

THE ROLE OF TIKTOK LIVESTREAMING HOSTS IN PERSUASIVE COMMUNICATION STRATEGIES TO INCREASE CONSUMER BUYING INTEREST

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Abstract

This study examines hosts' role in TikTok live broadcasts as part of a persuasive communication strategy implemented by Astra Motor BSD to increase consumer interest in purchasing Honda motorcycle products. The study used a qualitative descriptive approach with data collection techniques through in-depth interviews with the Head of Digital Marketing, two hosts, and two active consumers. Data analysis was carried out thematically with the help of NVivo software to identify communication and interaction patterns in live broadcast content. The results of the study show that hosts play an important role in building two-way interactions, conveying product information in an interesting way, and implementing persuasive communication techniques such as storytelling, direct invitations, use of nonverbal expressions, and limited offers such as discounts and gifts. In addition, the success of this strategy is supported by consistent live scheduling, the involvement of the digital marketing team, and the use of the direct message feature as a follow-up channel. This persuasive communication strategy has proven effective in forming positive perceptions of the brand and driving purchasing decisions. TikTok Live is a relevant medium for interactive, emotional, and responsive digital marketing communications.

Keywords

Digital communications
Livestreaming
Marketing strategy
Persuasive communication
TikTok host

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INTRODUCTION

In today's digital era, social media has developed into a very effective marketing communication channel (Sidharta et al., 2024). Social media functions as a communication and entertainment tool and has great potential in the business sector, especially in marketing activities. One of the platforms that is widely used by business people is TikTok (Kis et al., 2024). TikTok is the fastest-growing social network in the post-pandemic era. It was the most downloaded app globally in 2020 and 2021, reaching 1506 million downloads (Forbes, 2022). TikTok offers a vast opportunity to reach a wider audience and increase consumer engagement through creative and interactive content (Wulandari et al., 2025).

In addition, TikTok allows businesses to promote products or services at a relatively low cost, but it also has a significant impact on visibility and sales (Salsabila & Misidawati, 2024). Several studies have shown that TikTok is effective as a digital marketing tool and allows business people to leverage creative content through an innovative and engaging approach (Barta et al., 2023; Afiah et al., 2022). With the live streaming feature, TikTok opens up new opportunities to reach consumers directly, interactively, and in real-time. In marketing, live streaming is an entertainment medium and a strategic tool for influencing purchasing decisions through a persuasive communication approach (Agustina, 2018; Susanti & Adha, 2023).

As part of PT Astra International Tbk, Astra Motor BSD also utilizes the TikTok platform as a promotional media for Honda motorcycle products. In the live broadcast, the host plays a

central role as a communicator who delivers messages, answers consumer questions, and builds emotional closeness directly. The host's role is to convey information and persuade consumers to buy through an interesting, interactive, and convincing communication style. However, the effectiveness of a persuasive communication strategy through live streaming is primarily determined by how the host is able to build credibility, deliver messages clearly and attractively, and respond to the audience appropriately (Pongratte et al., 2023; Anisa et al., 2022; Qu, 2022).

Therefore, it is important to analyze in depth how persuasive communication strategies are implemented by TikTok hosts and to what extent these strategies have an impact on increasing consumer purchasing interest in Honda motorcycle products. Specifically, this study aims to examine the role of TikTok livestreaming hosts in supporting the persuasive communication strategy implemented by Astra Motor BSD. In this case, the host is positioned not only as a conveyor of information but also as the main communicator who is responsible for building emotional closeness with the audience, delivering promotions persuasively, and creating an interesting and interactive atmosphere during the broadcast. This study attempts to answer how hosts use verbal, nonverbal, and visual elements to build trust, influence consumer purchasing interest, and maintain audience engagement in real-time.

THEORETICAL STUDY

TikTok Live Streaming

TikTok live streaming is a live broadcast feature that allows creators or business accounts to interact in real time with their audience. Through this feature, users can have two-way communication: display visual content directly while responding to comments, questions, or reactions from the audience in real time. TikTok Live is one of the new media platforms that has the most interactive content in building connections between hosts and audiences (Ling, 2024). The popularity of Live Streaming on TikTok often has an impact on customer purchasing behavior (Cabanillia et al., 2024). Through live broadcasts, business actors can convey product information directly, build emotional connections, and encourage two-way interactions with the audience (Suarna, 2022; Suparwo et al., 2025).

The main characteristics of TikTok Live are interactivity and multimodality. The audience not only sees and hears information but can also comment, ask questions, and send emojis or gifts during the broadcast. The host uses verbal, nonverbal, and visual communication simultaneously to increase the appeal of the message being conveyed. Persuasive language style, friendly facial expressions, and the use of visual aids make the audience feel closer and more comfortable with the brand (Zou & Fu, 2024). This kind of communication is not only informative but also transactional and emotional.

In marketing practice, TikTok Live has been shown to influence purchasing behavior (Long et al., 2024). Strategies such as limited-time discounts, exclusive live offers, and testimonials from previous buyers create a sense of urgency and drive immediate conversions. In some cases, transactions can even happen live via redirects to WhatsApp, direct messages, or e-commerce links (Ariffin et al., 2024). The success of TikTok live streaming is also greatly influenced by the quality of the host and technical readiness. A host must have persuasive communication skills, be energetic and responsive, and be able to answer questions quickly and clearly. TikTok Live is not just an entertainment feature but a digital communication strategy to attract customers that is very relevant in today's era of marketing transformation (Dahniar et al., 2023).

One of the main advantages of TikTok Live in the business world lies in its ability to form dynamic interactions with the audience. Through features such as live broadcasts and comment columns, two-way communication is created that strengthens the relationship between business actors and potential customers, builds trust, and increases consumer loyalty. In addition, TikTok Live is also effective in increasing brand awareness through short videos that are original, entertaining, and tailored to the characteristics of the target market so as to expand the reach and strengthen the company's image. This platform also supports the creation of an actively involved community, which can be formed through interactions such as replying to comments, answering questions, and participating in discussions directly with the audience. These approaches encourage stronger emotional engagement and foster a loyal community for a brand (Peng, 2021).

METHODOLOGY

The research method used in this study is descriptive qualitative, which aims to gain an in-depth understanding of the communication phenomena that occur in the context of digital marketing (Creswell, 2018). This approach was chosen because it allows researchers to explore the meanings, perceptions, and communication strategies built by hosts in TikTok live broadcasts contextually and holistically. To analyze the data obtained from in-depth interviews and documentation, this study used thematic analysis assisted by the NVivo application. This application is used to group, code, and organize quotes from informants, including two TikTok Live Hosts and a Head of Marketing, into main themes relevant to the focus of the study (Jackson & Bazeley, 2019).

Through a qualitative descriptive approach and the use of NVivo, researchers can identify communication patterns that emerge in interactions between hosts and viewers, including limited discount strategies, the use of testimonials, storytelling, and direct calls that are often used in live broadcasts. By systematically analyzing the data, this study can provide theoretical contributions in the field of digital marketing communications, as well as a practical overview of the effectiveness of persuasive communication in video-based social media platforms such as TikTok.

RESULTS AND DISCUSSION

Persuasive communication strategies

Social media has now become the main channel for reaching a wide and effective audience, along with the increasing intensity of the use of digital platforms by the public. One of the platforms that is optimally utilized by Astra Motor BSD is TikTok, which is now the center of attention of the younger generation as a medium of entertainment and a source of information. Astra Motor BSD actively uses TikTok as part of an integrated digital communication strategy to build closeness with the target market, especially young people and two-wheeled vehicle users.

The official TikTok account with the username @astramotorbsd currently has 24,300 followers and 444,200 likes, indicating a relatively high level of engagement among TikTok users, especially young people and two-wheeled vehicle users. By following 60 other accounts and displaying promotional links in the bio via a link tree, this account shows seriousness in directing the audience to further information on offers and sales contacts.

The uploaded content is very varied and has a strong visual appeal. The three videos "pinned" at the top recorded a high number of views, namely 4.8 million, 3.5 million, and 1.6 million views. This indicates that Astra Motor BSD is able to attract the attention of a wide

audience through educational content, promotions, and interactive responses to consumer comments. In addition, other videos display various information such as motorcycle modification tips, new product displays, and promotional sessions presented directly by live-streaming hosts with striking and eye-catching costumes.

Through a consistent visual strategy, interactive communication style, and the use of captions such as "Embedded" on featured videos, Astra Motor BSD has successfully utilized TikTok features to the fullest to build branding, convey product information, and strengthen relationships with audiences. This strategy shows that TikTok is not only an entertainment platform but also an interactive marketing medium that is highly relevant to the modern automotive industry.

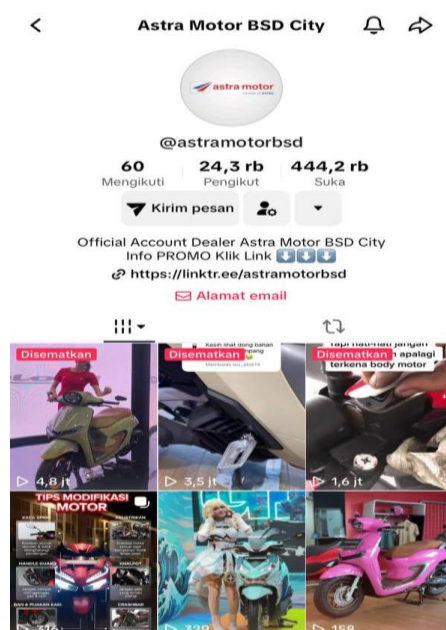


Figure 1. TikTok Account Astra Motor BSD City. Source: TikTok Account Astra BSD City (2025).

Astra Motor BSD's persuasive communication strategy not only focuses on product promotion but also emphasizes the importance of emotional experience, active interaction, and professional delivery in attracting and retaining consumers through TikTok live streaming media. This integrated approach is the key to success in increasing purchasing interest and forming a positive perception of the Honda brand. TikTok's live broadcasts are designed in an integrated manner to build strong relationships with the audience while directly encouraging purchasing interest.

This strategy combines various communication elements such as energetic and friendly verbal and nonverbal language, interesting narratives, and special offers such as discounts and gifts during live streaming. The host plays an important role in conveying information in a communicative and emotional style, creating closeness with the audience through quick responses, personal greetings, and a relaxed but convincing language style. In addition, storytelling and previous customer testimonials are also used as persuasive techniques to strengthen credibility and build trust.

On the other hand, this strategy also includes technical and managerial aspects, such as regular live scheduling at strategic hours, utilizing direct message services to convert viewers into consumers, and selecting hosts based on communication skills criteria. Interactivity during the broadcast is key to maintaining audience attention, while solid team support ensures the smooth running of each live session. All of these elements work synergistically to not only introduce the product but also create a persuasive and enjoyable communication experience, which ultimately strengthens Honda's brand image in the eyes of consumers.

Meanwhile, TikTok Live hosts play a major role in promoting Honda motorcycle products to customers. Through this role, hosts not only function as information providers but also as primary communicators who build brand appeal directly to the audience. They apply persuasive communication techniques, such as delivering promos with a convincing language style, using an enthusiastic tone of voice, and inserting subtle but effective calls to action. This technique plays a major role in influencing perceptions and driving consumer purchasing interest during the live session (Figure 1).

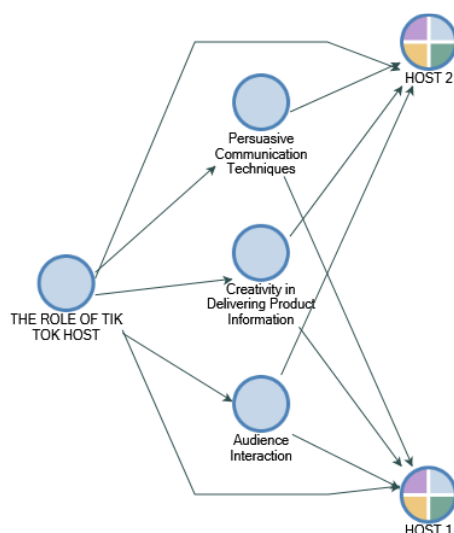


Figure 2. Role of TikTok Live Host. Source: Analysis data (2025)

In addition, hosts are also required to be creative in delivering product information. They must be able to explain the features of Honda motorcycles in an interesting and easy-to-understand way, including the use of analogies, live demonstrations, or storytelling based on customer experiences. This creativity is the difference between ordinary informative broadcasts and broadcasts that really captivate the audience's attention. On the other hand, interaction with the audience is an equally important aspect. Hosts play an active role in responding to comments, greeting users personally, and raising audience questions directly in the broadcast. This interactive approach is what makes live streaming feel alive and strengthens the emotional connection between the host and potential buyers.

This study reveals various persuasive communication strategies in the context of TikTok live streaming conducted by Astra Motor BSD through a thematic approach based on the results of interviews with Host 1 and Host 2. The communication strategies used include cheerful facial expressions, body movements when showing motorbike features, and an energetic tone of voice, which are important elements to attract the attention of the audience. Host 1 mentioned the importance of body movements and visualization with an informative

background during live. Meanwhile, Host 2 explained that visualization of motorbike products during TikTok Live is the main thing that must be displayed during TikTok live streaming.

"The tone of voice must be enthusiastic and energetic, our facial expressions must be smiling continuously. For body language, I usually use the example of a motorcycle display, opening the seat, and showing the trunk." (Host Interview 1)

"Usually I show the motorbike parts directly on camera, I show the trunk, I also ride it so it can be seen whether the motorbike is fit or not." (Host Interview 1)

Persuasive language is also widely used by hosts, such as repeating promotional information, limited offers, and direct invitations to continue communication via WhatsApp after the TikTok Live event is over.

"I show the discount and I also tell the programs so that consumers are interested. Besides that, I also invite consumers to continue chatting on WhatsApp after the TikTok Live activity" (Host Interview 1).

"Giveaways such as jackets, free oil, and special discounts on certain days are very effective in attracting audience attention and encouraging quick purchases." (Host Interview 2)

Thus, the role of TikTok hosts is not just a seller but rather the actualization of a digital communication strategy that combines persuasion, creativity, and interactivity in one dynamic digital space. Both host one and host 2 in the context of Astra Motor BSD have demonstrated these skills effectively, thus contributing greatly to increasing consumer interest in the products offered.

On the other hand, the Head of Marketing of Astra Motor BSD said that the persuasive communication strategy applied in TikTok live streaming was designed comprehensively by considering various important interrelated aspects. This strategy begins with active interaction between the host and the audience, which is carried out in real time through comments and direct responses during the broadcast. This interaction serves to build emotional closeness and increase consumer trust. In addition, the host is required to have high creativity in conveying product information, for example, through direct demonstrations of motorbike features, the use of easy-to-understand analogies, and a pleasant and non-monotonous communication style (Figure 2).

Furthermore, the use of persuasive communication techniques is the main key, where the host not only delivers information informatively but also convincingly with a call-to-action approach, emotional language, and storytelling. In its implementation, this strategy cannot run alone but is supported by solid teamwork, which ensures technical readiness, distribution of broadcast schedules, and preparation of effective content materials. The aspect of interactivity during live is also highly emphasized because the higher the audience involvement, the greater the chance of sales conversion.

In the implementation process, the selection of hosts also follows certain criteria, such as the ability to speak in front of the camera, self-confidence, the ability to convey messages persuasively, and personal appeal. Each live session is directed to generate further interaction through direct message services (such as WhatsApp or TikTok DM) so that prospective buyers can be followed up immediately. These activities are carried out in a scheduled and consistent manner, following strategic hours when the audience is actively

using TikTok. On the other hand, building the host's credibility is very important to maintain the audience's trust, which is built through consistency of information, friendly responses, and an honest and polite communication style.

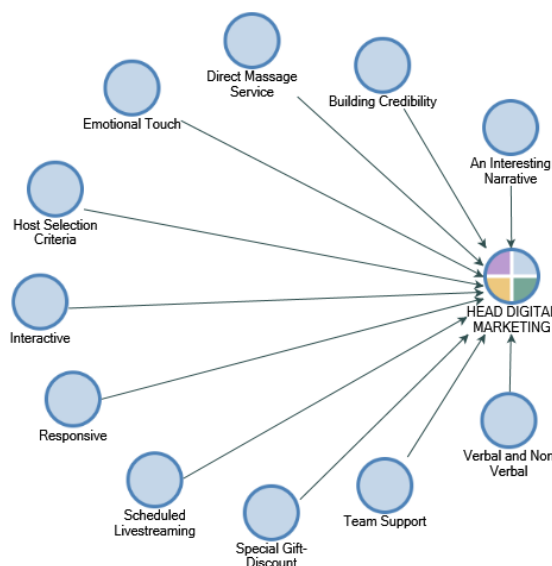


Figure 3. Persuasive communication strategy. Source: Analysis data (2025).

No less important, this strategy also includes the use of interesting narratives, both in the form of verbal promotions and in building a storyline during live streaming. Hosts are also required to be responsive to questions and comments, showing attention and concern for the needs of the audience. An emotional approach is also applied, such as greeting the audience by name, using casual but familiar language, and adjusting facial expressions. Special gifts and exclusive discounts are also provided during the sale to encourage buying interest. All of this is packaged in harmonious verbal and nonverbal communication, where tone of voice, facial expressions, and body language become one unit that supports the promotional message to be more attractive, convincing, and highly influential in the eyes of consumers.

CONCLUSION

This study shows that the persuasive communication strategy implemented by Astra Motor BSD through the TikTok Live platform is a structured, creative, and relevant effort to the development of today's digital consumer behavior. The role of the host is a central element in conveying product information persuasively by combining verbal, nonverbal, and attractive visual communication. The communication techniques used not only convey promotions informatively but also build emotional closeness, trust, and quick responses to audience needs and questions. The use of interesting narratives, relaxed language style, and storytelling based on real experiences also strengthen the credibility and effectiveness of the message conveyed. This research enriches the theoretical understanding of persuasive communication strategies by demonstrating that the effectiveness of persuasion in digital contexts requires systematic integration among technical elements (consistent scheduling, team support), content (storytelling, limited offers, testimonials), and relational aspects (personal interaction, emotional responses). These findings challenge the view that persuasion is merely an individual communicator's skill, by showing that in the digital ecosystem, persuasion is the result of an orchestration strategy involving various stakeholders and supporting elements.

In addition, the success of this strategy is also supported by consistent and scheduled content management, a selection of hosts that match the brand's character, and support from a solid digital marketing team. Features such as giveaways, limited discounts, and direct message services also increase appeal and encourage direct purchasing decisions. The number of followers and high interaction on the Astra Motor BSD TikTok account are strong indicators that the digital communication carried out has succeeded in creating high audience engagement. Thus, Astra Motor BSD is able to utilize TikTok not only as a promotional medium but also as a strategic communication channel to build strong relationships with consumers and increase transaction potential in real terms.

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