

Video data analysis of online live shopping streamers on Shopee

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ABSTRACT

This research aims to identify and formulate aspects that influence buyer decisions and the behavioral impulses that emerge from consumers when streamers conduct live shopping on the Shopee marketplace. This study aims to determine the close relationship between streamers and their viewers, thus influencing increased sales. In Indonesia, sales activities through marketplaces have experienced a significant increase, with a variety of available applications and features. Therefore, a method is needed that is not only informative, but also visually appealing, emotionally, communicative, and has an impact on improving the community's economy. This study aims to develop verbal and nonverbal methods for streamers during live shopping. This is an effective solution for identifying patterns that influence buyer decisions. This research method uses Video Data Analysis (VDA) and visual studies, namely methods that focus on what is depicted in visual data. Visual data are used to depict, describe, or analyze social phenomena through Visual Studies, Multimodal Interaction Analysis, Ethnography, and Experimental Behavioral Studies. Researchers will focus on the situational dynamics and behaviors of video and visual streamers during live shopping for various products, including fashion, food, household items, and electronics. The expected outcome of this research is a concept of verbal and nonverbal communication in live shopping that is relevant to all types of marketplaces.

Keywords: Shopee, Live Streaming, Video Data Analysis, Marketplace, Situational Dynamics.

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RESEARCH & PUBLISHING



1. INTRODUCTION

The digital market in Indonesia is growing rapidly. This is a result of the significant growth of new media across various sectors, including education, health, culture, social issues, and politics. In terms of cultural and social aspects, one of the most prominent developments is the shift from offline to online transactions. The development of new media is also marked by the emergence of social networks. According to Puntoadi (Puspita Sari, 2012), social media is a website-based feature that can form networks and enable people to interact in a community. It is called a social network because this media provides a means of communication that can be conducted in the real world and the virtual world. Live streaming sales are clearly conducted through the virtual world. However, we must prepare for the real-world aspect so that the streaming process runs according to the streamer's wishes.

The 2025 Indonesia Digital Report recorded 65.7 million transactions in 2024, with purchases totalling USD 50.2 billion (Kemp, 2025). This represents a 12% increase, or 7 million transactions, from the previous year. This increase in transactions demonstrates Indonesia's growing confidence in online shopping. The diverse range of products sold through online applications makes it easier for people to satisfy their daily needs.

In terms of online sales, one area of growth is live streaming, where streamers interact with viewers. The live streaming phenomenon began to develop in the United States, with people spending time watching video broadcasts for entertainment purposes (Rinaldo, 2022). However, over time, Americans have embraced streaming as a career, necessitating the creation of creative and sustainable content for it. This is in line with Marjiana (2025), who found that live streaming allows sellers to showcase products in real time, provide more detailed information, and interact directly with consumers.

Based on the transaction data, the three highest-purchased product categories were food (USD 10.8 billion), electronics (USD 9.55 billion), and clothing (USD 7.72 billion). Additionally, there were beauty and personal care products, equipment, hobbies, household appliances, and other categories, as shown in Figure 1. This type of spending demonstrates that Indonesians can be a strategic market for product marketing.

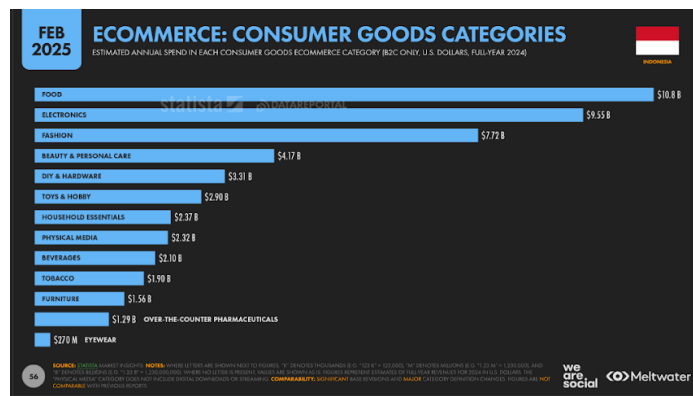


Figure 1. Indonesia's 2025 Online Purchasing Category

Source: datareportal.com

This online sales service is also supported by numerous promotions offered by the platform, such as free shipping, coupons, discounts, and a streamlined shopping experience. The online platform also offers live streaming during sales to garner positive feedback from potential customers. Shopee is the focus of this study. Shopee is an Indonesian e-commerce platform with 130 million visits, ranking first in terms of site visitors in the fourth quarter of 2020, from October to December. Shopee is a digital-based company that has significantly contributed to MSME performance (Widya, 2022).

Research has shown that live streaming on Shopee influences purchasing decisions through parasocial relationships and utilitarian shopping value (Pradnyamitha & Maradona, 2024). Parasocial relationships are close relationships between streamers and their viewers, providing an incentive to engage in action. Utilitarian shopping value, on the other hand, refers to the functional and practical value of shopping. The live streaming feature, through direct interaction and live product visualization, can build emotional closeness and increase consumer trust in the brand. Therefore, this is an effective strategy for encouraging consumer engagement in transactions on e-commerce platforms (Rizal, 2025). This means that streamers must have a detailed and well-developed concept before going live, both in terms of interaction and visuals. E-commerce, or electronic marketing, is a business activity that involves the sale and purchase of products or services through social media, supported by an Internet connection, allowing sellers and buyers to interact online. The equipment and tools used by streamers must meet the criteria to avoid disruptions during the stream, including gadgets, laptops, microphones, tripods, and an Internet connection.

This study used a qualitative approach with a video data analysis method. Video data analysis focuses on situational and behavioral dynamics using video and/or visuals to understand how people act and interact, and what consequences these situational dynamics have on social outcomes (Nassauer et al, 2018). With this approach, researchers can focus on the behavior of streamers when interacting with consumers during live shopping. The units of analysis used consist of two aspects: verbal (use of diction, buyer calls, invitations, price mentions, and responding to comments) and nonverbal (gestures, movements, body energy, and product demonstrations).

2. METHOD

This study used a qualitative approach with the Video Data Analysis (VDA) method to define the verbal and non-verbal aspects of streamers. VDA helps demonstrate that by observing a person's movements, field of vision, use of space, interactions, exchange of glances and gestures, facial expressions, and body posture, it is possible to decipher the syntax of situational dynamics and identify patterns that explain social phenomena (Nassauer et al., 2018).

In addition to multimodal aspects, VDA utilizes ethnography in its analysis. This is a branch of anthropology that describes, explains, and analyzes the cultural elements of a society or ethnic group. Ethnography, in its activities, provides (reveals) detailed descriptions of the behavior and thinking patterns that have become standardized among the people studied, and is expressed in writing, photographs, drawings, or films (Permata Sari, 2023). In the concept of live streaming, this aspect is particularly helpful in identifying consumer thinking and behavior in online buying and selling transactions because of the visual aspects seen during live streaming.

Experimental Behavioral Studies, on the other hand, focus on the role of key therapeutic strategies in cognitive therapy (Bennet, 2004). The concept of cognitive therapy in live streaming viewers is the process of behavioral change through interactions between the streamer and the audience, both verbal and nonverbal.

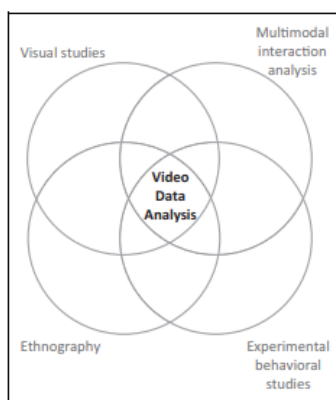


Figure 2. Video Data Analysis as Methodical Relations

Using aspects of Visual Studies, Multimodal Interaction Analysis, Ethnography, and Experimental Behavioral Studies, researchers will observe streamers' patterns when live shopping on the Shopee marketplace, as well as the impact of the behavior displayed by viewers on increasing sales.

3. RESULT AND DISCUSSION

As mentioned in the previous subsection, there are numerous video streamers in the Shopee marketplace marketing various products. We will focus on selling fashion, food, and household necessities by analyzing streamers' verbal and nonverbal communication. Verbal communication emphasizes the spoken and written aspects. In contrast, nonverbal communication is a form of communication in which the message is delivered without words. In real life, nonverbal communication is far more common than verbal communication (Triindah, 2016).

In sales practice via Shopee Live, streamers use both aspects of communication to promote their products, encouraging customers to make purchases.

3.1 Image Meaning and Purpose

The researcher selected three sample streamer patterns for fashion, food, and household necessities. For fashion, we selected three products: Rurik, Kienka, and Zytadelia. For household necessities, we selected LocknLock, Mybelia.ID, and Stein Official Shop as the stores. For food products, we highlighted Ladang Lima Official, Ayoo! Fresh and Mamafuji Official Stores.

3.1.1 Fashion Products

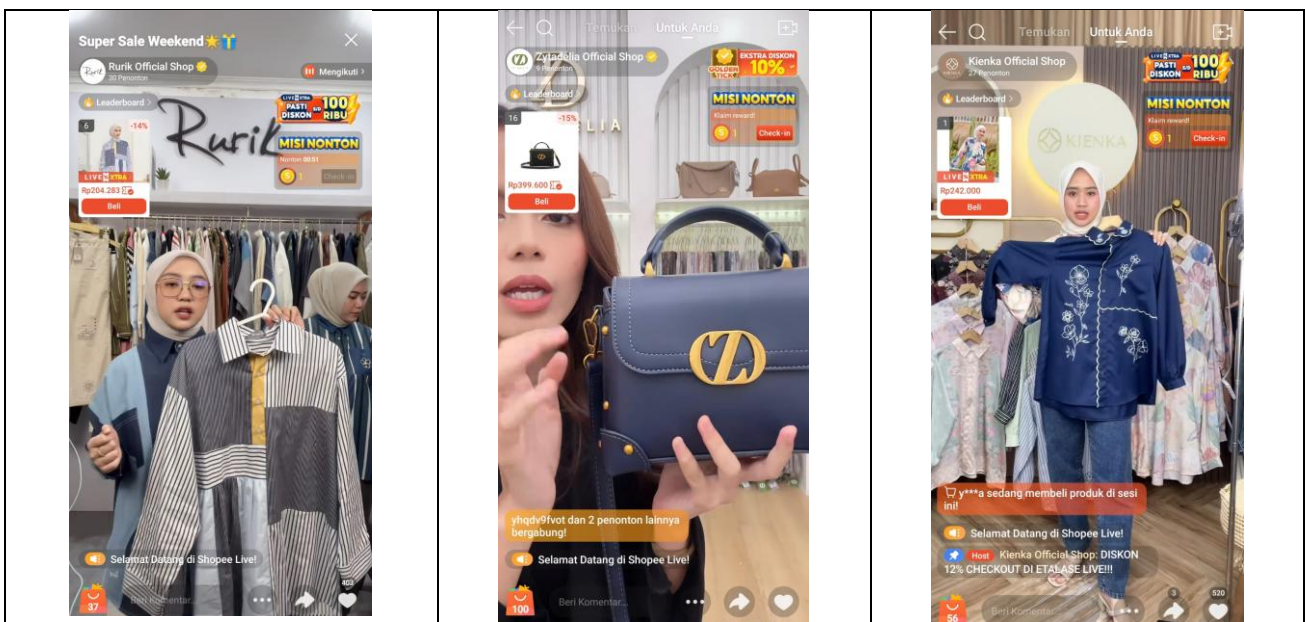


Figure 3. Shopee Live Streamer: Fashion Products (Day time)

Source: Shopee Live Rurik, Zytadelia, Kienka Official Shop

On the Shopee marketplace, the researchers found several fashion products that have many fans, especially in Indonesia. Three of them are the brands in Figure 3: Rurik, Zytadelia, and Kienka, which have fans and updates on the most popular fashion models. Rurik is a women's fashion brand based in Bandung, West Java with a distinctive design printed on fabric and releases limited products in each

edition. On the Shopee marketplace (<https://id.shp.ee/BaHF6ug>), this brand has 329.7 K followers, with a fairly large customer base with thousands of sales in each volume per month. Researchers collected data from Rurik's live streamer on August 16, 2025, at 1:00 PM WIB, where 30 viewers watched and interacted with the streamer. In the communication pattern, the streamer used a display setting of 37 neatly lined-up Rurik products to facilitate interaction when customers asked the streamer to show their products. In addition, the streamer used Rurik products during the live as the product's identity. Meanwhile, in terms of verbal communication, the streamer used the greeting "Sister" during the live stream, emphasizing the emotional closeness between the seller and buyer. In addition to the streamer, the owner of Rurik also joined the live stream, specifically during new product launches, and held quizzes with free Rurik products as prizes. This has been proven to increase sales, resulting in consistently sold-out product launches. The difference in viewership during the research period tended to be smaller than that during the launch of the latest product, when viewership reached tens of thousands.

The second fashion product we studied was Zytadelia, which had 166,200 followers. Zytadelia is a women's fashion brand that sells a variety of fashion items such as clothing, bags, hijabs, and shoes. Researchers collected videos from Shopee's live stream at <https://id.shp.ee/XzqeTvm> on August 16th at 1:15 PM WIB, with 9 viewers. This number is significantly lower than in the evening. During the live stream, the streamer sold 100 products in a variety of women's fashion. The streamer emphasized both verbal and nonverbal communication. In verbal communication, the streamer uses the greeting "Zytadelia Woman" to emphasize the closeness between her and her audience. Non-verbally, Zytadelia uses product displays as backgrounds during live broadcasts, and streamers use Zytadelia products as product identities. Zytadelia has a large customer base, particularly among women who wear the hijab, thanks to its signature printed hijabs with distinctive designs.

The last fashion product analyzed was Kienka, with the marketplace account Kienka Official Store. This product had 359,100 followers. Kienka is a fashion product with a printed, colorful design. The researcher collected live videos at <https://id.shp.ee/nXctnBZ> with a total of 56 items. The video collection was conducted on August 16, 2025, at 2:15 PM WIB, with a total of 27 viewers. The communication aspects used by the streamer were verbal and nonverbal. In the verbal aspect, the streamer used the words "*Sayangku/Cintaku/Kakak Sayang*" to the audience to show familiarity. The nonverbal aspect was the display of products lined up to facilitate interaction. In addition, the seller used the products during the live stream. The number of viewers during the streamer's time period tended to be stable, where Kienka products had their own customers.

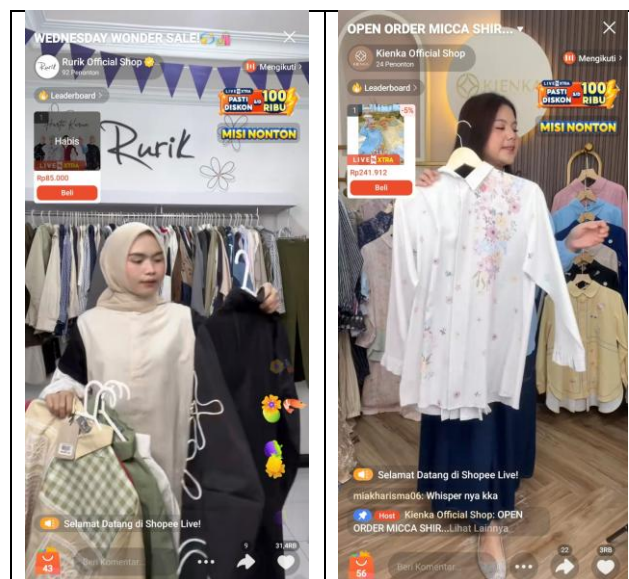


Figure 4. Shopee Live Streamer: Fashion Products (Night time)

Source: Shopee Live Rurik, Kienka Official Shop

In the live stream conducted on the same day at 8:00 PM WIB (Figure 4), only two streamers went live: Rurik and Kienka Official brands. The researcher's analysis showed that the Rurik brand had 92 viewers, Kienka Official Shopee had 24 viewers, while Zytadelia did not go live, instead focusing on Flash Sales on certain products. The number of viewers for both tended to be higher than that of the live streams conducted during the day. This means that viewers have more free time to watch videos at night in a more relaxed manner. The nonverbal aspects displayed in the night live streams are similar, namely the display of products from both brands.

3.1.2 Household Necessities/Appliances

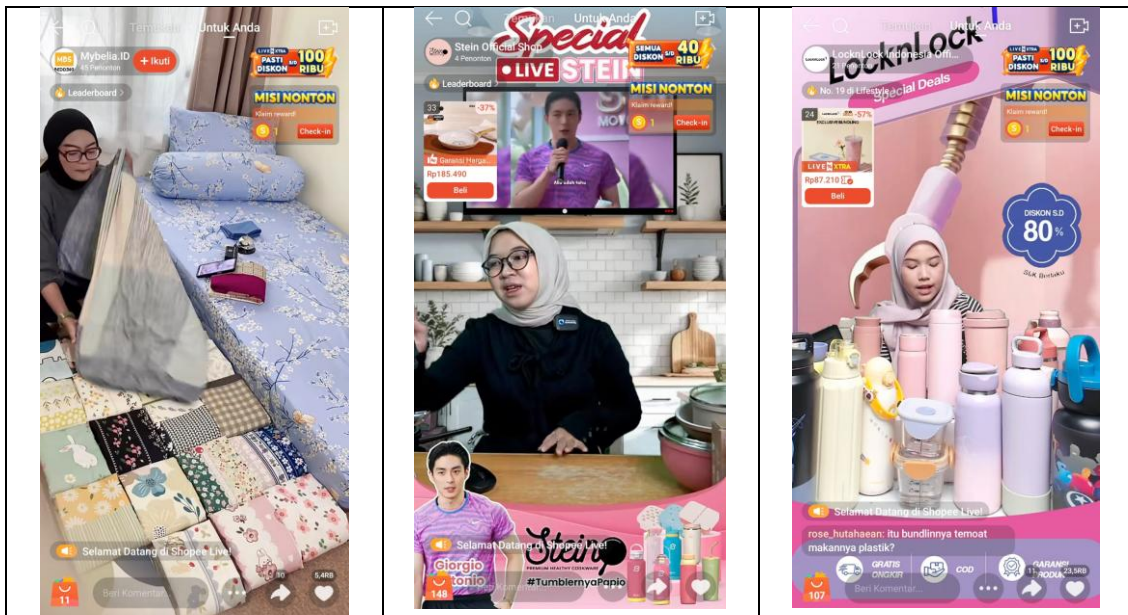


Figure 5. Shopee Live Streamer: Household Necessities (Day time)

Source: Shopee Live Mybelia.ID, Stein Official Store, and LocknLock

Figure 5 shows that the Shopee marketplace sells not only fashion products but also household necessities, both equipment and supplies. Out of many brands, researchers chose three of them: Mybelia.ID, Stein Official Shop, and LocknLock. Mybelia.ID is a marketplace store that sells various bed linen products with various motifs and colors. Having 331.4K Followers on the Shopee at the Mybelia.ID link: <https://id.shp.ee/fU2f19J>, the streamer uses verbal and non-verbal communication patterns when streaming. Researchers analyzed the streaming video on August 16, 2025, at 2:40 PM (Western Indonesian Time) with a total of 45 viewers. In the form of nonverbal communication, the streamer used product displays by showing mattresses and bed linen from Mybelia.ID products. In addition, several bed linen products with various motifs are on display. The number of products sold was 11, with various motifs and colors. While the verbal communication used is the greeting "Kakak" with clear intonation and voice articulation when promoting his products. This viewership tends to be stable because of the high demand for detailed product information.

The second product analyzed was the Stein Official Store (<https://id.shp.ee/J8dX4vP>), which had 782,200 followers. This brand sells a variety of household products, such as pans, drinking tumblers, lunch boxes, tongs, knives, spatulas, and other household products. During a stream on August 16th at 3:00 PM (Western Indonesian Time) with four viewers, the streamer used both verbal and nonverbal communication. In nonverbal communication, the streamer displayed Stein Official products and videos of Stein Official Store Brand Ambassadors. The verbal communication used during the live stream was the greeting "Kakak" or "Bebek" (Sister/Brother or Dear), which is a familiar greeting between the seller

and buyer. The number of viewers of this live stream was relatively small compared to other brands, so an evaluation is needed to attract viewers.

The final product we analyzed was LocknLock, which sells a variety of drinking tumblers and lunch boxes characterized by attractive and contemporary designs and colors. With a following of 977.8K, LocknLock regularly streams daily at <https://id.shp.ee/kziNVJT>. During the live broadcast on August 16, 2025, at 3:10 (Western Indonesian Time), there were 21 viewers watching. The streamer used both verbal and nonverbal communication. The verbal communication included greetings such as "Kakak" and displays of LocknLock products. This number tends to be stable compared to other live broadcast times. The Shopee marketplace not only sells fashion products, but also household necessities, both equipment and supplies. Of the many brands, the researchers chose three: Mybelia.ID, Stein Official Shop, and LocknLock. Mybelia.ID is a marketplace store that sells various bed linen products with various motifs and colors. Having 331.4K Followers on the Shopee marketplace at the Mybelia.ID link: <https://id.shp.ee/fU2f19J>, the streamer uses verbal and non-verbal communication patterns when streaming. Researchers analyzed the streaming video on August 16, 2025, at 2:40 PM WIB with a total of 45 viewers. In the form of nonverbal communication, the streamer used product displays by showing mattresses and bed linen from Mybelia.ID products. In addition, several bed linen products with various motifs are on display. The number of products sold was 11, with various motifs and colors. While the verbal communication used is the greeting "Kakak" with clear intonation and voice articulation when promoting his products. This viewership tends to be stable because of the high demand for detailed product information.

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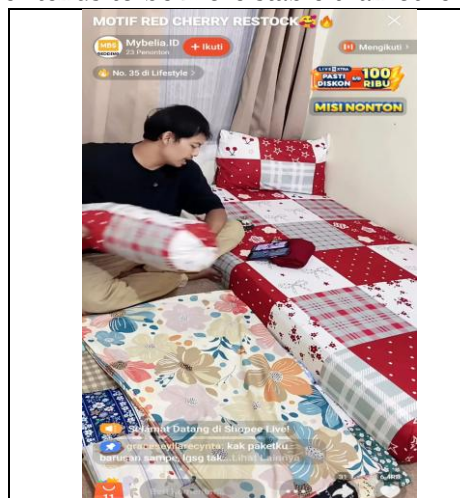


Figure 6. Shopee Live Streamer: Household Necessities (Night time)

Source: Shopee Live Mybelia.ID

During a livestream held on the same day at 8:15 PM, only one streamer, Mybelia.ID, was active, with 23 viewers (Figure 6). Verbal and nonverbal communication used during the day and night were similar, including greetings, vouchers, and product demonstrations.

3.1.3 Food Products

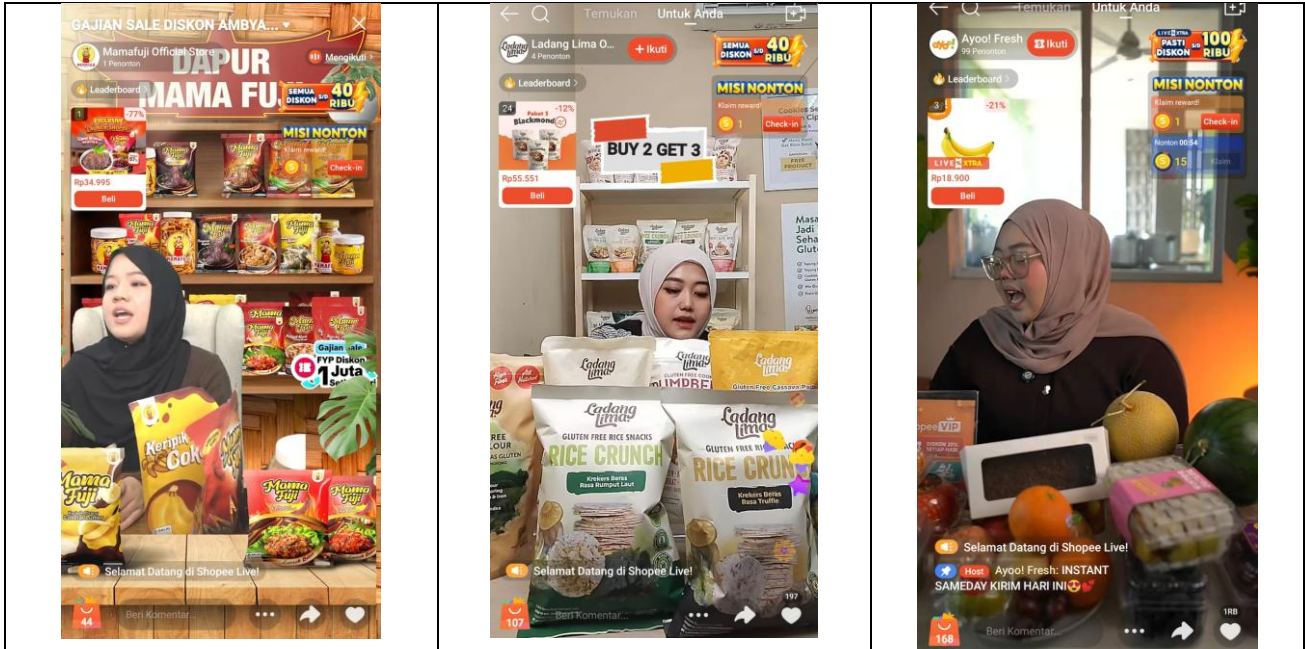


Figure 7. Shopee Live Streamer Food Products (Day time)

Source: Shopee Live Mamafuji Official Store, Ladang Lima Official Shop, and Ayoo! Fresh

In addition to fashion and household products, researchers have analyzed food products, which are essential human needs. A look at the Shopee marketplace reveals numerous food products that are characteristic of these brand names. However, the researchers selected three brands: Mamafuji Official Store, Ladang Lima Official Shop, and Ayoo! Official Store. Fresh, each with its own distinct product offerings (Figure 7).

Mamafuji sells 44 food products, including ready-to-eat rendang, onion cakes, dried balado beef jerky, basreng, dried anchovy tempeh, and other food products. With 454.2 K followers, Mamafuji has a large customer base, particularly among those who enjoy ready-to-eat food. During a Shopee stream (<https://id.shp.ee/PyoRbBB>) on August 16, 2025, at 3:30 PM WIB (Western Indonesian Time), the streamer used the greetings "Bebek" and "Sayangku" (My baby and My Dear) to interact with a single viewer. The verbal communication included displays of several Mamafuji products. This number of viewers is relatively small compared to other food products at the same time.

The second product we analyzed was the Ladang Lima Official Shop, which had 140,300 followers on the Shopee marketplace (<https://id.shp.ee/5DqXxty>). Ladang Lima sells a variety of healthy snacks such as almond cookies, mocaf flour, Korean noodles, bakwan flour, pasta, and various other snacks. The video was analyzed on August 16, 2025, at 3:40 PM WIB (Western Indonesian Time) by four viewers. The verbal communication used was "Kakak" as a form of interaction during the live stream. Nonverbal communication included product displays with various packaging and flavors displayed during the live stream. There were 107 products in the live cart. This number is relatively small compared to the number of viewers of other food products.

The next food product we analyzed was Ayoo! Fresh had 108,900 followers on the Shopee marketplace. On the Shopee link <https://id.shp.ee/mLXaiC>, the streamer went live at 3:50 PM WIB (Western Indonesian Time), with 99 viewers and 168 products in the live cart. The streamer used verbal communication, "Kakak" or "Kamu," (you), and featured product displays such as fresh milk and fruit during the stream.

These three sales styles are characterized by various interactions, visuals, follower counts, and product ranges, all of which indicate increased sales for each product. The timeframe in which the streamer streams significantly impacts the sales increase.

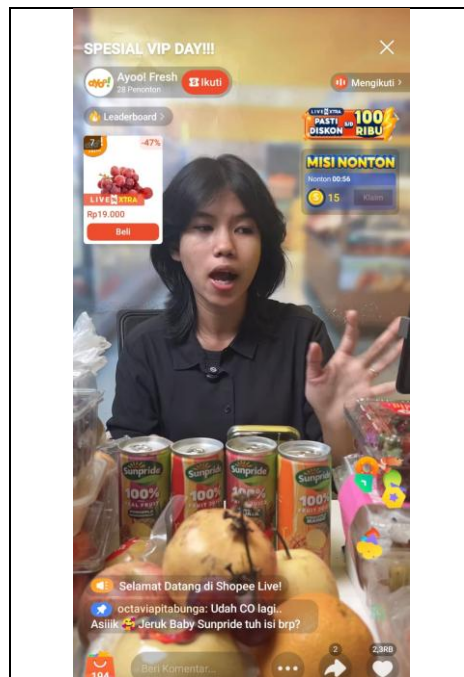


Figure 8. Shopee Live Streamer Food Products

Source: Shopee Live Ayoo! Fresh

During a live stream held on the same day at 8:30 PM WIB, only one streamer, Ayoo! Fresh was active, with 28 viewers (Figure 8). Verbal and nonverbal communication used during the day and night were similar, including greetings, vouchers, and product demonstrations. Viewers tended to be larger at night than during the day.

3.2 Content Analysis Results

The researcher's content analysis shows that viewers need to be selective in choosing the products they want by first watching the stream. This requires the streamer's interactive influence to create a unique appeal for viewers. Verbal and nonverbal communication aspects determine behavioral changes and decisions, which ultimately determine the extent to which viewers make purchases. In addition to these two aspects, streamers must pay attention to viewer satisfaction by frequently offering discounts on certain products. This has proven effective in increasing sales during the live streaming.

Furthermore, in terms of nonverbal communication, streamers must select attractive products to display to their audience. For example, if a new product from a fashion brand is launched, the display should focus on that product but not neglect existing products. This means that if a viewer asks for details about an existing product, the streamer should enthusiastically show and provide details about it. This confirms that viewers have diverse interests, even though the streamer focuses on selling new products. Furthermore, viewer responses significantly impact online sales. For example, responses to questions

during a livestream, likes, and sharing of live links determine the number of viewers. Viewers have different characteristics, and repeated questions are common, requiring streamers to respond consistently and effectively.

This research shows that e-commerce allows sellers to minimize the budget and operational costs of a product/service, thereby maximizing its selling price without worrying about compromising on quality. Maximizing e-commerce allows users to reach all corners of the globe in a short time, eliminating the need for sellers to open physical stores and branches in every region of the world. Therefore, visuals during streaming require careful attention, as the concept of "place" in digital sales must be more sophisticated and engaging for consumers.

4. CONCLUSION

The results of a study conducted by researchers on nine selected brands, including Rurik, Zytadelia, Kienka, LocknLock, Mybelia.ID, Stein Official, Mamafuji Official Store, Ladang Lima Official, and Ayoo! Fresh showed that each brand has a distinct strategy, timing, and pattern. Both verbal and nonverbal communication significantly impact sales growth. This was shown in evidence from the analysis of video data used by streamers during interactions.

Verbal communication using salutations characteristic of each brand, such as "Kakak" (Big sister/brother), "Bebek" (Dear), and "Kamu" (You), is a form of interpersonal communication that can increase product sales because viewers feel involved and guided when unsure about which product to choose. Furthermore, the nonverbal communication used during streaming enhances the streamer's appeal and professionalism. The display settings used, along with the diverse selection of motifs and colors, enhanced viewer engagement.

In addition, each streamer chooses a different time frame for streaming. At night, viewers spend more time watching streams, whereas daytime viewing tends to be less effective because of the many other activities taking place, leading to a decrease in viewership. This study shows that the communication and interaction patterns used by streamers significantly influence viewer reactions. Streamers must develop plans for preparation, from the live stream script, device settings, interaction methods, and product displays, all of which influence buyers' decisions and increase sales.

Ethical Approval

Not Applicable

Informed Consent Statement

Not Applicable

Authors' Contributions

LP contributed to the conceptualization of the study, research design, data analysis and manuscript writing. She also acted as the corresponding author responsible for communication and revisions during the publication process. The PSC assisted in data collection, coding, and interpretation of visual and behavioral findings through video data analysis. FY contributed to the methodological supervision, provided input on visual study frameworks, and reviewed the manuscript for academic and structural consistency.

Disclosure Statement

The Authors declare that they have no conflict of interest

Data Availability Statement

The data presented in this study are available upon request from the corresponding author.

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