ABSTRACT

The marketing revolution has undoubtedly made businesses increasingly inseparable from digital technology. Digitalization facilitates UMKM in conducting marketing activities. Various types of digital technology have been developed to support product marketing, and one notable example is E-commerce. E-commerce is a specific form of digital marketing applied, particularly by UMKM. Shopee is among the E-commerce platforms that offer the Live feature. Hijab_Nation shop is one of the businesses that employ digital-based persuasive communication. During Live Streaming activities, a communication strategy is crucial. This research employs qualitative research methods and gathers data through in-depth interview techniques. It also utilizes communication strategies proposed by Melvin L. De Fleur and Sandra J. Ball-Roceach, with a particular focus on sociocultural strategies.

The researcher concluded that Toko Hijab_Nation opted to utilize the Shopee Live feature as a medium for implementing persuasive communication strategies. This choice is attributed to its significant assistance in conducting business activities without the necessity of meeting buyers face-to-face. Moreover, Toko Hijab_Nation, which initially had customers only in one area, successfully expanded its market to various regions, reaching consumers wherever they were. Persuasive communication strategies, particularly sociocultural strategies, have proven successful for the Hijab_Nation Shop, as evidenced by the growing number of orders received within a day through the Shopee live feature. The language employed by the hosts possesses distinctive characteristics, incorporating persuasive elements aimed at influencing buyers. This is further reinforced by buyers who have made purchases at Toko Hijab_Nation and provided positive testimonials in the comments section during the live streaming broadcast, instilling confidence and influencing potential buyers to make purchases.

Keyword: *E-commerce, Live Streaming, Persuasive Communication, Sociocultural Strategy*