

***Shopee Live : Strategi Komunikasi Pemasaran Shopee dalam
membantu UMKM di masa Pandemi Covid-19.***

Abstrak

Shopee *live trend* di pertengahan tahun 2019, UMKM masih dipersulit akan dapatnya *Fitur* Shopee *Live* tersebut, walaupun mau mendapatkan *Fitur* Shopee *Live* tersebut. UMKM harus memperbaiki penampilan tokonya terlebih dahulu, seperti meningkatkan penjualan, memperbaiki penilaian toko, penampilan *chat* harus di atas 80% dan tidak boleh ada pinalti dalam toko *online* tersebut. Sehingga sekarang pada pertengahan tahun 2020 di masa pandemi ini Shopee melakukan salah satu kegiatan strategi komunikasi pemasaran yang tepat bagi UMKM yang melanda krisis. Shopee membuka *Fitur* Shopee *Live* bagi UMKM yang ingin bertahan di dunia bisnisnya dengan cara UMKM dengan membuat akun toko di Shopee tersebut langsung mendapatkan *Fitur* Shopee *Live* tersebut. Langkah semacam ini Shopee sudah sukses tingkatan jumlah kunjungan ke toko UMKM, kemudian penjualan UMKM bertambah dengan rata-rata naik 3,5 kali lipat sepanjang pandemi, kemudian terdapat juga pula kenaikan waktu menyaksikan sebesar 70%. *Fitur* Shopee *Live* sudah jadi perlengkapan vital untuk penjual dalam menghadirkan produknya serta membenarkan mutu benda terjamin, secara langsung.

Kata kunci: shopee, *fitur shopee live*, UMKM, *Live Streaming*

Shopee Live : Shopee Marketing Communication Strategy in helping UMKM during the Covid-19 Pandemic.

Abstract

Shopee live trend in mid-2019, UMKM still find it difficult to get the Shopee Live Feature, even though they want to get the Shopee Live Feature. UMKM must improve the appearance of their stores first, such as increasing sales, improving store ratings, chat appearance must be above 80% and there should be no penalties in the online shop. So that now in mid-2020 during this pandemic, Shopee is carrying out one of the right marketing communication strategy activities for UMKM that are hit by the crisis. Shopee opened the Shopee Live Feature for UMKM who want to survive in their business world by means of UMKM by creating a shop account at Shopee, which immediately gets the Shopee Live Feature. With this kind of step, Shopee has succeeded in increasing the number of visits to UMKM stores, then UMKM sales increased by an average of 3.5 times during the pandemic, then there was also an increase in viewing time by 70%. The Shopee Live feature has become a vital tool for sellers in presenting their products and confirming the quality of items guaranteed, directly.

Keywords: *shopee, fitur shopee live, UMKM, Live streaming.*