

ABSTRACT

Today's technology has greatly influenced all people in the world and made all activities easier and more practical, especially in the economic field. The whole community is doing more buying and selling transactions through online platforms because it is considered more effective because it saves time. There are many online platforms used by people today, one of which is TikTok. The purpose of this study is to measure how much influence TikTok social media @sajodosnack uses live to promote and trade its products on consumer buying interest. This research method uses quantitative with a descriptive type of study by distributing questionnaires. The results showed that there was a significant influence on the effect of TikTok live @sajodosnack promotion on consumer buying interest, with a percentage influence of 46.3%, while the remaining 53.7% was influenced by other factors not examined. This study used a sample of 400 respondents. It can be seen that the r value is 0.680 in this study, if the coefficient interval is at a value of 0.60 - 0.799, it is declared strong. In this study, it is declared strong because the correlation coefficient test gets a value of 0.680, which means it shows a strong relationship between variable X (Promotion) and variable Y (Purchase Interest).

Kata Kunci : *TikTok, TikTok Live, Promotion, Purchase Interest*