

ABSTRAK

Perkembangan media sosial telah mendorong perubahan strategi komunikasi pemasaran digital, salah satunya melalui fitur *Live Shop* TikTok yang memungkinkan interaksi langsung antara penjual dan konsumen. Penelitian ini bertujuan untuk menganalisis strategi komunikasi pemasaran digital melalui fitur *Live Shop* TikTok yang diterapkan oleh @musiciakids, mengetahui perannya dalam membangun *brand awareness* serta mengidentifikasi upaya optimalisasi dalam mengatasi hambatan aktivitas penjualan.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi deskriptif. Data dikumpulkan melalui observasi, wawancara mendalam, dan dokumentasi. Informan terdiri atas owner, admin, dan tim marketing @musiciakids yang dipilih menggunakan teknik *purposive sampling*. Analisis data menggunakan model Miles, Huberman, dan Saldaña, sedangkan keabsahan data diuji melalui triangulasi sumber.

Hasil penelitian menunjukkan bahwa strategi komunikasi pemasaran digital diterapkan berdasarkan model Kotler Marketing Group (4R), yaitu *Recognize*, *Reach*, *Relationship*, dan *Return*. Tahap *Recognize* dilakukan melalui komunikasi langsung oleh host dan penyampaian identitas merek, meskipun masih ditemukan ketidakkonsistenan pada implementasi identitas visual. Tahap *Reach* memanfaatkan algoritma TikTok dan pelaksanaan *live* secara konsisten tanpa menggunakan *TikTok Ads*. Tahap *Relationship* menekankan komunikasi interpersonal yang interaktif sehingga mampu membangun kedekatan dan kepercayaan konsumen. Tahap *Return* ditunjukkan melalui meningkatnya pembelian ulang, ulasan positif, serta pertumbuhan jumlah pengikut akun TikTok selama periode penelitian. Penelitian ini menyimpulkan bahwa fitur *Live Shop* TikTok berperan sebagai media komunikasi pemasaran yang efektif dalam membangun *brand awareness*, memperkuat hubungan dengan konsumen, dan mendukung aktivitas penjualan melalui komunikasi yang responsif dan interaktif.

Kata Kunci: Strategi Komunikasi Pemasaran Digital, *Live Shop* TikTok, *Brand Awareness*, Penjualan, Media Sosial.

ABSTRACT

The rapid development of social media has transformed digital marketing communication strategies, one of which is through the TikTok Live Shop feature, which enables direct interaction between sellers and consumers. This study aims to analyze the digital marketing communication strategy implemented through TikTok Live Shop by @musiciakids, examine its role in building brand awareness, and identify optimization efforts to overcome barriers to sales activities.

This study employed a qualitative approach using a descriptive case study method. Data were collected through observation, in-depth interviews, and documentation. The informants consisted of the owner, administrator, and marketing team of @musiciakids, who were selected using a purposive sampling technique. Data were analyzed using the Miles, Huberman, and Saldaña model, while data validity was ensured through source triangulation.

The findings indicate that the digital marketing communication strategy was implemented based on the Kotler Marketing Group (4R) model: Recognize, Reach, Relationship, and Return. The Recognize stage was carried out through direct communication by the host and the presentation of the brand identity, although inconsistencies in the implementation of the visual brand identity were still identified. The Reach stage relied on TikTok's algorithm and consistent live streaming without utilizing TikTok Ads. The Relationship stage emphasized interactive interpersonal communication, which successfully strengthened consumer engagement and trust. The Return stage was reflected in increased repeat purchases, positive customer reviews, and growth in the number of TikTok followers during the research period. This study concludes that the TikTok Live Shop feature serves as an effective digital marketing communication medium for building brand awareness, strengthening relationships with consumers, and supporting sales activities through responsive and interactive communication.

Keywords: Digital Marketing Communication Strategy, TikTok Live Shop, Brand Awareness, Sales, Social Media.