

Original Article

Comparison Analysis of the Live Streaming Strategy on Shopee, Tiktokshop and Instagram in Keen.Idd's Brand

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Abstract: *The Live Streaming feature is a feature that allows buyers to directly communicate with sellers in real-time. Currently, many platforms, some of which are Instagram, Shopee, and TikTok, have used the live streaming feature. Although each platform has a live streaming feature, there are many differences between each platform both in terms of features and in terms of customer convenience. Currently, almost all online business owners do live streaming, but not all business owners are able to attract customers to be in the live stream or until a purchase occurs. The focus of this research is on comparing live streaming on three different platforms and creating different marketing strategies on the Shopee, Instagram and Tiktokshop platforms. This research will discuss how to increase sales using the strategy of processing previous live streaming data using tableau, and then the author will conduct testing with the a/b testing method to find out which techniques are most influential on each platform. Next, the author conducts qualitative data processing using Plan-Do-Check-Act to find out the needs of keen. idd's brand when live streaming from three different platforms. The author uses a mixed methodology in this research to strengthen the observations that the author has made and strengthen the research that the author conducted. The final result of this research is to create a live-streaming strategy to increase sales from the results of previously owned data.*

Keywords: *A/B Testing, Comparison Live Streaming, Live Streaming Strategy, Plan-Do-Check-Act.*

I. INTRODUCTION

Online shopping is currently a hot topic of discussion, especially after adapting to the pandemic moment. Almost all business sectors have experienced a shift in sales to digital methods because of the convenience of online sales, and many new business competitors have also emerged; currently, many business people only learn through understanding applications and trends that are happening, such as the trend of live streaming. Live streaming is a feature that allows buyers to communicate directly with sellers in real time. The use of live streaming began when it was popularized through social media, and nowadays, it has become a major channel because it can add significant traction. Some examples of platforms that have adopted this are Instagram, TikTok and Shopee. TikTok is a social media platform dominated by short 15-second video displays with music, filters and other creative features and has been the most visited platform over the past few years since 2021 (Riyanto and Pertiwi, 2023). Shopee is an e-commerce that is used to buy and sell online easily and quickly via cell phone; Shopee offers a variety of products ranging from fashion to daily necessities (Ahdiat, 2023). The addition of shopping features to Shopee is a trending phenomenon in online shopping promotions because customers can easily make transactions and interactions on the same platform. And Instagram is a platform that is dominated by image services as a medium of interaction. Many interesting features of Instagram for sales development, such as creative filters, Instagram stories, Instagram reels and Instagram Live. Research results of CNBCIndonesia.com, Instagram users in early 2023 were recorded to be ranked the 4th most users in the world. The existence of live streaming is very popular with the public, especially during the pandemic. A very significant increase in purchases at that time was able to provide optimal results for the seller. Fashion products through TikTok live streaming are dominated by women (Septiani, 2023).

Research results of the Katadata.co article show people can shop two to four times a month through live streaming. KEEN. IDD's has been an online business since 2018; the product is based on combed cotton with many choice colors, many various models and available custom-size products. Keen. idd's experienced an increase in sales during the pandemic because the products it sold found market fit, but besides that, it was keen. idd's experienced an increase because the content runs according to consumer needs. After the pandemic ended, keen. idd's experienced a decline in sales and was no longer on track with the content created. Therefore, this research will dissect keen. idd's potential and design a new marketing strategy through Live Streaming. The data collection method uses observations carried out for three months on three different platforms. This is done to determine which potential can be optimized and which options can be minimized.



II. LITERATURE REVIEW

In the literature review, the author aims to increase sales by using a new strategy, namely live streaming. To create a strategy keen. idd's must compare live streaming on three different platforms such as Shopee, Tiktok and Instagram. Then, the methodology that the author uses is a mixed methodology, namely combining qualitative and quantitative to maximize the results of the research that has been done.

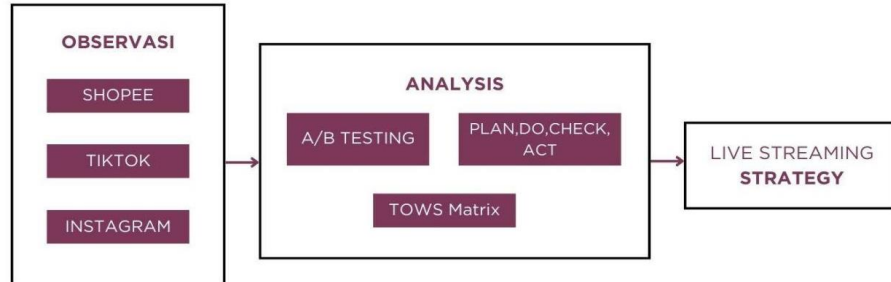


Figure 1: Conceptual Framework

Conceptual framework is a logical reasoning process about the objectives and basic concepts that are expected to provide relevant, integrated and interdependent guidelines to produce consistent standards (Esa Unggul, 2019). In this research, the conceptual framework is used as a guide to solve the business problems described in Figure 2.1. To find the data needed in this study. Researchers develop a conceptual framework based on the required research flow. In the Conceptual Framework, the author uses two methods, namely mix methodology which is a blend of Quantitative and Qualitative. Furthermore, the author explains in more detail the method of this research by using research design. This study also utilizes qualitative data to explore the business raised, the live streaming technique created, and the customers' perception of this live streaming. According to Tracy (2013), the advantage of this qualitative method is that it is able to provide in-depth and comprehensive information on the topic being discussed because it focuses on experience.

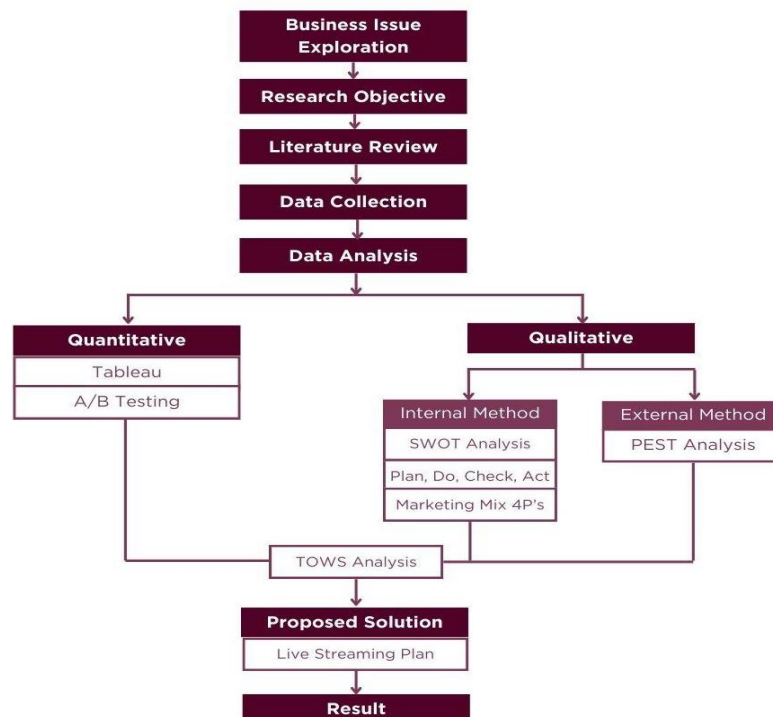


Figure 2: Research Design

In this section, the author describes the research flow that the author will use and what tools can help this research. From the diagram above, the author will take the first step of research with Business issue exploration, which is stored in the

first section and then continue with several complementary tools to find the necessary problems, such as research objectives, literature review, and data collection. Next, the author uses the data analysis method to dissect the two methodologies used, namely Quantitative and Qualitative. In Quantitative, the author uses tableau to visualize the observation results; after that, the author will describe the research results using A/B Testing. Then, the author continues the research with the Qualitative method; this section is divided again into two, namely the Internal Method, which includes SWOT Analysis, Plan-Do-Check-Act and Marketing Mix 4p's, then the author conducts additional research, namely the external method using PEST analysis. The final results obtained from this mixed methodology are then mixed by TOWS Analysis to see opportunities, threats and new opportunities in building strategies. After the research results are obtained and processed, the author provides a proposed solution with a 'Live Streaming Plan'; this is needed so that content and live streaming run together and do not cause miscommunication.

III. RESULTS AND DISCUSSION

This chapter will discuss the results of research that the author has conducted from the results of live-streaming observations over the past three months on three different platforms such as Shopee, TikTok and Instagram. The results of this observation will be used as a new reference for keen. idd's marketing strategy, especially in live streaming sessions. The author will discuss the results of external observations and discuss the results of internal analysis more deeply. This research will also produce solutions to the business problems that the author has conveyed in the previous chapter.

A) Quantitative Analysis

The purpose of quantitative data is to get definite and measurable calculations; the results of observations that have been made for three months on three different platforms will be processed using quantitative methods by first visualizing the existing data using tableau, then using A/B Testing tools to find the answers needed. This method is processed to get tested and measurable results, in fact, with the calculation of definite results.

a. TABLEAU

Tableau is used by the author as a data visualization of live streaming observation results. Tableau is a tool for data visualization that can facilitate the creation of interactive visual analysis in the form of dashboards, charts and interactive analysis (Arviana, 2023). In observations that lasted for three months, the author divided it into every one month, examining two platforms in September 2023; the author conducted live streaming on Shopee and Tiktokshop. Furthermore, in October and November 2023, the author conducted live streaming on Shopee and Instagram. This change in platform comparison was due to a change in policy regulations, which caused Tiktokshop to be temporarily closed. The author visualizes the results of this observation with a tableau and regroups the results such as Twins Date, Early Months and Pay Day Sale. The results are as follows:

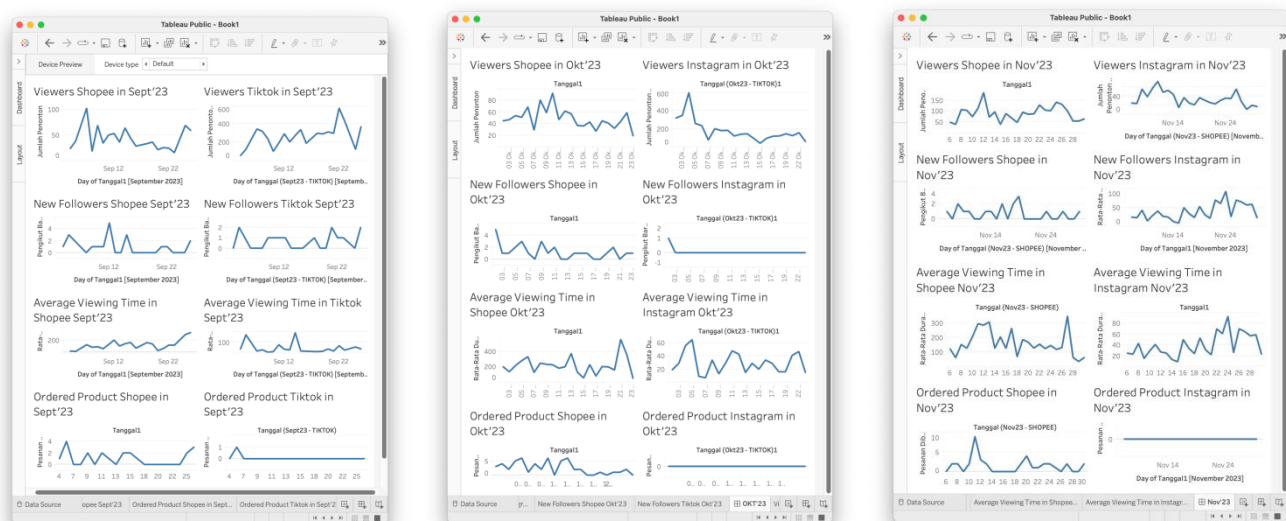


Figure 3: Live Streaming Data September - November 2023

Table 1: Live Streaming Result

Live Streaming Results via Shopee, Instagram and Tiktok			
Part	Results		
Viewers	Sept	Shopee: The average viewer in Shopee is 23 viewers. For Twins, Date is 69 viewers, For Early Months is 23 viewers, and For Pay Day Sale is 69 viewers. The Highest Viewers was on September 7th with 103 viewers.	Tiktok: The Average viewer in Tiktoshop is 145 viewers. For Twins, Date is 237 viewers, For Early Months is 121 viewers, and For Payday Sale is 372 viewers. The Highest Viewers was on September 22 with 577 viewers.
	Oct	Shopee: The average viewer in Shopee is 26 viewers. For Twin Dates, it is 93 viewers; for Payday Sale, it is 19 viewers; and for early months, it is 45 viewers. The Highest Viewers was on October 7th with 103 viewers.	Instagram: The average number of viewers on Instagram is 96 viewers. For Twins Date, 183 viewers; In Payday Sale, 58 viewers; and in Early Months, 320 viewers. The Highest Viewers on October 4th with 602 Followers.
	Nov	Shopee: The average viewer in Shopee is 22 viewers. For Twin Date, it is 73 viewers; for the Payday sale, it is 56 viewers; and for early months, it is 25 viewers. The Highest Viewers on Twins Date.	Instagram: The average number of viewers on Instagram is 52 viewers. For Twin Dates, it is 113 viewers; for the Payday sale, it is 141 viewers; and for early months, it is 50 viewers. The highest viewer on November 12th is 184 viewers.
New Followers	Sept	Shopee: New Followers in Shopee on September 20 Followers. For Twins Date is 1 new follower, For Payday Sale is 2 New Followers, and For Early Months is 1 Followers. The Highest New Followers on September 15th with 3 New Followers.	Tiktok: New Followers in Tiktoshop on September is 13 Followers. For Twins Date is 0 Followers, For Payday Sale is 0 Followers and For Early Months is 1 Followers. The Highest New Followers on September 5th with 2 New Followers.
	Oct	Shopee: New Followers in Shopee on October 20 Followers. For Twins, the Date is 1 Followers; in Payday sales, it is 1 followers and In Early Months is 5 followers. The Highest New Followers was on October 2th with 5 followers.	Instagram: New Followers on Instagram in October is 1 Followers. In Twins, Date, Early Months, and Payday Sale, there is no effect on increasing new followers. The Highest New Followers only in Oktober 2th with 1 Followers.
	Nov	Shopee: New followers in Shopee in November are 17 followers. For twins, the date is 0 followers; for Payday sales, there are 1 follower; and for Early months, there is 1 followers. The highest number of new followers was on October 19th, with 3 followers.	Instagram: On Instagram, live streaming does not have new followers.
Average Viewers Stay in Live Streaming	Sept	Shopee: The average duration viewers stay in Shopee's live streaming is 67.4 seconds. In Twins, the Date is 93 seconds, In Payday Sale, it is 305 Seconds and in Early Months is 17 seconds. The longest duration of viewers stay live streaming on September 26th with 341 seconds.	Tiktok: The average duration viewers stay in Tiktok's Live Streaming is 25.9 seconds. In Twins Date is 32 seconds, In Payday Sale, it is 59 seconds; and for Early Months is 38 seconds. The longest duration of viewers staying live streaming was on September 14th with 193 seconds.
	Oct	Shopee: The average duration viewers stay in Shopee's live streaming is 15 seconds. In Twins Date is 233 seconds, In Payday sale is 50 seconds, In Early Months is 201 seconds. The longest duration of viewers stay in live streaming On October 21th with 554 seconds.	Instagram: The average duration viewers stay in Instagram's live is 16 seconds. In Twins Date is 29 seconds, In Payday sale is 15 seconds, and in Early Months is 19 seconds. The longest duration of viewers stay in live streaming on October 5th with 65 seconds.
	Nov	Shopee: The average duration viewers stay in Shopee's live streaming is 93 seconds. In Twins date is 295 second, in Payday sale is 130 seconds, and in Early months is 122 seconds. The longest duration of viewers stay in live streaming on November 27th with 347 seconds.	Instagram: The average duration viewers stay in Instagram's live streaming is 23 seconds. In Twins date is 295 seconds, in Payday sale is 118 seconds and in Early months is 122 seconds. The longest duration of viewers stay in live streaming on November 24th with 93 seconds.
Ordered Product	Sept	Shopee: The Ordered product sold on September in Shopee Live Streaming is 17 products. For Twins Date Event is 2 Order, For Payday Sale is 2 Order and For Early Months is 1 product. The Highest Ordered Product on September 5th with 4 Ordered Products.	Tiktok: The Ordered product sold on September in Tiktok Live Streaming is 1 Product, For Twins Date Event is 0 Order, For Payday Sale is 0 Order and For Early Months is 0 Product. The product Sold only in September 5th and just 1 order.
	Oct	Shopee: The ordered product sold in October in Shopee Live Streaming is 53 products. For the Twins Date Event, there are 10 orders, For the payday sale is 2 orders and For the early months is 3 product. The highest ordered product on october is Twins Date.	Instagram: On instagram live streaming is no sales.
	Nov	Shopee : The ordered product sold on November in Shopee Live Streaming is 37 product. For Twins date	Instagram : On instagram, live streaming is no sales.

		event is 9 product, in Payday sale is 1 product and in Early months is 0 product. The highest ordered product on November is Twins date event.	
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b. Result:

The table above is a descriptive table of the visualization results in tableau. In the data visualization process, the author classifies it into four parts to be considered, such as the number of Viewers, New Followers, Average Viewers Stay in Live Streaming, and Ordered Products. From the four categories, a comparison is then made for three months, namely September, October and November. September was done with Shopee vs. TikTok, and then October and November were compared with Shopee vs. Instagram.

c. A/B Testing

In A/B testing, the author determined which platforms are most popular for live streaming. Below is a summary of the research results. To make it easier to categorize, the author created the three most influential dates, namely Twins Date, Payday Sale, and Early Months. Furthermore, the author categorizes things that can affect live streaming, such as Viewers, New Followers, Average Viewers Stay in Live Streaming and Ordered Products:

Table 2: A/B Testing - Result Viewers

Viewers	Shopee				Tiktok				Instagram			
	Average	Popular Date			Average	Popular Date			Average	Popular Date		
		Twins Date	Pay Day Sale	Early Months		Twins Date	Pay Day Sale	Early Months		Twins Date	Pay Day Sale	Early Months
Sept'23	23	103	69	23	145	237	372	121	x	x	x	x
Okt'23	26	93	19	45	x	x	x	x	96	183	58	320
Nov'23	22	73	56	25	x	x	x	x	52	113	141	184

Table 3: A/B Testing - New Followers

New Followers	Shopee				Tiktok				Instagram			
	Average	Popular Date			Average	Popular Date			Average	Popular Date		
		Twins Date	Pay Day Sale	Early Months		Twins Date	Pay Day Sale	Early Months		Twins Date	Pay Day Sale	Early Months
Sept'23	20	1	2	1	13	0	0	1	x	x	x	x
Okt'23	27	1	1	5	x	x	x	x	1	0	0	0
Nov'23	17	0	1	1	x	x	x	x	0	0	0	0

Table 4: A/B Testing - Average Viewers Stay In Live Streaming

Average Viewers Stay In Live Streaming	Shopee				Tiktok				Instagram			
	Average	Popular Date			Average	Popular Date			Average	Popular Date		
		Twins Date	Pay Day Sale	Early Months		Twins Date	Pay Day Sale	Early Months		Twins Date	Pay Day Sale	Early Months
Sept'23	67.4	93	305	17	25.9	32	59	38	x	x	x	x
Okt'23	15	233	50	201	x	x	x	x	16	29	15	19
Nov'23	93	295	130	122	x	x	x	x	23	295	118	122

Table 5: A/B Testing - Result Ordered Product

Ordered Product	Shopee				Tiktok				Instagram			
	Average	Popular Date			Average	Popular Date			Average	Popular Date		
		Twins Date	Pay Day Sale	Early Months		Twins Date	Pay Day Sale	Early Months		Twins Date	Pay Day Sale	Early Months
Sept'23	17	2	2	1	1	0	0	0	x	x	x	x
Okt'23	53	10	2	3	x	x	x	x	0	0	0	0
Nov'23	37	9	1	0	x	x	x	x	0	0	0	0

d. Result

The four tables above are the results of a/b testing by grouping categories one by one. From this research, the results obtained are: In Viewers, the increase in Shopee occurred on Twins Date; in Tiktokshop, the increase occurred on Payday Sale; and in Instagram, the increase occurred in Early Months. In New Followers, the increase in Shopee and Tiktokshop occurred in the Early Months, while on Instagram, live streaming did not increase the number of followers. Next is Average Viewers Stay in Live; the increase in Shopee occurred at Payday Sale and Twins Date; in Tiktokshop, the increase occurred at only Payday Sale, and in Instagram, the increase occurred at Twins Date and Last in Ordered Product, the increase in the number of orders at Shopee occurred at Twins Date, in Tiktokshop there was no increase in the number of orders, and in Instagram no transactions occurred because it was only a medium to increase company awareness. From the results of this a/b testing, it can be concluded that certain dates have an effect on attracting a larger audience, and the existence of testimonials affects customer confidence in deciding to buy the desired product. These results can be used to determine which dates are good for push live streaming on each platform.

B) Qualitative Analysis

The purpose of qualitative data is to identify internal factors and external factors to see the strengths and weaknesses of a company by comparing previous research data with research data that has been obtained. In this study, the authors used the SWOT Analysis and Plan-Do-Check-Act methods to make these qualitative results in order to get more optimal results from the research.

a. Plan-Do-Check-Act

In the internal analysis using Plan-Do-Check-Act, the author creates a series of activities related to live streaming preparation to optimize the results to be obtained and avoid miscommunication with the team that will go to the field. Plan-Do-Check-Act is a Deming cycle or improvement wheel to make a better improvement impact because it ensures two types of actions in a continuous process (Patel, 2017).

b. Plan

First, we start in the Plan Step. In this case, the author plans to make a schedule to find the best time in live streaming to find out the situation in the field of creating marketing strategies. Then, the author provides keen. idd's product guidelines for live streaming hosts to learn what things must be conveyed to customers, then the author makes a strategy to provide information to the audience during live streaming.

c. Do

In the next step, the author conducts live streaming on three different platforms with random hours to see which potential is most likely to do live streaming for one week; then, the author monitors the characteristics of the host when live, whether it is the same as the guideline book that the author provides, and the author posts on Instagram, TikTok and Shopee about information about live streaming.

d. Check

Next, the author checks the results of live streaming that has been carried out for one week, with the results obtained that the audience has a lot of interaction at 11 - 01 AM and 7 - 9 PM. The author reconfirms the characteristics of the host when live, and the result is that live hosts are better given different hours because the author has 2 different hosts, namely hijab and non-hijab hosts; the author gives hours that every 11 - 1 AM is done by the host who does not wear the hijab and 7 - 9 PM is done by the host who wears the hijab. This is also done in the distribution of information on social media so that customers will know which host they will meet and customers can find convenience to interact with each host.

e. Action

And in the last step, the entire series of activities is ensured to be recorded by the hosts. This is used for data processing for further live observations; live streaming will continue to change at any time, so business owners must take into account the strategies that will be used to attract the attention of their customers. In the action step, the author uses data processing such as tableau to visualize the results of this continuous observation.

f. SWOT Analysis

The author uses the SWOT method because this method must be updated every few months, in line with the Plan-Do-Check-Act strategy; this method will also affect continuous change. According to Boseman in Wisnubrot (2013), SWOT is made to see the strengths and weaknesses of the business in functional areas and see the opportunities and threats that will occur to the company both in the external and internal environment.

g. Strengths

The first thing is strengths because they support the excellence and creativity of a company. Strengths owned by keen. idd's uses quality and consistent materials, namely premium combed cotton, maintaining the same quality is a strength because it forms brand positioning. In addition, keen. idd's has a choice of colors and models that vary with the same basic materials. Then keen. idd's has a long lasting and basic model and can last a long time without depending on trends. And finally, keen. idd's has additional custom-size products without a minimum order at an affordable price and fast process.

h. Weakness

Next is weakness; this section is a situation or internal condition of a company that can have an inhibiting effect on a process in the company. In keen. idd's weakness, it is difficult to differentiate from competitors; the basic model is very common and easy to imitate, so many competitors quickly rival these products with various strategies. Then, brand positioning is still not clear, and positioning is very influential in increasing branding to the public; then, the visualization of custom size has not been conveyed to the audience because not many people know if they are keen. idd's can be customized, but if informed by the admin, the customer becomes aware.

i. Opportunity

The third step is opportunities, which are factors that can be beneficial to the company, especially in the internal environment and can provide positive points to the external environment. In keen. idd's opportunities are many things that can still be explored because the product is longlasting, casual and basic. Many strategies that keen. idd can process and present creatively to increase the organic market and as a branding technique.

j. Threats

The last step is Threats. Threats are threats that occur outside the field and are difficult to control by the internal part of the company, this can be a big risk if it is not alert to respond to it. Threats from keen. idd's are products that are very easily copied by competitors with reduced quality and competitive prices. Then, fashion trends change very quickly, and fashion products must continue to make updates to survive in new situations and become an attraction for each audience. The last threat is changing government regulations, especially regarding online marketing policies such as the closure of tiktokshop, tax policies, and others, which are a threat that is quite complicated to control.

k. TOWS Matrix

To complete this research, the author uses the TOWS Matrix method as one of the business solutions for creating a new strategy in the research. TOWS Matrix is an analysis that focuses on the external by using cross-marriage. In this research, the results obtained are:

1. Weakness-Threat Strategies

Combining internal weaknesses with external threats to produce adaptation strategies such as keen. idd's brand positioning is determined first and then create a product signature in accordance with its branding. Next, develop new strategies to get back on track in business to increase awareness and interest again.

2. Weakness-Opportunity Strategies

Combining internal weaknesses and external opportunities to get renewal results outside of internal thinking, such as increasing content consistently to build new awareness, creating custom campaign sizes and messages that must be conveyed to customers, and creating distinctive brand characters, content and others that can make an impression in the minds of customers.

3. Strength-Threat Strategies

Combining internal strengths with external threats to be more careful with external attacks on the company, such as planning a model for the next few years and modifying products with keen. idd's style, then creating a signature product that describes keen. idd's so that it is not easily copied by competitors.

4. Strength-Opportunity Strategies

Combining internal strengths with external opportunities to become superior and stronger in competition, such as exploring more other materials but still one common thread with combed cotton products, creating unique and long-lasting clothing models and increasing as much as possible marketing on tiktokshop with various tools to build organic engagement.

C) Discussion

a. Live Streaming Planner

After processing data from all research results, the authors provide recommendations in the form of a live streaming plan to keen. idd's. Live Streaming Plan is planning for content that must be done as a benchmark for all plans to increase

sales has been done well. According to Stream Yard in the Article How To Develop a Live Streaming Planner is a useful strategy to handle the content that will be presented before they practice in the field. The Live Planner that the author recommends can be used for the next month by including things like Day, Date, Time, Type, Channel, Link Drive and Status to monitor what is achieved and missed. The following is a live steaming planner template that the author recommends.

Table 6: Live Streaming Planner

Day	Date	Time	Type	Channel	Drive Link	Status
Monday	01 Jan '24	7.00	Set Discount Flash Sale	Shopee		
				Tiktokshop		
		11.00	Upload Video / Foto di Feeds	Instagram	drive.google.com/kontenfeedsjan'24	
				Tiktok		
		12.00 – 13.00	Upload Story [1] Product Flat Lay [2] Product on Model [3] Video Mix n Match	Shopee	drive.google.com/storyjan'24 Product: A1	
				Instagram		
				Tiktok		
		19.00 – 21.00	Live Streaming	Tiktok		
				Shopee		
				Instagram		
Tuesday	02 Jan'24	12.00	Upload Story [1] Product Flat Lay [2] Product On Model [3] Video Mix n Match	Instagram	drive.google.com/storyjan'24 Product : A2	
				Tiktokshop		
				Shopee		
		19.00 - 21.00		Instagram		
				Tiktokshop		
				Shopee		
Wednesday	03 Jan'24	12.00	Upload Story [1] Product Flat Lay [2] Product On Model [3] Video Mix n Match	Instagram	drive.google.com/storyjan'24 Product : A3	
				Tiktokshop		
				Shopee		
		13.00	Upload Video / Foto di Feeds	Instagram	drive.google.com/kontenfeedsjan'24	
				Tiktok		
		19.00 - 21.00	Live Streaming	Instagram		
				Tiktokshop		
Thursday	04 Jan'24	12.00	Upload Story [1] Product Flat Lay [2] Product On Model [3] Video Mix n Match	Instagram	drive.google.com/storyjan'24 Product : A4	
				Tiktokshop		
				Shopee		
		19.00 - 21.00	Live Streaming	Instagram		
				Tiktokshop		
				Shopee		
Friday	05 Jan'24	12.00	Upload Story [1] Product Flat Lay [2] Product On Model [3] Video Mix n Match	Instagram	drive.google.com/storyjan'24 Product : A5	
				Tiktokshop		
				Shopee		
		13.00	Upload Video / Foto di Feeds	Instagram	drive.google.com/kontenfeedsjan'24	
				Tiktok		
		19.00 - 21.00	Live Streaming	Instagram		
				Tiktokshop		
Saturday	06 Jan'24	12.00	Upload Story [1] Product Flat Lay [2] Product On Model [3] Video Mix n Match	Instagram	drive.google.com/storyjan'24	
				Tiktokshop		
				Shopee	Product : A6	

Sunday	07 Jan'24	19.00 - 21.00	Live Streaming	Instagram		
				Tiktokshop		
				Shopee		
		12.00	Upload Story [1] Product Flat Lay [2] Product On Model [3] Video Mix n Match	Instagram	drive.google.com/storyjan'24	
				Tiktokshop		
				Shopee	Product : A7	
		19.00 - 21.00	Live Streaming	Instagram		
				Tiktokshop		
				Shopee		

IV. CONCLUSION

This research in the form of live streaming observation by conducting comparisons on three different platforms to determine new strategies in increasing sales through live streaming optimally. The author conducted observations on Instagram, Tiktok and Shopee. This observation was carried out one by one such as Shopee VS Tiktok then Shopee VS Instagram, this is because when the research took place there were limitations in the company and not long after that there was a change in government policy, namely the closure of Tiktokshop. Based on the results of the analysis that has been carried out using mix methodology such as in quantitative methods, the author uses a tableau to visualize the research results and summarize what is an important reference to increase sales. After the data is visualized, the author compares the data to see more specifically which opportunities are most in demand using the A/B Testing method. From the results of A / B Testing, it is found that the Shopee platform is the best-selling platform ordered in Twins Date rather than the Tiktokshop platform, the reason is because Shopee keen. idd's already has a lot of reviews from customers so that the audience has more confidence in buying products at shopee keen. idd's than at tiktokshop keen. idd's. Next, to increase the number of followers, it can be done on the number of followers. Furthermore, increasing the number of followers can be done at Payday Sale through Shopee and Tiktok, but on Instagram live streaming has no effect on increasing the number of customers. On Instagram it is recommended to be more active in posting, endorsing and advertising to increase followers. Then to increase viewers in live streaming, it can be done during Twins Date at Shopee and Tiktok because twins date is a shopping day that is quite influential for the audience and the discounts provided by the platform are quite a lot. to increase the number of viewers on Instagram, it is recommended to push in the early months, on Instagram it is recommended to actively continue to create content because live streaming on Instagram does not have much effect on engagement and insight. and on Shopee and Tiktok it is recommended to continue to consistently do live streaming by making many updates such as video updates or other content to help increase engagement. This research is also complemented by Qualitative methods where the author conducts in-depth research through the internal brand keen. idd's methods used are Plan-Do-Check-Act, SWOT and TOWS. the author combines these to get the results of new ideas from previous thoughts that are mixed. From the results of this study, the authors recommend a live streaming planner for each month by examining what parts, when and how to be marketed optimally from the reference observation data of the previous few months which are processed using internal and external company methods. The results of this study are expected to help as a way to increase engagement and sales of keen. idd's brand in the future.

V. REFERENCES

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