

# Analisis Strategi Komunikasi Pemasaran Produk Fashion Lokal Terhadap Online Purchase Intention Dalam Live Streaming TikTok. Studi Kasus Pada Merek Produk Fashion Lokal SWEPO = Analysis of Marketing Communication Strategy for Local Fashion Products Against Online Buying Intentions in Live Streaming TikTok. Case Study on Local Fashion Brand SWEPO

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## Abstrak

TikTok Shop, sebagai social commerce nomor satu di Indonesia, menghadirkan pengalaman baru dalam berbelanja secara online melalui live streaming shopping. Ini memungkinkan aktivitas jual beli dilakukan secara real time yang kemudian menjadi faktor online purchase intention. Salah satu toko yang mengadaptasi teknik ini dan berhasil adalah merek produk fashion lokal Swepo. Swepo berhasil memaksimalkan seluruh fitur live streaming shopping dengan memanfaatkan event Hari Belanja Online Nasional untuk meningkatkan penjualannya. Makalah ini dengan tujuan untuk mengetahui bagaimana fenomena live streaming shopping dimanfaatkan melalui strategi komunikasi pemasaran merek produk fashion lokal Swepo. Qualitative Content Analysis digunakan sebagai metodologi pada analisis ini. Hasil analisis menunjukkan bahwa online purchase intention meningkat melalui interactivity, perceived credibility, perceived attractiveness, argument quality, dan price awareness yang tumbuh akibat kemampuan komunikasi host dalam berinteraksi dengan penonton.

..... TikTok Shop, as the number one social commerce in Indonesia, presents a new experience in shopping online through live streaming shopping. This allows buying and selling activities to be carried out in real time which then becomes a factor of online purchase intention. One store that has adapted this technique and been successful is local fashion brand Swepo. Swepo managed to maximize all of its live streaming shopping features by taking advantage of the National Online Shopping Day event to increase its sales. This paper aims to find out how the phenomenon of live streaming shopping is exploited through the marketing communication strategy of the local fashion brand Swepo. Qualitative Content Analysis is used as the methodology in this analysis. The results of the analysis show that online purchase intention increases through interactivity, perceived credibility, perceived attractiveness, argument quality, and price awareness which grows due to the host's communication skills in interacting with the audience.