

ABSTRACT

Online shopping through e-commerce platforms like Shopee has become increasingly popular across various demographics, especially with the introduction of live shopping features that enable direct interaction between sellers and buyers, which in turn stimulates purchasing interest. Mini Cottons leverages this live shopping strategy to expand its market reach and boost sales through attractive discounts and promotions. This research explores Mini Cottons' marketing communication strategy in fostering consumer purchase interest in its online products through live shopping on Shopee. The research employs a descriptive qualitative method, with data collection techniques including observation, interviews, and documentation. Based on the research findings, Mini Cottons' marketing communication strategy has proven effective in increasing consumer purchase interest through live shopping on Shopee. Mini Cottons successfully captured consumer attention through appealing visuals and active, responsive interaction with the host during live sessions. Consumer interest was triggered by product variety and attractive promotions. Exclusive discounts and the convenience of making purchases directly during live sessions further motivated consumers to make immediate purchases. Incentives such as giveaways also expanded promotion organically and sustainably, as positive experiences were shared among consumers.

Keywords: *Marketing Communication Strategy, Shopee Live, Consumer Purchase Interest*

ABSTRAK

Belanja online melalui e-commerce seperti Shopee semakin digemari oleh berbagai kalangan, terutama dengan adanya fitur live shopping yang memungkinkan interaksi langsung antara penjual dan pembeli, sehingga dapat meningkatkan minat beli. Mini Cottons memanfaatkan strategi live shopping ini untuk memperluas pasar dan mendorong penjualan melalui diskon dan promosi menarik. Penelitian ini mengeksplorasi strategi komunikasi pemasaran Mini Cottons dalam membangun minat beli konsumen pada produk online melalui live shopping di Shopee. Metode yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data berupa observasi, wawancara, dan dokumentasi. Berdasarkan hasil penelitian, strategi komunikasi pemasaran Mini Cottons terbukti efektif dalam meningkatkan minat beli konsumen melalui live shopping di Shopee. Mini Cottons berhasil menarik perhatian konsumen melalui visual yang menarik, interaksi aktif dan responsif dengan host selama sesi live. Minat dipicu oleh variasi produk dan promosi menarik. Faktor diskon eksklusif dan kemudahan proses pembelian secara langsung selama live mendorong konsumen untuk segera membeli. Insentif seperti giveaway juga memperluas promosi secara organik dan berkelanjutan melalui berbagi pengalaman positif.

Kata kunci: Strategi Komunikasi Pemasaran, Live Shopee, Minat Beli Konsumen

RINGKESAN

Balanja online ngaliwatan e-commerce saperti Shopee beuki dipikaresep ku sagala kalangan, utamana jeung ayana fitur live shopping anu ngamungkinkeun interaksi langsung antara anu ngajual jeung anu meuli, sahingga bisa ningkatkeun minat meuli. Mini Cottons ngamangpaatkeun strategi live shopping ieu pikeun ngalegaan pasar sarta ngadorong penjualan ngaliwatan diskon jeung promosi anu pikaresepeun. Panalungtikan ieu ngajalajah strategi komunikasi pamasaran Mini Cottons dina ngawangun minat meuli konsumen kana produk online ngaliwatan live shopping di Shopee. Méthode anu dianggo nyaéta kualitatif deskriptif kalayan teknik kumpulan data dina bentuk observasi, wawancara, sareng dokumentasi. Dumasar kana hasil panalungtikan, strategi komunikasi pamasaran Mini Cottons kabuktian éféktif dina ningkatkeun minat meuli konsumen ngaliwatan live shopping di Shopee. Mini Cottons hasil narik perhatian konsumen ku visual anu pikaresepeun, interaksi anu aktif jeung responsif jeung host salila sesi live. Minat konsumen digerakkeun ku variasi produk jeung promosi anu pikaresepeun. Faktor diskon eksklusif jeung gampangna prosés meuli langsung salila live ngajadikeun konsumen cepet meuli. Insentif saperti giveaway ogé ngalegaan promosi sacara organik jeung sustainable ngaliwatan babagi pangalaman anu positip.

Kata Kunci: *Strategi Komunikasi Pamasaran, Live Shopee, Minat Meuli Konsumen*