

Live Streaming Strategy on TikTok Shop Media in Increasing Sales of Areta Wholesale Negligee

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ABSTRACT

Background. In the advanced digital era, marketing and sales have significantly shifted towards social media platforms rather than the stock market due to the volatility of the stock market, which is very sensitive to issues. Therefore, one of the platforms that has caught the world's attention is TikTok, which is known for its short and creative content that dominates daily use.

Purpose. This research was conducted with the aim of examining how the live streaming strategy on tiktokshop media increases sales of wholesale areta negligees.

Method. This research was conducted through direct field research, besides that the research data source was obtained through primary data between sources and respondents directly, with a qualitative approach method.

Results. Based on the results of interviews conducted by researchers, the increase in sales after using live streaming and TikTok Shop experienced a rapid increase before the application was available.

Conclusion. The live streaming strategy on the TikTok Shop media platform has proven itself to be an effective tool for increasing sales of Areta Wholesale's negligee clothing products. With a creative and interactive approach, the business was able to capture the attention of potential audiences and cater to their preferences and needs. The live streaming feature allows direct interaction between the business and potential buyers, helping to answer questions, provide product explanations, and provide useful information. Adding value through live streaming content is key to building trust and a positive reputation in the eyes of potential customers. Collaboration with TikTok influencers has also proven effective in increasing product exposure and traction. Measuring and analysing the performance of the live streaming strategy is an important step to continuously improve sales results. Overall, the live streaming strategy on TikTok Shop is a great opportunity for Areta Grosir to get closer to potential buyers, create creative and informative content, and expand sales potential in the dynamic and innovative e-commerce era.

KEYWORDS

Live Streaming, Sales Improvement Strategy, TikTok Shop

INTRODUCTION

In the advanced digital era, marketing and sales have significantly shifted towards social media platforms rather than the stock market due to the volatility of the stock market, which is very sensitive to issues (Ashour, 2020). Therefore one of the platforms that has caught the world's attention is TikTok, which is known for its short and creative content that dominates daily use. Live streaming has become an increasingly popular feature on TikTok,

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providing a great opportunity for businesses to interact directly with their audience (Boudlaie dkk., 2022). This article will explain how a live streaming strategy on TikTok media can be key in increasing sales. The development that is growing from time to time towards the digital era makes business people compete to make creations in business (Comp dkk., 2021).

TikTok has created a new wave in the world of social media, attracting millions of users with its engaging short video format (Bhandari & Bimo, 2022). The live streaming feature on TikTok allows users to communicate directly with their audience, opening the door for real-time interactions and more authentic content (Zulli & Zulli, 2022). In a business context, live streaming provides a tremendous opportunity to communicate directly with potential buyers, explain products, and build stronger bonds (Weimann & Masri, 2023).

The role of social media is huge in this digital era. Social media is not only a medium of communication and entertainment, but now social media has turned into business activities, especially marketing (Rodriguez & Storer, 2020). The influence of social media is considered an effective form of marketing due to its easy access to potential customers and relatively cheap compared to conventional methods.

Live streaming is the activity of distributing audio or video content to viewers through communication tools (Peng dkk., 2021). In Indonesia, broadcasting is also implicitly stated in Article 28E Paragraph 3 of the 1945 Constitution that "Everyone has the right to freedom of association, assembly, and expression".

TikTok is one of the social media that young people are interested in today. Based on data in 2022, Indonesian internet users reached 204.7 million of Indonesia's total population of 277.7 million, meaning the percentage of internet penetration in Indonesia reached 73.7%. Of the several social media accessed by the public, TikTok in Indonesia occupies the fourth position after Whatsapp, Instagram and Facebook (Vázquez-Herrero dkk., 2022). The TikTok store is equipped with many advantages, including free transportation, can be paid spot (COD), limited coupons, low organisation fees for vendors, item alliances, the convenience of shopping when promotions are popping up with the yellow snap bin feature, and TikTok live streaming that allows direct cooperation between dealers and potential buyers. It's not a big surprise that TikTok Shop is a shopping app that is already well known to the public (Rychert & Wilkins, 2019a).

One of the popular promotional content from Tiktok is Tiktok Live. Tiktok Live is generally used by brand owners and sellers in promoting their products. Not infrequently, brands participate in famous individuals to make progress (Rodriguez & Storer, 2020). The simplicity of shopping and alluring promotions, also plus the substance of live-streaming, can increase direct cooperation between brands and customers. Incredible restrictions are likewise imposed when shopping when dealers are active. As anyone would expect, item deals have flourished while live streaming on the TikTok app (Tang dkk., 2021).

One of the popular promotional content of Tiktok is Tiktok Live. Tiktok Live is generally used by brand owners and sellers in promoting their products. Not infrequently, brands participate in famous individuals to make progress (Cuesta dkk., 2020). The simplicity of shopping and alluring promotions, also plus the substance of live-streaming, can increase direct cooperation between brands and customers. Incredible restrictions are likewise imposed when shopping when dealers are active. As anyone would expect, item offerings have flourished while live streaming on the TikTok app. The high enthusiasm makes TikTok a factor that can support the success of promotion in business (An & Oliver, 2021).

Along with the development of an increasingly modern era, shopping is an activity that is often carried out by people both young and old to support their appearance or as a self-identity and

is related to fashion. Fashion is an inseparable part of daily appearance and lifestyle, besides that fashion can also be a small window about yourself for others (Bisanzio dkk., 2020). Intention or interest is an individual's goal to carry out various purchasing behaviours. Impulse buying is a purchase decision. Impulsive buying occurs when consumers buy spontaneously, do not think about the effects and are influenced by emotions (Hull & Parnes, 2021). With unique characteristics, retailers are expected to respond to consumer behaviour by creating effective marketing strategies and other activities to support company targets (Kalman dkk., 2020).

Marketing is the process of identifying, planning, and implementing strategies to create, promote, and deliver products or services that satisfy consumer needs and wants. By utilising empowerment and sustainable marketing can achieve welfare goals (Chung dkk., 2020).

The live streaming strategy on TikTok media is a powerful tool in increasing sales and building closer connections with potential buyers (Mao dkk., 2022). With a creative approach, live interaction, and utilisation of TikTok's special features, businesses can achieve impressive results in increasing sales and expanding brand reach. As an ever-evolving platform, TikTok and its live streaming may be an important driver in the future of marketing and sales (Akpan & Ibidunni, 2023).

RESEARCH METHODOLOGY

Looking at the problems to be studied, the appropriate research method is qualitative method. Qualitative method is a scientific approach used to understand and explore the meaning, views, and subjective interpretations of a phenomenon or context. This method focuses on in-depth data collection and analysis, resulting in a richer understanding of social complexity and human behavior (Sundler dkk., 2019). This method is a research approach used to describe and explain observed phenomena or events in detail. The methodology that will be used in this research is a case study, literature review, and observation at areta grosir (Hamilton & Finley, 2019). The data collection method used is content analysis. This method analyses documents, articles, literary works, and research journals. In addition, the author will also make observations on the tiktok areta wholesale account. Observation is done directly by visiting the place to be studied. Researchers conducted research at Areta Grosir which is located at the Cendono Dawe Kudus location. The results of data analysis are presented descriptively using informal methods (Teti dkk., 2020).

RESULT AND DISCUSSION

Indonesia is the largest economy in Southeast Asia, and one of the world's emerging market economies. TikTok Shop is a new feature introduced by TikTok, which allows users to purchase products directly from the app. This feature was launched in 2021 and has become very popular among TikTok users (Maulida dkk., 2022). One of the advantages of TikTok Shop is its ability to target very specific users based on their interests and preferences. This allows sellers to market their products more effectively and reach the right audience (Wahid dkk., 2023).

However, since its launch, TikTok Shop has faced several issues, including user security and privacy. Some users have reported that their personal information has been stolen or misused by third parties. Despite this, TikTok Shop remains one of the most exciting and innovative features offered by TikTok today. By fixing the security and privacy issues, TikTok Shop has the potential to become a very popular online shopping centre in the future (Baber, 2020).

Recently, generation Z in particular is now able to make online purchases using only a smartphone thanks to e-commerce platforms that have been created as a result of today's rapid technological improvements. generation Z has developed the habit of shopping on e-commerce

platforms because of the many benefits and savings in time and effort. Nowadays, there is more competition between e-commerce platforms thanks to websites like shoppe, Tokopedia, Lazada, Instagram Shop, and the newly opened Tiktok shop (Ahmad Farhani, 2023). Tiktokshop is unique among e-commerce platforms because of its innovation that allows users to use social media and make purchases and sales within the same application. Customers choose to shop online because they take advantage of the features of the Tiktok Shop platform, such as the live streaming program on the Tiktok website, which is the main driver for customers to use the Tiktok shop feature directly for shopping. Tiktok has the power to increase company reputation or product reputation that relies on viral marketing or word of mouth advertising. Tiktok's function, which allows users to use it as an alternative to commerce to make online purchases, shows this (Mandi dkk., 2019).

There are many opportunities in the Indonesian Tiktok market due to the high number of daily active users. The development of Tiktok in Indonesia and the large number of users made Tiktok adopt Tiktok Shop to the Indonesian market. There are two main sales activities: short video streaming. Livestreaming is a feature where a creator can record a video in a real-time session and can be seen by others and potential followers can also interact in the livestream with the comments section and provide feedback in a way that can create active interaction between the host and viewers (Chung dkk., 2020). The large number of Tiktok users in Indonesia provides great opportunities for innovation and development in various aspects of life, including business and marketing. According to a news article on Smesco Indonesia by Maullana Ishak (2021) with more than 10 million active users in Indonesia, the Tik Tok application can be seen as a suitable target market opportunity to promote products from Small and Medium Enterprises (UKM) and Micro, Small and Medium Industries (UMKM) (Son dkk., 2021).

Tiktok also has a way to harm makers, makers and buyers in particular through tiktok Affilliasi, data is happily displayed by Tiktok partners help customers in When deciding on a purchase, Tiktok partners help buyers track down the right product Actually, there are several ways for buyers to search for style items, the main way in particular is basically compiling the name of the style item or the next way is to search for the name of the ally. Tiktok members also often share promotions through Tiktok live streaming, Affiliators also understand design items in depth and can conduct questions and answers through live streaming. In the Tiktok Live live streaming session, viewers, in this case potential customers, can directly ask the host for product details in the comments section. If they do not want to proceed with the order, they can put the product in the cart and checkout later. In practice, many exclusive promotions can be provided by Tiktok and sellers live. This makes people interested in staying longer while watching the video or session. Therefore, there is also a more passive buying and selling action on Tiktok, which is the activity of creating short videos to upload on the account. These can be product announcements, promotions, giveaways, or live streaming announcements. Alongside the live streaming and short video features, there is another affiliate marketing feature that targets microbloggers to help promote selected brands. This feature allows retailers to collaborate with requested influencers. Apart from being a social media platform, Tiktok is also used in promotional media which is a tactic to influence customer purchasing decisions. Promotion is an instrument used for a certain period of time with the intention of promoting a rapid increase in sales volume. Promotion is a process used to explain the advantages of a product to consumers and persuade them to buy the item.

Sales Improvement Strategy After the Live Streaming Platform and Tiktok Shop Daster Areta Wholesale. Areta wholesale is a fashion industry specialising in negligee which is a business of Arfan Outfit Kudus. This business has an offline store located in Cendono, Dawe, Kudus. In carrying out its marketing activities on Tiktok media, Areta Grosir in every upload always includes

the cheap negligee hashtag feature and live Tiktok every day. In this era of rapid business development, companies must be more creative in promoting to sell their products and services, product marketing companies are competing to market their products and introduce their products in various ways. Likewise with areta grosir after successfully penetrating Instagram with a new platform which currently uses Tiktok as its marketing campaign. According to Bambang (2021) Tiktok is a social media that offers its users the ability to create, edit, share short videos equipped with effects and music features as well as filters. As for kinetics, it also innovates as an online shopping platform known as the tiktok shop so that genetic Tiktok is one of the social media that can be used as social media marketing. So using the TikTok platform can create an innovation to sell products from the company (Loey dkk., 2021).

The Tiktok platform which provides short videos for promotional checks or other education as a form of product marketing is very helpful for Areta Grosir. Tiktok video content can help form brand awareness, referring to previous research which states that branding structures must be based on real life with positive activities that strengthen brand structures: Imaging methods that are only based on fiction are unable to support strong personal branding. In the process, Areta wholesale uses Tiktok live streaming on its promotion. In research related to the effectiveness of the application of TikTok as a means of product promotion, good research results are obtained (Zhu dkk., 2020).

Good, based on observations made by the author of the live streaming conducted by the live host areta grosir for almost 24 hours, it reaches the minimum target with an audience of more than 50 people. Then the live areta wholesale host also received a 4.5 star rating in the live stream product sales category. This assessment is based on Tiktok which is obtained from the number of accounts that see and buy from the products provided by Areta Grosir. They package it by giving affordable discounts to buyers and providing attractive packages for them to get (Rychert & Wilkins, 2019b).

Then every time there is a new product they will introduce the product through a short Tiktok video and also via live streaming. Tiktok live streaming is a type of feature that Tiktok has with random viewers and without having to follow the account being viewed. Areta wholesale opportunities are increasingly large in conducting marketing campaigns on its new products. In addition, they can also increase marketing for the products they previously had and will increase the amount of revenue received through this live streaming. the concept of live streaming is the same as the concept of manual product introduction, but the difference is that Tiktok live streaming can buy products directly and get big discounts so that this can attract customers to buy the products we present (Li dkk., 2020).

TikTok Shop, as an e-commerce feature of the popular social media platform, provides a tremendous opportunity for businesses to increase sales and expand market share. In this article, we will discuss some effective strategies that can be used to increase sales on TikTok Shop. **Build Strong Branding:** Before delving into further strategies, it is important to build strong branding for your business. Consistent and attractive branding will help you create an identity that the TikTok audience can recognise. **Engaging Content Creativity:** Creative content is key in captivating audiences on TikTok. Make short videos that grab attention and describe your product in a unique way. Use relevant music, effects, and narration to enhance the appeal. **Display Products Appropriately:** When showcasing products on TikTok Shop, make sure you clearly display the product features and benefits. Use short videos to highlight the product from different angles and demonstrate its use. **Use the Live Shopping Feature:** The live streaming feature on TikTok Shop can provide a more interactive experience. Use live streaming to explain products, answer questions

from potential buyers, and provide special offers during live sessions. **Special Offers on TikTok:** Create exclusive offers that are only available on TikTok Shop. Special discounts or free gifts for certain purchases can encourage users to spend more. **Prize Campaigns or Contests:** Organise contests or reward campaigns that engage users to participate. This not only increases engagement, but can also result in a sales push. **Collaboration with Influencers:** Teaming up with TikTok influencers relevant to your industry or product can help reach a larger audience. Let influencers promote your products in their videos. **Product Reviews and Testimonials:** Use short videos to showcase product reviews from satisfied customers or video testimonials. This can help build trust in your product. **Focus on the Value Provided:** In your content, communicate how your product will provide value or solutions to users. Highlighting the benefits of the product in the context of their daily lives can increase traction (Negreira-Rey dkk., 2022). **Using the Right Hashtags:** Use relevant and popular hashtags to increase the visibility of your content on TikTok. Other users looking for related content can more easily find your product. **Monitor Analytics and Adjustments:** Always monitor the performance analytics of your content and products on TikTok Shop. Through data, you can see what works and make adjustments as needed. **Provide Good Customer Service:** Make sure you are ready to answer questions or feedback from users quickly and kindly. Good customer service can help build a positive reputation. Increasing sales on TikTok Shop requires a combination of creative and effective strategies. By focusing on engagement, content quality, and providing value to customers, you can capitalise on the huge potential of this platform to achieve success in your e-commerce business (Hayes dkk., 2020).

In addition, buyers can also see the showcase catalogue that has been displayed along with the prices and discounts obtained. Not only that, Areta wholesale also gives and shows its products directly.

The advertising procedure carried out by the owner of a simple negligee to expand the volume of transactions is to apply the signs of advertising procedures in particular: item methodology, cost techniques, dissemination channel procedures and advancement techniques.

Item Methodology

To increase the volume of transactions clothing requires items that are truly of good quality regarding brand, bundle and mark. Thus it is essential for customers to recognise the workforce and the product advertised. Hence it is imperative to determine the procedure of the item in attracting the interest of the purchaser so that the item promoted can be sold and inclined towards by every purchaser.

From the consequences of the led examination Such is the look of the Daster Areta Wholesale the item technique is growing very well where every item presented buyers have the same quality that is Difficult to tear and can be utilised for a significant span of time as well as any item has their own image with a good bundling arrangement where This is supported by reasonable costs in addition to the item separate in the Daster Areta Wholesale with other store stores is the material used is constantly used The material used is amazing The material is cool at a more reasonable price than other stores, as well as the thought process and models given are continuously keeping up with the times will time so the daster is utilised only for the elderly does not apply in this store. Based on the interview, it can be concluded that the Areta daster has a strategy to increase sales, namely by marketing each type of product with a variety of motifs, comfortable materials, and affordable prices so as to increase sales of Areta wholesale dasters.

Cost Technique

Based on interviews conducted by researchers, it can be concluded that the wholesale Areta daster determines the cost technique, namely by providing affordable prices because the wholesale system so areta only provides business packages but guaranteed a price that fits in the pocket, namely Rp. 98,000 (3pcs) - Rp. 140,000 (5pcs). With affordable prices and good quality, consumers who shop can feel satisfied so that they can increase the sales volume of Areta Wholesale negligees. Not only that, when live Tiktok business actors set flash sale prices and free shipping throughout Indonesia to attract consumers, it makes consumers flock to buy Areta Wholesale negligees.

In accordance with the theory put forward by Soemarso 1990, cost is the price recorded in the cost list or it can also be Cost is characterised as the last value recognised by the organisation. Encouragement from employees and leaders is one of the most important things to improve work.

Promotion Strategy

An advancement is a one-way progression of data or influence made to direct individuals or associations to demonstration make trades into displays, all in all an advancement is the way an organisation works to illuminate, convince, and ready immediate or once more purchasers by implication about items and brands sold. Inexact advancement is one of the variables in the promotion mix vital for organisations in promoting items. Special exercises are not simply filling in for the purpose of correspondence between the organisation and the customer, but rather the opposite as well as an instrument for the impact of the purchaser in purchasing the exercise or utilization of the administration according to his desires and requirements.

The results of research at the Areta wholesale negligee stated that the promotional strategy carried out to increase sales volume was by making tiktok videos and live tiktok. Business owners also offer consumers to be able to resell their products without any conditions, because these negligees are made by the first hand so there is no special brand, this strategy is done in order to increase sales of Areta wholesale negligees.

The increase in sales made by Areta wholesale negligee is a large amount of turnover, so there is an increase in the value of money from the act of clothing transactions. Expansion in the volume of transactions will occur when the advertised item is disseminated by the association conducting the exchange of transaction volume of perfect goods comes about the expansion of turnover where the result is obtained or achieved as per the amount of goods offered and required by the buyer, the amount of exchange that takes place and the amount of offer made thereby creating profit.

When the volume of transactions feels big enough as desired then most of the organisations either reduce the special exercises or just keep it overall pretty well the offerings. In light of the interview it tends to be concluded that the Areta Wholesale Daster party is very useful in the capacity of ordinary transactions keeping the quality of the items and reasonable costs once each day's payroll turnover can run normally with the help of the capacity of the representatives to condition a protected, pleasant, and happy climate also offering superior support processes in the transaction cycle with the goal of the daster items offered satisfying all those clients visiting the store which can eventually rise to the next level of transaction volume.

Market conditions are also important in increasing sales of Daster Areta Wholesale because buyers and sellers are in contact with each other, to exchange goods and services at certain times. Based on the interview, it can be concluded that the current market conditions are influential because negligee is one of the most popular fashion choices among Indonesian women because of its comfort and ease of use. The negligee market in Indonesia also has challenges and opportunities

that need to be considered. Where in Kudus itself there are so many daster sellers that it becomes a competitor for Areta Wholesale dasters in terms of marketing, it can be overcome by Areta wholesale dasters because they sell cheap and famous dasters at affordable prices from other daster shops because Areta wholesale is the first hand convection of dasters (Klug dkk., 2021).

Next is capital Business capital refers to the amount of money or financial resources needed to start and run a business. This business capital is used for various purposes such as purchasing inventory, equipment, raw materials, initial operational costs, promotion, and a number of other activities related to business operations.

From the results of interviews conducted at Daster Areta Wholesale, the initial capital spent to start a business is Rp.9,000,000. to buy negligee fabrics, hangers and other supporting tools, which are taken from the personal savings of the owner of Daster Areta Wholesale.

The organisational condition of the company, The daster company operates in the clothing industry, which can be quite a competitive industry. Fashion market conditions can fluctuate depending on trends and seasons. The clothing market can be quite diverse, covering various segments such as sleepwear, casual wear and more. Competition and market demand must be well understood. A negligee company usually offers different types of home wear sleepwear such as negligees, pyjamas, and the like. These products can range from simple to more luxurious or trendy styles (Olvera dkk., 2021). Quality materials and attractive designs will be important factors in attracting customers. Based on the interview, it can be concluded that Daster Areta is quite good because the business owner can condition according to the needs of employees and consumers. Employees have their respective job desks such as warehouse, packing, and marketing good room and product arrangement so that there is no accumulation of clothes.

Sales Improvement Strategy Before the Live Streiming Platform and Tiktok Shop Daster Areta Wholesale

Before using live streaming, Daster Areta used social media such as Instagram by creating interesting and creative short videos to promote their products. Choosing music that matches the content and popular songs. Utilising hashtags relevant to the product that can attract consumers. Creating content that is memorable and has an emotional impact or is entertaining and memorable. Although live streaming is an effective tool, the above strategies were still valuable for Daster Areta Grosir in increasing sales before live streaming and TikTok (Wengel dkk., 2022).

Before the TikTok platform, Daster Areta used various strategies to increase sales of their products. That is by networking, building business networks and establishing relationships with people who can help promote their products. Direct sales, selling products directly to consumers through kiosks and physical stores. Word of mouth marketing, building a positive reputation that will bring word of mouth recommendations. Areta Grosir uses these strategies to understand the target market, understand how they interact with media, and choose the most appropriate strategy to reach them. Before TikTok, these traditional strategies were still valuable in building the brand and increasing sales of Areta Grosir's negligee products (Yeung dkk., 2022).

CONCLUSION

In an effort to capitalise on the huge potential of social media and e-commerce platforms, the live streaming strategy on TikTok Shop media has proven to be an effective tool to increase sales of Areta Wholesale's negligee clothing products. From our analysis, we can conclude that a creative and interactive approach to live streaming can have a positive impact on increasing sales.

Through a deep understanding of its potential audience, Areta Grosir can curate live streaming content that is relevant to users' preferences and needs. Creativity in presenting products,

such as the use of attractive visuals, display variations, and the application of different styles, is key in attracting the attention of TikTok users.

The live streaming feature on TikTok Shop opens Areta Grosir's doors to direct interaction between businesses and potential buyers. In accordance with the strategy, live streaming sessions can be used to answer questions, provide in-depth explanations of products, and provide valuable information relevant to negligee clothing, such as selection and care tips.

In addition, providing added value to users through live streaming content is an important factor in the strategy that Areta Wholesale is currently implementing. By providing useful and relevant information, businesses can build trust and a positive reputation in the eyes of potential customers. Collaboration with TikTok influencers or TikTok affiliates has also proven effective in increasing product exposure and traction. Leveraging the influence and reach of influencers can help expand market share and increase brand awareness.

The importance of measuring and analysing the performance of a live streaming strategy cannot be overlooked. Through monitoring data and analysing results, Areta Grosir can identify what works and what needs to be improved in an effort to increase sales.

Overall, the live streaming strategy on TikTok Shop media is a great opportunity for businesses to create closer connections with potential buyers, generate creative and informative content, and expand the sales potential of Areta Grosir's negligee clothing. . By focusing on direct interaction, creativity, and providing added value to users, businesses can achieve positive results in an effort to increase sales in an increasingly dynamic and innovative e-commerce era.

AUTHORS' CONTRIBUTION

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

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