

ABSTRACT

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***Marketing Communication Strategy Live Streaming TikTok Shop @jill_shine2
In Marketing Curtains***

Keyword: Marketing, TikTok, Live Streaming

(viii + 63 + Appendices)

The increasing development of technology affects all areas of human life. This also affects the marketing systems of various companies and various other business fields. New media with the development of the Internet are digital communication media that involve large audiences, are more interactive, and make information more quickly and easily available to users. TikTok is one of the online social media and a specific form of new media. One of the features used to make business easier is the live streaming feature. This study aims to find out how the live streaming marketing communication strategy on TikTok digital marketing media is used, as well as the implementation of digital marketing by @jill_shine2 in increasing curtain sales. This study uses qualitative method. In collecting data, the researchers conducted observations, interviews, and documentation. The results of the study show that the marketing communication strategy for the TikTok @jill_shine2 account uses the Three Ways Strategy concept (Pull, Push, Pass Strategy). Then it is implemented with a promotion mix, namely Advertising, Personal selling, Sales Promotion, Public Relations, and Direct Marketing.

Bibliography (2000-2023)