

IMPLEMENTATION OF LIVE DIGITAL MARKETING COMMUNICATION STYLE STREAMING

PENERAPAN GAYA KOMUNIKASI LIVE STREAMING DIGITAL MARKETING

Nadia Amalia^{1*}, Robby Firliandoko², Cecep Wahyudin³, Sukarelawati⁴

^{1,2,4}Sains Komunikasi, FISIP, University Djuanda

³Administrasi Publik, FISIP, Universitas Djuanda

*Korespondensi: nadia.amalia@unida.ac.id

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ABSTRACT

Communication is an important aspect in carrying out daily activities, the development of communication in the era of the 21st century has seen rapid development, a rapid development revolution in digital. This development was followed by the rapid growth of internet users, as seen by the number of internet users increasing rapidly Total Population (population): 7.83 billion Unique Mobile Users: 5.22 billion (66.6% of the world's population), Internet Users: 4.66 billion (59.5% of the world's population), Active Social Media Users: 4.20 billion (53.6% of the world's population). With the background of conflict between online and direct traders, researchers were interested in taking the title Digital Marketing Communication Style. From this number, the researcher took the aim of finding out effective communication styles. This research uses qualitative data by analyzing samples. The aim of this research is to find out the model.

Keywords: Communication style; Digital marketing; Host live streaming.

ABSTRACT

Komunikasi merupakan aspek penting dalam menjalankan aktivitas sehari-hari. Perkembangan komunikasi di era abad 21 telah mengalami perkembangan pesat, revolusi perkembangan digital yang pesat. Perkembangan tersebut diikuti dengan pesatnya pertumbuhan pengguna internet, hal ini terlihat dari jumlah pengguna internet yang meningkat pesat. Total populasi (populasi): 7,83 miliar Pengguna Seluler Unik: 5,22 miliar (66,6% populasi dunia), Pengguna Internet: 4,66 miliar (59,5% populasi dunia), Pengguna Media Sosial Aktif: 4,20 miliar (53,6% populasi dunia). Dengan latar belakang konflik antara pedagang online dan pedagang langsung, peneliti tertarik untuk mengambil judul Gaya Komunikasi Pemasaran Digital. Berdasarkan latar belakang tersebut, maka tujuan yang akan dicapai yaitu untuk mengetahui gaya komunikasi yang efektif. Penelitian ini menggunakan data kualitatif dengan menganalisis sampel. Tujuan dari penelitian ini adalah untuk mengetahui modelnya.

Kata Kunci: Gaya komunikasi; Pemasaran digital; Selenggarakan siaran langsung.

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INTRODUCTION

The world has achieved a rapid development revolution in digital. This development was followed by the rapid increase in internet users, it can be seen from the number of internet users is increasing rapidly Total Population (population): 7.83 billion Users Car Unique: 5.22 billion (66.6% of the world's population), Internet Users: 4.66 billion (59.5% of the world's population), Active Social Media Users: 4.20 billion (53.6 % of the world's population).

In the digital era and social media provides convenience with use feature *share* information via the internet quickly, easily and affordably, the media utilizes communicators to convey message, one of which is in the world of marketing Youtube, Instagram, Tiktok, Twitter, and so on (Kusuma Wijayanti & Sunardi, 2022).

Marketing agency data we *are social* and plate communicators to convey messages, for example through social media such as YouTube, Facebook, Blog, Twitter, Instagram and others. In January 2021, data marketing agency *We Are Social* and management platforms social *media Hootsuite* stated that more than 50 percent of the Indonesian population actively uses social *media*. Indonesian internet users in 2021 in figure 2, total Population (number of inhabitants): 274.9million Users Unique Mobile: 345.3 million (125.6% of the total population in Indonesia), Internet Users: 202.6 million (73.7% of the total population in Indonesia), Active Social Media Users: 170 million (61.8% of the total population in Indonesia); (Kemp, 2024)

Using social media is one way to convince people of perception, building image, and relationships. A person's ability to communicate is an important factor when living in society and also in business. When communicating, you must pay attention to clarity of articulation, intonation,

distractions (*noise*) because it influences the message conveyed to the communicant. Each person's speaking ability shows their own characteristics and character (Kusuma Wijayanti & Sunardi, 2022).

How to communicate also depends on the situation of the person you are talking to, the conditions and to whom the message is delivered. Especially for a marketing person The communication style and material or discussion materials presented must be considered together to produce the appropriate message effects expected. Marketing is the main thing in running a business, not only the communication style in conveying the message itself noticed Marketing is actually a process persuasive, in this era of marketing messages ecommerce the process of purchasing selling or exchanging products or services through network computer, users who very rapidly make ecommerce very popular in all circles.

Strategy In attracting customers on the internet platform, it becomes an attraction for many people, how the communication is established so that it gains the trust of many people who subscribe scene from Cashback targeted at Jabodetabek because the target audience is credit card users. Cashback using BTL advertising, namely Instagram, Twitter, Facebook, Youtube, as well as Collateral and ATL, namely Google Ads, Instagram Ads, Youtube As, Facebook Ads, Website & Blog. The Sales Promotions used are through the AM team and Acquisition (Katrin & Vanel, 2020). Digital marketing is real proof applied in the business world as a form of use or utilization of technology in the marketing process (Ryan, 2014); Technology just appeared and started to be used; technology start introduced as a priority in the world of marketing; pre order and innovative make the latest breakthroughs increase the use of technology in power target range extensive marketing. Technology Is the Main Strategy in Marketing as Standard Practice.

In its development, the main key communication style in a company transaction trade well digital marketing how businesses can afford use communication style makes strategy in a world marketing digital, the aim of this research;

1. Identifying Communication Styles indo Digital Marketing Live Streaming.
2. Designing an Effective Communication Style Model in Carrying out Promotions on Live platforms Streaming.

Researchers are interested in researching Digital Marketing because it has been going on for quite a long time. People use social media platforms for promotion. Currently, many platforms also use live streaming, but at the same time, many MSMEs feel at a disadvantage, and the closure of one of the platforms has become a concern for business people, so with this Researchers created a digital marketing communication style, which will become a model that can be used by business people. This research is important for business people who use digital marketing platforms by running a business with a communication style in Digital Marketing, for the national economy, some of which can contribute GDP value to Gross Domestic Product, this research could also be a solution to the problem that has recently occurred and lost interest. People can buy goods directly, which is beneficial for business people who do business using digital marketing promotions.

MATERIALS AND METHODS

This type of research uses qualitative research methods (Fidel, 1993). According to Bogdan and Taylor define qualitative data as a result of descriptive data, written or spoken words and observed behavior, in this research it is necessary to emphasize the importance of the closeness of people to a research situation to gain an understanding of the conditions real life, the

approach emphasizes the meaning of surya definition of reasoning, continuously, with the sequence of activities changing over time and the symptoms found, This approach is directed at individual settings in a holistic manner (Sugiono, 2011). Descriptive research methods are one of the research methods that are widely used in research that aims to use scientific procedures to answer Actually, the descriptive method is the method used for describing, interpreting a phenomenon using scientific procedures.

Research sites

This research was conducted in random locations targeting business people who use it Shoppe live streaming platform, TikTok, Instagram.

Determination of Informants

Purposive sampling is used in the informant identification process. In this strategy, individuals are chosen based on predetermined criteria, while others in the public who do not meet these requirements are utilized as samples. Informants are subject to specific criteria, such as (Moleong, 2000); Subjects that have long been intensively engaged with a field or field of activity of concern in this research is characterized by the ability to spread information; The subject is still fully connected and active in the environment and activities research objectives occur; The subject has plenty of opportunity to cover requested information; the subject in which it provides information does not tend to be in processed and packaged. The informants: Business Actors, Live Streaming Hosts, Consumers

Data source

Data sources analyzed in this research include; Primary data secondary and data Data. Primary research is obtained directly from this field through observations and

Interview result. Secondary data in this research was obtained through improvement

The writing is considered by the researcher to be relevant to the problem being researched.

Research Approach

This type of research uses qualitative research methods. According to Bogdan and Taylor Define qualitative as The results of descriptive data, written or spoken words and observed behavior, need to be emphasized in this research importance with the closeness of people situation research obtains an understanding of condition real life, approach qualitative emphasizes the meaning of definitional reasoning surya, with the sequence of activities changing over time and the symptoms found, approach This is directed at individual settings holistically (Sugiono, 2011).

Research methods are one of the many research methods used on purposeful research using scientific procedures to answer actual questions, hence the method descriptive is a method used to describe and interpret a phenomenon using scientific procedures.

Research sites

This research was conducted in random locations by businessmen who wear platform Shoppe, Tiktok, and Instagram live streaming.

Determination of Informants Technique determine the informant took sampling Purposive This technique includes people selected on the basis of criteria – criteria, while people in the population who do not fit these criteria are included sample.

Informants have criteria to consider, namely (Moleong, 2000); A subject that has long been intensive merges with a field or area activity which becomes attention in this research be marked by dissemination ability information; Subject Still be fully related and active to the environment and activities that occur as research targets; the subject has enough lots of time opportunity to interested information; the subject in which it provides information is nottend processed and packed, As for the informant:

1. Businessmen
2. Host live streaming
3. Consumer

Data source

Data sources are analyzed in study this includes; Primary data seconds. Primary research data obtained directly from the field through observations and interviews. Data Seconds in this research is obtained through improvement writing considered researcher related with the problem being researched.

Data analysis technique.

All data obtained, collected and recorded in this research were endeavored to be stable and correct. Findings or data obtained by researchers in the field are necessary to check the validity of the data to determine the level of validity. Therefore, researchers do the following things:

The participation and persistence of the researcher's observations as the main instrument in the process Data collection requires the role of being directly involved in the research location. Apart from that, perseverance or consistent observation is also needed to consistently seek interpretations in various ways in connection with a constant or tentative analysis process. Diligence in observation means finding characteristics and elements in a situation that are very relevant to the problem or issue being sought and then

focusing on these things in detail. In this research, the researcher carried out diligent observations by carrying out several things including: examining the veracity of the documents obtained, examining the data obtained both from the results of interviews, observations and documentation, then recording and collecting as much detail as possible related to the focus study.

Triangulation In data collection techniques, triangulation is defined as a collection technique that combines various existing data collection techniques and data sources. If researchers collect data using triangulation, then the researcher is actually collecting data at the same time as testing credibility data, namely checking the credibility of the data using various data collection techniques and various data sources. According to the opinion of William Wiersma quoted by Lexy Moleong, Triangulation is a validity checking technique, by assessing the adequacy of data according to the convergence of various data sources or several basic data collection procedures. Triangulation in credibility testing is defined as checking data from various sources in various ways and at various times. Triangulation itself is divided into 3 forms:

Triangulation of sources. Source triangulation is the process of verifying data acquired from multiple sources in order to assess its trustworthiness.

Triangulation in engineering. This triangulation method was developed to assess the reliability of data by cross-referencing it using multiple approaches against the same data source. Take information gathered from interviews, for instance, which was subsequently verified through observation, paperwork, and surveys. Using three methods of examination, credibility This data yields inconsistent results, thus the researcher conducts additional interviews with the relevant data source or sources to ascertain which data is deemed accurate.

Triangulation of time. Credibility data is frequently influenced by temporal triangulation as well. Data gathered through interview approaches in the morning, when the source is still active and not experiencing many issues, will yield more reliable and valid information. This is the reason it's for credibility testing.

Data collection methods include observation, interviews, and other methods used in various contexts or times. It is repeated individually until a level of certainty is reached if the test findings yield different data. Peer Review In his book, Lexy J. Moleong defines peer checking as a process that involves sharing interim or final findings that are discovered through conversations with colleagues.

RESULTS AND DISCUSSION

Personal Selling Promotion through mass media

According to Norton (1983) Ten categories of styles exist: (a) Dominant, in which the communicator has the upper hand in the exchange. People who are like this usually want to be in charge of the conversation. (b) Dramatic: They frequently use excessive amounts of metaphors, stories, fantasies, and figure of speech in their communication. (c) Cartoon Communicators that are expressive often employ nonverbal cues including body language, gestures, facial emotions, and eye contact to add nuance to their conversations. (d) Approachable, friendly, gregarious, open, and secretive; this fosters an atmosphere of trust and facilitates two-way communication; (e) Argumentative, communicators enjoy arguing and are often combative in their arguments; (f) Calm, patient, and pleasant; (g) Friendly, communicators are able to be

The results of interviews with business owners revealed that, as a business actor, what are the things? Most right to carry out the promotion.

"Shopee and TikTok social media are media that are still appropriate. We don't need to rent a shop to carry out buying and selling transactions, we only need the internet as capital to do live streaming," (KN, 22 February 2024).

How do you determine the live host streaming the right one for sell products you remember necessary skill for speak directly

"Of course, look for a host who is cheerfully communicative and able to attract the attention of potential buyers considering livestreaming live broadcast," (KN, February 22, 2024),

Even through intermediary social media by using feature live streaming from social media TikTok and Shopee for business people to get treatment which is the same as when they sell directly.

The results of direct and repeated interviews gathered discussion regarding the communication style used. based on force theory communication which states that communication styles have various types. Style There are various types of communication as well as what live streaming hosts do Use a communication style that is able to attract the attention of potential buyers. As respondents said, the success of this strategy lies in content good results and the consumer interactions that follow, creating relationships

reciprocity between brands and consumers What is your communication style in delivering products to consumers?

"Persuasion style invites buyers to be interested in the products being sold as well as by explaining the storytelling type, the importance of the product and the benefits of the product for buyers," (HL, 03 March 2024).

Researchers used triangulation techniques by conducting interviews with hosts live streaming. How to use an interesting communication style to attract the attention consumers buy the products you present?

"Nonverbal communication It is quite important to use a friendly tone and a friendly face smile," (HL, 03 March 2024).

A. Effective communication style of live host streaming

Friendly and aggressive

The results of direct and repeated interviews gathered discussion regarding the communication style used. As for the form of money communication style, researchers have conducted repeated interviews with base communication style theory which states that communication styles have various types. Communication styles have various types likewise Which done The live streaming host uses a communication style that is able to attract the attention of potential buyers.

What is your communication style in conveying products to consumers? "The persuasion style invites buyers to be interested with.

"The products sold also use a storytelling type that explains the importance of the product and the benefits of the product for buyers." (HL, March 3, 2024).

Researchers Use triangulation techniques by conducting interviews with live hosts streaming. What is an interesting communication style, to attract the attention of consumers to buy your product Presentation?

"Nonverbal communication plays quite an important role, namely use pleasant tone and pleasant face always smile," (HL, March 3, 2024).

This incentive program is part of a promotion that has been implemented by In the aspect of managing incentive and promotional programs, implement various initiatives to attract and increase participation consumer. This includes special discounts and promotions, such as 20% off, programs

"Friday Blessings", and the "Special Prices Every Monday" program. The main goal of the program is to attract consumers from various segments, including students and workers, by offering more value in the form of discounts or gifts. A respondents stated that the incentive program was quite effective in encouraging consumer participation, citing examples such as rewards, prizes, and special discounts which is able to motivate consumers to be

more involved in the promotion "I am consumers who are more interested in taking part in promotions, special discounts, direct gifts, or the chance to win something, that could really be a motivation for us to take part or pay attention to promotions."

Understanding personal selling communication styles in live streaming uses theory Communication Assessment Tool (CAT) understands communication styles felt right to get renewable The person becomes willing to buy the product, Host live streaming in the context of communication digital marketing today felt important because through consumer interviews. How do you believe in buying products online?

"See live more often streaming because usually there are lots of discounts and the description is clearer by looking at the product description through the seller," (NN, March 13, 2024).

Consumer Response to Live Sales Streaming Phenomenon Shopping online has become commonplace in Indonesia in line with the results of interviews with 3 consumers who regularly shop online at several regular Alif customers with produce mukena convey.

"Giving goods online is prone to not matching the photos, however with nothing live streaming which is provided on several platforms shopping help consumer to be confident in goods and products," (SR, February 05, 2024) can be shown with letters a, b for $P < 0.05$ and A, B for $P < 0.01$. The online shopping phenomenon has become commonplace in Indonesia in line with the results interviews with 3 consumers who regularly shop online with several regular customers Alif by producing mukena equates *"giving goods online indeed prone to not match the photo but with the live streaming sound provided several shopping platforms help consumers to be confident about goods and Product,"* (SR, February 05, 2024).

Mukena Alif shows a deep understanding of the importance of product understanding and adjusts promotional strategies based on consumer feedback and analysis 42 sales data. This approach

includes the use of relevant incentive programs and appeal to their target market, which not only builds loyalty for their customers but encourages repeat sales. In this discussion, the author connects relevant theories in the use of strategy digital marketing carried out by live streaming hosts. Researchers use the SWOT analysis method to find out strengths, weaknesses and potential from the live streaming video which has been used by several business actors as wrong one form of increasing sales value. Promotion and Branding Strategy Market research results using their TikTok account introduce products via content that is light and focuses on visual content. Use of content in line with the Fiyanto concept (2021) utilizing existing promotion and branding strategies set reflects the concepts explained through the use of tiktok Consumers' direct interaction with this content method creates positive perception to consumers about products and brands encouraging purchases with indicators important in effective promotional and branding strategies.

Visual identity design

Visual identity design is key in the branding strategy of a product Even though Alif only uses simple graphic typos, it shows elegance Combine consistent live colors to use logic to attract awareness The brand is in accordance with the Fiyanto 2021 concept which mentions a visual identity, consistency helps create a strong, cohesive impression in the minds of consumers. Design Alif's visual identity plays an important role in influencing consumer perceptions of the brand, building trust and building long-term relationships with the audience.

CONCLUSIONS AND IMPLICATIONS

Researchers concluded that identification of Communication Styles needs to be applied to elements of mass media promotion, especially those that use the TikTok platform in their activities Digital Marketing

Live Streaming from in-depth interviews hosted live Streaming is a communication method that prioritizes Focus on Target market consumers by looking at communication feedback by looking at the column comments when doing live streaming, relying on consumer trust with describe the product in detail by looking directly at the physical clothes via live streaming.

The communication style model was concluded through in-depth interviews and adventures to business actors and consumers from several interviews with repeated observations that live steaming hosts play an important role in determining communication style as a link between business actors and consumers with Super Friendly, focused on consumers, attractive through the discounts offered consumer criteria. The urgency for many entrepreneurs is to make communication personal Direct selling without using mass media seems to be decreasing because of that using Tiktok and Shopee media to do live streaming for reaching consumers who have switched to mass media.

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