

ABSTRACT

This research is motivated by the problem of live shopping activities carried out by "Merajut Asa Kita" on the Shopee platform, namely the decrease in viewers which then has an impact on the lack of brand awareness during live shopping activities. This is due to the absence of professional human resources in managing live shopping and the lack of overall preparation starting from concepts, themes, and others. The purpose of this research is to plan and implement marketing communication strategies through live shopping to increase brand awareness of "Merajut Asa Kita" on the Shopee platform, Bandung in 2024.

The method used in this study uses a qualitative descriptive method, because this study relies on written explanations based on information obtained from the sources to obtain data relevant to the research topic. Data collection in this study was carried out through observation, interviews, and documentation of live shopping activities on Shopee Merajut Asa Kita to find out the actual situation.

Based on the results of the research obtained, regarding the analysis of live shopping viewers data on Shopee Merajut Asa Kita, there is a significant difference in the number of viewers in certain live sessions. The lowest number of viewers was recorded as many as 6 viewers on April 27, while on May 4 there was a rapid increase in the number of viewers which was 97 viewers, this shows that on May 4 live shopping activities managed to achieve the highest number of viewers compared to live sessions previously. This difference reflects the variation in audience engagement during live shopping. The implementation of the marketing communication strategy through live shopping carried out by the author succeeded in increasing interaction with consumers and attracting around 23 new followers, although there are still other factors that may contribute to the overall growth of followers during the period. In addition, this strategy also has a positive impact on increasing brand awareness of Merajut Asa Kita.

Keywords: Marketing Communication, Brand Awareness, Live Shopping, Digital Marketing, Knitted Products, Shopee Knitting Asa Kita