

. ABSTRACT

Social media was as communication digital device which used to get or share the information to all people . Facebook was one of social media which used to be a place for promoting one product .One of it was Ida yanti's branded clothes shop . This shop used Facebook social media for online activities shop by using fitur live.The aim of this research to give information the using of fitur live Facebook in online activities shop.This research used Qualitative descriptive method research by fenomology approach .The data was collected by observing from Ida yanti's baju branded account.The review with the source documentation to get the information of the data for the research.Based on this research explanation that the using of live fitur was effective to use for online shop activities because the process was faster and the customers was able to see the things directly and detail.The promotion strategy which Ida ' s shop used was able to get the attention of the followers so the things was offering got a lot lovers.

Keywords: *Facebook, Social Media, Live Features, Ida Yanti's Branded Clothes.*