

ABSTRACT

Live streaming has become a popular phenomenon with significant interest from both audiences and hosts. Live broadcasts encompass a variety of creative content such as dancing, singing, and gaming. This phenomenon is also associated with live selling shopping, where hosts employ persuasive communication strategies and employ both hard and soft selling techniques to promote products and persuade the audience to make purchases. The TikTok application pioneered live selling shopping on social media platforms, offering a range of live streaming features. Live selling shopping is a prominent category on TikTok that leverages User Generated Content (UGC) to categorize viewers based on their interests. Hosts play a pivotal role as actors, delivering product information in an engaging manner. In the realm of live streaming, psychodynamic strategies become essential for conveying persuasive information through gestures, movements, and the host's emotional expressions. Sociocultural persuasion strategies involve leveraging environmental influences and recommendations from individuals in the vicinity to enhance persuasion. Construction strategies involve a personalized approach to persuade individuals to engage and develop product knowledge to influence purchase decisions. In conclusion, live hosts utilize varying patterns of persuasive communication strategies that align with their individual styles and the marketed products. This study offers guidance to hosts in selecting appropriate strategies to achieve the effectiveness of live streaming and mitigate potential disruptions that may arise during live broadcasts.

Keywords: *Persuasive Communication Strategies, Persuasive Communication, Live Streaming, Live Selling Shopping, TikTok Application.*