

## Analysis of Personal Branding Implementation by TikTok Live Hosts on Sadojo Snack Sales

Ashif Ryandho Akbari<sup>1</sup>, Asep Erik Nugraha<sup>2</sup>, Kusnadi<sup>3</sup>

<sup>1,2,3</sup>Program Studi Teknik Industri, Fakultas Teknik, Universitas Singaperbangsa Karawang

E-Mail : [1810631140124@student.unsika.ac.id](mailto:1810631140124@student.unsika.ac.id)

### ABSTRACT

In today's digital era, social media has become a major platform in marketing strategies, and TikTok has emerged as one of the leading platforms used for product promotion. With its live broadcasting feature, TikTok Live offers a unique opportunity for brands to interact directly with their audiences. This study analyzes the influence of personal *branding* host TikTok Live on Sadojo product sales Snack. Utilizing descriptive qualitative methods, data were collected through in-depth interviews, direct observation, and document analysis of *Live streaming sessions*. The results showed that strong personal *branding from* hosts, including authentic self-image, effective communication, and warm interactions, significantly influenced audience purchasing decisions and increased sales. This study highlights the importance of personal *branding strategies* in building emotional connections with audiences, positively impacting customer loyalty and sales results.

**Keywords:** Personal *branding*, TikTok Live, product sales.

### Introduction

In the increasingly developing digital era, personal *branding* has become an important factor in increasing a person's popularity and credibility, including in digital marketing. Personal *branding* is a process in which a person builds and promotes a unique and distinctive self-image or identity to distinguish himself from others. In this context, *branding* involves physical appearance and includes the way of communicating, values, skills, and reputation of a person in the public eye. Personal *branding* aims to create a positive and consistent perception of oneself in the audience's minds for professional and personal purposes. (Yunita, 2020) .

According to [2], Personal branding refers to creating and promoting a unique and distinctive image or identity for oneself to stand out from others. It involves consciously shaping how others perceive you through your values, skills, communication style, and overall reputation. Personal branding aims to establish a positive and consistent impression that resonates with your target audience, whether for personal, professional, or business purposes. A strong personal brand can enhance credibility, build trust, and create meaningful connections with others, ultimately influencing how people engage with you or your offerings.

Personal *branding* is often used to strengthen credibility, build trust, and create stronger connections with others, especially in the business world, career, or social media. Good personal branding can influence how others view him/her and achieve certain goals, such as increasing career opportunities, expanding networks, or even increasing product sales if applied in a marketing strategy.[3]–[8].

Personal branding is often an effective strategy for building customer relationships in the business world, especially by hosts in *live* sales sessions and streaming on social media platforms such as TikTok. TikTok is a video-based social media platform that allows users to create, share, and watch short videos ranging from 15 to 60 seconds in length, with various creative features such as filters, music, and special effects. Launched by Chinese technology company ByteDance, TikTok has grown into one of the most popular platforms in the world, attracting people of all ages and backgrounds. [9]. The application is known for its entertaining content, viral challenges, dances, and fast-spreading new trends. Still, it is also often used for educational purposes, business promotion, and direct social interaction through *live feature streaming*. TikTok combines user creativity with sophisticated algorithms to display content that suits each user's preferences, increasing its engagement and popularity globally. [10].

*Live* phenomenon *streaming* on TikTok has rapidly become one of the most popular trends in digital marketing strategies. Many sellers and brands, both large and small, are taking advantage of this feature to increase their sales more interactively and directly. [11]. In *Live streaming*, the host acts as the spearhead of communication, introducing products and building closeness with the audience through

real-time conversations, product demonstrations, and directly answering customer questions or concerns. This approach provides a more personal experience for potential buyers, which can ultimately increase trust and the urge to buy products quickly. [12]. In addition, TikTok *Live streaming* also allows live transactions to occur during the session, combining entertainment with commercial elements simultaneously. With the increasing popularity and effectiveness of *Live streaming*, many businesses are starting to realize the huge potential of this platform to expand their market reach and create a more dynamic and engaging shopping experience.

TikTok has proliferated as a social media platform that allows its users to share short video content. One of the popular features of TikTok is live streaming, which business people often use to sell products in real time. The success of sales through TikTok Live depends heavily on the host's ability to build effective communication with the audience. Hosts with strong personal *branding* can attract attention, create trust, and encourage purchasing decisions from the audience. Personal branding is key in strengthening interactions and increasing sales in this context. [13]–[16].

One of the brands that uses TikTok Live as a sales strategy is Sadojo. Snack is a snack brand famous for its processed chips products. Sadojo Snack & Food is a culinary business that focuses on the production and marketing of local snacks with an innovative touch so that all levels of society can enjoy them. Built by Firda Khaerunnisa and Gilang Gumilar, Sadojo Snack & Food has succeeded in changing the perception of traditional snacks that are often considered simple or "common people's food" into products that have broad appeal, both for local consumers and the more elite. Carrying the concept of authentic quality and taste, Sadojo Snack seeks to preserve Indonesia's culinary heritage while providing new experiences through modern packaging and marketing, especially through digital platforms such as TikTok.

Sadojo Snacks uses *live streaming* TikTok as a primary means to expand market reach and significantly increase its product sales. In every TikTok Live session, the host who leads the sales session is crucial in creating positive interactions and building a strong impression of the Sadojo brand. Snack. With effective communication and personal *branding skills*, hosts can add value to every product they promote, making it more attractive in the eyes of their audience. In addition, hosts with strong personal *branding* can build emotional relationships with customers, creating greater loyalty to the product that encourages direct purchases and makes customers return to shop in the future. This approach makes Sadojo Snack a successful example of integrating modern technology with a marketing strategy focusing on direct interaction and customer trust.

In this era of digital marketing, the personality and communication skills of the host are important. TikTok Live is becoming increasingly important. Hosts with strong personal brands *can influence* their audience to engage more in the live session, watch longer, and make purchases. Therefore, understanding how personal *branding* host TikTok Live's influence on sales is an interesting topic, especially in the context of Sadojo product sales. Snack [17] Factors influencing personal branding include communication, entertainment, visual appearance, and product promotion skills. Charismatic and professional hosts will find it easier to attract the audience and build emotional attachments. On the other hand, hosts who lack confidence or do not have good communication skills may have difficulty building good relationships with customers.

This study analyzes how hosts implement personal branding on TikTok Live and its influence on Sadojo Snack product sales. Specifically, the research seeks to understand how personal branding by hosts impacts audience purchasing decisions and how hosts can build emotional engagement with customers through effective communication. Additionally, the study will identify key elements of personal branding that contribute the most to increasing sales, enabling Sadojo Snack to optimize its live-streaming strategy in the future.

To provide a comprehensive analysis, this study will compare with other snack brands utilizing personal branding on TikTok Live or similar live streaming platforms, such as Lay's and Oreo. By comparing these brands' approaches to personal branding and marketing, the study aims to highlight best practices and differences in how branding techniques can drive consumer behavior and sales. This comparison will help demonstrate how personal branding on live-streaming platforms impacts Sadojo Snack's sales and other brands' performance in the competitive snack market.

Furthermore, the study will discuss integrating advanced technologies in live streaming, such as using artificial intelligence (AI) for personalized customer interactions and real-time data analytics to enhance audience engagement. By exploring how brands like Lay's or Oreo use AI-driven tools for customer targeting, this study will align its findings with the latest trends in digital marketing, ensuring its relevance in the modern marketing landscape. In addition, the study will explore audience perceptions of TikTok Live hosts the attractiveness of the products offered, and their impact on customer loyalty. By focusing not only on sales performance but also on the development of personal branding-based

marketing strategies, this research can provide insights for Sadojo Snack and other brands looking to strengthen their position in the increasingly competitive snack food industry.

Based on the explanation above, researchers should conduct an " Analysis of the Implementation of Personal Branding. "Host TikTok Live Against Sadojo Sales Snacks. "

## Research methods

This study uses a descriptive qualitative method to explore the application of personal branding by hosts in depth. TikTok Live and its impact on Sadojo product sales Snack [18]. This method allows researchers to collect rich and detailed data through in-depth interviews, direct observations, and document analysis related to *live sessions. Streaming*. In-depth interviews will be conducted with the hosts TikTok Live and Sadojo marketing team Snack to understand the personal *branding strategies* implemented and their perception of its effectiveness. Direct observation of *live sessions Streaming* will provide insight into how hosts communicate and present products to audiences. Document analysis will include promotional materials and recordings of *live sessions. Streaming to assess the personal branding* elements used.

Thematic analysis techniques will be used to identify patterns and themes that emerge from the data collected. In this way, researchers can evaluate the factors influencing audience perceptions of the host and how this impacts their purchasing decisions. The main focus is understanding how various aspects of personal *branding* host, such as communication style and self-image, can influence consumer behavior and loyalty to the product. The findings from this analysis will help identify elements that can be optimized in the live-streaming *strategy*. Sadojo Snacks to increase sales.

## Results and Discussion

Sadojo Snack is a culinary company that has successfully created innovations in traditional local snacks. Standing amidst the tight competition in the snack industry, Sadojo Snack has successfully changed the image of snacks that are often considered simple into products in demand by various levels of society. With high product quality and a creative marketing approach, Sadojo Snacks relies on taste and utilizes technology and social media to expand its market reach.

To increase sales and attract consumer attention, Sadojo Snack uses TikTok Live as the main platform for promoting its products. Through *Live streaming sessions*, the company takes the opportunity to interact directly with the audience, introduce products in more depth, and build closer relationships with customers. The host who leads these sessions plays a vital role in creating a positive and engaging impression, which can influence the audience's purchasing decisions. [19].

With the increasing popularity of TikTok and its *live-streaming feature*, Sadojo Snack sees great potential in leveraging this platform for its marketing strategy. Personal branding Hosts in live streaming sessions are one of the key factors that are believed to influence the effectiveness of product promotion and sales. Therefore, this study aims to analyze how hosts apply personal branding. TikTok Live influences Sadojo product sales Snack, focusing on personal *branding* elements that can influence consumer perceptions and purchasing decisions.

### 1. The Influence of Personal Branding Host Against Purchasing Decisions

Sadojo Snack has achieved tremendous success in sales through TikTok, with 982 thousand units sold through TikTok Affiliates. This impressive sales figure shows how the TikTok platform can be optimally utilized to expand market reach and attract more consumers. Sadojo Snack actively utilizes marketing features on TikTok, including through regular live broadcasts. In the live session, hosts play an important role in introducing and promoting products directly to the audience.

In addition, Sadojo Snack has gained significant recognition in the digital marketing world by receiving an award from SellwithTikTokShopIndones on TikTok. This award crowned Sadojo Snack as the " TikTok Shop Champion," which marks the brand's success in utilizing TikTok as an effective sales platform. This award confirms Sadojo's position as a major player in the snack industry. It highlights how innovation in marketing strategies through social media, especially TikTok, can significantly impact sales and business growth.

The influence of personal *branding* The impact of the host on purchasing decisions is very significant, especially in the context of selling through platforms such as TikTok Live. Hosts building a strong personal *brand* by projecting an authentic and engaging self-image can create a deeper emotional connection with their audience. This positive image encourages the audience to feel comfortable and

trust the information conveyed by the host. When the host successfully displays a personality that is memorable, friendly, and relevant to the target market, the audience is more likely to be interested and influenced in making purchasing decisions.



**Figure 1.** TikTok Live Host View Sadojo Snack

Based on the image above, which shows the host TikTok Live, the author observed several important elements in presenting himself that could influence product sales effectively. First, the host appeared to have a friendly and energetic communication style, which could attract the audience's attention from the start of the live session. The way the host greeted the audience with a smile and open body language created a warm and approachable impression, making the audience comfortable interacting and asking about the products being sold. In addition, the host was also able to explain the product in detail but, making the product easier to understand for audiences from various backgrounds. For example, the host used examples of product usage in everyday life, which made it more relatable to consumers. This made it easier for the audience to imagine the product's benefits, thus increasing the likelihood that they would be interested in buying.

The host also consistently uses subtle persuasion techniques, such as providing positive testimonials or reviews from previous customers, which gives the impression that many people trust the product. This strengthens the audience's belief in buying the product because they feel they are not alone in purchasing. In addition, the host's direct interaction with the audience, such as answering questions in real-time, calling the audience by name, and providing special discounts or promotions limited only during the live session, creates a sense of urgency and exclusivity. This encourages the audience to make a purchase immediately before the live session. They ended because they felt they were getting a special opportunity they could not miss. This combination of a friendly, interactive, and persuasive manner of delivery managed to influence sales significantly [20].

The host's live interaction is also key to influencing consumer behavior. The host's ability to answer questions, provide detailed product explanations, and communicate convincingly makes consumers feel involved. In a Live-streaming session, the audience often feels like they are talking directly to a friend or someone they know rather than just watching a product promotion. The closeness built through this two-way communication creates trust, an important factor in influencing purchasing decisions. Moreover, the host's branding also plays an important role in shaping the audience's perception of product quality, directly increasing sales. Hosts who present themselves professionally and in an organized manner give the impression that the products they sell are quality and reliable, so consumers are more confident in buying. [21] This significantly reduces consumer doubts and encourages them to make purchases immediately because they are sure that the host they trust only recommends good products. The host's confident attitude and clear and interesting information delivery build trust and significantly increase sales conversions during live sessions.

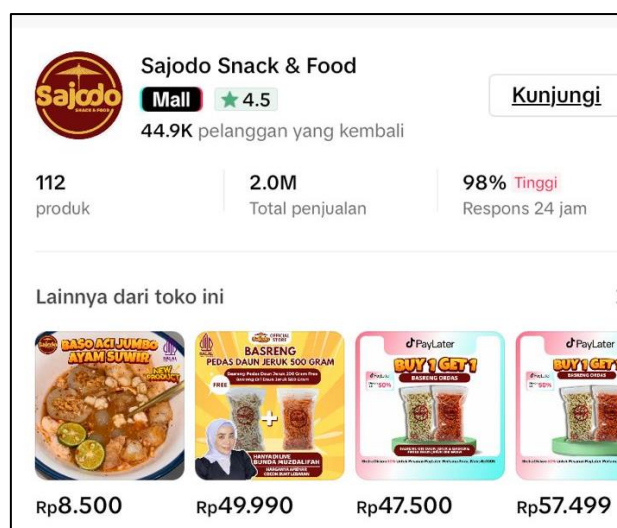


Figure 2. Sadojo Total Sales Display Snacks on TikTok

Based on Figure 2, which shows Sadojo's total sales of Snack on TikTok, it can be seen that personal *branding* host TikTok Live plays a significant role in increasing product sales. Hosts who can build a positive image and attract the audience's attention contribute directly to Sadojo's sales performance. Snack. With strong personal *branding*, the host successfully creates an emotional connection with the audience, increasing consumer interest in purchasing the product. This is evident from the increase in sales that reached fantastic numbers, indicating that consumers feel more confident in purchasing products promoted by hosts with convincing *branding*.

Sadojo Sales Snack on TikTok, which reached 2.0 M, proves this strategy is effective. Host TikTok Live, which utilizes direct interaction with consumers, interestingly explains products and offers special promotions during live sessions, can create more appeal. The audience feels connected to the promoted product personally, and the personal branding of an authentic, professional, and communicative host directly encourages them to purchase.

Good personal branding can directly influence purchasing decisions and build long-term consumer loyalty. Hosts who consistently display a positive and friendly image in every live session will form a strong bond with their audience. When consumers feel emotionally connected to the host, they are more likely to return for the next live session and potentially make repeat purchases. [22]. Thus, personal *branding* hosts influence purchasing decisions at the moment and play a vital role in creating ongoing relationships between consumers and brands.

This is in line with the research results. [23] This shows that personal *branding* A strong host can increase consumer loyalty and create a lasting relationship with customers. The study found that consumers tend to be more loyal to brands represented by hosts with positive and authentic personal *branding* because they feel more emotionally involved and believe that the products offered have the quality that matches the image conveyed by the host.

## 2. Audience Perception of Host Image in Live Streaming

The results of interviews and observations show that the audience's perception of the host TikTok Live significantly impacts sales success. The host looks natural and enthusiastic when presenting Sadojo products. Snacks can create a positive impression in the eyes of the audience. When the host shows genuine enthusiasm and passion for the product, the audience feels more emotionally connected and tends to trust the quality of the product being promoted. The host's willingness to share detailed and transparent information also strengthens the audience's trust, reducing any doubts before making a purchase.

Hosts who demonstrate honesty and transparency in providing product information help build credibility in the eyes of their audience. Audiences respond more positively when they feel that the information provided by the host is accurate and not forced. This creates a sense of comfort for the audience and increases their confidence in purchasing the product because they feel they are getting clear and honest information about what they are buying. [24].

The use of humor and casual interaction during live sessions also plays a role in increasing audience connection. Hosts who can make their audience feel relaxed and entertained tend to create a more enjoyable experience. Relevant humor and informal interactions help reduce the distance between the host and the audience, making the audience feel closer and more interested in purchasing the product.

This interaction reduces the sense of formality that often hinders the buying process and makes the audience feel more involved in the live session.

During live sessions, the host's ability to communicate with the audience directly and answer their questions also contributes to purchasing decisions. Audiences who feel they can get direct, detailed answers about products feel more cared for and appreciated. Quick, informative responses enhance the audience's experience, making them feel more confident in making faster purchasing decisions.

Thus, positive perceptions of the host built through effective personal branding in live streaming significantly influence purchasing decisions. Consistent self-image, honesty, and warm interaction help create a stronger relationship between the audience and the product. Thus, personal *branding* host TikTok Live is key in driving sales and building customer loyalty.

This is in line with research conducted by [25] This shows that positive perceptions of hosts play an important role in influencing consumer purchasing decisions. The study revealed that audiences are more likely to buy a product when the host who presents the product looks natural, enthusiastic, and transparent in providing information. The host's ability to communicate in a fun way and build emotional connections through humor and casual interactions has been shown to increase audience trust and comfort in purchasing decisions. Thus, a strong and authentic host self-image in a *Live-streaming session* has been shown to impact product sales significantly.

The results of this study show that personal *branding* host TikTok Live significantly impacts Sadojo product sales Snack. Hosts who successfully build an authentic, professional, and friendly self-image are able to create a strong emotional connection with the audience, which in turn increases consumer interest and trust. Active interaction, clear communication, and a fun approach during *live-streaming sessions* have proven effective in encouraging audiences to purchase. Consistent and positive personal *branding* not only influences purchasing decisions at the time but also contributes to long-term customer loyalty.

Thus, the host applies personal branding. TikTok Live is a powerful marketing strategy that brands can leverage to increase sales and build stronger relationships with their audiences. [26] These findings provide important insights for other companies leveraging social media platforms for their marketing strategies. The right approach to personal branding can help companies achieve better sales results and build a more loyal customer base.

This study contributes to the theory of digital marketing by enriching the literature on the role of personal branding in influencing consumer purchasing decisions, particularly on live-streaming platforms like TikTok. Through an in-depth analysis of how personal branding elements can build emotional engagement with customers, it offers new insights into how direct interactions between hosts and audiences can enhance loyalty and purchase intentions. Practically, the findings from this research can serve as a guide for other brands to optimize their branding strategies on social media. Brands can leverage proven techniques to boost customer engagement, such as using AI for more personalized interactions and real-time data for sales analytics. By understanding how personal branding affects sales and loyalty, brands can develop more targeted strategies to capitalize on digital platforms and enhance their competitiveness and sales.

This research significantly contributes to digital marketing practices, particularly for small and medium enterprises (SMEs) looking to adopt personal branding strategies. Using social media platforms like TikTok, SMEs can learn how personal branding increases sales and builds stronger customer loyalty. Effective personal branding enables the creation of long-term relationships between brands and consumers, where individual and emotional interactions developed through live streaming become key factors in fostering customer loyalty. Through this study, SMEs can gain guidance on how to leverage the power of personal branding to achieve long-term success in the increasingly competitive digital market.

## Conclusion

Based on the research results, it can be concluded that personal *branding* host TikTok Live significantly impacts Sadojo product sales Snack. Hosts who can build an authentic, professional, and friendly self-image not only succeed in attracting the audience's attention but also increase consumer trust and interest in purchasing. Active interaction, information transparency, humor, and fun communication during *live-streaming sessions* have proven effective in encouraging audiences to buy products and create long-term loyalty.

These findings underscore the importance of personal *branding* in social media-based marketing strategies. Brands that utilize TikTok Live for product promotion should consider how their hosts build relationships with their audiences through positive self-image and well-established

interactions. In doing so, companies can increase the effectiveness of their marketing campaigns, achieve more optimal sales results, and strengthen their position in an increasingly competitive market.

## References

- [1] D. A.Yunita, "Personal branding online," *Ilmu Komun. Fak. Ilmu Sos. Dan Ilmu Polit. Univ. Sebel. Maret*, pp. 1–272, 2010.
- [2] K. A.Rachmadita andP.Febriana, "Content Analysis of Clarin Hayes' Personal Branding as a Doctor on Youtube," *Indones. J. Innov. Stud.*, vol. 21, pp. 1–10, 2022, doi: 10.21070/ijins.v21i.826.
- [3] D.MAIROZA, "Proposed Marketing Strategy for Freight Services Based on Consumer Preferences and Perceptions with the Multidimensional Scaling Method," *J. Tek. Ind. J. Has. Penelit. dan Karya Ilm. dalam Bid. Tek. Ind.*, vol. 6, no. 1, pp. 53–59, 2020.
- [4] D.Diniaty, "Perencanaan Strategi Pemasaran Telur Ayam untuk Meningkatkan Penjualan pada Peternakan Budi Daya Alam Lestari dengan Metode Marketing Mix dan Topsis," *J. Tek. Ind. J. Has. Penelit. dan Karya Ilm. dalam Bid. Tek. Ind.*, vol. 4, no. 2, pp. 91–100, 2020.
- [5] A.Mas'ari, M. I.Hamdy, andM. D.Safira, "Analisa strategi marketing mix menggunakan konsep 4p (price, product, place, promotion) pada PT. Haluan Riau," *J. Tek. Ind.*, vol. 5, no. 2, pp. 79–86, 2019.
- [6] I.Kusumanto andE.Khairika, "Analisis Pengaruh Marketing Mix Berbasis Media Sosial untuk Meningkatkan Omzet pada Bual-Bual Cafe," *J. Tek. Ind.*, vol. 3, no. 1, 2017.
- [7] P. N.Romadhon, A. W.Rizqi, andH.Hidayat, "Analisis Pasar Segmentation, Targeting, Positioning, dan Marketing Mix 4P Minuman Kopi UD. XYZ," *J. Tek. Ind. J. Has. Penelit. dan Karya Ilm. dalam Bid. Tek. Ind.*, vol. 9, no. 1, pp. 80–85, 2023.
- [8] A.Wibowo, *BRANDING DIGITAL (Merek Digital)*. 2021.
- [9] M. D. N.Hadi Mousavi, "A new decade for social changes," *Tech. Soc. Sci. J.*, vol. 6, no. December, pp. 101–105, 2020.
- [10] C.Dinata andS.Aulia, "Analisis Personal Branding Content Creator TikTok @claramonica," *Kiwari*, vol. 1, no. 1, p. 156, 2022, doi: 10.24912/ki.v1i1.15672.
- [11] G.Aji, S.Fatimah, F.Minan, and..., "Analisis Digital Marketing Tiktok Live sebagai Strategi Memasarkan produk UMKM Anjab Store," ... *dan Pemasar. Digit.*, vol. 2, no. 1, pp. 13–24, 2022.
- [12] F.Citra andU. D.Kusumawati, "Television Journalists' Motives in Implementing Personal Branding on Instagram," *Literatus*, vol. 5, no. 1, pp. 148–165, 2023, doi: 10.37010/lit.v5i1.1180.
- [13] B. S.Wijaya andA. A.Nasution, "Social media, personal branding, and the hypoesthesia of communication corruption," *Cogent Arts Humanit.*, vol. 9, no. 1, 2022, doi: 10.1080/23311983.2022.2095095.
- [14] N. I. I. B.Selim, "Halal logistic services, trust and satisfaction amongst Malaysian 3PL service providers," *J. Islam. Mark.*, vol. 13, no. 1, pp. 81–99, 2022, doi: 10.1108/JIMA-05-2018-0088.
- [15] N.Karia, "Halal logistics: practices, integration and performance of logistics service providers," *J. Islam. Mark.*, vol. 13, no. 1, pp. 100–118, 2022, doi: 10.1108/JIMA-08-2018-0132.
- [16] M. J.Haverila, "The influence of the number of brand community memberships on customer centric measures," *J. Mark. Anal.*, vol. 11, no. 1, pp. 5–20, 2023, doi: 10.1057/s41270-022-00154-x.
- [17] H.Permana, "Effective Branding Strategy To Build a Strong Brand," *J. Sci.*, vol. 12, no. 4, p. 2023, 2023.
- [18] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta, 2022.
- [19] R.Srihasnita Rc andD.Setiawan, "Strategi Membangun Personal Branding Dalam Meningkatkan Performance Diri," *Selodang Mayang J. Ilm. Badan Perenc. Pembang. Daetah Kabupaten Indragiri hilir*, vol. 4, no. 1, pp. 19–25, 2018.
- [20] R. T.Ginting, G.Bisma, N. M.Ras, andA.Gelgel, "Article History Bunda Corla's Phenomenon: Instafamous and Personal Branding," *Commun. J. Commun. Stud.*, vol. 9, no. 2, pp. 139–146, 2022.
- [21] I. M. P. B.Suryatmaja andI. N. D.Astawa, "Article History Bunda Corla's Phenomenon: Instafamous and Personal Branding," *Bus. Account. Res. Peer Rev. J.*, vol. 6, no. 3, pp. 1460–1471, 2022.
- [22] A. B.Osei andK.Anim-Wright, "Personal Branding: A Systematic Literature Review," *Int. J. Mark. Stud.*, vol. 16, no. 1, p. 30, 2024, doi: 10.5539/ijms.v16n1p30.
- [23] E. B.SILALAH, A. G.Tanabara, andI. W.Wene, "Speaking Graduate Student for Personal

- Branding and Employment Opportunities,” *J. Suluh Pendidik.*, vol. 11, no. 1, pp. 33–39, 2023, doi: 10.36655/jsp.v11i1.892.
- [24] M. H.Mubarok, M.Madonna, andF.Reza, “Host Communication Styles and Language Variations in Context of TikTok Live-Streaming Commerce,” *WACANA J. Ilm. Ilmu Komun.*, vol. 23, no. 1, pp. 77–90, 2024, doi: 10.32509/wacana.v23i1.3531.
- [25] A.Khairunnisa andA. K.Adim, “Pengaruh Promosi TikTok Live @sajodosnack Terhadap Minat Beli Konsumen,” *e-Proceeding Manag.*, vol. 10, no. 6, pp. 4527–4532, 2023.
- [26] R.Agistiani *et al.*, “Live-streaming TikTok: Strategi mahasiswa cerdas untuk meningkatkan pendapatan di era digitalisasi,” *J. Manag. Digit. Bus.*, vol. 3, no. 1, pp. 1–19, 2023, doi: 10.53088/jmdb.v3i1.607.