

## ABSTRACT

The increasing interest in buying products in Indonesia is caused by various factors, one of which is the trend of selling through live streaming on social media platforms and even e-commerce. TikTok has succeeded in becoming an application that is very popular with internet citizens to download and has a perfect gift and purchase function. These conditions have made TikTok one of the new media that creators in the world are eyeing and even online traders to market their products. One of the content from social media marketing that is in great demand, especially teenagers, is beauty content. Something Beauty Products is a brand that was just established in 2019. However, as a new brand, Somethic managed to achieve total sales of IDR 53.2 billion and managed to occupy the first position in sales of the best-selling beauty products in E-Commerce in the first three years.

This study aims to examine the effect of the Live Streaming strategy in the TikTok application on gift giving and customer buying interest in Beauty products Somethink..

The population in this study are daily active users of TikTok aged 16-55 years, enjoy shopping through the online platform and have experience buying products or at least have watched the sale of Something's products live streaming on the TikTok application in the last three months. Sampling used a purposive sampling technique with a total of 440 respondents. The data selection method used the questionnaire method. Data analysis used SEM-PLS with research variables including Telepresence, Flow, Guidance Shopping, Metavoicing, Swift Guanxi, Purchase Intention and Gift-Giving Intention.

The results showed that (1) Telepresence affordability has a positive relationship with Swift Guanxi, (2) Current affordability has a positive relationship with Swift Guanxi, (3) Guidance shopping affordability has a positive relationship with Swift Guanxi, (4) Metavoicing affordability has a positive relationship with Swift Guanxi, ( 5) Swift Guanxi has a positive relationship with purchase intention, (6) Swift Guanxi has a positive relationship with gift-giving intention.

For further research, it is hoped that the results of this study can be used as a reference for future researchers to develop this research by adding and considering other variables in Telepresence Affordability.

Keywords: Live Streaming TikTok, Swift Guanxi, Affordance Theory, Gift Giving, Purchase Intention.