

AIDA-Based Analysis of TikTok Live Marketing at Bin Dawood Boutique Purwokerto

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Purpose: This study aims to analyze the TikTok Live strategy implemented by Bin Dawood Butik Purwokerto using the AIDA model as an analytical framework. This research employed a descriptive qualitative design, through observations of 10 TikTok Live sessions, in-depth interviews with a marketing administrator and a live host, and documentation. Data were analyzed through reduction, presentation, and conclusion drawing based on the AIDA framework, with triangulation applied to ensure validity. Bin Dawood Boutique's TikTok Live strategy effectively implements the AIDA model. The attention stage is built through persuasive greetings, engaging visuals, and broadcast scheduling that aligns with audience activity patterns. The interest stage is strengthened through the use of TikTok's interactive features and the delivery of clear, responsive product information. The desire stage develops through host transparency, emphasizing product benefits, and strategic urgency. The action stage is driven by the use of clear CTAs and seasonal factors, such as the Eid al-Fitr period and payday, which encourage consumers to make transactions. Cumulative TikTok sales reached more than 26,900 products, confirming TikTok Live's significant contribution to overall sales performance. This study provides an empirical overview of how a local fashion business operationalizes each stage of the AIDA model on TikTok Live. As a limitation, the study focuses on a single case and relies on qualitative data, which may constrain generalization.

Keywords: Digital Marketing, TikTok Live Strategy, AIDA Model

1. INTRODUCTION

Various aspects of life, including business and marketing, have undergone significant changes due to advancements in information technology.[1]. Digital technology is now being utilized by business actors as a promotional tool to expand their market, enabling them to reach a wider and more active consumer base [2],[3]. One of the digital media that is growing rapidly and is widely used by business actors is social media, especially TikTok.

TikTok has become a popular digital marketing platform for businesses due to its ability to provide an interactive shopping experience. The app features TikTok Live, making it easier for sellers to promote products directly and provide real-time explanations to consumers [4],[5]. This feature has evolved significantly as a digital marketing tool that integrates personal interaction with product promotion activities [6]. Genep Sukendro [7] Emphasized that TikTok Live plays a crucial role in supporting digital marketing strategies, including optimizing business account algorithms, building consumer trust, and driving increased sales.

One business utilizing this feature is Bin Dawood Butik Purwokerto. This business offers a variety of Muslim fashion products, including family sarimbit sets, gamis dresses, tunics, hijabs, and koko shirts for both children and adults. With the increasing trend of online shopping, since 2022, Bin Dawood Butik has begun utilizing the TikTok Live feature as an interactive promotional tool to expand market segmentation and increase engagement with its audience. Before using TikTok Live, promotional activities relied on offline stores, social media content like Instagram, and e-commerce platforms. However, these strategies have limitations in expanding audience reach and building interactions with potential buyers. Furthermore, Bin Dawood also faces challenges in the form of intense competition from other Muslim fashion businesses and fluctuating sales periods. This situation confirms that determining the right marketing strategy is very important for Bin Dawood to maintain competitiveness and meet the needs of its consumers.

Several previous studies have been conducted on live streaming as a marketing medium. Gabryella et al. [8] found that the frequency with which consumers watch live broadcasts has a significant effect on their purchase intentions. A similar study by Sri et al. [9]

revealed that live streaming activities on TikTok, which enable direct interaction, consumer trust, and exclusive promotions, significantly increase consumer purchasing power and positively contribute to online store sales performance by encouraging impulsive buying behavior and strengthening customer loyalty. Furthermore, the combination of live streaming and sales promotions also influences purchasing decisions [10]. However, Previous studies discuss TikTok Live's impact on purchase intention, but few explore how local fashion brands strategically apply each AIDA stage in real operational practice.

The urgency of this study lies in the need to evaluate the effectiveness of TikTok Live as a digital marketing strategy for local fashion businesses. Although increasingly used, this feature remains a relatively new promotional tool and has yet to be systematically researched, particularly in relation to the application of the AIDA model. Without an understanding of how TikTok Live strategies are optimized through the stages of Attention, Interest, Desire, and Action, businesses risk missing opportunities to attract attention, build interest, and increase consumer loyalty.

Based on this urgency, the research question is how the TikTok Live strategy implemented by Bin Dawood Butik Purwokerto through the AIDA model stages supports the effectiveness of product promotion. Therefore, this study aims to analyze the TikTok Live strategy implemented by Bin Dawood Butik Purwokerto using the AIDA model as an analytical framework. This approach is used to assess how the TikTok Live strategy guides audiences through the stages of attention, interest, desire, and purchase action [11]. This research is expected to contribute to the development of more effective digital marketing strategies for local fashion businesses by optimizing the use of TikTok Live to enhance sales performance.

2. METHODS

This study uses a descriptive qualitative approach to gain a deeper understanding of the promotional strategies implemented by Bin Dawood Boutique Purwokerto through the TikTok Live feature. This approach was chosen because qualitative research focuses on understanding the meaning and context of human behavior [12], allowing researchers to gain an in-depth understanding of how business owners communicate, interact, and

develop promotional strategies in real-time with their audiences. The step-by-step process for conducting this qualitative research is shown in Figure 1.

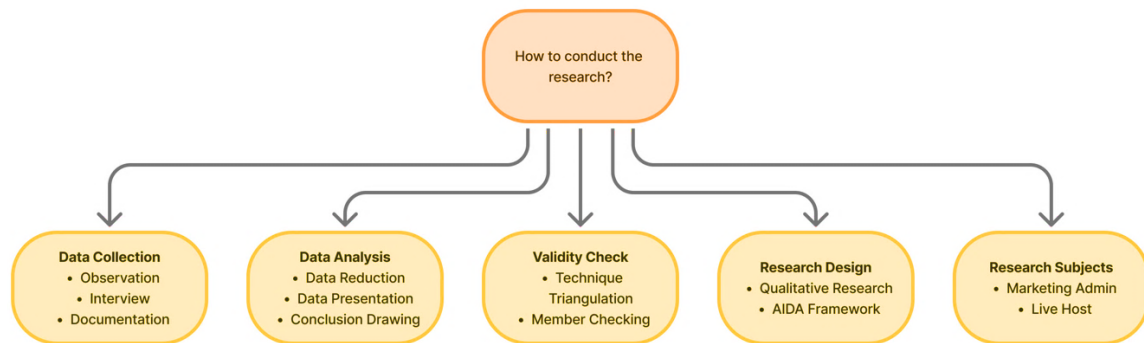


Figure 1. Process of conducting this qualitative research

2.1 Research Subjects

This study employed a purposive sampling technique to recruit informants, targeting individuals who were most knowledgeable about the promotional process conducted via TikTok Live. This study involved two primary informants: A Marketing Administrator with three years of experience, responsible for developing promotional strategies, scheduling live events, and evaluating promotional performance. A Live Host with two years of experience, responsible for conveying product information, building interaction, and implementing persuasive communication techniques during TikTok Live sessions. This research was conducted from September to October 2025.

2.2 Data collection

In this study, observations were conducted at the Bin Dawood boutique and during 10 live sessions of their TikTok account, noting how the hosts communicated, presented product information, utilized visual elements such as lighting and product layout, and implemented promotional strategies during the broadcast. According to Creswell [13] Observation is a method of collecting data through direct observation of events, subject behavior, or specific conditions at the scene. Observed behaviors included the use of persuasive opening lines, product demonstrations (try-on), the use of the product pin feature, and the hosts' responses to viewer comments.

In-depth interviews were conducted offline, with each session lasting 30 to 45 minutes per informant. Interviews are a data collection method conducted through face-to-face interactions [14] to obtain an in-depth understanding of individuals' experiences and perspectives related to the phenomenon under study. In this study, interviews were conducted with the marketing admin and live host of Bin Dawood Butik Purwokerto to understand the planning, implementation, and evaluation of promotional strategies through TikTok Live. The interviews generated insights into the rationale behind selecting specific live-streaming times, the challenges encountered during implementation, and the promotional approaches considered most effective.

Documentation was used as supplementary data to strengthen the results of observations and interviews [15]. This technique involved obtaining data through various documents, archives, and other written materials related to the phenomenon being studied [16]. The documents collected included screenshots of TikTok accounts, screen recordings of live streaming sessions, and recordings of informant interviews.

2.3 Framework analysis

This study uses the AIDA (Attention, Interest, Desire, Action) model as an analytical framework to explore the stages of promotional strategies implemented through TikTok Live. AIDA is a hierarchical response model used by marketers to capture consumer attention, cultivate interest, arouse desire, and encourage purchase [17]. This model provides researchers with a clear, systematic framework for understanding the marketing communication process across its four stages.

According to E. Clow (2011), as cited in Virgioni et al. [18] The AIDA model comprises several key indicators that serve as guidelines for identifying promotional activities at each stage. These indicators, along with observed behaviors in the field, are presented in Table 1 as the basis for operationalizing the analysis in this study.

Table 1. AIDA Model indicators and observed behaviors

Stage	Indictors	Observed Behavior
Attention	Promotional message	Use of friendly greetings, persuasive titles
	Visualization and appearance	Use of background, bright lighting, and a neat appearance by the host

Stage	Indictors	Observed Behavior
Interest	Frequency of live streaming	Two live sessions per day
	Effectiveness of the media used	Use of product pinning features, showcases, testimonial comments, and try-on sessions to demonstrate product details
	Consumer perception of the product	Viewers ask questions, respond positively, and request additional details through comments
	Clarity of the message	Host explains ingredients, size, and price in simple language, repeating explanations if audience members do not understand
Desire	Product information	Host demonstrates the product directly, explaining ingredients, size, and color in detail
	Consumer interest	Audience interaction provides comments that indicate interest
	Trust in the host in presenting the product	The host is honest about the actual color, which differs from the catalog, and does not exaggerate the product's quality
Action	Purchase Confidence	The host uses a Call-To-Action (CTA) to encourage purchases
	Purchase Inclination	Purchases made during the live session
	Relevance of the product displayed	The host explains the suitability of the size, color, and material, reducing the potential for buyer disappointment

2.4 Data Analysis

The data obtained were processed using a descriptive approach through several stages, namely [19]: Data reduction was carried out by sorting and simplifying the data according to the research focus. Data presentation was carried out by organizing the findings into a narrative text based on the AIDA stages. Conclusions were drawn by interpreting the analysis results to explain the effectiveness of the TikTok Live promotional strategy in attracting consumer interest and purchasing decisions.

Data validity in this study was ensured through technical triangulation, which compared findings from direct observations of TikTok Live sessions with insights gathered from in-depth interviews with the host and marketing administrator. Technical triangulation was employed to verify the alignment between informants' statements and what was observed in practice, thereby strengthening the credibility and reliability of the data [20]. Furthermore, the researcher conducted member checking by asking informants to review the interview summaries to ensure accuracy and prevent any misinterpretation.

3. RESULTS AND DISCUSSION

3.1 Implementation of AIDA in Bin Dawood Butik's TikTok Live Marketing

The results of this study indicate that Bin Dawood Butik implemented a strategy that follows the AIDA stages to attract audience attention, increase interest, build desire, and encourage purchase through the TikTok Live shopping feature.

3.1.1. Attention

In the initial stage (Attention), the host focuses on capturing the audience's attention from the very beginning of the TikTok live session. The host explained that the initial strategy for capturing audience attention is to provide a friendly greeting and promotional information from the very first second of the live broadcast. This point was emphasized by the host during the interview, as illustrated in the following excerpt:

"Pas awal kita menyapa dulu ya, ada sapaan, 'yang masih di luar boleh gabung dulu, kita ada promo besar-besaran.' Kita kasih tahu hari ini ada apa aja, kayak ada flash sale 50% sama ada vouchernya." (Interview, Live Host, 2025)

The host also uses typical terms such as "bunda" or "beb" when greeting the audience.

In terms of visualization, the live sessions are presented with bright lighting, a neat background, and the use of a TV screen to show product videos. Each session is packaged with a well-organized product layout and a promotional broadcast title. Figure 2 presents an example of the initial display of Bin Dawood Boutique Purwokerto's TikTok Live, in which the host showcases the products while using the promotional headline 'Diskon Besar Gajian Sale'. Furthermore, the host wears a matching robe and hijab.

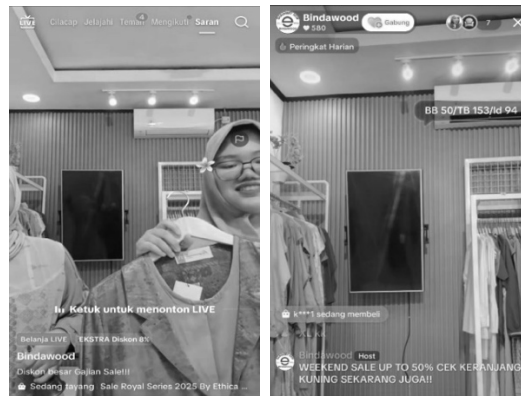


Figure 2. Visual appearance and use of promotional titles

The frequency and timing of live broadcasts are also strategically managed. Live broadcasts are held daily in two sessions, one in the afternoon and one in the evening, with a minimum duration of two hours for each session. The afternoon session is held at 3:00 p.m., while the evening session runs from 8:00 p.m. to 10:00 p.m. During certain periods, such as around Eid al-Fitr, the live broadcast duration is extended to last the entire day.

Based on interviews with marketing administrators, the accumulated number of viewers for each live session is quite high, ranging from 800 to 2,000 viewers by the end of the broadcast. However, the number of viewers who actually stay throughout the live session is relatively small, averaging 15 to 25 viewers. This significant difference between total viewers and retained viewers indicates that retaining audience attention is a challenge in the TikTok Live strategy. To address this, hosts strive to maintain audience engagement by maintaining interaction, even when no comments are received. The host stated:

"Kalo aku selalu spill-in terus walaupun sepi, walaupun nggak ada yang komen. Interaksi aja si, nanya-nanya... ada yang mau ditanyain lagi atau enggak. Kalau nggak ada, kita lanjut ke etalase berikutnya. Kalau misalkan sampai akhir, kita kasih tahu flash sale-nya bentar lagi loh jadi digercepin aja." (Interview, Live Host, 2025)

In addition to maintaining engagement, the host also utilized urgency strategies by timing flash sales to recapture the attention of viewers who were on the verge of leaving. This demonstrates that the host not only relied on visual content and promotional offers but

also optimized real-time interaction and urgency techniques to keep viewers engaged throughout the entire session.

3.1.2. Interest

In the interest stage, the host builds audience curiosity and interest through several strategies related to media effectiveness, consumer perception, and message clarity.

In terms of media effectiveness, the host utilizes various TikTok features, including product pins, product showcases, the comment section, and live demonstrations to present detailed information about the product's material and overall appearance. These features allowed viewers to access the product being described without needing to locate it manually. The try-on demonstrations provide an overview of the texture, drape, and fit. In Figure 3, the host pins a product using the showcase feature, enabling viewers to access its details instantly. Pinned comments further steer the audience's attention toward the product being discussed.

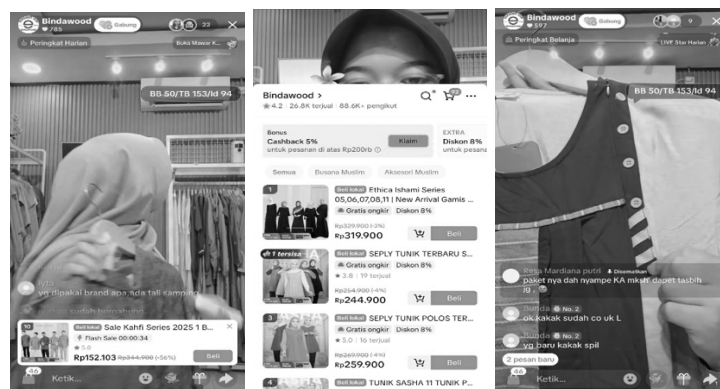


Figure 3. Effectiveness of using the TikTok live feature

From a consumer perspective, audience interest was reflected in the numerous comments requesting product details or asking the host to show specific parts of the garment. Figure 4 presents several examples of comments that appeared during the live session, such as: *"Kak eta 8 mauve blus real pictnya," "Bahannya apa kak?"* and *"Kak spill yang dipake dong."* In addition, testimonial comments from previous buyers also emerged, including: *"Kemarin dah co yang hitam, sudah sampai bagus bgt condition,"* and *"Udah co kak dpt harga 260 kk."*



Figure 4. Comment Activity on Live Sessions

In terms of clarity, the host delivered detailed product information in simple language. He reiterated the material, dimensions, and benefits of the product if any viewers didn't understand the previous explanation. The host also responded to follow-up questions, such as when a viewer asked, *"Kalau lihat bawahnya gimana?"* The host showed the bottom of the product and repeated the material description.

3.1.3. Desire

In the desire stage, the host attempts to convert audience interest into a desire to purchase by synchronizing comprehensive product information and directly promoting it. The host demonstrates the product through a try-on while explaining its materials, size, color, and benefits. Viewers who are still unsure can view reviews, ratings, or request the host to re-display the product details.



Figure 5. Using Flash Sales and Discounts to Increase Purchase Intention

During the live session, interactions emerged indicating increased purchase intention, such as comments like, *"Koko XL berapa kk id nya?"* or *"Everglade promo net brp kkak"*

saya mau?" The host then offered promotions, 50% off flash sales, vouchers, and discounts. In Figure 5, a flash sale and discount coupons, valid for only a few minutes, were displayed on the screen, accompanied by viewer comments asking about the promotional price and size availability.

The host also emphasized the importance of honesty in product descriptions. In the interview, the host stated:

"Aku spill sesuai produknya... nggak ada yang dilebih-lebihkan. Misal bahannya tipis, aku bilang 'bahannya tidak terlalu tebal ya, jadi adem.'" (Interview, Live Host, 2025)

The host's credibility is supported by a polite and friendly communication style, as well as the ability to convey product information in a coherent and easy-to-understand manner.

3.1.4. Action

In the action stage, the host attempts to encourage viewers to purchase by delivering a Call-To-Action (CTA) specifically and persuasively, for example, with directions such as "cek etalase nomor 5, klik yang saya sematkan," or "kalo dapet harga di bawah 200 ribu, silakan langsung checkout aja bun." The urgency strategy is also implemented through a flash sale system that is activated gradually, providing a psychological push for viewers to make immediate purchase decisions. Mentions of limited stock, bonuses, and gifts further strengthen the incentive for viewers to make a transaction.

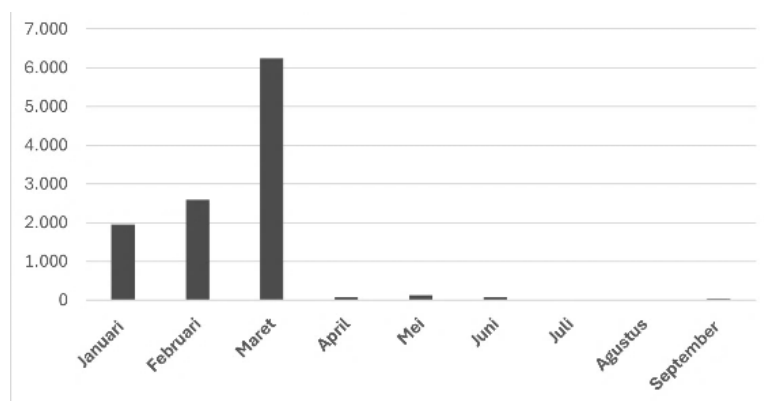


Figure 6. Sales Data

Figure 6 shows Bin Dawood's TikTok sales data from January to September 2025, showing a highly fluctuating pattern. In the first three months, sales were high, with 1,955 products sold in January, increasing to 2,593 in February, and peaking in March at 6,243 products. Entering April, sales dropped sharply to 84 products, then increased slightly in May with 127 products, but declined again in June with 76 products. The downward trend continued in July and August, with only 22 and 8 products sold, respectively, before experiencing a slight increase in September at 35 products. Furthermore, data from Bin Dawood's official TikTok account indicates a total cumulative sales volume of more than 26,900 products, demonstrating that the TikTok Live strategy has significantly contributed to the store's overall sales performance.

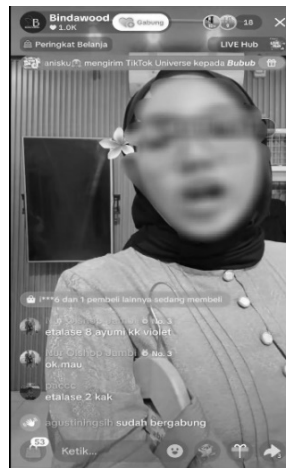


Figure 7. Purchase Activity During the Live Session

In Figure 7, purchasing activity is clearly visible in real time during the TikTok Live session. The host also explained the product's size, actual color, and material to reduce the gap in buyers' expectations. The Host emphasized that catalog colors may appear lighter than in real life and asked viewers for their chest measurements to ensure a suitable size. The host also explained that if there were any flaws with the product, these would be communicated to viewers. Furthermore, several obstacles arose, primarily related to viewers' mismatched expectations of the product shown during the live stream compared to the catalog photo, as well as the perceived higher price. To address these concerns, the host explained the potential differences in color or texture due to lighting and camera quality, and emphasized that the price offered reflected the product's quality and material characteristics, thus commensurate with the value consumers received. Furthermore, the host directed viewers to check the price directly through the storefront

to see the automatic discount provided by TikTok, thereby increasing their confidence in completing the purchase.

3.2 Discussion

The results of this study show that Bin Dawood Butik's TikTok Live strategy aligns with the AIDA framework and effectively guides audiences from merely watching the broadcast to making a purchase. At the attention stage, strategies such as persuasive greetings, the use of distinctive calls, and attractive visual arrangements create a strong first impression. This approach aligns with the AIDA concept, which emphasizes the need for a prominent initial stimulus to capture users' attention amidst the rapid flow of digital information [21]. Furthermore, selecting a broadcast time tailored to the audience's activity patterns strengthens the effectiveness of this stage. This strategy aligns with research by Arum and Hidayat [22], which emphasizes the importance of adjusting broadcast frequency and time to the audience's activity habits. These findings indicate that attention is influenced not only by content quality but also by the right timing strategy.

At the interest stage, audience interest is generated through a combination of TikTok's interactive features and the host's ability to convey information clearly and responsively. Features like product pins, product showcases, and try-on demonstrations provide viewers with direct access to product details, strengthening their perception of the product's quality. The interactions that emerge from detailed questions and requests to demonstrate specific parts of the product, including testimonials from previous buyers, serve as powerful social proof that enhances consumer confidence and strengthens their interest. The host's repetition of key information plays a crucial role in ensuring message clarity, thereby effectively reinforcing the interest stage. These findings align with previous research, which confirms that interactivity in live streaming and clarity of communication are crucial factors in driving purchase intention, as consumers can see the product in real time and receive direct explanations from the host[23], [24].

The desire stage is seen when interest has developed into a desire to purchase. This occurs when the host displays the product directly, conveys information transparently, and maintains credibility in communication. The host's honesty regarding material quality and the difference between actual and catalog colors demonstrates a strategy for

building credibility. This finding aligns with research by Armiani et al. [3] Confirms that transparency in information delivery plays a significant role in increasing consumer trust in the quality of the product offered. The use of urgency strategies such as 50% flash sales, discount coupons, and emphasizing limited stock further strengthens consumers' emotional urge to make an immediate decision. This aligns with the literature, indicating that limited-time promotions can trigger Fear of Missing Out (FOMO), thereby accelerating the formation of purchase intention [25],[26].

In the action phase, a clear and direct CTA was the primary driver of purchasing decisions [27]. The effectiveness of this CTA was reinforced by the gradual implementation of an urgency strategy and information about limited stock, as evidenced by cumulative sales of over 26,900 products and real-time transaction activity during the broadcast. However, the monthly sales performance exhibited notable fluctuations, as reflected in the data from January to September 2025. The surge in sales in the first three months and the sharp decline in the following months indicate that purchasing decisions were influenced not only by the live commerce strategy but also by seasonal factors, such as the peak shopping season leading up to Eid al-Fitr and the payday cycle. The implementation of AIDA in Bin Dawood Butik's TikTok Live proved effective because each stage complemented the other in guiding the audience from initial interest to final purchase. The success of the strategy was largely supported by persuasive communication, sustained two-way interaction, transparent explanations from the host, and the optimal use of TikTok features.

4. CONCLUSION

Bin Dawood Boutique's TikTok Live strategy effectively implemented the AIDA model as an integrated marketing communications process that guides audiences from initial attention to purchase. The attention stage is built through persuasive greetings, engaging visuals, and broadcast scheduling that aligns with audience activity patterns. The interest stage is strengthened through the use of TikTok's interactive features and the delivery of clear, responsive product information. The desire stage develops through host transparency, emphasizing product benefits, and strategic urgency. The action stage is driven by the use of clear CTAs and seasonal factors, such as the Eid al-Fitr period and payday, which encourage consumers to make transactions. The implementation of this

strategy is reflected in cumulative sales of over 26,900 products, demonstrating TikTok Live's significant contribution to sales performance. The limitations of this study include its single-case design, the inherent subjectivity of qualitative methods, a limited observation period, and restricted access to TikTok's internal analytics. Further studies are recommended using mixed methods and involving multiple business units to gain a more comprehensive understanding of the application of AIDA in the context of live commerce.

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