THE INFLUENCE OF MARKETING COMMUNICATION LIVE STREAMING ON TIKTOK ACCOUNT @SOMETHINCMAKEUP ON CONSUMER PURCHASING DECISION OF *SOMETHINC* MAKEUP PRODUCTS WITH BUYING INTEREST AS MEDIATOR VARIABLE

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ABSTRACT

Internet telah menjadi platform bisnis. Di tahun 2021, brand lokal Somethinc memperkenalkan produk makeup-nya dan melakukan berbagai promosi melalui media sosial TikTok. Sebagai pendatang baru, Somethinc Makeup perlu mendongkrak penjualannya agar bisa bersaing dengan merek lokal lainnya. Salah satu upaya pemasaran yang mereka lakukan adalah melalui live streaming pada aplikasi TikTok. Penelitian ini bertujuan untuk mengetahui pengaruh komunikasi pemasaran melalui live streaming di TikTok terhadap keputusan pembelian konsumen, dengan minat beli sebagai mediator. Penelitian ini menggunakan Elaboration Likelihood Model dengan teknik non-probability sampling. Sampel terdiri dari 100 orang individu berusia 18-24 tahun yang merupakan pengguna TikTok dan pengikut akun @somethincmakeup, memiliki ketertarikan terhadap kosmetik, pernah membeli produk kosmetik Somethinc, dan berpengalaman menggunakan produk Somethinc. Pertimbangan ini berdasarkan mayoritas pengguna TikTok yang merupakan remaja berusia 18 - 24 tahun, dan demografi segmentasi pasar Somethinc yaitu perempuan berusia 15 hingga wanita dewasa. Pengujian hipotesis dilakukan dengan Regresi Linear Sederhana dan Regresi Linear Berganda oleh SPSS.

Berdasarkan hasil penelitian, ditemukan; (1) hipotesis pertama: terdapat pengaruh positif dan signifikan komunikasi pemasaran melalui live streaming di TikTok (X) terhadap Keputusan Pembelian (Y) dengan nilai signifikan 0.000. (2) hipotesis kedua: variabel komunikasi pemasaran live streaming di TikTok (X) berpengaruh positif dan signifikan terhadap Minat Beli (M) dengan nilai signifikan 0.000, sehingga semakin baik kegiatan komunikasi pemasaran melalui live streaming di TikTok (X) semakin tinggi minat beli. (3) hipotesis ketiga diterima dimana terdapat pengaruh positif dan signifikan antara komunikasi pemasaran melalui live streaming di TikTok (X) terhadap keputusan pembelian (Y) yang dimediasi secara parsial oleh Minat Beli (M) dengan nilai signifikan 0.00.

Kata Kunci: *Keputusan Pembelian Konsumen, Komunikasi Pemasaran, Live Streaming TikTok, Somethinc Makeup, dan Minat Beli.*

ABSTRAK

The internet has become a business platform. In 2021, local brand Somethinc introduced its makeup products and carried out various promotions via TikTok social media. As a new entrant, Somethinc Makeup needs to increase its sales so that it can compete with other local brands. One of the marketing efforts they make is through live streaming on the TikTok application. This research aims to determine the influence of marketing communications via live streaming on TikTok on consumer purchasing decisions, with purchase interest as a mediator. This research uses the Elaboration Likelihood Model with non-probability sampling techniques. The sample consisted of 100 individuals aged 18-24 years who were TikTok users and followers of the @somethincmakeup account, had an interest in cosmetics, had purchased Somethinc cosmetic products, and had experience using Somethinc products. This consideration is based on the majority of TikTok users which are teenagers aged 18 - 24 years, and Somethinc's market segmentation demographic, namely women aged 15 and older. Hypothesis testing is carried out using Simple Linear Regression and Multiple Linear Regression by SPSS.

Based on the research results, it was found; (1) first hypothesis: there is a positive and significant influence of marketing communications via live streaming on TikTok (X) on Purchase Decisions (Y) with a significant value of 0.000. (2) second hypothesis: the live streaming marketing communication variable on TikTok (X) has a positive and significant effect on Purchase Interest (M) with a significant value of 0.000, so that the better the marketing communication activities via live streaming on TikTok (X), the higher the purchase interest. (3) the third hypothesis is accepted where there is a positive and significant influence between marketing communications via live streaming on TikTok (X) on purchasing decisions (Y) which is partially mediated by Purchase Interest (M) with a significant value of 0.00.

Keywords: Marketing Communication, Consumer Purchasing Decision, TikTok live Streaming, Somethinc Makeup, and Buying Interest.

INTRODUCTION

According to Statista (2023), Indonesia is one of the biggest online markets worldwide. In 2022, over 224 million Indonesians have been accessing the internet, with popular online activities namely mobile messaging and social media (Statista, 2023). As today, the function of the internet has far developed and branched out into an effective platform for business activities where sellers and buyers are able to do the chains of transactions in online platforms which is considered more practical. The use of online communication media platforms for reaching business profit or so called digital marketing helps in reaching a wider audience and target particular segments. This might lead to more people becoming aware of a business's products or services, which would boost sales (Melody M. Cuevas, 2023).

As a new media, social media platforms now are developed into a shopping platform where they provide selling and buying features for its users to shop online. As well as TikTok, a social media platform of short video-sharing that has quickly become one of the most popular apps (Alex Miltsove, 2022). This Bytedance app recorded a continuous increase in the number of monthly active users. In 2023, TikTok boasted 1.5 billion active monthly users (Business Of Apps, 2024). In October 2023, there were approximately 106.51 million TikTok users in Indonesia, according to We Are Social research (Databoks, 2023). TikTok users in Indonesia are dominated by teenagers with an age range of 18-24 years old (Databoks, 2023.

In 2020, due to the enormous negative impact of COVID-19, people's daily lives were forced to undergo major changes.

Short video applications, especially TikTok, have experienced rapid growth which has significantly increased the marketing value of TikTok. The TikTok app was updated by including online shopping features with the purpose to transform into a social commerce in response to users' growing interest (Jianyu Ma and Siwei Yu, 2021). Many new brands utilized these features as the media for their business activities including marketing communication to expand the market, engage with potential customers, promote products, and increase sales of brands. According to Tjiptono (2008), marketing communication is an activity that seeks to disseminate information, influence or persuade, increase target market awareness of the company and its products, and is willing to accept, buy, and be loyal to the products offered by the company concerned.

Marketing communication has the goal of being able to build an emotional bond with the brand with the products offered to the wider community. One of TikTok features that is being intensively used by digital marketing teams of brands to boost their sales is TikTok Live Stream.

Live streaming is one of TikTok features that is usually used Live streaming is one of TikTok's features which is usually used as a medium for user expression in real time to the audience, but has changed its function to become a medium for promotion and real-time product sales by brands that use TikTok as social commerce (Susi Evanita, Zul Fahmi, Larisya Syawalki, 2023). Live streaming has developed into a tool for product marketing that may effectively build consumer trust and convince them to make a purchase decision (Elvi Susanti and Suhroji Adha, 2023).

Selling through live streaming could present a shopping atmosphere in front of potential buyers to conduct the product offering, presenting product knowledge, and other pra-transaction activity to wider customers from any location without physical distance as a barrier. According to Snapcart, 38% of Indonesian consumers have ever participated in live streams of e-commerce products, and most of them find it helpful for their purchasing decisions (Rintis Eko and Togar Alam, 2023).

One of Indonesia local cosmetic brands that is adopting social media marketing strategy is Somethinc cosmetic brand. Somethinc is a local beauty and skincare brand from Indonesia which was founded in May 2019 by Irene Ursula. Irene Ursula as the founder of Somethinc stated that Somethinc's skin care products managed to steal the attention of the Indonesian people. As a newcomer, Somethinc managed to achieve total sales of IDR 53.2 billion and ranked first (Compas, 2022). Their serum products are also the number one best-selling local serum products in several marketplaces. This is proven by the rank that Somethinc skincare product reached which in the first position in the "Top Brand" category for local serum sales in Indonesia.
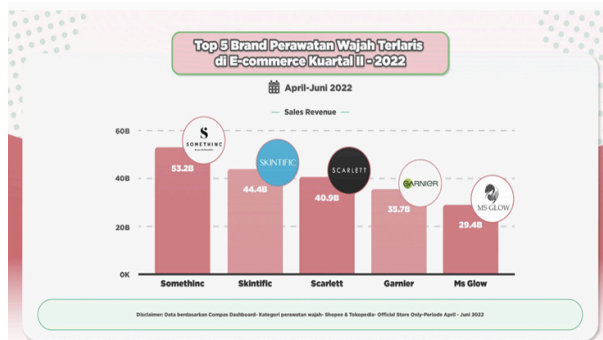

Figure 1.1 Compas.co.id: Top 5 Facial Care Brands in Indonesian E-commerce with Sales above IDR 10 Billion

Creative and innovative marketing communication strategies are their plus point where Somethinc actively innovates in their marketing campaigns, namely collaborating with well-known social media influencers, adopting the latest social media trends, and creating interesting content on social media. Therefore, Somethinc always seems to be able to market its products to social media audiences in a presentable and relevant way.

At the end of 2021, Somethinc continued to innovate in cosmetic products with the launch of their first 120 makeup products. Based on Indonesians diverse skin conditions and tones which cause many of them to find it difficult to find the match makeup tone for their skin, Somethinc presents more than 120 types of makeup. Irene Urusla sets a big mission for her brand, to make Somethinc the first local brand to go global. "Our mission is very big, we want to be the first local brand that can penetrate the international market and Indonesian unicorns that can go abroad," said Irene in an interview with fimela.com. In addition, Irene wants her brand to be the best choice of cosmetic products for the people of Indonesia.

In contrast to the sales of skincare products which have succeeded in dominating the market and reached the first list of the "Top Brand" of local skincare, Somethinc's makeup products still need to improve its product quality, and determine an effective marketing communication strategies in order to compete with other local and imported makeup brands. Based on the sales trend of the best-selling local makeup brands for the April-June 2022 period, Somethinc is in 5th position with a market share of IDR 4,31% (Compas, 2022). Somethinc still need to improve its product quality, and determine effective marketing communication strategies in order to compete with other local and imported makeup brands.
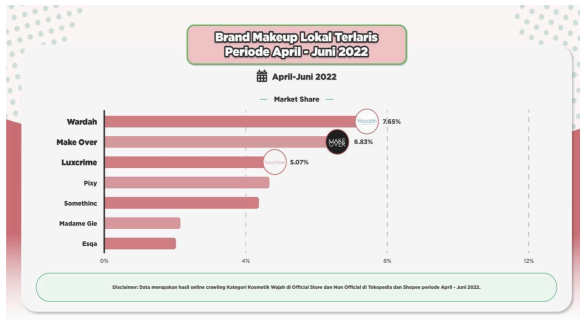
Figure 1.2 Compas.co.id: Best-Selling Local Makeup Brands for the Period April - June 2022

Other than the tight competition with other local brands, there is still a negative stigma related to trust in the quality of local brands where many people think imported brands have better quality than local brands. Somethinc makeup still need to intensify marketing communication strategies to attract consumer buying interest. Consumers who have a desire to select, utilize, and consume a product or service are said to have a consumer buying interest (Adi, 2015). Once the potential consumers have the interest to buy, then they may make a purchase decision. Companies need a strategy to attract consumers to make purchases of the products they offer (Swastha & Irawan, 2013).

Through social media marketing communication, particularly TikTok, Somethinc owned two accounts namely the @somethincofficial account which focuses more on marketing communication of their skin care products, and the @somethincmakeup account which markets the Somethinc makeup products. The two accounts have significant differences in audience reach. Both of the accounts have applied similar marketing communication treatment to boost sales.

@Somethincmakeup and @Somethincoffcial conducts live streaming shopping for 24 hours which is filled with intense and interactive marketing communication activities between Somethinc live streamer team with potential buyers. There happens the explaining in detail about Somethinc makeup products knowledge, products usage, as well as questions and answers that occur between the live streamer and potential buyers.

The tight competition between local cosmetic brands encourages Somethinc, a newcomer local cosmetic brand, to think of an effective marketing communication strategy (Live streaming through TikTok) in order to present their makeup product offer to influence buying interest that encourage purchasing decisions of the potential buyers.

Research Purpose
This research has the objectives to:
1. Knowing marketing communication live streaming on Tik Tok @somethincmakeup influence on consumer purchasing decisions.
2. Knowing marketing communication live streaming on Tik Tok @somethincmakeup influence on consumer buying interest.
3. Knowing marketing communication live streaming on Tik Tok @somethincmakeup influences consumer purchasing decisions that is mediated by consumer buying interest.

Framework Theory
Elaboration Likelihood Model

The Elaboration Likelihood Model (ELM) a persuasion theory that aims to predict how and when a person will be persuaded or not by the message received regarding an offer was created in the middle of the 1970s by John Cacioppo a co-founder of the field of social neuroscience and Richard Pretty, a renowned psychology professor at Chicago University (Littlejohn & Foss, 2012). Petty and Cacioppo (1986) define elaboration as to what extent a person could think carefully about the relevance of the arguments in a certain communication topic.

Elaboration means the amount of effort needed for a listener to comprehend, analyze, and remember a message before accepting or rejecting it. The ELM specifically discovered that, depending on the amount of work necessary, people reply to messages using one of two channels (although occasionally both). On the contrary, elaboration refers to how much information must be improved and developed before a choice can be made.

Elaboration is considered to be high when a person exhibits high levels of motivation or cognitive ability. But the level of elaboration will be low if a person has low levels of skill and motivation. The Elaboration Likelihood Model describes how varying levels of engagement affect cognitive processing, persuasion, and attitude change.

1. Central Route

Elaboration is processed through the central route when it is higher. Due to their high level of motivation, the audience in this instance carefully examines the message's contents. Systematic, cautious, critical, and precise thinking are characteristics of information processing of a person in the central route, as well as being full of thoughts pertaining to the arguments in the message (Griffin, 2006, p, 7).

2. Peripheral Route

Processing along the peripheral pathway involves only modest amounts of elaboration. The audience is not paying close attention to how well the message is working. As a result, additional factors like distractions might affect him or her. Individuals who are aware of what they're seeking but are not well-versed in the details are among these consumers.

Live Streams on TikTok

Live stream is a feature on social media where users can broadcast videos containing live activities and can also be seen and witnessed by other users. Viewers can react in the form of comments and likes on live broadcasts that are being held, so that interactions can be created in real time. The definition of live streaming on TikTok according to David Erikcson in Listra Jesika Pongratte, Jingli Liu, Monica Dita Pravita Widya Putri, Adouko Paulin (2023), is defined as a direct transmission feature where users can send transmissions directly from the application.

Marketing Communication

Marketing communication is the interaction between producers and potential customers or customers through various types of available media. It is in the form of communication that is aimed at strengthening marketing strategies in order to reach wider segmentation. The right marketing communication strategy can prevent and anticipate the company from losses caused by promotional activities that are not effective and efficient. In marketing studies, effective and efficient promotional activities can be included as part of the marketing communication mix concept.
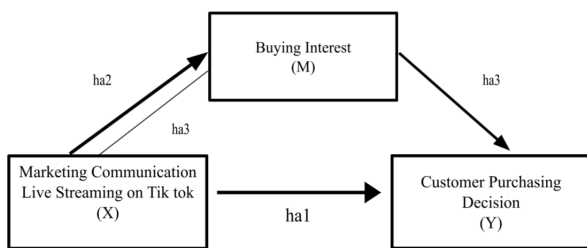
Consumer Purchasing Decision

Kotler and Keller (2009) define a purchasing decision as the moment at which a customer has a choice, is prepared to buy something, and exchanges money for the commitment to pay for the ownership or use of a good or service. In determining purchasing decisions there are indicators that can be used according to Kotler and Armstrong (2012).

Consumer Buying Interest

Consumer buying interest is a human urge that develops into an interest in making purchases as a result of behavior and movement towards consumption-oriented products or services. This buying interest

appears as a form of response from the object that shows its desire to make a purchase. Buying interest encourages a person to make a plan before purchasing a product he wants and the number of products he will buy. According to Balakrishnan et al., 2014 in Fatimah, 2020, consumer buying interest can be impacted by online marketing communication. To demonstrate that there is a substantial correlation between social media advertising and consumer buying interest, Jurnia and Rosyad (2015) in Fatimah (2020) researched the impact of social media advertising and buying interest.

Hypotheses

Ha1: There is positive influence between Marketing communication Live Streaming on TikTok on Purchasing Consumer Decision.

Ha2: There is positive influence between Marketing communication Live Streaming on TikTok on Consumer Buying Interest

Ha3: There is positive influence between Marketing communication Live Streaming on TikTok on Purchasing Consumer Decision that Mediated by Consumer Buying Interest.

Research Method
Research Type
This study is using a quantitative approach. The type of this research is by giving descriptive statistical findings. Reform research is conducted using quantitative research. Since there hasn't been any prior research, it was vital to perform this study in order to produce fresh research findings. The IBM SPSS Statistics 26 application will be used to process and carry out the results utilizing statistical data processing techniques (Sugiyono, 2018). Data can be displayed in a measurable manner through questionnaires. In this study, it can be used to analyze the subject matter very deeply. The goal is to try to solve a problem and an existing phenomenon.

Population
Research Population
The research population is someone who will provide information related to research needs. The subject is the object of the study, and the information is gathered to address the question posed by the research problem. The determination of the population of this research must be in accordance with the research criteria to be accurate.
Sample

A sample is a portion of the total population with its characteristics. In this research, the sample consists of individuals who are interested in cosmetics, potential buyers of Somethinc cosmetic products, and TikTok users who follow the official TikTok account @Somethincmakeup.
Sampling Technique

By using non-probability sampling techniques, it means that it does not represent the chances for the entire population selected in this study. The sampling method is non-random. The sampling method uses convenience sampling techniques by distributing questionnaires using online forms.

The sample size can be calculated using the Slovin formula with a standard error of 10%, formulated as follows:

$$n = \frac{N}{1+Ne^2}$$

With:

n : sample size
N : population size
E : standard error (10%)

If calculated using the Slovin formula, the minimum sample size used is 100 respondents, with the calculation process as follows:

$$n = \frac{N}{1+Ne^2}$$
$$n = \frac{287.100}{1+(287.100)(0,1)(0,1)}$$
$$n = \frac{287.100}{25.001}$$
$$n = 99{,}996$$
$$n \approx 100$$

Data Type and Source
Data Type

Basically, data is classified into two types, including; quantitative (numeric), and qualitative (descriptive). According to Tavakol, M., & Dennick, R. (2011), Numerical data refers to data that can be measured with numbers, such as quantities, percentages, and statistical values. This type of data is usually collected through surveys, experiments, or records stored in databases.

Data Collection Techniques

The researcher conducted a literature review as one of the data collection techniques. In this case, the author sought various literature from various sources, including books, scientific journals, as well as theories cited as reference materials and literature reviews.

Data Analysis Techniques
Descriptive

Descriptive statistics is a statistical method used to summarize, describe, and analyze data in a more easily understandable form.

The primary goal of descriptive statistics is to provide a clear overview of the available data, allowing for initial understanding without delving into deeper inference or generalization.

Mediation Regression with Causal Step Method

The regression analysis of the mediation variable using the causal steps method developed by Baron and Kenny (1986). To understand the mediation testing using this method, we can use a regression model diagram as shown in Figure X, and then we can write the following three regression equations:

Equation 1: $\hat{Y} = \alpha1 + cX$
Equation 2: $M = \alpha2 + aX$
Equation 3: $\hat{Y} = \alpha3 + cX + bM$

In this test, variable M is considered a mediating or intervening variable between variable X and variable Y if it meets the following criteria:

In Equation 1, X significantly influences Y ($c \neq 0$).

In Equation 2, X significantly influences M ($a \neq 0$).

In Equation 3, M significantly influences Y ($b \neq 0$).

FINDINGS AND DISCUSSION

The Influence between Marketing Communication Live Streaming on TikTok (X) towards Consumer Purchasing Decision (Y).

According to the result of Simple Linear Regression, it is found that there is a positive and significant influence between Marketing Communication Live Streaming on TikTok (X) towards Consumer Purchasing Decision (Y) with a significant value 0.000.

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	25.727	6.052	4.251	.000
Marketing Communication Live Streaming on TikTok (X)	1.332	.090	14.727	.000

a. Dependent Variable: Consumer Purchasing Decision (Y)

The obtained coefficient value for the Marketing Communication Live Streaming on TikTok which is 1.332, meaning that for every one unit increase in this variable this can increase the purchasing decision variable by 1.332. The calculated t value obtained (14,727) exceeds the t table value (1.984), meaning that there is an influence of variable X on variable Y.

The Influence of Marketing Communication Live Streaming on TikTok (X) on Buying Interest (M).

According to the result of Simple Linear Regression, there is a positive and significant influence between Marketing Communication Live Streaming on TikTok (X) on Consumer Buying Interest (M) with significant value 0.000.

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	17.241	4.372	3.943	.000
Marketing Communication Live Streaming on TikTok (X)	.947	.065	14.498	.000

a. Dependent Variable: Buying Interest (M)

The obtained coefficient value for the Marketing Communication Live Streaming on TikTok (X) is 0.947, meaning that for every one unit increase in this variable this can increase the buying interest variable by 0.947. The calculated t value obtained (14.498) exceeds the t table value (1.984), meaning that there is an influence of variable X on variable M.

The influence of Marketing Communication Live Streaming on TikTok (X) on Consumer Purchasing Decision (Y) with Buying Interest (M) as a mediating variable.

According to the result of Multiple Linear Regression, there is a positive influence between Marketing Communication Live Streaming on TikTok (X) on Consumer Purchase Decisions (Y) which is mediated by Consumer Purchase Interest (M).

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	11.755	5.309	2.214	.029
Marketing Communication Live Streaming on TikTok (X)	.564	.131	4.318	.000
Buying Interest (M)	.810	.114	7.112	.000

a. Dependent Variable: Consumer Purchasing Decision (Y)

The obtained coefficient value for the Marketing Communication Live Streaming on TikTok is 0.564, meaning that for every one unit increase in this variable, this can increase the Purchasing Decision (Y) by 0.564. is also known the coefficient value for Buying Interest (M) is 0.810 meaning that every one unit increase in this variable, this can increase the purchasing decision (Y) by 0.810. The Marketing Communication Live Streaming on TikTok (X) and Buying Interest (M) has the calculated t value of 4.318 and 7.112, exceeding the t table value of 1.984, meaning that there is an influence of variable X on variable Y , and variable M on variable Y.

Theoretical Implications

The marketing Communication of Live Streaming on TikTok including the streamer's credibility, media richness, and interactivity, is able to have a persuasive influence on customer buying interest in the context of social media marketing through live streaming to its audience. Live streaming shopping increases purchasing intentions (Zhang, et.al, 2019).

The mediating variable (Buying Interest) in this research has a contributing role in mediating the influence to Consumer Purchasing Decision variables. Buying interest partially mediates Marketing Communications Live Streaming on TikTok in influencing Purchasing Decisions, which means that messages in the Marketing Communications Live Streaming on TikTok influence Buying Interest, which in turn influences Consumer Purchasing Decisions partially. Partial mediation occurs when after entering the mediator variable, the influence of variable X on Y which was previously significant (before entering variable M) remains significant after entering variable M into the regression equation model.

CONCLUSIONS

In this chapter, the conclusions drawn from the explanations in the previous chapters as well as recommendations that can be useful for interested parties are presented.

1. There is a positive influence between marketing communication live streaming on TikTok towards consumer purchasing decisions of Somethinc Makeup products. This is proven by simple regression with obtained calculated t (14,498) exceeds the t table (1,984) with value obtained significance is 0.000. This result is aligned with the theory of Elaboration Likelihood Model (ELM) which describes how varying levels of engagement affect cognitive processing, persuasion, and attitude change.

2. There is a positive influence between buying interest on TikTok towards consumer buying interest. This is proven by simple regression with obtained calculated t (14,498) exceeds the t table (1,984) with value obtained significance is 0.000. This is aligned with the Elaboration Likelihood Model which explains that the characteristics of the source in the social media environment might affect persuasive results on recipients.

3. There is a positive influence between marketing communication live streaming on TikTok and consumer buying interest of Somethinc Makeup products. This is proven by multiple regression , the obtained calculated t (4,318, buying interest), and (7,112, purchase decision) exceed the t table (1,984) with value obtained significance 0.000. The buying interest variable mediates partially the marketing communication live streaming on TikTok variable towards consumer purchasing decisions of Somethinc Makeup products variable. Partial mediation occurs when not only is there a significant relationship between the mediator and the dependent variable, but there is also a direct relationship between the independent variable and the dependent variable (Erlina, 2016). The result is aligned with ELM that is applied in the process of conveying information or messages related to products via live stream marketing communications on TikTok social media to users and potential buyers on the TikTok @SomethincMakeup account so that it can encourage potential buyers' motivation to make purchasing decisions.

RECOMMENDATIONS

1. Theoretical Recommendation

The theoretical recommendation that can be provided by this research is that communication marketers from the Somethinc Makeup brand need to improve the quality of messages that will be conveyed to social media audiences when marketing Somethinc makeup products on live streaming on TikTok. Adequate message quality can encourage potential buyers' motivation and interest in processing the messages conveyed by streamers during live streaming. They will seriously consider the information argument and evaluate the attributes of the information argument, so as to change attitudes, change purchasing intentions, and make purchasing decisions.

2. Social Recommendation

The research result is useful for other similar companies' sources of information to carry out marketing communication activity in social media particularly, TikTok. Therefore, this research recommends similar companies to carry out marketing communication activity to promote the products through live streaming shopping in TikTok application to increase the chance in engaging consumer's buying interest and purchase behavior. In addition, this research also recommends to communication marketers of other similar companies to improve marketing messages to be more persuasive to encourage potential's buyers ' motivation and interest to finally make a purchase.

3. Practical Recommendation

1. The research results indicate that the majority of respondents who rated "Strongly Agree" with a percentage of 48% was the indicator measuring "TikTok users on the @Somethincmakeup account respond quickly to my questions/comments," which means that most respondents disagreed with the statement, resulting in a low final score for this indicator. Therefore, the recommendation that can be given is that the live streaming hosts from the @SomethincMakeup account should be more responsive in addressing comments and questions raised by the audience during live streaming.

2. The research results show that the second lowest majority of respondents who selected "Strongly Agree" with a percentage of 50% was the indicator measuring "TikTok users on the @Somethincmakeup account do live streaming on time." This indicates that the majority of respondents disagreed with the statement that users of the TikTok account @somethincmakeup conduct live streaming on time. Therefore, the recommendation that this research can provide to Somethinc Makeup marketing communication practitioners is to carry out marketing activities through live streaming for the TikTok @SomethincMakeup account in a timely manner, regularly, and at times when the audience is active on social media.

3. The research results show that the second lowest majority of respondents who selected "Strongly Agree" with a percentage of 50% was the indicator measuring "The decoration of the @Somethincmakeup streamer's background helps me obtain information about the products," which means that many respondents still provided unfavorable responses to this variable. Therefore, the recommendation that can be given from this research to Somethinc Makeup marketing communication

practitioners is to ensure a clear product layout, improve the lighting, clearly showcase the products to be discussed, create an attractive background, or create background variations. This is indicated to potentially enhance buying interest, which can impact the purchase of Somethinc Makeup products.

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