

Analysis of Promotion Strategy Through Live Streaming on Product Sales in the Shopee Marketplace (Case Study of the Revoult ID Fashion Store)

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Abstract

The advancement of digital technology has encouraged business actors to innovate in their promotional strategies, one of which is utilizing the live streaming feature on e-commerce platforms such as Shopee. This strategy enables real-time interaction between sellers and consumers, which is believed to enhance trust and boost sales. This study aims to analyze the live streaming promotional strategy implemented by the fashion store Revoult ID on Shopee, identify supporting factors, challenges encountered, and its impact on sales performance. This research uses a descriptive qualitative approach with a case study method. Data were collected through in-depth interviews, participatory observation, and documentation. The findings indicate that content planning, communicative hosts, the use of Shopee features such as discounts and giveaways, and active audience engagement are key success factors. However, obstacles such as technical issues, limited human resources, and inconsistent audience responses remain challenges to address. This strategy has proven effective in increasing both direct and long-term sales, offering practical implications for UMKM in optimizing their digital marketing efforts.

Keywords: *Promotional strategy, live streaming, Shopee, sales, UMKM.*

1. Introduction

Advancements in information and communication technology have transformed various aspects of human life, including the business sector. One of the most significant developments is the digitalization of buying and selling activities, where consumers increasingly prefer conducting transactions online. According to the APJII report (2024), the number of internet users in Indonesia has reached 221.5 million people, representing approximately 79.5% of the total population. The rapid penetration of internet usage reflects the accelerated growth of digital technology in Indonesia, where the internet has evolved beyond communication and entertainment to become a critical component of economic activity and modern lifestyle.

The expansion of digitalization has also led to the rapid growth of online marketplaces. Platforms such as Tokopedia, Lazada, Bukalapak, and particularly Shopee have become essential channels for businesses, including micro, small, and medium enterprises (MSMEs), to promote and distribute their products. Shopee currently dominates the Indonesian e-commerce market. Based on the iPrice report (2024), Shopee has been the most visited e-commerce platform in Indonesia for two consecutive years, indicating strong consumer engagement and trust in the platform.

Along with an increasing number of users, the number of sellers on Shopee has also surged. In 2023, Shopee recorded more than 10 million active sellers (Shopee, 2024). However, this rising competition pressures sellers to continuously innovate in promotional strategies to remain competitive and attract consumer attention.

One of the fastest-growing promotional innovations in the digital era is live-streaming commerce. Live streaming provides a real-time interactive shopping experience in which sellers can demonstrate products, respond to customer inquiries, and offer exclusive promotions directly to viewers. Chen and Lin (2018) found that live-streaming commerce positively influences purchase intention by fostering consumer trust and social presence during the shopping process.

Effective promotional strategies are critical in sustaining competitiveness within a dynamic digital marketplace. Kotler and Keller (2016) emphasize that promotion not only conveys product information but also shapes consumer perception and drives purchasing behavior. In the current digital landscape, live-streaming is considered an effective promotional tool because it integrates visual, emotional, and interactive elements that are difficult to achieve through traditional media.

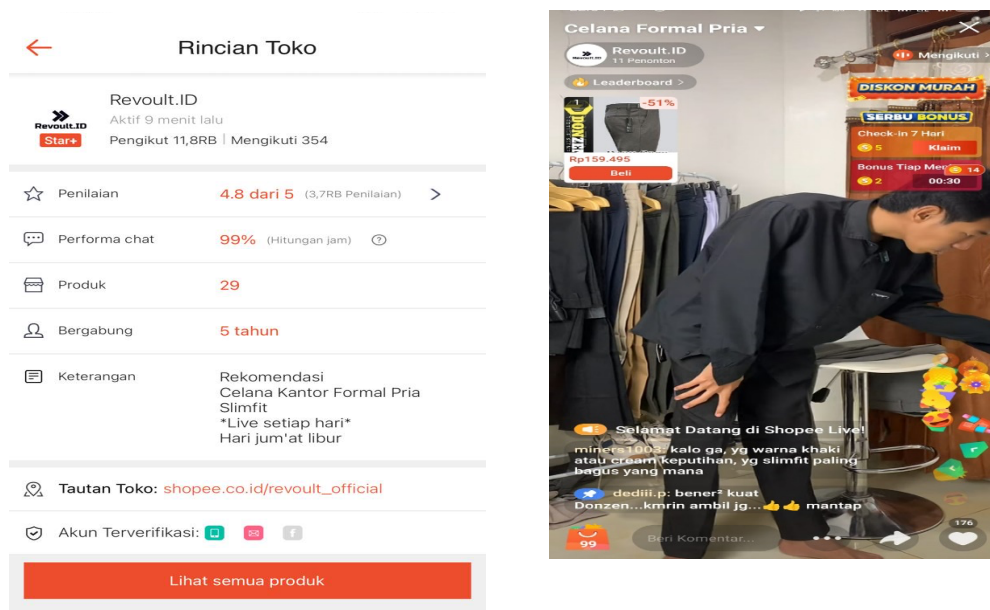
Theoretically, promotional strategy refers to a set of communication activities designed to inform, persuade, and influence consumer decision-making. In the context of digital marketing, promotion through live streaming is perceived as effective due to its interactivity, real-time product demonstration, special offers such as flash sales, and the role of hosts in attracting consumer interest (Kotler & Keller, 2016). However, research examining how these live-streaming components specifically influence purchasing decisions—particularly within the Shopee marketplace—remains limited.

Product sales, as an indicator of promotional effectiveness, are commonly measured through the number of units sold, revenue growth, and conversion rate from viewers to buyers. According to Google, Temasek, and Bain & Company (2024), e-commerce remains the largest sector of the digital economy in Indonesia, reaching a Gross Merchandise Value (GMV) of IDR 1,040 trillion in 2024, with video commerce and live-streaming features projected to play a central role in driving future online sales.

Previous research by Mulyadi and Nurhasanah (2024) demonstrated that promotional elements such as host appeal, time pressure, and product visualization on Shopee Live influence consumer purchasing decisions. However, their study adopted a quantitative approach and did not provide an in-depth qualitative exploration of how live-streaming promotional strategies are designed and implemented by business actors, particularly MSMEs. Meanwhile, Ningrum and Umaroh (2023) examined live-streaming strategies using the AIDA framework for beauty products on Shopee and found that live streaming effectively attracts attention and builds purchase desire among Generation Z. Nevertheless, their study did not investigate the practical and applicative promotional strategies developed by sellers.

Given this research gap, the present study adopts a qualitative approach to explore the effectiveness of live-streaming promotional strategies. A qualitative design is deemed appropriate because it enables the researcher to capture in-depth experiences, perceptions, and actual practices of business actors and consumers (Creswell, 2016). This approach provides a comprehensive and contextual understanding of the dynamics of live-streaming strategies in digital marketplaces.

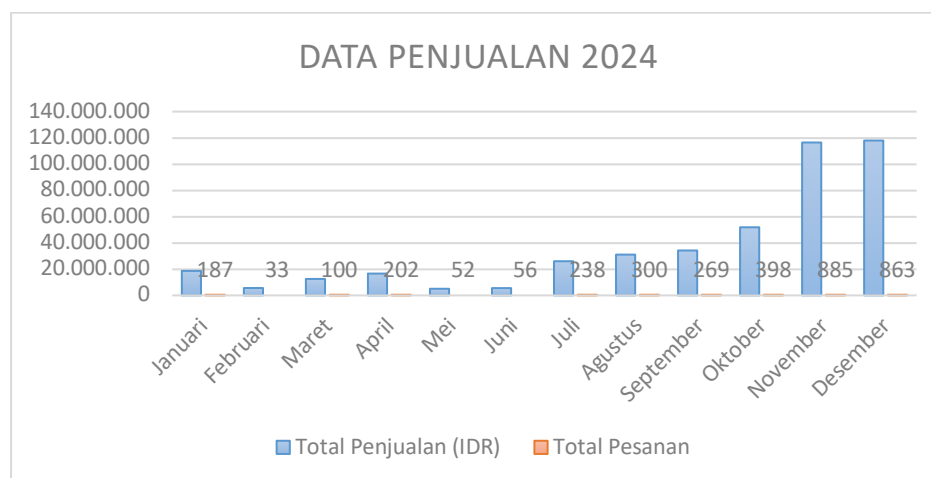
Figure 1. Revoult ID Store Profile and Live Streaming



Sumber: Data Sekunder, 2025

Revoult ID is a micro, small, and medium-sized enterprise (MSME) operating in the men's fashion sector with a primary focus on selling formal office trousers with a slim-fit cut. The store runs on the Shopee marketplace platform and has been active for more than five years. Revoult ID demonstrates strong performance, with over 11.8 thousand followers, a consumer rating of 4.8 out of 5 based on 3,700 reviews, and a chat response rate of 99%. As part of its digital promotion strategy, Revoult ID consistently utilizes the daily live-streaming feature—except on Fridays—to establish direct interaction with potential buyers. This strategy not only serves as a tool for product promotion but also strengthens brand identity and increases consumer trust through real-time two-way communication. The case study of Revoult ID in this research is relevant for analyzing how the effectiveness of live-streaming promotion strategies contributes to improving product sales on the Shopee marketplace, particularly within the context of MSMEs in the fashion sector.

Figure. 2 Sales Data 2024



Source: Secondary Data, 2025

Revoult ID, a fashion store specializing in men's apparel, began to maximize its promotional strategy through live streaming in August 2024. Based on the sales chart, it can be observed that prior to August, the total sales volume and total number of orders were relatively low. However, after the implementation of intensive live-streaming activities, a significant increase occurred in both indicators—particularly between October and December, during which total sales exceeded IDR 100 million and monthly orders surpassed 800 transactions.

This phenomenon raises an important question regarding the extent to which promotional strategies via live streaming contribute to increased product sales and how their implementation can successfully attract consumer interest within the highly competitive Shopee marketplace. The findings suggest that live-streaming promotion not only increases product reach but also directly influences conversion rates and sales volume. Therefore, live streaming can be positioned as a strategic component of digital promotion on marketplace platforms such as Shopee, especially for fashion stores like Revoult ID that rely heavily on visual presentation and real-time interaction with consumers.

Through this case study of Revoult ID, the present research aims to analyze how live-streaming promotional strategies are practically implemented, how communication techniques are selected, and how audiences respond to the promotional content. A case study approach enables a realistic and detailed depiction of the investigated phenomenon (Yin, 2018).

Furthermore, this study seeks to identify the factors that influence the success or failure of live-streaming promotions, including the host's ability to build communication, the quality of video production, and discount strategies applied during the broadcast. These factors play a crucial role in determining the extent to which this method is effective in increasing sales performance.

By examining the promotional strategy through live streaming at Revoult ID on the Shopee marketplace, this research is expected to contribute theoretically to the field of digital marketing and provide practical implications for online business actors in designing more adaptive and innovative promotional strategies in the current digital era.

2. Literature Review

Promosi

Promotion refers to a marketing communication effort aimed at informing, persuading, and reminding consumers about a product, service, or brand. According to Lupiyoadi (2021), promotion is one of the key variables in the marketing mix used to attract consumer interest and influence purchase decisions. Belch and Belch (2020) emphasize that promotion consists of coordinated efforts initiated by sellers to disseminate information and persuasion aimed at influencing consumer behavior. In the same line, Kotler and Keller (2016) describe promotion as a strategic tool used by companies to communicate value and build consumer awareness, persuasion, and recall. Tjiptono (2021) further highlights that promotion not only aims to drive sales but also to create consumer understanding and desire toward a particular product.

Promotion Strategy

A promotion strategy refers to a planned approach used to reach target audiences with effective promotional messages. Lupiyoadi (2021) notes that the effectiveness of promotion strategy is determined by four components: selection of media, timing, message formulation, and delivery approach. Media selection determines the platform used to communicate promotions, while timing influences the effectiveness of consumer engagement. Messages must be informative and persuasive, and the delivery approach may be persuasive, emotional, informative, or interactive depending on target audiences. Kotler and Keller (2016) reinforce that promotion strategies consist of integrated tactics such as advertising, sales promotion,

public relations, personal selling, and direct marketing aimed at stimulating consumer awareness and purchase intention. In the digital era, these strategies increasingly rely on online communication tools to engage consumers.

Modern Promotion Strategy

Recent technological developments have enabled the emergence of more interactive and digital-based promotion strategies. Tuten and Solomon (2017) underline the growing importance of social media and influencer marketing, which leverage social networks and opinion leaders to build emotional bonds and trust with consumers. Brown and Fiorella (2013) highlight influencer marketing as an effective tool for shaping perceptions and influencing purchase decisions, especially among younger consumer groups. Pulizzi (2014) introduces content marketing, which focuses on delivering valuable and relevant content to attract and retain customers. Chen et al. (2021) identify live-streaming commerce as an emerging promotion strategy in which sellers interact with consumers in real time through product demonstrations and exclusive deals, effectively increasing purchase intention. Chaffey and Ellis-Chadwick (2019) further add that search engine marketing (SEM), search engine optimization (SEO), and email marketing support modern promotion by enhancing online visibility and engagement.

Product Sales

Sales represent an essential business activity aimed at generating revenue through product or service transactions. Kotler and Keller (2016) describe sales as an organizational effort to influence consumers through direct or indirect communication to encourage purchases. Stanton (2012) identifies sales not merely as a final transaction but as an exchange process involving value, interaction, and consumer psychological engagement. In the e-commerce context, sales performance is strongly affected by the speed of information delivery, purchasing convenience, customer experience, and promotional strategies. Ainurrohman et al. (2024) find that live streaming, flash sales, and product reviews significantly increase sales performance on Shopee. Similarly, Dewasandra and Artadita (2024) demonstrate that live streaming combined with discount offers significantly strengthens consumer purchase decisions. Thus, sales in e-commerce are inseparable from innovative and interactive promotional activities, particularly those that build emotional connections and real-time engagement.

3. Research Methods

This study employs a descriptive qualitative approach to obtain an in-depth understanding of the effectiveness of live-streaming promotional strategies in increasing product sales at Revoult ID, a fashion store on the Shopee marketplace. The research subjects were selected purposively and consisted of the store owner, live-streaming host, content creator, employees, and consumers who were directly involved in promotional activities. The study was conducted in Tasikrejo, Ulujami District, Pemalang Regency, starting in April 2025, with sales data analyzed from January 2024 to April 2025.

Data were collected through in-depth interviews, participatory observation of live-streaming sessions, and documentation including replay archives, consumer testimonials, and sales records. Both primary and secondary data were analyzed using a thematic analysis technique involving data reduction, data presentation, and conclusion drawing. To ensure the validity of the findings, source triangulation was applied by comparing information obtained from multiple informants with observations and supporting documents.

4. Results and Discussion

The findings of this study were generated through in-depth interviews, direct observation during live-streaming sessions, and documentation analysis involving replay archives, promotional media, and sales records. The research involved multiple internal and external stakeholders such as the store owner, live-streaming host, content creator, employees, and consumers of Revolt ID. Overall, the results show that live-streaming promotions on Shopee have become a strategic and effective marketing tool for strengthening customer engagement and increasing sales performance.

Revolt ID is a fashion business based in Pematang, Central Java, operating fully online since 2020 with a focus on men's and women's formal pants. Although designed for formal activities, the products are crafted with a casual style to meet broader lifestyle needs. The store's vision is to become the largest formal pants retailer in the region by prioritizing product quality, easy shopping experiences, and inspirational business values. This objective is supported by the application of e-commerce and structured marketplace management.

Implementation and Dynamics of Live-Streaming Promotion

Live streaming was adopted at Revolt ID at the beginning of 2024 as a response to the rise of visual, real-time, and interactive online shopping trends. Interviews with the owner show that the adoption was initially experimental, yet the live-streaming strategy significantly boosted sales. Consumers perceive live streaming as more transparent than conventional product descriptions because it allows direct product visualization and two-way communication. This is in line with Chen et al. (2021), who highlight that live-streaming commerce enhances purchase intention by providing immersive experiences and fostering trust.

The implementation involves structured phases—planning, execution, and follow-up. Live-stream planning is conducted weekly by selecting featured products, scheduling live sessions during peak shopping hours (12:00 and 20:00), activating paid promotions during strategic events, and designing promotional banners. This aligns with Lupiyoadi (2021), who notes that effective promotion strategy depends on proper timing, media selection, and message delivery.

Execution involves coordinated teamwork. The host plays a central role as the on-screen communicator, while employees respond to chat, manage stock availability, and ensure smooth transactions. The content creator provides visual materials and maintains consistency in the store's digital branding. As Belch and Belch (2020) emphasize, promotional communication must be both informative and emotionally engaging. Host performance directly influences customer engagement. Humor, real-time demonstrations, and friendly interaction were found to increase viewer retention and conversion rates.

Sales promotion elements embedded within live streaming—such as exclusive discounts, giveaways, cashback, and flash sale collaboration—were proven effective. As explained by Kotler and Keller (2016), promotional incentives stimulate impulse buying and significantly increase transaction volume. During live streaming at Revolt ID, vouchers, free shipping, and Shopee coin giveaways motivate viewers to make immediate purchases. Additionally, post-live follow-ups through chat play a crucial role in converting abandoned carts into completed transactions, demonstrating the importance of continuous engagement beyond the live session.

Determinants of Live-Streaming Success

The study shows that success in live-stream commerce is influenced by four primary factors:

Host performance

Social presence and authenticity build emotional closeness between seller and consumer, echoing findings from Zhang and Chen (2021). A communicative, confident, and humorous host increases viewers' trust and purchase intention.

Timing and duration of live sessions

Longer and consistent live-stream durations enhance algorithmic visibility on Shopee, leading to higher organic reach. This supports Chaffey and Ellis-Chadwick's (2019) concept of digital exposure effect.

Interaction quality

Real-time Q&A and product demonstrations reduce uncertainty, strengthen trust, and elevate customer involvement. Consumers express greater confidence when their concerns are addressed instantly.

Consumer trust formation over time

Viewers develop familiarity and loyalty toward brands that frequently stream products transparently. Live streaming gradually shapes positive brand perceptions and encourages repeat purchases.

Impact on Sales Performance

Live-streaming promotions have produced measurable improvements in Revoult ID's business performance. Regular and strategically executed live sessions not only increase transaction frequency but also boost customer reach and strengthen trust. Consistent with Kotler and Keller (2016), effective promotional activities create purchasing stimulation by delivering engaging messages that encourage immediate decision-making. Comparative analysis of sales data from January 2024 to April 2025 demonstrates a significant increase in sales volume after the adoption of live-streaming promotions, indicating that this marketing strategy has become a key determinant of the store's financial growth.

Comparison of Sales Data Before and After the Optimization of Live-Streaming Strategy

The implementation of live-streaming promotions has demonstrated a significant impact on the sales performance of Revoult ID based on sales trends recorded from January 2024 to April 2025. To analyze the effectiveness of this strategy, the sales data were grouped into three phases based on the intensity of daily live-streaming activities: (1) low-frequency streaming (January–July 2024), (2) optimized streaming implementation (August–December 2024), and (3) sustained streaming with efficiency adjustment (January–April 2025). The transition from low-frequency to consistent daily streaming produced noticeable improvements in both total sales value and number of orders.

The following table presents the monthly comparison of total sales and order volume before and after the optimization of the live-streaming promotional strategy:

Table. 1 Monthly Sales Performance of Revoult ID (January 2024 – April 2025)

| Year 2024 | Total Sales (IDR) | Total Orders |
|-----------|-------------------|--------------|
| January | 18.670.104 | 187 |
| February | 5.620.018 | 33 |
| Marc | 12.536.846 | 100 |
| April | 16.622.376 | 202 |
| May | 5.048.249 | 52 |
| June | 5.552.651 | 56 |
| July | 26.023.901 | 238 |
| August | 31.058.262 | 300 |
| September | 34.214.597 | 269 |
| October | 51.900.236 | 398 |
| November | 116.460.278 | 885 |

| | | |
|----------|-------------|-----|
| December | 117.968.225 | 863 |
|----------|-------------|-----|

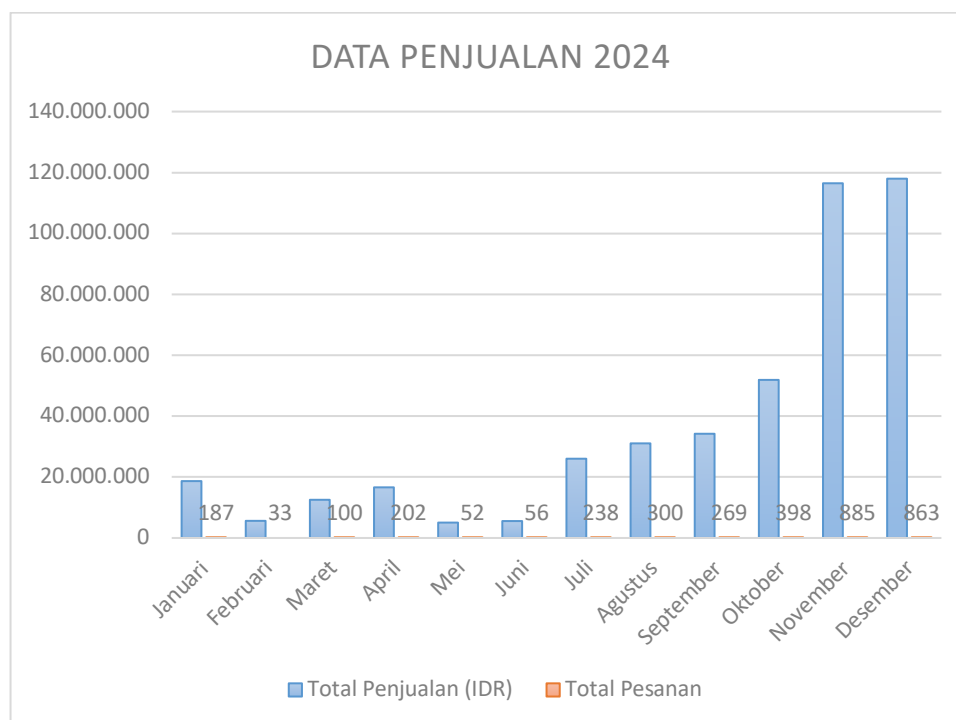
| Year 2025 | Total Sales (IDR) | Total Orders |
|-----------|-------------------|--------------|
| January | 50.596.144 | 367 |
| February | 45.777.595 | 376 |
| Marc | 108.799.198 | 803 |
| April | 59.769.893 | 474 |

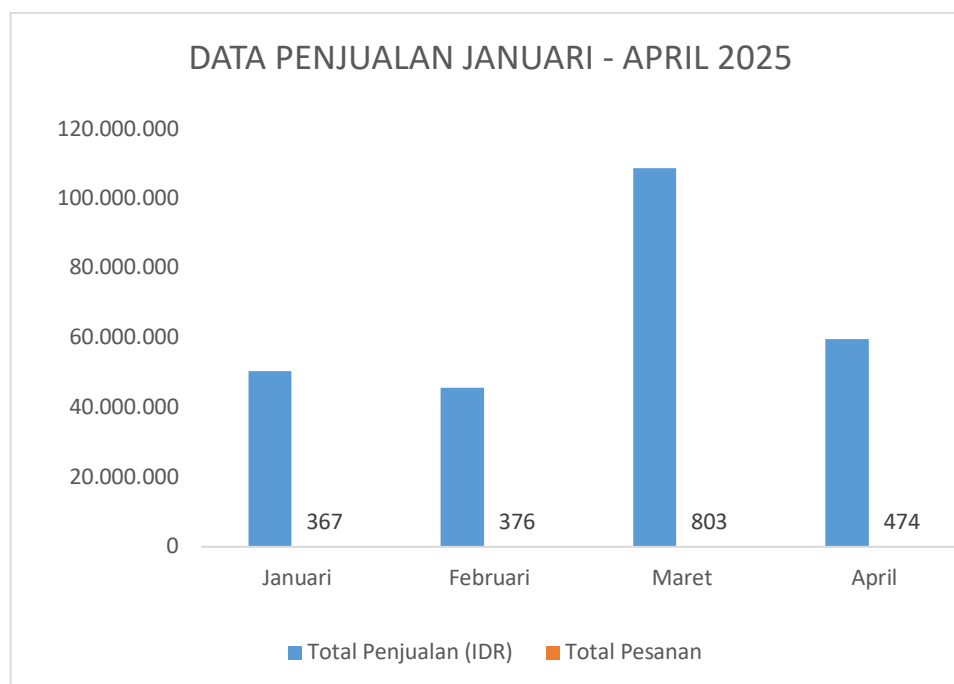
Interpretation of Findings

The data show a substantial growth trajectory after the optimization of live-streaming activities. During the early phase (January–July 2024), the store relied on irregular streaming, resulting in fluctuating and mostly low sales. A turning point occurred in August 2024, when Revault ID began implementing daily and structured live-streaming sessions, producing a consistent upward trend. The most significant spike occurred in November and December 2024, with sales surpassing IDR 116 million and 117 million, accompanied by more than 860 orders per month—the highest sales record during the observation period.

Even though sales slightly fluctuated in the first quarter of 2025, the results remained considerably higher than the pre-optimization phase. This indicates that live-streaming not only drives temporary sales stimulation but also supports continuous consumer engagement and repeat purchases over time. Thus, live-streaming can be categorized as a high-impact promotional strategy capable of increasing both transaction volume and customer purchase conversion in the marketplace ecosystem.

Figure. 3 Sales Data for January-December 2024 & January-April 2025





Source: Secondary Data, 2025

Phase One: January–July 2024 (Live Streaming 2–4 Hours per Day)

During this phase, the store conducted live streaming for only 2–4 hours per day, and not on a daily basis due to limited human resources. The store owner handled the streaming alone without assistance from employees. The average monthly sales during this phase ranged between IDR 500,000 and IDR 5,000,000, accompanied by a relatively low number of orders. As the owner explained:

“At the beginning, I handled the live sessions myself. There were no employees, so the schedule depended on my free time. Sometimes I streamed only for two hours, and sometimes I didn’t stream at all.” (Interview, Store Owner, 2025)

Phase Two: August–December 2024 (18 Hours per Day)

Starting in August, the store received support from employees and internship students, enabling fully consistent live streaming for up to 18 hours per day. Sales increased sharply from IDR 20 million in August to more than IDR 100 million per month in November and December. The number of orders also rose dramatically, reaching more than 800 orders per month. A store employee emphasized the impact:

“When we streamed for almost 18 hours a day, the number of buyers skyrocketed. Every flash sale sold out instantly. Orders kept coming in to the point where we struggled to manage them.” (Interview, Employee, 2025)

Phase Three: January–April 2025 (8–10 Hours per Day)

During this phase, live-streaming duration was reduced to 8–10 hours per day due to the decrease in manpower and the completion of internship programs. A decline in sales was observed—from IDR 120 million in March to IDR 65 million in April—although the number of orders remained relatively high (474 orders in April). As the store owner noted:

“When the interns finished their program and the team got smaller, we couldn’t stream for long hours anymore. Since then, the sales began to decrease as well.” (Interview, Store Owner, 2025)

Direct Sales Growth Driven by Live Streaming

Live streaming enables faster and more spontaneous purchasing decisions, as viewers can buy products instantly without leaving the streaming page. Evidence from the sales data indicates a significant acceleration in transaction volume driven by live-streaming sessions. In practice, live streaming stimulates impulse buying—an effect not commonly seen in conventional shopping behavior. Chen et al. (2021) highlight that live-streaming commerce promotes spontaneous purchases because consumers feel more confident after observing real-time product demonstrations. The combination of trust-building and a sense of urgency through limited-time offers further reinforces sales conversion.

The host described this effect as follows:

“Whenever I announce a flash sale or special bonus, many viewers check out immediately. It becomes even more crowded when we stretch the product to demonstrate the stitching quality.” (Interview, Host, 2025)

Overall, the live-streaming promotional strategy on Shopee increased sales by approximately fivefold and order volume by approximately fourfold within a period of 3–4 months after optimization, indicating that this promotional method is highly effective in improving marketplace performance. The direct sales improvement is supported by key factors such as the sense of urgency created through limited-time promotions, real-time product demonstrations that clarify specifications and quality, and instant consumer trust shaped through transparent and interactive communication between the host and viewers.

Long-Term Impact of Live-Streaming Promotional Strategy

Tjiptono (2021) emphasizes that interactive and bidirectional promotional activities such as live streaming have the potential to build sustainable relationships between producers and consumers through continuous interaction and trust. This indicates that live streaming not only produces immediate sales impact but also contributes to shaping long-term consumer behavior.

Increased Consumer Trust

Consumers feel more confident when products are demonstrated live, including transparency regarding materials, colors, sizes, and even product limitations. One respondent stated:

“I could see the material directly when it was shown on camera, so I had no doubt about purchasing. It was clearer than just looking at photos.” (Interview, Consumer, 2025)

Kotler and Keller (2016) argue that trust is a prerequisite for building loyalty and repeat purchases. In live-streaming contexts, transparency, real-time interaction, and responsive communication collectively foster strong consumer trust.

Expanded Market Reach

Shopee’s live-streaming algorithm displays content randomly on users’ homepages, allowing the store to reach new audiences who have never previously encountered the products. As a staff member noted:

“Sometimes viewers say, ‘I just discovered this store today.’ So live streaming really helps increase exposure.” (Interview, Employee, 2025)

This aligns with Chaffey and Ellis-Chadwick (2019), who assert that digital marketing expands audience reach through algorithmic relevance, enabling brands to connect with new customer segments beyond paid promotion.

Development of Consumer Loyalty

Oliver (1999) defines customer loyalty as a deep commitment to repurchase consistently despite situational influences or marketing efforts from competitors. Through interactive features and two-way communication, live streaming creates emotional bonds and a sense of involvement that surpass one-directional promotion. Consumers who feel

acknowledged and engaged tend to revisit live broadcasts and eventually become repeat buyers. As the host stated:

“Some viewers appear in every live session. Sometimes they don’t buy that day, but the next day they check out a lot.” (Interview, Host, 2025)

5. Conclusion

Based on the findings of this study, the implementation of promotional strategies through live streaming on Shopee Marketplace (case study: Revoult ID Fashion Store) demonstrates that structured and consistent promotional activities significantly enhance sales performance. The strategy involves several integrated stages, including careful product selection, scheduling live sessions during peak consumer activity hours, utilizing promotional tools such as vouchers and live-exclusive discounts, and conducting post-session performance evaluations. A strong collaborative workflow between hosts, administrators, and content creators ensures engaging and uninterrupted live broadcasts, resulting in strengthened customer relationships and increased interaction. These findings align with Kotler and Keller’s (2016) theory, which emphasizes that effective promotional strategies require the integration of messages, media, and interaction to communicate product value to consumers.

Furthermore, the study reveals that live streaming promotions have a substantial impact on improving both short-term and long-term sales performance. Although several challenges arise—such as technical disruptions, host fatigue, insufficient product explanation, and fluctuating consumer participation—the overall effect of live streaming remains highly positive. Sales data indicate a dramatic increase after the strategy was fully optimized, with monthly revenue rising from approximately IDR 500,000–5,000,000 (January–July 2024) to over IDR 100,000,000 (August–December 2024), followed by continued growth in early 2025. The high conversion rates were supported by real-time interaction, persuasive communication style, consistent broadcasting schedules, and promotional incentives during live sessions. These findings reinforce Zhang and Chen’s (2021) view that live streaming commerce effectively stimulates purchase decisions by creating a strong sense of social presence and an authentic interactive shopping experience.

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