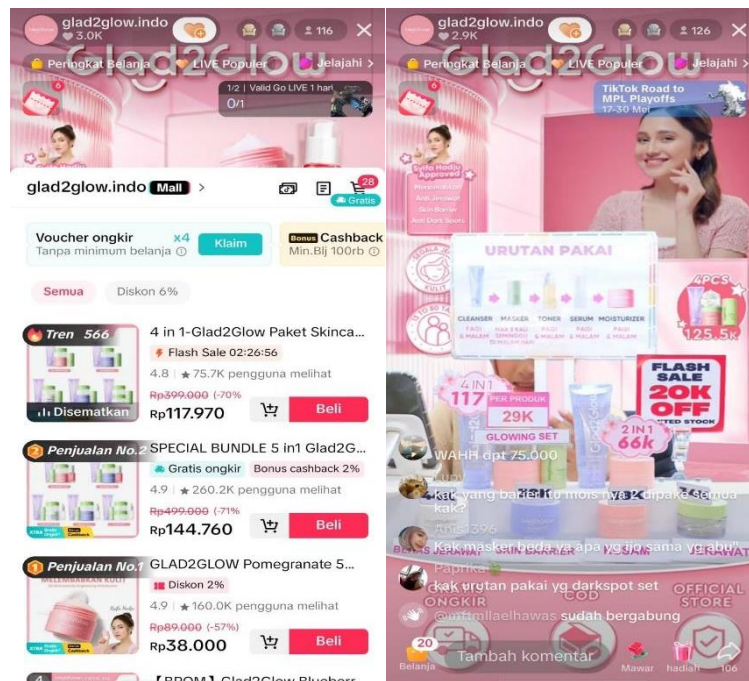
### **Action (Action)**

Action or action is the final stage of this activity. This activity is considered successful if potential customers have made a purchase of the products and services offered. The products and services offered must have added value so that consumers have a reason to buy

them. Not only that, the business must continue to maintain the quality and customer satisfaction of the products and services offered so that consumers remain loyal to the business and able to compete with other businesses.

On the TikTok account @glad2glow.indo, there is open interaction with consumers, such as comment sections and Q&A in the bio of the @glad2glow.indo TikTok account. However, for purchasing their products, @glad2glow.indo only accepts purchases through their TikTok account @glad2glow.indo. Here are some actions taken from followers' comments on the TikTok account @glad2glow.indo in the action stage:

In @glad2glow.indo content, customers are encouraged to take action, such as purchasing products or subscribing to services. The content above is one of the pinned contents and more oriented towards hard selling compared to other @glad2glow.indo contents. Unlike other contents that aim to build awareness among the audience, this content is aimed at encouraging the audience to take action or acquire by knowing the models of products sold by them.



**Figure 4**  
**Audience Comments Regarding Actions or Actions that Lead to Purchases**  
Source: Akun TikTok @glad2glow.indo

By using the AIDA marketing communication strategy on TikTok, @glad2glow.indo can effectively and efficiently increase sales of beauty products.

## CONCLUSION

Based on the analysis and discussion conducted by the researcher regarding beauty products through the TikTok account @glad2glow.indo, a marketing communication strategy was formulated with a relatable content approach. Instead of hard selling, the @glad2glow.indo TikTok account often employs soft selling and focuses on building brand awareness through its content while maintaining an entertaining aspect to attract the audience. From the discussion, the author found that the AIDA model (Attention, Interest, Desire, Action) in the @glad2glow.indo TikTok content concludes that marketing communication strategies using social media TikTok as a promotional medium in this era are quite effective and capable of generating enticing profits. TikTok serves as an entertainment platform but also proves powerful for product marketing.

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