


## The role of shoope's live streaming feature as digital marketing for online shop Kalukalu.id

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Article Info	ABSTRACT
<b>Keywords:</b> Live streaming, Digital marketing, Online shop	Digital marketing also makes it easier for business people to monitor and provide all the needs and desires of potential consumers, and on the other hand potential consumers can search for and obtain product information just by browsing cyberspace, thus making the search process easier (Dedi, Rahmi, & Shandy, 2018). Of course, this existence cannot be avoided due to the rapid development of technology, especially in this era. Shopee LIVE is a feature that allows you to create live streaming sessions and promote shops & products directly to buyers. In the context of the research explained previously, the researcher focused his research on the role of the Shopee Live Streaming Feature as Digital Marketing for the Kalukalu.id Online Shop, the role of the live streaming feature in Shopee E-Commerce as a form of new adaptation of marketing communications during the pandemic for the Kalukalu.id brand) . As a medium for disseminating information and education, distribution media and media that influences audiences by segmenting permanent and potential consumers of Kalukalu.id. The aim of this research is how to process information from kalukalu.id to consumers, the selection of features in live streaming chosen by kalukalu.id, and the role of live features in maintaining the flow of communication on Instagram social media as a medium for buying and selling transactions.
This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license 	<b>Corresponding Author:</b> Harun Hamnoer Universitas Adhirajasa Reswara Sanjaya <a href="mailto:hamnoerharun@gmail.com">hamnoerharun@gmail.com</a>

### INTRODUCTION

The digital marketing trend is an opportunity for SMEs to welcome the industrial era 4.0. Digital marketing according to the American Marketing Association (AMA) is activities, institutions, and processes that are facilitated by digital technology in creating, communicating, and conveying values to consumers and other interested parties (Kannan & Hongshuang, 2017). Meanwhile, Urban in (Prasetyo, Fahimatul, & Mustaqim, 2020), defines digital marketing as the use of the internet and information technology with the aim of expanding and improving traditional marketing functions. Digital marketing has become one of the media that is often used by business actors because of consumers' new ability to follow the flow of digitalization (Mohamad & Debby, 2018).

Digital marketing has many advantages compared to conventional marketing strategies (offline marketing), including in terms of measurement or benchmarks for the success of a strategy (Nursatyo & Dini, 2018). Digital marketing also makes it easier for

business people to monitor and provide all the needs and desires of potential consumers, and on the other hand, potential consumers can search for and obtain product information just by browsing cyberspace, making the search process easier. At this time, communication technology has become an important part of everyday life. This is characterized by the increasing human need for information that is not limited by space and time, thus having a huge influence on all aspects of human life.

At this time, communication technology has become an important part of everyday life. This is characterized by the increasing human need for information that is not limited by space and time, thus having a huge influence on all aspects of human life. Communication technology, which has real products such as media, has become the main commodity that humans need every day (Yusuf, 2017), so it is possible that it could really help in the continuity of the activities of MSME players.

Based on the Law of the Republic of Indonesia concerning Micro, Small and Medium Enterprises Number 20 of 2008 in chapter 1, article 1 it is explained that what is meant by Micro, Small and Medium Enterprises are: a) micro businesses are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro businesses as regulated in this Law, b) small businesses are productive economic businesses that stand alone, carried out by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or be part, either directly or indirectly, of a Medium Business or Large Business that meets the criteria for Small Business as intended in this Law.

Local product entrepreneurs utilize internet media by advertising, sales promotion, direct marketing and personal selling of their products on the internet because they can market quickly. Entrepreneurs feel enormous benefits by using internet media compared to conventional ones because they can reduce the amount of costs and time spent in the process of selling local products (Ahyuna et al., 2013), especially when this existence is specifically assisted by technology-based software with E-Commerce features. According to Kotler & Armstrong (2012) E-commerce is an online channel that can be reached by someone via computer, which is used by business people in carrying out their business activities and used by consumers to obtain information using computer assistance, the process begins with providing information services to consumers in determining choice.

Shopee live is a feature that allows you to create live streaming sessions and promote shops & products directly to buyers, where they can directly communicate with you in real-time to find out more about your products and buy them directly without leaving the streaming page . Through direct interaction with buyers, you can understand buyers' needs and create a better shopping experience for them. The live streaming feature aims to eliminate the complexity in communication between sellers and potential buyers, especially regarding products sold directly, live streaming is used by all members of Shopee including official brand sellers, small and medium businesses and micro businesses, who can be directly involved and interact with fragments, and sellers can demonstrate the products being sold directly and give brief or detailed reviews.

The advantage of using Shopee live streaming is that prospective buyers can ask

questions via the chat feature during the live broadcast and get answers from sales in real time. This aspect is of course supported by the existence of persuasive communication theory, which basically means that the communicator has an influence on the communicant, which here is the consumer. /potential consumers. Persuasion can be done rationally and emotionally, in a rational way, a person's cognitive component can be influenced where the aspect that is influenced is in the form of an idea or concept. Persuasion carried out emotionally usually touches on the affective aspect, namely things related to a person's emotional life. Through emotional means, aspects of a person's sympathy and empathy can be aroused. From several definitions of communication put forward by experts, it appears that persuasion is a communication process that aims to influence a person's attitudes, opinions and behavior, both verbally and non-verbally, in other words in this research activity, namely when Kalukalu.id conducts Live Streaming.

The existence of the phenomenon regarding the existence of the live Instagram feature as a medium for buying and selling transactions in the current era cannot be separated from the large number of people who are segmented by vulnerable teenagers. The various conveniences available on smartphones that are connected to the internet encourage the number of smartphone users in Indonesia to increase from year to year. Based on an e-Marketer report, active smartphone users in Indonesia grew from 55 million people in 2015 to 100 million people in 2018. Meanwhile, according to the Association of Indonesian Internet Service Users (APJII) in 2017, internet users in Indonesia were recorded at 143.26 million. . This number places Indonesia in fourth place in the world after China, India and America in terms of internet users. So, based on the description and explanation of the background discussed above, researchers are interested in finding out more about the role of Shoope's live streaming feature as a digital marketing online shop for Kalukalu.id

## METHOD

In conducting research, the research method is a scientific way to find out, research and search for data objects empirically, logically and systematically to understand, solve problems and anticipate certain problems. So in this research, researchers used a qualitative approach. The researcher chose a qualitative approach because this research method was considered the most suitable and appropriate for the problem being studied. This is based on the involvement of researchers as instruments of the research. Qualitative research is a type of social science research that collects and analyzes data in the form of words (spoken or written) and also human actions. Qualitative also does not quantify or calculate the data that has been obtained (does not analyze the numbers) (Afrizal, 2014). Researchers choose qualitative methods on problem topics because of the essence of the data to be collected and analyzed itself, as well as theoretical considerations regarding science. Using a descriptive qualitative approach, the researcher will not quantify or calculate the data obtained, but will interpret what has been revealed from the data in the form of words (oral or written) and human actions which are varied and in-depth.

## RESULTS AND DISCUSSION

### Process of Forming Information from Kalukalu.id to Consumers

The process of creating information is important for Kalukalu.id, providing knowledge about the products offered to consumers and potential consumers from Kalukalu.id itself, especially the theme in the live streaming which becomes the initial content to inform about the products that we will share during the live streaming later, such as when researchers asked the owner of Kalukalu.id questions about what the first steps for Kalukalu.id were to start creating themes in content during live streaming. Making a live streaming theme is done after all the items that will be live have been neatly arranged, because the sales system that we use is apart from the catalog display, the most important thing is an open bid or auction system from the lowest price, until finally it will be taken at the last bid price. Only after that do you create a theme that will be live, when the theme has been created then the live starts. (Results of interview with informant T1).

From the explanation above, the informant really pays attention to the theme and content that will be presented when conducting a live stream so that it is sufficient to provide detailed information about the types of products that will be presented during the live stream. Furthermore, the researchers also asked about Kalukalu.id's reasons for choosing live streaming media to provide information to consumers. Because sales marketing to consumers via live streaming is more effective and clear, consumers can ask the seller directly regarding the product to be purchased and the goods displayed on live in more detail and clearly to consumers, especially as this is an innovation in the digital era which is developing so rapidly, especially in the sector. trade economy.

From the presentation of informants T1 and T2, they stated that the reason for choosing live streaming media, in their opinion, is that it is more able to provide information and accuracy to consumers and potential consumers and Kalukalu.id because the buying and selling transaction method that can be carried out directly requires information from the details of the goods being sold. Next, the researcher again asked the informant about the reception of input made by Kalukalu.id when conducting live streaming with consumers. From the presentation of the results of interviews with informants T1 and T2, the findings regarding the formation process that Kalukalu.id carried out were very dependent on the e-commerce media chosen by Kalukalu.id, because by using this media the information formation process occurred technically following the features which is offered by Shopee to business actors in the Shopee e-commerce media, as Kalukalu.id does.

Kalukalu.id's selection of the live streaming feature in Shopee e-commerce was the second research question in Kalukalu.id utilizing this feature to gain consumer loyalty by relying on digital marketing communications. The next researcher in the sub-chapter asked questions to informants regarding the reasons why Kalukalu.id chose the live streaming feature in the Shopee e-commerce application. Because Shoope's live streaming feature is more effective and there are many promos on Shope, such as free shipping promos, so that buyers can get price reductions for the products they buy, and this can also quickly build trust between consumers and Kalukalu.id.

The value of trust in the existence of e-commerce platform media has become a very

important presence of Shopee among MSMEs, as can be seen from the answers of informants who feel that the advantages of using live streaming via Shopee are very trustworthy and safe. Furthermore, to deepen the research results, the researcher returned ask about the advantages of implementing marketing communication methods through the live streaming feature on Shopee.

Content is the main benchmark in Kalukalu.id marketing its products to consumers and potential consumers, considering that the products they present are more about secondary human needs, or clothing categories, and in terms of products, Kalukalu.id only focuses on presenting immortal clothing products with trends. second world famous brands, with the current fashion trend term thrifting shop. The researcher then asked questions about what kind of content Kalukalu.id creates in its live streaming content when providing product information to consumers and potential consumers.

Kalukalu.id also not only uses Shopee to provide information to consumers before doing live streaming, the social media Instagram and Facebook were chosen to provide prior information regarding live streaming activities that will be carried out by Kalukalu.id, then the researcher will explain the results of the interview from the questions research regarding certain characteristics of Kalukalu.id to target what its target consumers and potential consumers are like. Kalukalu.id does not have a consumer target focus, considering that the goods they sell are common consumption across genders, next the researcher will explain the results of the interview from questions from the live streaming content evaluation process conducted by Kalukalu.id.

In its implementation, the rapid existence of technology on the one hand has greatly facilitated the lives and survival of many people, but not least this also sometimes becomes an obstacle when we make it the main thing in our activities, such as Kalukalu.id which relies heavily on the live streaming feature as the main content of digital marketing communication media. the one he chose. The live streaming feature becomes a new communication medium for buying and selling transactions by forming an element of trust between sellers and potential consumers so that it is formed into 3 dimensions of research questions, which will then be a discussion and analysis of research results regarding the process of forming information, selecting live streaming features and live streaming content creation.

In the process of forming information, of course Kalukalu.id must carefully pay attention to the information conveyed so that it can be well received by consumers and potential consumers of Kalukalu.id itself. Information is often seen as data that has meaning. Data is information that is processed, formed or structured from the recipient's "raw material". In this case we will obtain information from data, such as what we understand. The live streaming media was chosen by Kalukalu.id through an e-commerce based application called Shopee, making it felt that it could help in providing information and sales methods that were different from before which only passively waited for consumers or potential consumers to buy products through Shopee. Existing information always provides information about something. The important thing is that the information captured by Heraclitus is part of an output, or the result of a process.



The input in the results of this research in forming Kalukalu.id information must be very detailed in providing the contents of the products that will be offered during live streaming, which will then be processed during live streaming, namely when the open bid process begins with an auction system to get the best price within a period of time. The time that has been determined and agreed upon by Kalukalu.id and consumers who take part in the live streaming whose products have been hosted by Kalukalu.id, explain during the live streaming directly, by explaining the condition of the goods being sold in detail, the price agreement is the final output of the formation of information which is felt to have very significantly explained the existence of information formation that has gone well.

The existence of this information formation is what states that the existence of digital marketing communications in an era of rapid technological development can synergize with society to help meet the needs of activities, especially digital marketing communications. With the existence of this implemented strategy, Kalukalu.id can compete very well in the digital business world. Marketing Communication Strategy. The success or failure of marketing communication activities effectively is largely determined by the strategy, including its relevance to the researcher's research, namely regarding the role of the Shopee Live Streaming Feature as Digital Marketing for Online Shop Kalukalu.id, how to ultimately form a strategy to market its products to consumers or potential consumers, through new media, namely the live streaming method on the Shopee application. Without a strategy of increasingly developing and increasingly modern mass media that is now used and ease of access, an organization will be left behind. Strategy is essentially planning and management to achieve goals. Meanwhile, communication strategy is a combination of communication planning and communication management to achieve a goal.

The role of Shopee's Live Streaming Feature as Digital Marketing Online Shop Kalukalu.id is related to marketing management, namely analysis, planning, implementation and control of programs designed to create, build and maintain profitable exchanges with target buyers, to achieve company goals. Marketing management includes managing demand, which in turn includes managing relationships with customers.

Kalukalu.id chose the live streaming feature on Shopee e-commerce because of the existence of buying and selling activities which continue to change dynamically over time and the rapid development in the economic sector with supporting technology in it, one of the strong reasons Kalukalu.id chose live streaming was because of accessibility which is quite fast in terms of digital transactions and fosters a strong sense of trust between consumers and Kalukalu.id, although on the other hand Kalukalu.id must carefully attract interest from consumers and even potential consumers when conducting live streaming, as was the case with the informant's explanation in the previous sub-chapter, which explains the existence of live streaming hosts who are also a medium for conveying information that must be very persuasive, or inviting to consumers.

Furthermore, in the stage of creating live streaming content, Kalukalu.id does use live streaming through the features provided by Shopee, but the existence of Instagram and Facebook social media cannot be underestimated, because these media are actually capable of being a medium of persuasion at a time when live streaming has not yet been

implemented. implemented, this is the media that Kalukalu.id chose to attract the interest of consumers and potential consumers to enter Kalukalu.id's activities. However, it is not technology, if in implementation there are deficiencies that are not based on human error, but platform error, or which often occurs when the internet network connection is less than optimal and stable, such as Kalukalu.id, which sometimes feels that this is part of the shortcomings of live streaming using whatever the media, and Kalukalu.id must also remain consistent in inviting consumers by relying on Kalukalu.id's live streaming host.

Simply put, persuasive communication is communication carried out to change the views, thoughts, opinions and behavior of the person communicating. Kalukalu.id hopes that this process will increase consumer interest in looking at the products offered by Kalukalu.id to consumers or potential consumers when doing Live Streaming. Each communicator has a different goal when persuading his communication. In order to achieve this goal, communicators must master various communication techniques that can increase the motivation or interest of their audience.

## CONCLUSION

In this chapter the author will explain the conclusions from the research results by referring also to the literature review that the author has previously explained regarding the focus of the research, namely regarding the role of the Shopee Live Streaming Feature as Digital Marketing for Online Shop Kalukalu.id. In the process of providing information from kalukalu.id to consumers, namely concluding the results of a process of delivering products to consumers from Kalukalu.id via live streaming, it is indeed a solution in the post-pandemic period for MSME business units, with this method the goods sold must be very good. can provide it in the form of information that should have accuracy rather than just passively displaying goods/products that are sold on social media. The selection of features in live streaming chosen by kalukalu.id has the conclusion that Kalukalu.id choosing live streaming media from the Shopee feature really makes it easier to sell their products, because this feature can directly provide product knowledge to consumers who are interested in buying their products, from input process through live streaming activities to produce an output of trust value from Kalukalu.id to consumers and potential consumers.

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