

**PEMANFAATAN FITUR TIKTOK LIVE STREAMING PADA AKUN
@GRACEANDGLOW.ID SEBAGAI MEDIA PROMOSI DIGITAL
MARKETING**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pemanfaatan fitur TikTok Live Streaming pada akun @graceandglow.id sebagai media promosi digital marketing dalam kerangka social commerce. Latar belakang penelitian ini didasarkan pada perkembangan pesat media sosial, khususnya TikTok, yang telah bertransformasi menjadi platform belanja berbasis komunitas dan interaksi sosial. Grace and Glow, sebagai brand kecantikan lokal, memanfaatkan fitur live streaming untuk mempromosikan produk-produk body care mereka seperti sabun mandi, body serum, dan shampoo. Penelitian ini menggunakan metode kualitatif deskriptif dengan paradigma konstruktivisme, dengan fokus pada pemanfaatan fitur live streaming dan makna pengalaman sosial antara brand, host, dan audiens selama sesi live. Data diperoleh melalui observasi, dokumentasi, dan wawancara mendalam dengan informan seperti *brand leader*, *host live*, *content specialist*, dan perwakilan pembeli. Hasil penelitian menunjukkan bahwa strategi live streaming Grace and Glow mencerminkan seluruh elemen social commerce menurut Huang dan Benyoucef (2013), yaitu *individual* (melalui personalisasi akun dan host), *conversation* (interaksi *real-time*), *community* (identitas kolektif seperti sapaan “*elegance*”), dan *commerce* (*bundling*, *flash sale*, serta fleksibilitas pembayaran). Temuan ini menunjukkan bahwa TikTok Live tidak hanya berfungsi sebagai kanal promosi, tetapi juga sebagai ruang belanja yang bersifat sosial, interaktif, dan transaksional.

Kata kunci: *TikTok Live*, *social commerce*, *digital marketing*, *live streaming*, *Grace and Glow*

UTILIZING TIKTOK LIVE STREAMING ON THE @GRACEANDGLOW.ID ACCOUNT AS A MEDIUM FOR DIGITAL MARKETING PROMOTION

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Abstract

This study aims to analyze the utilization of the TikTok Live Streaming feature on the @graceandglow.id account as a medium for digital marketing promotion within the framework of social commerce. The background of this research is based on the rapid development of social media, particularly TikTok, which has transformed into a shopping platform rooted in community and social interaction. Grace and Glow, as a local beauty brand, leverages the live streaming feature to promote their body care products such as body wash, body serum, and shampoo. This study employs a descriptive qualitative method with a constructivist paradigm, focusing on the use of live streaming features and the meaning of social experiences between the brand, hosts, and audience during live sessions. Data were collected through observation, documentation, and in-depth interviews with key informants including brand leaders, live hosts, content specialists, and customer representatives. The results indicate that Grace and Glow's live streaming strategy reflects all elements of social commerce as proposed by Huang and Benyoucef (2013), namely individual (through account and host personalization), conversation (real-time interaction), community (collective identity such as the “elegance” greeting), and commerce (product bundling, flash sales, and flexible payment systems). These findings suggest that TikTok Live functions not only as a promotional channel but also as a social, interactive, and transactional shopping space.

Keywords: TikTok Live, social commerce, digital marketing, live streaming, Grace and Glow.