

ABSTRAK

Penelitian ini dilatarbelakangi oleh fenomena meningkatnya pemanfaatan TikTok sebagai media penjualan, khususnya melalui fitur *live streaming*, namun masih terbatas pada produk fisik. Kasus @kasmini.digital menarik untuk dikaji karena memasarkan produk digital berupa aplikasi kasir melalui TikTok *Live*.

Penelitian ini bertujuan untuk menjelaskan alasan Kasmini menggunakan TikTok *Live* sebagai strategi komunikasi persuasif, mendeskripsikan penerapan strategi tersebut, serta mengidentifikasi tantangan yang dihadapi dalam proses penjualan produk digital. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus. Data diperoleh melalui wawancara mendalam dengan informan kunci dan pendukung, observasi langsung, serta analisis dokumen terkait.

Hasil penelitian menunjukkan bahwa TikTok dipilih karena jangkauan audiens luas, interaksi real-time tinggi, dan kemampuannya membangun kedekatan emosional. Strategi komunikasi persuasif memadukan *ethos*, *pathos*, *logos*, serta prinsip *authority*, *scarcity*, *reciprocity*, dan *social proof*. Host berperan sebagai promotor dan edukator yang memanfaatkan promo, testimoni, dan interaksi personal. Tantangan yang dihadapi meliputi perilaku audiens yang beragam, keterbatasan teknologi, miskomunikasi, komentar negatif, serta kendala teknis dan aturan platform.

Penelitian ini menyimpulkan bahwa komunikasi persuasif melalui TikTok *Live* efektif untuk memasarkan produk digital, asalkan dilakukan secara konsisten, edukatif, dan responsif terhadap audiens. Rekomendasi yang diajukan meliputi diversifikasi platform penjualan, peningkatan keterampilan komunikasi host, serta penguatan protokol penanganan komentar negatif dan masalah teknis.

Kata Kunci: komunikasi persuasif; *live streaming*; TikTok; strategi; @kasmini.digital.

ABSRTACT

This study is motivated by the phenomenon of increasing use of TikTok as a sales medium, particularly through its live streaming feature, but it is still limited to physical products. The case of @kasmini.digital is interesting to study because it markets digital products in the form of cashier applications through TikTok Live.

This study aims to explain the reasons Kasmini uses TikTok Live as a persuasive communication strategy, describe the implementation of this strategy, and identify the challenges faced in the process of selling digital products.

The research method used is qualitative with a case study approach. Data was collected through in-depth interviews with key informants and supporters, direct observation, and analysis of relevant documents.

The research findings indicate that TikTok was chosen due to its wide audience reach, high real-time interaction, and ability to build emotional connection. The persuasive communication strategy combines ethos, pathos, logos, as well as the principles of authority, scarcity, reciprocity, and social proof. The host acts as a promoter and educator, leveraging tpromotions, testimonials, and personal interactions. Challenges faced include diverse audience behavior, technological limitations, miscommunication, negative comments, and technical constraints and platform rules. This study concludes that persuasive communication through TikTok Live is effective for marketing digital products, provided that it is done consistently, educationally, and responsively to the audience. Recommendations include diversifying sales platforms, improving host communication skills, and strengthening protocols for handling negative comments and technical issues.

Keywords: *persuasive communication; live streaming; TikTok; strategy; @kasmini.digital.*