

ABSTRACT

The development of digital technology has driven major transformations in marketing activities, one of which is through the live streaming feature on the TikTok platform. However, in practice, live hosts face challenges such as difficulty in maintaining viewer numbers and miscommunication with consumers, particularly regarding differences in perception of product colors displayed during live broadcasts. This study aims to analyze the communication style and communication competencies of TikTok live hosts in interactive marketing activities, with a case study on the Muslim fashion brand @zafarnaz_id. This research employs a qualitative approach using the case study method. Data was collected through in-depth interviews and direct observation of the brand's TikTok live activities. The number of informants in this study consisted of 9 people, namely 3 live hosts (key informants), 5 consumers (supporting informants), and 1 communication expert (expert informant). The results of the study indicate that hosts use various communication styles such as dominant, dramatic, animated expressive, open, relaxed, friendly, attentive, and impression leaving in building interactions with the audience. Meanwhile, the communication competencies of live hosts encompass three main aspects, namely motivation (both positive and negative), knowledge (content and procedural), and skills. This study contributes to expanding understanding of the application of communication styles and communication competencies of live hosts in the context of interactive digital marketing, particularly through live streaming platforms like TikTok.

Keywords: *Communication Styles, Communication Competencies, Live Hosts, TikTok, Interactive Marketing, @zafarnaz_id*