



THE ROLE OF TIKTOK LIVE STREAMING IN BUILDING INTERACTIVE COMMUNICATION WITH CONSUMERS: A CASE STUDY OF THE @JUNE_COLLECTIONS ACCOUNT

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Abstract

This study examines the role of TikTok's live streaming feature in building interactive communication between the @june_collections account and consumers of children's clothing aged 0-6 years. Using a qualitative approach with a case study design, the research involved five purposively selected informants comprising the business owner, the main host, and three active consumers. Data were collected through in-depth interviews, non-participant observation of eight live streaming sessions, and account documentation. Data were analyzed using the Miles, Huberman, and Saldaña (2014) interactive model and validated through expert triangulation. Findings indicate that live streaming operates as a multidimensional communication medium through three primary functions: bridging information gaps, transforming transactional into relational interactions, and cultivating a loyal consumer community. The three most dominant interactive communication elements are personalization, responsiveness, and entertainment. Communication strategies employed include a non-coercive approach, sensory-rich product demonstrations, organic testimonials as social proof, and the simultaneous integration of the 4P marketing mix in each broadcast session. This study affirms that live streaming commerce, implemented with an appropriate communication strategy, serves as a sustainable relationship-building medium between small businesses and their consumers.

Keywords: *interactive communication; live streaming commerce; parasocial interaction; social presence; TikTok*

Abstrak

Penelitian ini mengkaji peran fitur live streaming TikTok dalam membangun komunikasi interaktif antara akun @june_collections dengan konsumen produk pakaian anak usia 0-6 tahun. Menggunakan pendekatan kualitatif dengan desain studi kasus, penelitian ini melibatkan lima informan yang dipilih secara purposive sampling meliputi pemilik usaha, host utama, dan tiga konsumen aktif. Pengumpulan data dilakukan melalui wawancara mendalam, observasi non-partisipan terhadap delapan sesi siaran langsung, serta dokumentasi aktivitas akun. Data dianalisis menggunakan model interaktif Miles, Huberman, dan Saldaña (2014) dan divalidasi melalui triangulasi pakar. Temuan menunjukkan bahwa live streaming berperan sebagai medium komunikasi multidimensional melalui tiga fungsi utama: penjemabatan kesenjangan informasi, transformasi hubungan transaksional menjadi relasional, dan pembentukan komunitas konsumen yang loyal. Tiga elemen komunikasi interaktif yang paling dominan adalah personalisasi, responsiveness, dan unsur hiburan. Strategi komunikasi yang diterapkan mencakup pendekatan non-koersif, demonstrasi produk yang kaya isyarat sensorik, manajemen testimoni organik sebagai social

proof, dan integrasi bauran pemasaran 4P secara simultan dalam setiap sesi siaran. Penelitian ini mengafirmasi bahwa live streaming commerce yang diimplementasikan dengan strategi komunikasi yang tepat mampu menjadi sarana pembangunan relasi jangka panjang antara UMKM dan konsumennya.

Kata Kunci: komunikasi interaktif; live streaming commerce; parasocial interaction; social presence; TikTok.

I. INTRODUCTION

Over the past decade, the development of information and communication technology has driven a fundamental shift in the digital commerce ecosystem. One of the most prominent manifestations of this shift is the emergence of live streaming commerce, an interactive marketing model that combines live video broadcasting with real-time buying and selling activity. This phenomenon has transformed consumers from passive viewers into active participants in the digital communication ecosystem. TikTok has emerged as a dominant force within this ecosystem. According to a report by We Are Social and Meltwater, active TikTok users in Indonesia in the first quarter of 2025 exceeded 160 million, making Indonesia TikTok's largest market in Southeast Asia. Users spend an average of 44 hours and 54 minutes per month on the platform, nearly double the time spent on YouTube. Meanwhile, the Gross Merchandise Value (GMV) of TikTok Shop in Indonesia is projected to reach USD 13.1 billion in 2025.

Amid this wave of digitalization, the TikTok account @june_collections emerges as an interesting case for study. This account specializes in selling children's clothing aged 0-6 years through the TikTok Live feature, and demonstrates a notable competitive advantage in building personal interaction with consumers. The effectiveness of interactive communication in the context of live streaming depends heavily on a business's ability to manage the dynamics of interaction in real time. However, academic studies that specifically analyze this practice within the children's clothing MSME (micro, small, and medium enterprise) segment in Indonesia remain very limited.

This study aims to: (1) understand the role of TikTok live streaming in building interactive communication between @june_collections and its consumers; (2) identify the dominant elements of interactive communication; and (3) describe the communication strategy employed. Through this case study, it is hoped that this research can produce an empirical contribution that is beneficial for the development of digital marketing communication science and MSME practice in Indonesia.



II. THEORITICAL REVIEW

Interactive communication is a form of communication that enables a two-way exchange of messages in which each party is able to respond to and adapt their message based on the response received. In the context of live streaming commerce, Liu and Zhang identify three key elements that determine the quality of interactive communication: personalization, responsiveness, and entertainment. Liao et al. add that meaningful interactivity occurs when each response coherently refers back to the context of the preceding conversation.

The theory of social presence put forward by Short, Williams, and Christie defines social presence as the degree of salience a person perceives regarding the presence of another party in technology-mediated interaction. In the context of live streaming, social presence is manifested through eye contact with the camera, authentic facial expressions, personal greetings to viewers, and speed in responding to comments. Li and Hua find that a higher level of social presence is positively correlated with increased consumer trust and purchase intention.

The concept of parasocial interaction was first introduced by Horton and Wohl as an illusion of intimacy between viewers and a media persona. Lu and Chen adapt this concept to the context of live streaming commerce and find that strong parasocial interaction plays a significant role in reducing consumer uncertainty and positively driving purchase intention. In the context of @june_collections, parasocial interaction is formed through the host's consistent presence and the emotional closeness built up across broadcast sessions. Wongkitrungrueng and Assarut find that interactivity and information quality during live broadcasts have a significant effect on consumer trust in the context of Facebook Live and Instagram Live in Thailand. Zhang et al. find that trust, which is influenced by host competence and friendliness, is the most dominant mediator in the relationship between live streaming commerce and customer retention. Amalia and Noer, in the Indonesian context, find that a personal and responsive communication strategy functions not only as a sales channel but also as an effective means of product education. These studies generally employ quantitative approaches and focus on non-TikTok platforms, leaving a research gap regarding MSME practices on TikTok Live, particularly within specific product segments in Indonesia.

III. RESEARCH METHOD

This study employs a qualitative approach with a case study design. This approach was chosen based on the aim of gaining an in-depth understanding of how interactive communication practices unfold during @june_collections' live streaming sessions, a phenomenon that is contextual in nature and cannot be measured through numbers alone. The

research was conducted from April to June 2026. The research setting was virtual, namely the TikTok platform, specifically the @june_collections account. Interviews were conducted either face-to-face or via video call, depending on informants' preference. Informants were selected through purposive sampling. The five informants involved were: (1) Junika (27 years old), owner of @june_collections; (2) Khoerunisa (23 years old), main live streaming host; (3) Fitri Veronika (25 years old), an active consumer for approximately 1 year; (4) Susilawati (28 years old), an active consumer for approximately 2 years; and (5) Anastasya Liyanti (31 years old), an active consumer for approximately 6 months. Triangulation was conducted with a communication expert, Mr. Irfan, M.I.Kom. Data collection employed three complementary techniques: (a) semi-structured in-depth interviews; (b) non-participant observation of eight live streaming sessions under varying times and conditions; and (c) documentation of screenshots, TikTok analytics data, and comment recordings. Data were analyzed using the interactive model of Miles, Huberman, and Saldaña through four stages: data collection, data condensation, data display, and conclusion drawing and verification. Data validity was ensured through source and technique triangulation.

IV. RESEARCH RESULT

Overview of the TikTok Account @june_collections

@june_collections is a TikTok account established in mid-2022, founded by Junika with a focus on selling children's clothing aged 0-6 years. The account hosts live broadcast sessions almost every day with two main schedules: a morning-to-afternoon session (06:30-18:00 WIB) and an evening session (20:00-04:00 WIB). Based on TikTok Analytics data for the April-May 2026 period, 94.5% of the account's followers are female, with a dominant age group of 25-34 years (55.4%) followed by 18-24 years (32.2%). This demographic profile aligns with the target market for children's clothing, namely young mothers with toddlers aged 0-6 years. Product diversification ranges from everyday children's pajamas priced at Rp55,000-Rp255,000 per set to formal Muslim children's dresses for special occasions. This affordable pricing strategy targets the lower-middle segment and has proven to be a key attraction in stimulating consumer purchase decisions.

The Role of Live Streaming in Building Interactive Communication

The research findings consistently show that TikTok live streaming functions as a multidimensional interactive communication medium, extending beyond its role as a mere sales channel. This role is identified across three interrelated primary dimensions.

First, bridging information gaps. The static photo and product description format on conventional e-commerce is unable to address consumers' specific information needs regarding the material, size, and quality of baby clothing products. Real-time dialogue in live streaming effectively fills this gap. Junika confirms: *"During the live session, they can ask directly and we answer instantly. That's where trust grows from."* This finding aligns with Lu and Chen who identify the real-time mechanism as the primary mediator of consumer uncertainty reduction. Second, the transformation of transactional relationships into relational ones. The high frequency of interaction and consistency of the broadcast schedule create conditions conducive to growing familiarity between the host and viewers. Anastasya reveals: *"My trust in this product mostly comes from my trust in the way the host communicates. If the host feels fake, no matter how good the product is, I won't buy from there"* The triangulator, Mr. Irfan, M.I.Kom, validates this finding, confirming that the emotions displayed by the host can directly affect the audience, and that a positive atmosphere conveyed by the host is contagious to the audience. Within the framework of Horton and Wohl, this phenomenon is a manifestation of parasocial interaction, in which viewers build a quasi-emotional relationship with a media figure they watch consistently. The impact of this relational transformation is clearly evident in sales performance. Junika confirms: *"On a normal day without a live session, our sales might be 10-15 orders. During a live session, it can reach 40-80 orders within two hours."* The triangulator interprets this surge through the AIDA framework: live streaming strengthens consumers' interest and desire stages, driving them toward the action of purchasing.

Third, the formation of a loyal viewer community. All three consumer informants independently reported recommending @june_collections' live sessions to their social networks without being asked. Fitri spread the information through a WhatsApp group; Susilawati directed her younger sibling to it; and Anastasya sent product screenshots to her friend. This organic word-of-mouth behavior is a strong indicator of loyalty born from satisfaction with the overall communication experience, aligning with the findings of Zhang et al. that trust contributes positively to customer retention.

Dominant Elements of Interactive Communication

From the triangulation of observational and interview data, three of the most dominant interactive communication elements were identified, consistent with the framework of Liu and Zhang. First, personalization as the primary differentiating element. Personalization operates on two levels: reactive (adjusting responses based on real-time viewer input) and proactive (remembering viewer preferences from previous sessions). Junika describes a simple

spreadsheet-based recording system that allows Khoerunisa to greet regular viewers by name and remember their children's clothing sizes. Fitri confirms its impact: *"It feels really nice, I didn't expect the host to remember, especially with so many people commenting."* From the perspective of social presence theory, proactive personalization contributes to the dimension of intimacy, which significantly enhances the perception of social presence. The triangulator confirms that even the smallest personal greeting can create a major emotional impact, as it signals that the consumer's presence is recognized as an individual. Second, responsiveness as the foundation of trust. The research findings show that the quality of responses, particularly honesty, has a greater impact on consumer trust than response speed alone. Khoerunisa explains: *"It's better to be honest that I don't know than to give a careless answer."* This approach was received positively by Anastasya: *"In fact, there was one time she said, 'for very sensitive skin, I can't guarantee a hundred percent fit, Mom.' I respected her right away."* Within the framework of Kotler and Keller, this honest responsiveness plays a role at the Desire stage of the AIDA model: consumers who have built trust in the host tend to develop a stronger preference for the recommended products.

Third, the entertainment element as a catalyst for engagement. Of the eight sessions observed, three utilized an interactive "guess the price" game segment that drove a surge in comment section activity. Junika explains her philosophy: *"We want the atmosphere of our live sessions to be fun, like chatting with a friend, not like monotonous supermarket shopping."* The triangulator confirms that the entertainment element functions as an ice breaker that lightens the mood, making the audience more comfortable and active in interacting. Fitri confirms: *"There's a relaxed feeling that I rarely find in other live sessions. Sometimes there are little jokes or funny stories about babies."* This finding aligns with Liao et al. who emphasize the importance of enjoyment as a driving force for audience engagement.

@june_collections' Communication Strategy

The research findings identify five dimensions of communication strategy consistently implemented by @june_collections. First, a non-coercive approach. The most fundamental principle is the rejection of coercive persuasion techniques. Junika states: *"We never force anyone. Many live streams use language like selling a miracle cure, full of pressure like 'buy now or it'll be gone.' We don't want to be like that."* Khoerunisa operationalizes this principle through word choices that respect consumer autonomy: *"I never say 'hurry and buy before it runs out' when there's still plenty of stock, that would be dishonest."* The triangulator confirms

that a manipulative communication approach ultimately damages long-term reputation and credibility for the sake of momentary conversion.

Second, product demonstrations rich in sensory cues. Khoerunisa systematically utilizes various visual cues: fabric texture through close-ups, material elasticity through stretching motions, and stitching quality through detailed inspection in front of the camera. This strategy addresses the biggest challenge of online shopping for baby clothing products, namely consumers' inability to physically touch the product. Within the framework of social presence theory, intensive physical demonstration serves as a communicative cue that erodes product ambiguity and deepens audience trust.

Third, the management of organic testimonials as social proof. In six of the eight sessions observed, the host actively read out spontaneous testimonial comments from loyal viewers. Anastasya reveals that her first purchase was driven by a combination of detailed product demonstrations, the presence of testimonials from other viewers, and a flash sale offer for the account's anniversary. Kotler and Keller explain that consumers tend to reduce perceived risk by relying on information from fellow consumers.

Fourth, a pre-broadcast preparation system. Consistency in communication quality results from a structured preparation system, including a ten-minute briefing between Junika and Khoerunisa before each broadcast to communicate product priorities and promotional information. The triangulator confirms that thorough mastery of material is a prerequisite for the host to appear confident and control the flow of the broadcast naturally.

Fifth, energy management and consistency of the host's presence. Khoerunisa, who is on duty for six to seven hours a day, has developed a strategy for maintaining communication quality by treating viewer interaction as a source of energy: *"Interacting with viewers is actually my source of energy."* Susilawati confirms that this consistency is the most impressive quality of @june_collections. In the context of parasocial interaction, the consistency of the host's personality and energy is a critical factor that strengthens the feeling of "knowing" and "familiarity" experienced by regular viewers.

Integration of the 4P Marketing Mix in Live Streaming

The analysis shows that @june_collections' success cannot be separated from the application of the 4P marketing mix, integrated simultaneously within each broadcast session. The Product element is communicated through three dimensions: physical attributes (material, color, pattern), functional attributes (comfort, size accuracy), and emotional attributes (visual appeal, parental pride). The Price element employs a value-based pricing approach ranging

from Rp25,000-Rp55,000 per set, communicated openly alongside a comparison of regular prices and special live discounts. The Place element utilizes TikTok as the primary channel based on the follow-the-consumer principle validated by the triangulator: consumers are now increasingly present on digital platforms, so businesses need to be present in the same place. The Promotion element operates on a soft-selling philosophy through product demonstrations, organic testimonials, participatory entertainment segments, and flash sales based on authentic temporal momentum. What makes this 4P implementation interesting is its synergistic character: within a single five-minute segment, Khoerunisa can simultaneously demonstrate the product (Product), mention the special live price (Price), utilize the integrated TikTok Shop (Place), and drive purchasing action through testimonials (Promotion). This simultaneous integration creates a holistic marketing experience that is difficult to replicate through any other medium.

V. CONCLUSION

This study successfully answers the three research questions established through the case study of the TikTok account @june_collections. First, TikTok live streaming functions as a multidimensional interactive communication medium through three primary functions: bridging information gaps, transforming transactional relationships into relational ones, and forming a loyal consumer community. The success of live streaming is measured not only by sales volume, but by its ability to create long-term, mutually trusting relationships. Second, live streaming sessions are dominated by three interrelated interactive communication elements: personalization (both reactive and proactive), honesty-oriented responsiveness, and contextual entertainment. Together, these three elements build the social presence and parasocial interaction that drive consumers to purchase.

Third, @june_collections' communication strategy encompasses five complementary dimensions: a non-coercive approach, product demonstrations rich in sensory cues, organic testimonial management as social proof, a pre-broadcast preparation system, and consistent management of the host's energy. This strategy is supported by the integration of the 4P marketing mix, executed simultaneously in every broadcast session, producing a communication ecosystem capable of driving not only short-term transactions but also durable customer loyalty. These findings affirm that live streaming commerce, when implemented with an appropriate and consistent strategy, can serve as a means of building long-term relationships between MSMEs and their consumers, a role traditionally played only by major brands.

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