

Marketing Strategy 5.0 on Live Streaming Commerce Tiktok



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ABSTRACT: This research explores the role of live streaming features in marketing strategy in the context of Marketing Strategy 5.0 and e-commerce live streaming. Using a qualitative phenomenological approach involving direct observation and secondary data analysis, this research identifies how live streaming not only functions as a tool to facilitate real-time product reflection, but also as a platform to build in-depth interactions with customers. Through the Marketing Strategy 5.0 approach, which emphasizes the use of technology to improve customer experience and personalization, the research focus is the TikTok account @serbagoosir with the consideration: this company has survived for more than 5 years with sales always increasing. Through the data analysis technique used, Manual Data Analysis Procedure (MDAP), from the results of interviews accompanied by triangulation of sources and theory, this research found that TikTok's live streaming feature allows companies to answer consumer questions directly, provide exclusive promotions, and encourage impulse purchases. Additionally, live streaming helps in forming a loyal customer community and expands market reach thanks to TikTok's algorithm that supports the discovery of new content. This research suggests that companies should increase the frequency of live streaming sessions and leverage data analytics to optimize streaming timing and content. For future researchers, it is recommended to expand the scope of the study by involving multiple accounts and platforms as well as conducting in-depth analysis of consumer behavior during live streaming sessions to provide more comprehensive insight into the effectiveness of this strategy in e-commerce.

KEYWORDS: Marketing Strategy 5.0, live streaming, e-commerce, TikTok, customer interaction.

I. INTRODUCTION

Marketing Strategy 5.0 summarizes the evolution of modern marketing that takes into account the important role of human interaction in the digital era (Humayun, 2021). When applied to TikTok Live Streaming Commerce, this strategy combines key aspects of previous generations of marketing with a focus on consumer engagement, collaboration, and real-time interaction (Leng et al., 2022). Through live streaming platforms, brands can interact directly with their audience, providing a more personal and relevant experience. Marketing Strategy 5.0 leverages the power of technology to build closer relationships between brands and consumers, by providing a platform for consumers to actively participate in the marketing process (Waheed et al., 2022). By enabling instant feedback and two-way interactions, TikTok live streaming is an effective means of increasing consumer engagement and strengthening brands' bonds with their audiences (Mateus, 2021). Thus, Marketing Strategy 5.0 on TikTok Live Streaming Commerce not only allows brands to market their products effectively, but also to build a strong and loyal community around their brand (Raja Santhi & Muthuswamy, 2023). TikTok's live streaming feature plays an integral role in the marketing strategy of @serbagoosir, a shop that has managed viral sales of dolls, cutlery, drinkware and toys for five years. In this context, TikTok's live streaming feature becomes a direct communication channel that allows @serbagoosir to interact directly with their audience (Hua & Chiu, 2022). Through live streaming, these stores can provide live demonstrations of their products, provide explanations about product advantages and uses, and answer questions from their followers in real-time (Kovács et al., 2022). Additionally, TikTok's live streaming feature allows @serbagoosir to create more interesting and interesting content for their audience. They can take advantage of certain moments, such as new product launches or special events, to live stream and attract the attention of more TikTok users. Thus, these stores can expand their reach and attract more potential customers (Xue & Liu, 2023). Apart from being a marketing tool, TikTok's live streaming feature also allows @serbagoosir to build closer relationships with their customers. By interacting directly through comments and chat during live streams, these stores can form stronger bonds with their audience, which in turn can increase customer loyalty and support the long-term growth of their business (S. Wang et al., 2023). TikTok's live streaming feature plays an important role in modern marketing strategies,

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especially when linked to Marketing Strategy 5.0 theory and Live Streaming Commerce analysis (Cai et al., 2021). With the adoption of Marketing Strategy 5.0, which emphasizes consumer engagement, collaboration, and real-time interaction, TikTok as a live streaming platform provides a highly effective means to achieve these goals. The live streaming feature allows brands to interact directly with their audience, enabling instant feedback, and building deeper relationships (L. Zhang & Erturk, 2022). Through TikTok live streaming, brands can apply the principles of Marketing Strategy 5.0 in a concrete way. They can collaborate with relevant content creators to deliver engaging and authentic content to their audience. By adopting this approach, brands can create more touching and meaningful experiences for consumers, which in turn increases engagement and brand loyalty. Live Streaming Commerce analysis is key in understanding the impact and effectiveness of marketing strategies through TikTok's live streaming feature. By analyzing data from live streaming, such as viewership, engagement, and sales conversions, brands can evaluate the performance of their marketing campaigns in real-time. This allows them to identify trends, consumer preferences and opportunities to improve their marketing strategies in the future (X. He et al., 2021). TikTok's live streaming feature is not only a powerful tool in implementing marketing strategies, but is also a direct illustration of the Marketing Strategy 5.0 concept which emphasizes deep engagement and interaction with consumers. Live Streaming Commerce analytics is important in measuring the effectiveness of these marketing strategies and helps brands continue to optimize their campaigns in real-time. Overall, TikTok's live streaming feature has become an integral part of @serbaggoosir's marketing strategy, helping them to communicate with their audience directly, create engaging content, and build strong relationships with their customers over the past five years (Yuan et al., 2022). The contribution of Marketing Strategy 5.0 to Live Streaming Commerce TikTok is a strong foundation in the development of digital business knowledge (H. Wang, 2024). In this context, Marketing Strategy 5.0 highlights the importance of consumer engagement, collaboration and real-time interactions, all of which are key aspects in business digital analytics and practices (Rizomyliotis et al., 2024). By leveraging TikTok's live streaming platform, brands have direct access to their audience, allowing them to respond quickly to rapidly changing market trends and consumer preferences. Through live streaming, data can be collected in real-time, including information about the number of viewers, user interactions, and purchasing patterns (Si, 2021). This provides a deeper understanding of consumer preferences and market trends that can help in better decision making in product development, marketing, and sales strategies (Fu, 2023). Additionally, Marketing Strategy 5.0's contribution to TikTok's Live Streaming Commerce paves the way for further research in the areas of brand management and online community building. By leveraging active consumer engagement through live streaming, brands can build stronger and more sustainable relationships with their audiences, which in turn can increase brand loyalty and support long-term business growth. The contribution of Marketing Strategy 5.0 research to Live Streaming Commerce TikTok not only enriches our understanding of digital business, but also opens the door for further innovation and research in this field. By harnessing the power of real-time interactions and consumer engagement, Marketing Strategy 5.0 on platforms like TikTok offers valuable insights for practitioners and researchers in their efforts to understand and exploit the full potential of business digital ecosystems (Hua & Chiu, 2022).

II. THEORITICAL REVIEW

Marketing Strategy 5.0

Marketing Strategy 5.0 emerged as a response to the constant evolution in consumer behavior and information technology. This theory combines traditional marketing principles with an approach that focuses more on consumer engagement, collaboration, and real-time interactions (Bua-In, 2021). Marketing Strategy 5.0 recognizes that modern consumers are not only recipients of marketing messages, but also content producers and partners in the marketing process (Seebacher, 2021). In this context, brands are expected to interact directly with their consumers, build meaningful relationships and create satisfying experiences (Rishi & Kuthuru, 2021). One of the important pillars of Marketing Strategy 5.0 is the use of technology to facilitate consumer engagement and collaboration between brands and their audiences (Anafi, 2021). This includes the use of social media platforms, such as TikTok, which allow brands to communicate directly with consumers through interactive video content and live streaming. This approach allows brands to tailor their marketing messages to individual needs and preferences, creating a more personalized and relevant experience for consumers. Apart from that, Marketing Strategy 5.0 also emphasizes the importance of data analysis in making marketing decisions (Szymoniuk, 2023). By carefully collecting and analyzing consumer data, brands can better understand consumer behavior, identify emerging market trends, and optimize their marketing strategies in real-time (Mereu, 2024). Marketing Strategy 5.0 reflects a new paradigm in marketing that recognizes changes in consumer behavior and information technology. With a focus on consumer engagement, collaboration, and data analysis, this theory provides a comprehensive view of how brands can successfully interact with their audiences in an ever-changing digital era (Agus Mulyana et al., 2023).

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Live Streaming Commerce

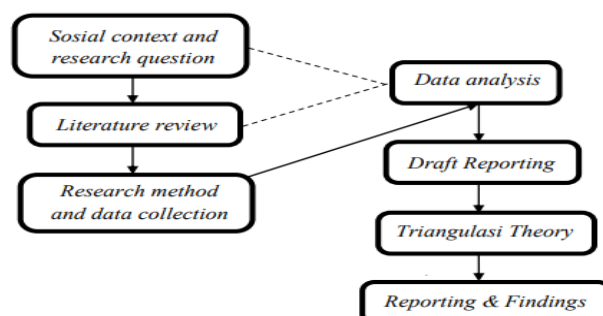
Live Streaming Commerce is a conceptual framework that describes the phenomenon of live commerce in the context of live streaming platforms, such as TikTok, Twitch, or other platforms (Deng et al., 2022). This theory covers the strategic, social and economic aspects involved in this rapidly growing trading practice (Xu et al., 2023). Strategically, Live Streaming Commerce leverages the interactive features of live streaming platforms to connect brands with consumers directly and provide a more interactive and direct shopping experience (Xu et al., 2023). By providing live product demonstrations, providing live reviews, and answering consumer questions in real-time, Live Streaming Commerce creates a more immersive and personalized shopping experience (Ming et al., 2021). Socially, this theory recognizes the important role of communities in strengthening the bond between brands and consumers. Through live streaming, brands can build a dedicated community and engage directly with their brand (Tao et al., 2024). This creates an opportunity to share experiences, product recommendations, and feedback between community members, which in turn can increase consumer trust and brand loyalty (Z. Wang et al., 2024). From an economic perspective, Live Streaming Commerce presents new opportunities for brands to increase sales and revenue. By enabling direct transactions via live streaming platforms, brands can reduce shopping friction and increase sales conversions. Additionally, Live Streaming Commerce also provides opportunities for collaboration between brands and content creators, which can result in innovative and effective marketing strategies(X. Zhang et al., 2023). Live Streaming Commerce theory reflects a shift in the way consumers shop and interact with brands in the digital era. By leveraging the interactivity of live streaming platforms, building engaged communities, and optimizing the shopping experience, this theory provides a comprehensive view of how modern commerce practices can evolve and succeed in the ever-changing digital era (D. He et al., 2023).

TikTok

TikTok, a hugely popular social media platform, has become a global phenomenon in recent years (Du et al., 2022). With a focus on creative short videos and entertaining content, TikTok has changed the way people interact with digital content. The platform offers a variety of features, including special effects, music, and editing tools that allow users to easily create and share engaging videos (Kennedy, 2020). One of TikTok's main advantages is its sophisticated mapping algorithm, which intelligently selects and displays content that matches users' interests and preferences (Stahl & Literat, 2023). This makes the user experience more personal and engaging, and allows content shared by regular users to go viral quickly. In addition, TikTok is also a platform that allows high interaction and participation through comments, likes, and shares, which allows users to engage in an active community (Meng & Leung, 2021). TikTok has also become a focal point for brands and marketers, who are realizing the platform's immense potential in reaching a wide and diverse audience. Through creative advertising campaigns and partnerships with influential content creators, brands can leverage TikTok's popularity to expand their reach and build strong brand awareness (Haenlein et al., 2020). TikTok has become one of the most influential and innovative social media platforms today, with huge potential to influence cultural trends and consumer behavior. With a combination of user creativity, smart algorithms, and support for marketers, TikTok continues to take center stage in the digital world (Montag et al., 2021).

III. RESEARCH METHODS

In this study, the research method used by researchers is using qualitative research (C. Rofiah, 2023), a phenomenological approach. With the Methods model Simple Research Design With triangulation theory. Simple qualitative research can still be compiled without having to carry out lengthy discussions but can still be accounted for (Rofiah, 2021). This research uses Simple Research Design Methods With Triangulation Theory. Simple qualitative research can still be prepared without having to carry out long-winded discussions but can still be accounted for (Rofiah & Bungin, 2021). When modifying the model from a simple design to a simple design model with triangulation theory/simpleresearch design with triangulation theory. There are 7 main steps, namely the following is an explanation of these steps:



Source: Rofiah & Bungin, 2021

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1. Select a social context and develop research questions.
2. Conduct a literature review, in which research questions about social context are answered based on the literature explored.
3. The literature review continues by exploring the research methods that will be used as well as using research methods to collect data in the field.
4. Researchers carry out data analysis in the field and use theory as a pen for data analysis.
5. Researchers prepare a draft report.
6. Researchers carry out theoretical triangulation.
7. Researchers report the results of their research while still including the findings that have been obtained in the field

Research Locus

This research involved 3 informants who had been selected and were willing to be interviewed regarding marketing strategies on the TikTok account. This research starting February 2024 until this research was completed.

Research Informant:

No	Informant's Name	Business Name, Position	Long Time To Join
1	Ahmad Sulthon	Wholesale Store Owner	7 years
2	Nabila Vanessa Ramadhani	Host Live Streaming	3 years
3	Febri Jaya Wardhana	Host Live Streaming	3 years

Source: Researcher Data, 2024

Data Collection Technique and Triangulation

To obtain data, researchers used the following techniques: 1. In-depth Interview Technique; 2. Direct Observation Technique; 3. Documentation Techniques. Source triangulation and theory triangulation are two types of triangulation used in this research (Rofiah, 2021)

IV. DATA ANALYSIS TECHNIQUE

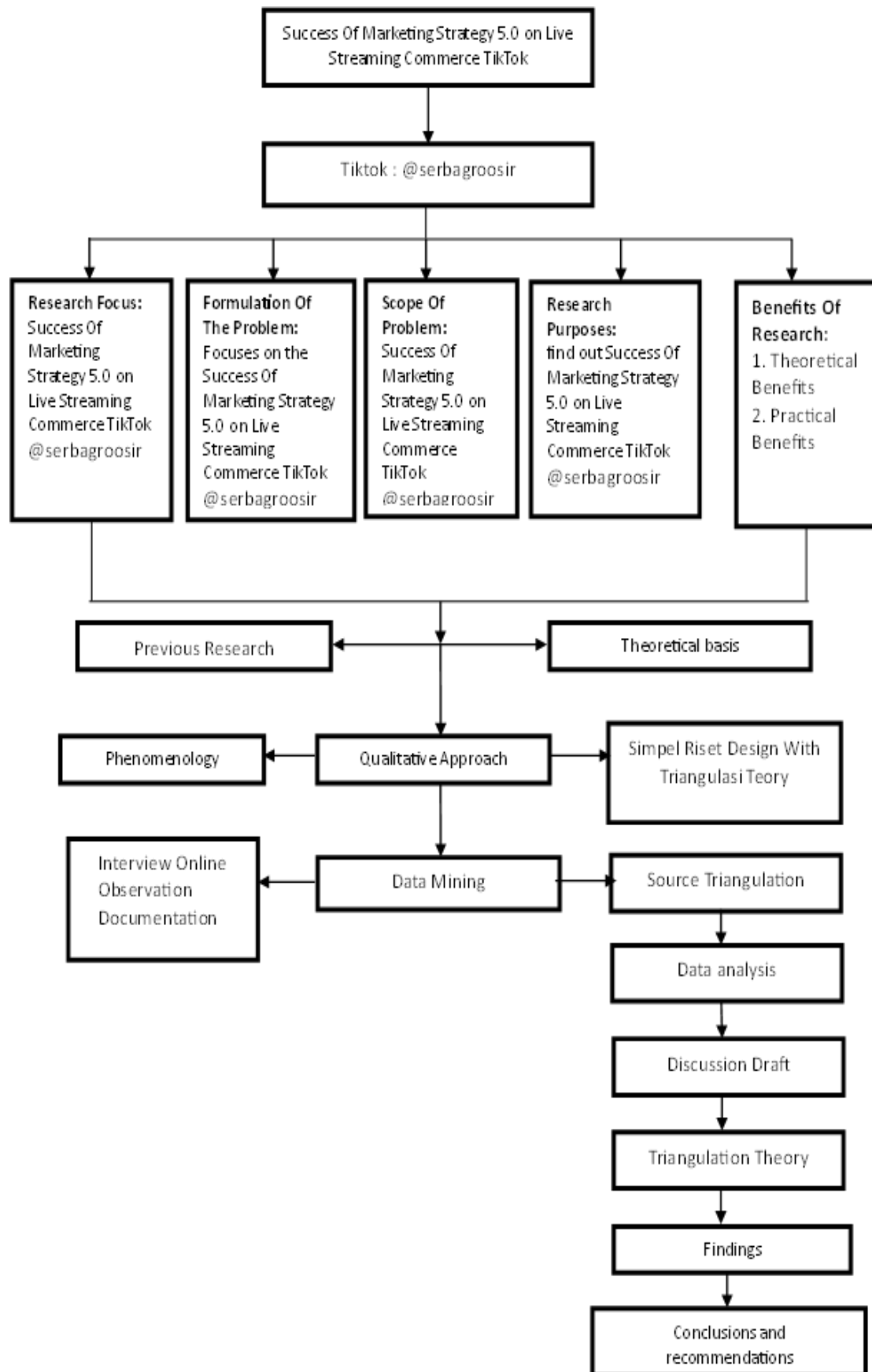
In this research, the data analysis used is the Manual Data Analysis Procedure (MDAP) by Rofiah, (2022). According to Rofiah, (2022), the proposed data analysis method is comprehensive and systematic but not rigid; providing a space that designs intuition and creativity as optimally and maximally as possible. This method makes researchers come out of their isolation and the analysis process is seen as a team activity rather than a purely individual process. The analysis process began immediately after the first interview and continued until the data saturation point had been reached. The analysis process consists of four parts:

1. Through preparation of the coding process.
2. Categorization process.
3. The process of determining the theme.
4. Proposition Formation Process.

Research Line of Thought

The framework of this research can be described as follows:

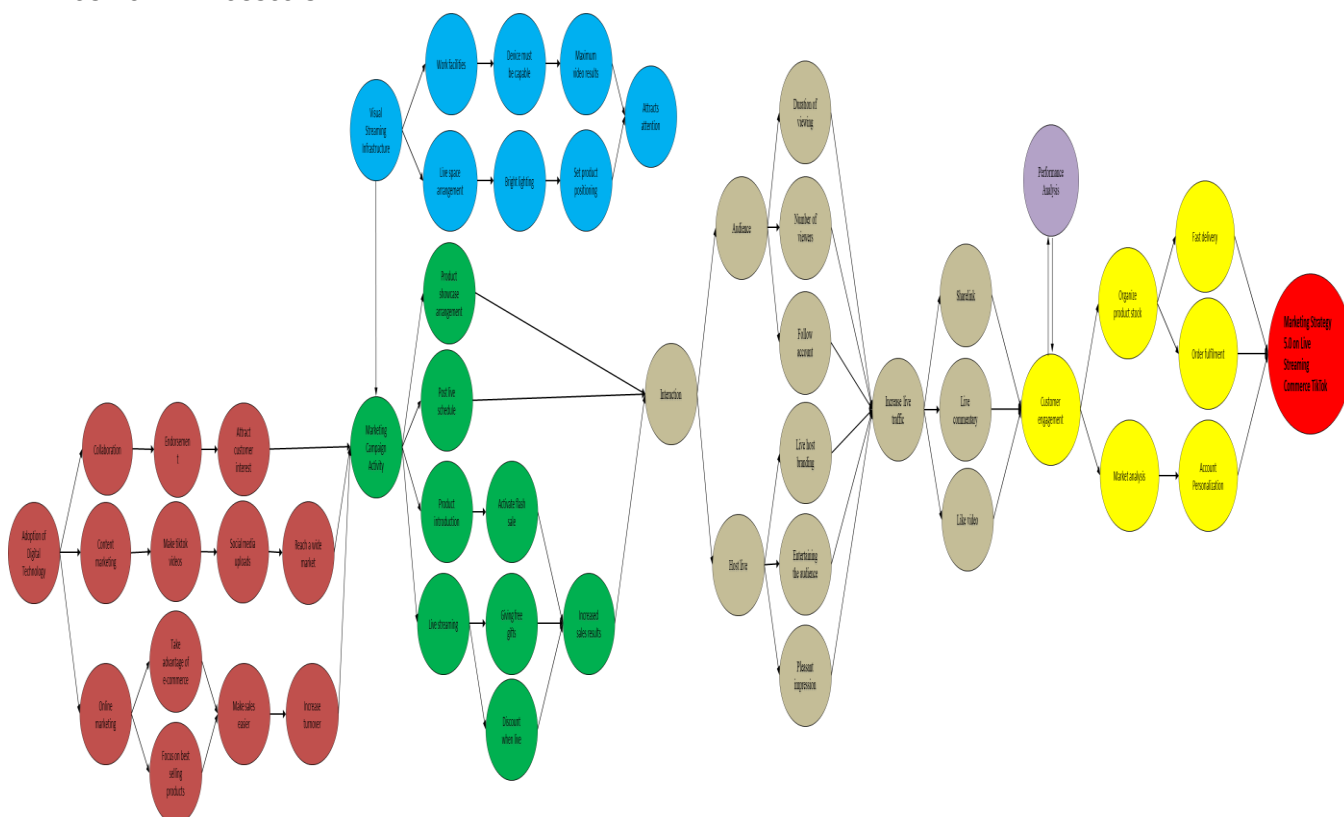
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Source: Researcher, (2024)

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V. RESULTS AND DISCUSSION



Source: Research proposition, 2024

Discussion

Technology Adoption

Online Marketing

"...basically on TikTok the media is on TikTok, on Instagram we might just recycle our content on TikTok....", (Jay, 2024)

The results of an interview with Jay, who is currently a live streaming host, stated that for online marketing, use social media TikTok as the main social media and Instagram to re-upload content on TikTok.

Utilize e-commerce

".....At the beginning of the Tiktokshop launch, we followed...", (Ahmad Sulthon, 2024)

Based on the results of an interview with Ahmad Sulthon as the owner of Seranggroosir, he did not want to be left behind by marketing developments, so when TikTok first appeared he immediately followed and used TikTok as a medium for selling on the online market.

Focus on best selling products

".....focus on at least more than 100 products.....", (Ahmad Sulthon, 2024)

The results of the interview with Ahmad Sulthon as the Owner of the Wholesale Shop for the products in this shop are many but the focus is on a maximum of 100 products that customers are interested in.

"...we put the best sellers at the top like that usually.....", (Nabila, 2024)

Based on the results of an interview with Nabila, as a live host, best-selling products are placed at the top of the display case so that customers will glance at the product more.

"...indeed, more than 1000 pcs have been sold out, right? So we're promoting it, it's good, so it's a best seller.....", (Jay, 2024)

According to Jay during an interview, best seller products that have sold 1000 pcs are easier to promote because customers will trust and look for the product more.

Make sales easier

".....because online turnover is very fast, payments are also very good.....", (Ahmad Sulthon, 2024)

Based on the results of the interview with Ahmad Sulthon, as the owner, he feels that selling online is very easy for him. Selling online is very fast and payment is very easy.

".....Live really drives sales, yes, if it's on TikTok, that's for sure.....", (Jay, 2024)

The results of an interview with Jay as a live host on TikTok, the presence of live streaming really encourages sales of goods so they sell quickly.

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"..it's easier, it's not complicated, then you just have to click via cellphone.....", (Nabila, 2024)

According to Nabila, as a live host, customers prefer to shop live because it is easy to access and easy to do. Of course, this is also one of the reasons why live streaming is popular with people.

Content Marketing

"...just on TikTok, so we make videos like that so people are interested....." (Nabila, 2024)

Based on the results of the interview with Nabila as the live host and content creator, to attract the attention of people who don't know about the TikTok account, this is done by creating videos that will be uploaded to TikTok with the aim of providing product information and introducing the account.

Make TikTok videos

"...organic tiktok pyur because we haven't studied what the ads on TikTok are like, so we make promotional videos, upload content....." (Ahmad Sulthon, 2024)

According to Ahmad Sulthon, as the owner of a wholesale shop, when introducing his products, he uses TikTok videos for promotion and uploads them to the TikTok platform, because he hasn't used ads or advertisements. Just making video content is enough for promotional media.

Upload Social Media

"Sometimes I share on my personal WhatsApp, I also share on my personal Instagram....." (Ahmad Sulthon, 2024)

Based on the results of the interview with Ahmad Sulthon, as the owner, he also helps with promotion by making posts on his personal account.

"I share it on my personal account to support that, on Instagram or on my personal TikTok....." (Jay, 2024)

As a result of the interview with Jay, as a content creator and live host, he also helps with shop promotions by posting videos and pictures about shop information and products at Serangroosir through his personal account.

Trending Videos

"...several times our videos have trended, one of them, the GMV for 1 month can produce 1.5 million....." (Jay, 2024)

According to Jay, after being interviewed for a trending video, it also has a big influence on sales, because when the video is trending it will increase people's income and knowledge about the products available at allgroosir.

Reach a wide market

"...wider, our reach is wider, so my target is that in the future online can beat offline....." (Ahmad Sulthon, 2024)

Based on the results of an interview with Ahmad Sulthon, online marketing can reach many people because everyone currently uses the internet in their daily activities with the hope that in the future online stores can beat the offline stores that currently exist.

Increase turnover

"...taking advantage of current developments does not rule out the possibility that the turnover could be 2-4x if you sell offline....." (Ahmad Sulthon, 2024)

The results of an interview with Ahmad Sulthon as Owner show that in his efforts to keep up with current developments, selling online can increase turnover 2-4x compared to just selling in offline stores.

"...it really helps if you get 1 million or more in one day using live, but if you don't use live it's almost 1 million or not 1 million right....." (Nabila, 2024)

According to Nabila in an interview, going live can affect sales turnover in just one day. You can feel that when you don't go live you experience a decrease in income, but when you go live, your income can be higher.

"In the last month, if we used live, we could get upwards of 1.5 million a day, but if we didn't use live, it was around 1 million....." (Jay, 2024)

In Jay's analysis as a live host in the last 1 month, live streaming can increase turnover, as proven by the income when doing live streaming which is higher than the income when not doing live streaming.

Collaboration

"Yes, yesterday we tried to endorse it so that more people would know about our product....." (Nabila, 2024)

For Nabila, as the live host, this endorsement can help people find accounts and find out what products are being bought and sold on the versigroosir account.

Endorsement

"... like yesterday I just endorsed TikTok icing celebrities....." (Nabila, 2024)

Based on the results of the interview with Nabila, as the live host and content creator, endorsements were made by selecting talent only on her TikTok. This was done to encourage sales and attract people's attention.

"..if it's on TikTok, maybe endorse it" (Jay, 2024)

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The result of the interview with Jay as a live host and content creator which was carried out to attract more people's attention at this time was endorsement.

Attract customer interest

"..... for people who buy it, they also know the real product so they can trust it so they want to order directly via live....." (Nabila, 2024)

For Nabila, as a live host and content creator, this live streaming can make people who have the desire to buy more confident and feel safe in making purchases, because they can find out about the product directly.

".....we say that offline store and online store promotions are different. So we will be more interested in buying online.....", (Jay, 2024)

From the results of the interview with Jay as a live streamer, the way to attract viewers to prefer making purchases live is by providing promos that are only valid online.

Customer Engagement

Understand customer desires

"... what customers need, we can find the best products and cheap prices directly from the first hand....." (Ahmad Sulthon, 2024)

For Ahmad Sulthon as the owner, to fulfill customers' desires, he is willing to find the products that customers want at low prices and the best quality products directly from first hand.

Provide the best service

"...we have to serve customers as best as possible because there is a saying that "the consumer is king....." (Ahmad Sulthon, 2024)

The results of the interview with Ahmad Sulthon, the owner of the Wholesale Store, in terms of customer involvement, which he carried out was to provide the best service so that customers were more comfortable and happy shopping at the Wholesale Store.

Product quality is guaranteed

"..we provide good, quality, soft, SNI materials so people will trust them to buy here....." (Ahmad Sulthon, 2024)

For Ahmad Sulthon as the owner, he provides the best quality products and has SNI so that customers who buy products at the Grocery Store have more confidence.

".. Lotso jumbo is still priced at 150,000 but there are still people who buy it because the goods are also good and the ingredients are also good....." (Nabila, 2024)

This is also supported by Nabila's statement as the live host in selling goods on Tiktok, even though the prices are high, there are still buyers, because the products provided are of good quality according to the price so customers are interested in buying the product.

"...we have to convince customers that the products here are good, soft, smooth, have SNI standards so people will have more confidence if they want to order here....." (Jay, 2024)

Meanwhile, Jay, in an interview, said that apart from the product quality being good, smooth, soft and with SNI, he also assured that the products at Seranggroosir really have the quality as described so that customers have more confidence when they want to buy the product they want.

Customer satisfaction

"... we have to be able to please the audience so they want to check out....." (Nabila, 2024)

For Nabila, as a live host, in providing customer satisfaction, as a live host, you must be able to please the audience so that they make a purchase.

"...give trust to the customer, if he really trusts the product here, the product is good, he can feel satisfied....." (Jay, 2024)

Meanwhile, according to Jay, in an interview conducted to provide customer satisfaction, what is done is to give a sense of trust to the audience and convince the audience that the product is really good so that customers are interested in buying the product.

Provide customer experience

".....Usually we have to obey what the audience says, usually what we are looking for is viral items like now....." (Nabila, 2024)

For Nabila, as a live host, she wants to provide an experience to customers by following what customers want, such as selling viral products that customers are looking for on live streaming.

"...creating their experience from story telling, for example we give arguments or influence them so they come back again....." (Jay, 2024)

Meanwhile, what Jay does in providing customer experience is by providing statements such as the superiority of the product on Tiktok and making it happen when the customer makes a purchase so that the person becomes a subscriber.

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Give bonuses

"...if the audience asks for a bonus, we will give it, we will give it for free....." (Nabila, 2024)

The results of interviews conducted with Nabila when you want to create relationships with customers can be done by giving bonuses when customers purchase products via live streaming.

There are repeat orders

".. give a good impression if customers who have bought often will come back here to buy more....." (Nabila, 2024)

For Nabila as a live host, the way to get customers to repeat orders is to give a good impression to customers on TikTok.

"...here the trust is true that the product is good, he can feel that he is satisfied, so that's when he gives loyalty with repeat orders....." (Jay, 2024)

As a result of the interview with Jay as the live host, he assured customers that the goods being sold were of good quality so that it could build customer trust so that they would make repeat purchases.

Performance Analysis

Market Analysis

".....tiktok seller, tiktok performance has many metrics....." (Ahmad Sulthon, 2024)

Based on the results of the interview with Ahmad Sulthon as the owner, to carry out market analysis, he directly used the features on the TikTok platform directly, because they were provided and it was easier to use them.

"So we watch other people's live for comparison so that the audience doesn't get bored, okay?" (Nabila, 2024)

Meanwhile, as a live host, Nabila carried out live streaming comparisons by looking at other stores' live streams as evaluation material and finding differences so that they could become a distinctive feature of the wholesaler.

"..google spreadsheets like that are easier because I can do it at home too, then I also use Google Docs....." (Jay, 2024)

For Jay himself, he uses marketing tools provided by Google to carry out market analysis so that it is more comprehensive and can reach a wider market.

Account personalization

"....We make comparisons if our products are different from competitors' products....." (Ahmad Sulthon, 2024)

The results of the interview with Ahmad Sulthon as the owner provided a detailed description of his product and competitor products so that there are no similarities and can become its own characteristic.

"...branding sungroosir as the number 1 wholesale and supply center in Indonesia and in bio I have also changed it to become the number 1 best doll provider and supplier in Indonesia....." (Jay, 2024)

Jay also does this as a live host so that the Seranggroosir TikTok account is better known to the wider public and is trusted, so information is provided in the bio so that it is visible and easy for people to read when visiting the SerangGrosir TikTok account profile.

Manage Product Stock

"Be diligent in managing the stock because I'm afraid that when the FYP video is done, the stock of the dolls will run out....."(Ahmad Sulthon, 2024)

For Ahmad Sulthon as the owner, you have to pay attention to managing product stock, because trending videos can encourage sales, but when the products in the trending videos are empty it is very unfortunate.

".....We also have to restock the best selling items so that people who like them can still look for the items live...." (Nabila, 2024)

Meanwhile, for Nabila, as a live host for best-selling products, you must always pay attention to the stock and when it runs out, immediately bring it back, because these products will be sought after by people who watch the live on the Seranggroosir account.

Order fulfillment

"...so the order must be sent before the due date....." (Ahmad Sulthon, 2024)

As the owner, Ahmad Sulthon really pays attention to delivery times so that the product can be sent directly to the buyer and not before the due date or delivery deadline.

"...our system immediately sends it the same day before 3 pm so before the courier picks up we have already packed it...." (Jay, 2024)

The results of the interview with Jay said that packages that have been ordered before 3 pm will be shipped the same day without waiting for the next day, so that the product reaches the buyer immediately.

Fast delivery

"..So we provide competitive prices, fast packaging, fast delivery...." (Ahmad Sulthon, 2024)

For wholesale shop owners, in order for the online store to run well and always attract customers, apart from providing competitive prices, they must also pay attention to packaging and fast delivery so that consumers feel satisfied.

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"The package will be sent quickly, because you check out on the same day it will definitely be sent straight away" (Jay, 2024)

Likewise, Jay as a live host said that to give a satisfying impression to his customers, the packages were sent on the same day so that they reached the buyers' hands quickly.

Interaction

Live audience and host interaction

"...There must be interaction between the audience and the live host..." (Ahmad Sulthon, 2024)

The results of an interview with Ahmad Sulthon as the owner show that in live streaming there are definitely live host and audience components and this creates interaction.

Follow the account

".. we also ask you to follow so you can continue watching us live." (Nabila, 2024)

Based on the results of the interview with Nabila as the live host, she encouraged people who have not yet followed the Seragroosir TikTok account to follow the Seragroosir TikTok account so that there can be interaction between the live host and the audience by watching the Seragroosir TikTok live streaming continuously.

Number of viewers

"...if we are busy, for example our audience is now at 100 or above....." (Jay, 2024)

The results of the interview with Jay show that the number of live streaming viewers on the tiktok account for the severgroosir has now reached 100 viewers. This indicates that there is interaction between the live host and the audience.

Watch duration

"...those who stay watching usually last 30 minutes or more, usually the audience still stays...." (Nabila, 2024)

The results of the interview with Nabila said that the time period for viewers who persisted in the live streaming of the Tik Tok app ranged from 30 minutes or more, this proves that the live host is able to create pleasant interactions with the audience.

Live commentary

".....If it's me who comments, maybe it's commented, the more comments, the busier it gets....." (Nabila, 2024)

For Nabila, the feature that influences her live streaming is comments, because the more comments given by viewers will attract the attention of other viewers.

"....just comment, tap like and then share the link....." (Jay, 2024)

Meanwhile, for Jay as a live host, the features that influence live streaming are comments, video likes and sharelinks. These three features are able to help live streaming so that it is more visible to the audience.

Sharelink

"...but the most efficient thing is sharelink....." (Ahmad Sulthon, 2024)

The results of an interview with Ahmad Sulthon as owner show that the sharelink feature has an efficient role for live streaming.

Like videos

"... tap tap like, it reaches thousands, if it still reaches hundreds, it's still not enough....." (Nabila, 2024)

Based on the results of the interview with Nabila as the live host, the number of video likes also affects the level of interaction with the audience, because if there are still only a few people who like the live streaming video then it will not be able to increase the live rating.

Increase traffic

"... lots of comments will increase live traffic....." (Jay, 2024)

Based on the results of an interview with Jay as the live host, audience comments given during live streaming can increase live traffic so that it is seen by more people.

Live host branding

"...the live host must be humorous, especially since the live host is fun....." (Nabila, 2024)

Based on the results of the interview with Nabila, the live host must be a humorous and exciting person to attract the attention of the audience.

"...I myself have branded myself from the start, when I was a live host, I was sassy, cheerful, and humorous....." (Jay, 2024)

Meanwhile, according to Jay, to be a live host you must have your own characteristics and he chose to be a live host who is sassy, cheerful and humorous to attract the attention of the audience.

Entertain the audience

"...we are cheerful and the audience also likes it, especially if we talk a lot, usually there are a lot of comments like that, especially if we are having fun and joking like that....." (Nabila, 2024)

In her interview, Nabila said that as a live host who is cheerful, talks a lot and makes jokes, she can attract the attention of the audience and this is proven by the comments given during live streaming.

Marketing Strategy 5.0 on Live Streaming Commerce Tiktok

Pleasant impression

"...if we make a joke, usually the audience likes it and the customers like it too....." (Nabila, 2024)

The results of the interview with Nabila as the live host when she felt happy, this also influenced the audience's reaction, giving a pleasant impression.

Activity

Post live schedule

"...if not, we will also give our live schedule, for example at 10 o'clock we will give the schedule in the video we make so that viewers know our live schedule....." (Nabila, 2024)

Based on the results of the interview with the live host Nabila, providing information on the live streaming schedule to people is an activity carried out before the live streaming and can increase the number of viewers later when the live streaming is turned on.

Arrangement of product display cases

"...arrange the display case too....." (Nabila, 2024)

The activity that Nabila does before doing live streaming is arranging the product showcase or catalog so that viewers can easily find the products they are looking for or need.

"...arrange etalase....." (Jay, 2024)

Likewise with Jay, before doing live streaming during his session, what he did was organize the product showcase or catalogue.

Activate flash sales

"...keep the flash sale first at a certain time at this time....." (Nabila, 2024)

The results of the interview with Nabila before doing live streaming, the thing that needs to be done is to arrange a flash sale which is activated at certain times so that the product is seen by the audience and is of interest to the audience.

"..I updated this flash sale so every 30 minutes now it's 15 minutes max.." (Jay, 20024)

Likewise with Jay in his interview, before doing a live stream, what he did was set up a flash sale which was held once every 15 minutes and reactivated when the flash sale was off, this was done so that the audience rushed to check out the product before the price changed back to the normal price.

Live streaming

"...because people come to the TikTok shop, they are trusted to have live products like that....." (Jay, 2024)

The result of the interview with Jay as the live host was that this live streaming was carried out, because people are more confident in shopping on live streaming and can see the products in detail, although indirectly this is what makes people confident about shopping on live streaming.

Product introduction

"...what is this doll made of, what material is it made of, what is it filled with, so that the audience also knows....." (Nabila, 2024)

Based on an interview conducted with Nabila, in conducting live streaming, the emphasis is on providing information about the product with the aim of making the audience know the product more clearly.

"... spilling the goods we hold are just samples, not the goods we send....." (Jay, 2024)

Meanwhile, what Jay emphasizes when doing live streaming is to provide information to the audience that the items that are being introduced and that are already being held are not the items that will be sent, this will make the audience prefer when they are given new items that come directly from the warehouse.

Discounts while live

"...we activate the discount just when it's live so that if sales are live it will increase....." (Nabila, 2024)

The results of the interview with Nabila showed that the activities carried out during live streaming were providing discounts which were only given during live streaming and this was one of the factors to increase sales.

"...the most important thing is what discount there is because every week or every day we change it....." (Jay, 2024)

For Jay, when conducting an interview, what the audience is looking for is a discount every time they do a live stream, therefore giving a discount is important.

Give free gifts

".....yes, we have given a minimum of 3 gifts without a minimum nominal amount, especially if the neck pillow is a thick one, or a chunky one, we will give a gift if you buy 3....." (Nabila, 2024)

The results of the interview with Nabila as the live host gave free gifts when customers purchased products on live streaming, which became a routine thing to do with a minimum purchase of 3 items.

"Usually we also give gifts, for example if you buy 3, we give a free gift of random dolls or unique items that we have..." (Jay, 2024)

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Likewise, according to the results of the interview with Jay, as the live host, giving free gifts with a minimum purchase of 3 products is an activity that is routinely carried out during live streaming.

Sales results

".....up to 2-5 million, if you don't use live it's only under 2 million....." (Ahmad Sulthon, 2024)

Based on the results of an interview with Ahmad Sulthon as the owner, he really felt that there was a difference in income when doing live streaming and not doing live streaming, when doing live streaming the turnover could reach 2 million and when not doing live streaming the turnover was 2 million or below.

"..1 million and above in one 1 hour session, sometimes also 1 2 hour session....." (Nabila, 2024)

The results of the interview with Nabila showed that the sales results obtained when doing live streaming reached 1 million in 1 session which lasted 1-2 hours.

"...luckily yes, there are at least 1 million and above, at most 1.2 million once live....." (Jay, 2024)

Meanwhile, according to Jay, the income when doing live streaming is around 1-1.2 million in one live streaming session.

Visual

Work facilities

".....PC, the same as the lighting is the same as the fan....." (Ahmad Sulthon, 2024)

The owner of the Wholesale Shop, Ahmad Sulthon, provides the work facilities needed by his employees to support their work.

"...Use 2 cellphones, one is an Android, the other is an iPhone, if you have one, tap on the layer to increase the audience....."(Nabila, 2024)

The results of the interview with Nabila when doing live streaming showed that the tools used to do live streaming were 2 Android cellphones and an iPhone with their respective uses to support live streaming activities.

"...all tools, for example checking devices, lighting....." (Jay, 2024)

Likewise, Jay, before doing live streaming, ensures that work equipment such as cellphones and lighting are in good condition so that when doing live streaming there are no obstacles.

The device must be capable

".....Maybe it's a gadget, a capable gadget..." (Ahmad Sulthon, 2024)

Based on the results of the interview with Ahmad Sulthon, the owner provided a capable cellphone to better support live streaming results.

Maximum image results

".....the iPhone is used for live video so the live video results are good and optimal and people like it because it doesn't blur....." (Nabila, 2024)

Based on the results of the interview with Nabila, as a live host, it is very important for a good live streaming display, therefore a cellphone with a good brand is needed.

Live room setup

"...we're bored, let's arrange it again so the audience doesn't get bored either...." (Nabila, 2024)

Based on the results of the interview with Nabila, the arrangement of the live room was carried out with the aim of ensuring that the audience would not get bored.

Bright lighting

"..... bright lighting...." (Nabila, 2024)

For Nabila, in the interview conducted, bright lighting using ringlights was done to provide a good appearance.

"...lighting is more important for the visuals, it's better, if it's dim, people don't trust it because they think it's fake....." (Jay, 2024)

The results of the interview conducted with Jay as the live host show that the live streaming display with bright lighting can provide a good live streaming appearance and convince the audience.

Set the product position

".....the procedures are different every day so you don't get bored....." (Nabila, 2024)

Based on the results of the interview with Nabila, the live host must also pay attention to the product layout with the aim of ensuring that the audience does not get bored.

Paste the information

"...my strategy is we print it, stick it, what promotions are there, can it be CODed or not, then what city will it be shipped from?..." (Jay, 2024)

Marketing Strategy 5.0 on Live Streaming Commerce Tiktok

The results of the interview with Jay, the information provided on the live streaming display, was able to attract the audience's attention and anticipate repeated questions.

Triangulation Theory

Marketing strategy

Based on the results of interviews and observations from several sources that have been carried out, to reach a wider market, the Grocery Store takes advantage of current developments with the following marketing strategy:

Marketing Strategy 5.0

Technology adoption

The adoption of technology which is a component in marketing 5.0 has resulted in several strategies being incorporated into it, including:

Online marketing

In marketing online, the Grocery Store keeps up with the times by utilizing e-commerce as a sales medium. One of them is the TikTok application which can be used for social media and selling in one and has officially become an e-commerce after collaborating with Tokopedia. In marketing its products online, the Serba Grosir Store has a TikTok account with the name @serbagroosir. In marketing its products through TikTok, what the Grocery Shop focuses on are the best-selling products that customers always look for when shopping at the Versagroosir TikTok. This makes sales easier for wholesale stores and helps increase store sales turnover.

Content marketing

The content marketing strategy carried out by the Grocery Store through its TikTok account to attract customer interest is to use content videos as promotional material which are then uploaded via personal social media and social media used by the Wholesale Store. Creating video content is used to reach a wide market so that marketing is more widespread.

Collaboration

There is a collaboration carried out by Toko Serba Grosir through its TikTok account by trying to endorse TikTok celebrities or commonly known as selebtok, one of which is Kak Ilang with the account name @icangsaja, the selection of talent endorsements has of course been adjusted to the target market of Toko Serba Grosir. Endorsements are carried out to reach a wider target customer so that they know about the existence of products from the Wholesale Store.

Customer Engagement

The involvement of customers in carrying out the 5.0 marketing strategy is a necessary component for this marketing to run with the following determination:

Understand customer desires

In creating customer involvement, the Grocery Store prioritizes what customers want and provides the best service to create customer satisfaction.

Provide customer experience

The strategy used by the Wholesale Store so that customers are always involved in its marketing activities is to provide meaningful experiences to customers by providing bonuses every time a store customer purchases a product. This aims to encourage customers to make repeat purchases.

Performance Analysis

In conducting marketing, it is certainly necessary to conduct an analysis of performance as evaluation material or consideration with the aim of future changes. Performance analysis in carrying out the 5.0 marketing strategy carried out by the Grocery Store via the tiktok account @serbagroosir as follows:

Market Analysis

In developing the marketing carried out by the Wholesale Store, it analyzes the market using marketing tools provided by TikTok, such as TikTok Seller, which includes features that can be used to analyze market trends and use Google spreadsheets to create schedules and content schedules.

Account Personalization

Toko Serba Grosir carried out creating a personal account so that it had its own unique characteristic in its TikTok account with the branding of the number 1 most complete doll supplier in Indonesia, making customers more confident in making purchases.

Manage product stock

Product stock is very necessary and important to pay attention to for sales at Tikok Vergroosir. This is done in order to provide the products that customers want. Product stock must always be available safely.

Order Fulfillment

Marketing Strategy 5.0 on Live Streaming Commerce Tiktok

Fulfilling orders is a performance that is highlighted by the Grocery Store through online marketing. Order packaging and fast delivery are the reasons why customers choose to shop online at TikTok.

Based on research conducted by Irvan Manggalaa et al., (2024) which is relevant, several differences were found in carrying out the 5.0 marketing strategy, firstly there was order fulfillment in the performance carried out by the grocery store with the aim of increasing store sales and secondly there was collaboration carried out by the grocery store to further expand its target market. .

Live Streaming E-Commerce

Live streaming is a marketing trend that is currently being carried out by the Grocery Store, through live streaming on the tiktok account, several important components that need to be considered and have been implemented are as follows:

Interaction

Audience interaction with live host

The interaction created by the live host and the audience is an important thing that must be paid attention to, if there is no one, interaction cannot occur.

Live host branding

In live streaming, live host branding is needed as its own characteristic to attract the attention of the audience.

Entertain the audience

Combining product marketing with entertainment carried out on the live streaming of the TikTok TikTok account is able to give a pleasant impression to the audience. This is what customers often look for.

Viewership is high

The high number of viewers indicates that there is intense interaction between the audience and the live host.

Live viewing duration

The time the audience spends watching the live streaming of the tiktok account, the more and more viewers stay to watch the live stream, the more it will increase traffic and have an impact on sales.

Live commentary

The existence of live commentary has an influence in helping to increase the number of viewers. The more comments, the more attention it attracts.

Like videos

The video like feature also has an influence in increasing the number of viewers. If the video likes reach thousands, live streaming will be more recommended by the TikTok platform.

Live traffic

Live traffic is the level of live streaming, the better the traffic, the more viewers it will bring in according to the shop's target market.

Activity

Post live schedule

Providing information to viewers regarding the live streaming broadcast schedule is a strategy carried out by the SerangGrosir TikTok account to get high views.

Arranging the display case

Activities carried out before conducting a live streaming of the Serba Grosir TikTok include arranging a display case or product catalog with the aim of allowing the audience to see the products marketed by the Serba Grosir Store.

Introducing the product

There are product introduction activities by providing information about the quality, materials and models of products being marketed with the aim of attracting customer interest.

Activate flash sales

Providing flash sales or discounts is a marketing strategy carried out by TikTok to increase sales.

Give free gifts

Apart from providing price discounts during TikTok live streaming, Versagroosir also provides free gifts to customers who purchase goods without a minimum nominal amount.

Increase sales results

Live streaming can help increase sales as proven by the fact that when you don't do live streaming your turnover decreases.

Visual

Adequate work facilities

Having adequate work facilities can support live streaming to produce more high quality live streaming displays.

Maximum video results

Marketing Strategy 5.0 on Live Streaming Commerce Tiktok

Good live streaming video results influence viewers' interest in buying the products being marketed.

Live room setup

Arranging the live streaming room alternately and always innovating every day with the aim of ensuring that viewers don't feel bored and are more interested in the products being marketed.

Bright lighting

The presence of bright lighting also affects live streaming. When conducting live streaming, lighting plays a role in providing high resolution video quality.

Paste information

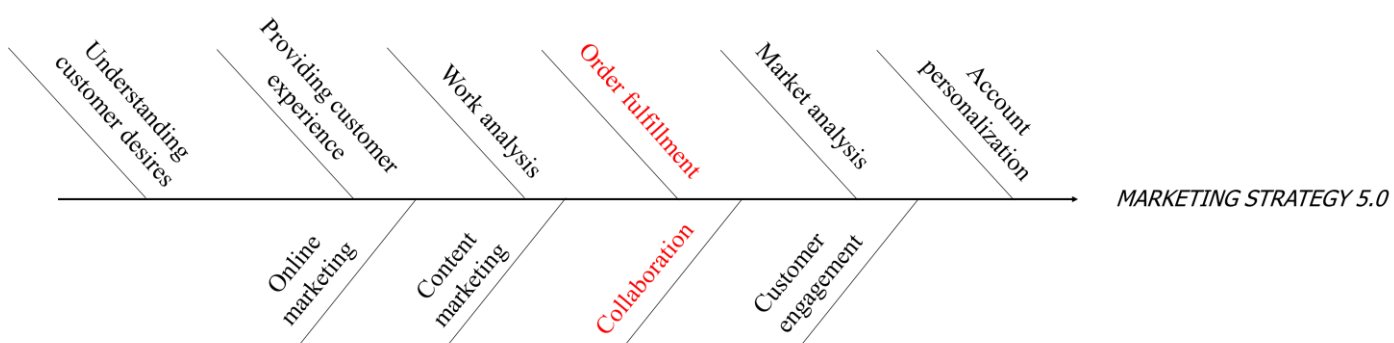
The strategy used by TikTok to conduct live streaming by attaching information about delivery and payment is able to help viewers understand the scheme or flow of product orders.

Attract customer interest

Live streaming that has high resolution quality is easier to attract the attention of viewers compared to live videos that have low resolution.

Based on research conducted by Delicia Regina Jacob (2024), the results obtained from the analysis and discussion above, several first findings were obtained: the existence of live schedule posts which are able to provide information to viewers in order to increase live streaming impressions. Second: an invitation to follow the account to increase live streaming views. Second: use a capable device for work facilities. Fourth: paste information in the background so that the audience doesn't ask the same thing repeatedly. This certainly has an impact that makes the live streaming of the TikTok live stream crowded with viewers so that in the marketing process there are more targets and can increase sales.

Findings



Source: researcher's findings Marketing strategy 5.0, 2024

In this research, it was found that in carrying out its marketing strategy the serbagroosir TikTok account used the following methods:

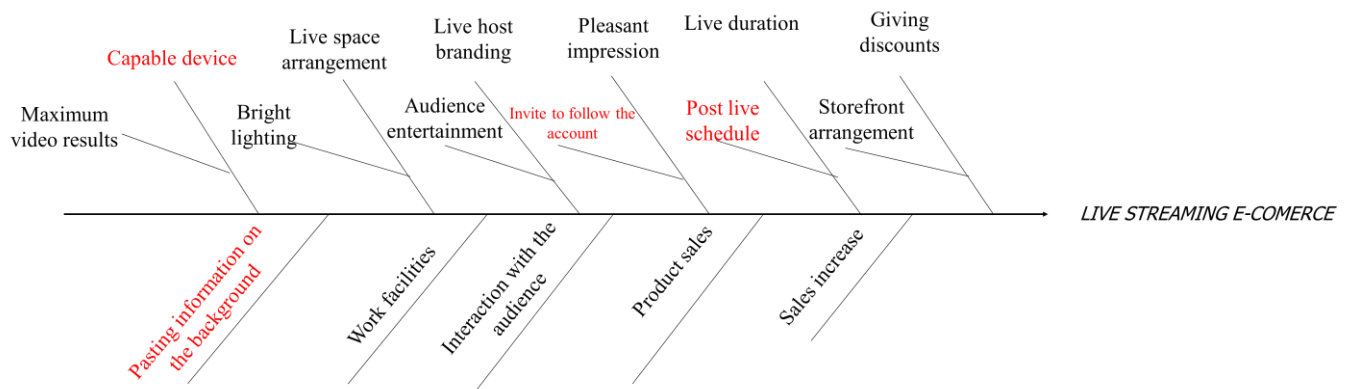
1. Order Fulfillment

This order fulfillment process greatly influences the customer experience. Ensuring that orders are processed on time and products are sent in good condition can increase customer satisfaction scores and build good long-term relationships with customers.

2. Collaboration

In implementing a marketing strategy, there is collaboration or working together to achieve mutually beneficial marketing goals by involving resources, ideas and efforts to create added value for all parties involved. Collaborations are carried out with influencers or well-known figures in the industry they work in to expand reach and strengthen product credibility in the eyes of consumers..

Marketing Strategy 5.0 on Live Streaming Commerce Tiktok



Source: researcher's findings Live streaming e-commerce, 2024

In conducting this research, it was discovered that there were live streaming activities e-commerce in carrying out marketing strategies can be done as follows:

1. A capable device

Using a capable device or device in live streaming is important to get good and maximum video streaming quality. Having maximum video streaming quality can increase video views and influence sales transactions.

2. Invite to follow the account

The online shop TikTok Serragroosir does something different, namely that when holding a live stream, viewers are invited to follow the TikTok account with the aim of inviting people to follow or pay attention to the live streaming on TikTok Serragroosir and become viewers to expand their marketing reach.

3. Post a live schedule

The activity of posting live schedules carried out by the versigroosir account before carrying out live streaming activities is aimed at building enthusiasm among followers and increasing audience engagement with the live host during the live streaming.

4. Paste information in the background

By attaching information such as the title, discussion topic, questions from the audience, or other important information visually on the screen during a live broadcast, viewers can easily read the information without having to divert their attention from the main content being presented.

VI. CONCLUSION

Based on the results of research and observations carried out by researchers, it was found that:

1. Marketing Strategy

In carrying out its marketing strategy, Toko Serba Grosir takes advantage of current developments by following online marketing trends through the Tiktok platform by creating a TikTok account as a medium for carrying out its marketing. In implementing marketing strategy 5.0 in e-commerce, it shows that this approach has great potential for increasing the performance and success of online businesses with several points found by researchers:

a) Order fulfillment which affects customer experience. By prioritizing order fulfillment in your marketing strategy you can create a positive customer experience and build sustainable relationships with customers and increase customer satisfaction and store reputation.

b) Collaboration influences customer engagement by taking an effective approach to expanding reach, reducing costs, and producing creative ideas that can differentiate from competitors. By choosing the right partner you can achieve positive results and strengthen the store's position in market competition.

2. Live Streaming E-commerce

Based on the results of the analysis carried out in conducting live streaming as a marketing strategy media, several points were found, namely:

a) Use a capable device to carry out live streaming which can produce maximum live streaming video that can attract attention, be interactive and satisfy the audience. This can help increase sales, increase sales, increase brand awareness, and strengthen customer relationships in the competitive world of e-commerce.

b) Inviting viewers to follow the tikok versigroosir account can increase the number of social media followers and strengthen relationships with potential customers.

Marketing Strategy 5.0 on Live Streaming Commerce Tiktok

c) Posting an effective live schedule can increase engagement, maximize reach and create a more positive experience for the viewers of the sempergroosir account.

d) In e-commerce live streaming carried out by the Seranggroosir account, by attaching information to the background, it is able to increase brand awareness, provide relevant product information, encourage action from the audience, strengthen promotional messages, and convey important information effectively.

Based on the results of this research, there are several suggestions that can be given both to the research object, namely the @serbagroosir account, and to future researchers. For @serbagroosir, it is recommended to increase the frequency and consistency of live streaming sessions to build regular expectations from customers, as well as utilize analytical data provided by TikTok to understand the best time to do live streaming and the type of content that is most interested in the audience. Integrating other marketing strategies such as collaborating with influencers or using paid promotional features can expand the reach and increase the effectiveness of live streaming campaigns. Apart from that, it is important to continue to innovate in presenting live content so that it remains interesting and relevant to the audience.

For future researchers, it is recommended to expand the scope of research by involving more shop accounts that use live streaming features on various other social media platforms to get a more comprehensive picture. Conducting longitudinal research can also provide insight into the long-term impact of using live streaming features on customer loyalty and sales growth. Additionally, in-depth analysis of consumer behavior during live streaming sessions, including the psychological factors that drive impulse purchases, could provide significant contributions to the digital marketing literature and business practices. Researchers can also consider qualitative approaches such as in-depth interviews with account managers and customers to gain a richer and deeper perspective on the dynamics of live streaming in marketing strategy.

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ATTACHMENT

Question Guidance

Topic	Question
Marketing Strategy 5.0	1. Humans as the Center of Strategy
	2. Marketing Campaign
	3. Utilization of Digital Technology
	4. Social media
	5. Data Analytics
	6. An Important Part Of Strategy
	7. Utilization of Technology
	8. Creating Relevant Experiences
	9. Meaningful Experience for Consumers
Live Streaming Commerce	10. Delivery of Activities
	11. E-Commerce Transactions Via Streaming Platforms
	12. Streaming Room
	13. Streaming Infrastructure
	14. Interaction,
	15. Entertainment,
	16. Social activity,
	17. Trade/Sales Results
	18. Viewer Channels To Watch
	19. Interaction With Streamers



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