

ABSTRACT

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Communication Strategy Thrifting Sales through Live Streaming TikTok Account @jkt_rarelyway

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This study aims to identify and describe the communication strategies employed by thrifting sellers through the TikTok live streaming feature on the @jkt_rarelyway account using the AIDA Model (Attention, Interest, Desire, Action) as an analytical framework. This research uses a descriptive qualitative approach with a constructivist paradigm. Data collection was conducted through observation, in-depth interviews, and documentation involving thrift sellers who actively conduct live streaming sessions and consumers who participate in interactions during the broadcasts. Data analysis was carried out through data reduction, data presentation, and conclusion drawing, while data validity was tested using triangulation techniques. The results of the study show that the communication strategies used by thrift sellers through TikTok live streaming are implemented by building real-time two-way interactions, delivering clear and detailed product information, using persuasive and communicative language, and utilizing TikTok interactive features such as comments, pinned products, and direct responses to audiences. The application of the AIDA Model can be seen through the seller's efforts to attract audience attention through product visuals and communication style, build interest through product explanations, create desire through information about product conditions, brands, prices, and offers, and encourage audiences to take actions such as asking questions, requesting further information, placing orders, or continuing communication through WhatsApp. These findings indicate that TikTok live streaming can be understood as a digital marketing communication space that enables sellers to build interactions, deliver product messages, and manage audience responses directly.

Bibliography (2016-2026)