

## Promotion Strategy through Live Shopping in Increasing Sales Volume of Bykiddos Sidoarjo

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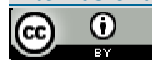
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### ABSTRACT

Various forms of electronic transactions known as e-commerce include individual online stores, sales websites, and other electronic trading platforms. Shopee is now one of the most popular marketplaces in Indonesia. Shopee has updated its services with the Shopee Live feature. Bykiddos is one of the sellers offering its products through the Shopee platform. Although the revenue from sales on Shopee Live varies, its turnover is quite high. Therefore, Bykiddos must continue to strive to develop its business by using the right promotional strategies, especially with the Shopee Live feature. The purpose of this research is to understand and analyze promotional strategies through live shopping in relation to sales volume on the Shopee account Bykiddos. This research adopts a qualitative descriptive approach. The researcher chose this approach to analyze the live shopping promotion strategies in enhancing the online sales of Bykiddos through SWOT analysis, which requires good interview skills and a deep understanding of the social context. This study shows that the implementation of promotional strategies through the live shopping feature on Shopee has been well managed. Based on the SWOT analysis, Bykiddos is positioned in quadrant I with the values (X;Y) (1.43;1.25), indicating that an aggressive strategy needs to be implemented to leverage strengths in seizing available opportunities.

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## **INTRODUCTION**

The development of technology has encouraged various new media to emerge that not only allow humans to communicate but also to search for information and shop easily through their smartphones (Zawahri, 2021). This has led to the establishment of e-commerce. E-commerce includes various forms of electronic transactions, including individual online stores, sales websites, and other e-commerce platforms. According to Andre (2021), 88.1% of internet users in this country use e-commerce platforms to transact in terms of buying and selling goods. One of the main reasons for the increase in the number of internet users, especially in terms of e-commerce, is the large-scale restrictions in May 2020 due to the Covid-19 pandemic (Lu, 2023). This pandemic has significantly changed people's shopping habits, especially with the increasing use of digital platforms such as Shopee and Tokopedia (Kuckertz et al., 2020).

Currently, Shopee has grown into one of the increasingly popular marketplaces in Indonesia (Pink and Djohan, 2021). Shopee updates its services with a new feature called Shopee Live. This feature was launched as a means of promotion on Shopee, allowing sellers to sell goods and interact with customers through live streaming (Murniati, 2024). According to Lestari (2021), this feature allows sellers to hold live broadcasts to introduce their stores and products to customers in real-time. According to Sari and Habib (2023), sellers often promote products through live streaming, especially if they offer discounts or direct price cuts during the broadcast. This makes buyers more interested.

Bykiddos is one of the sellers who offers its products through the Shopee platform. Bykiddos is known for offering a variety of baby and toddler clothing with the best quality, specially designed for the comfort of babies and toddlers. Bykiddos itself has been active in the Shopee Marketplace media since 2019. In the city of Surabaya itself, there are several shops that sell baby and toddler clothing products and market them in the marketplace. Therefore, with competitors in the same business field, Bykiddos utilizes the Shopee Live feature to market products in order to achieve increased sales.

Bykiddos only focuses on online sales through Marketplaces such as Shopee without having an offline store. Therefore, through the Shopee Live feature, Bykiddos is able to earn revenue that can contribute to business development. revenue obtained from the sale of baby and children's fashion products through the Shopee Live feature from January to July 2024. In February 2024, there was an increase in revenue of IDR 83,158,394 and IDR 201,314,308 in March 2024. This increase was triggered by promotions and marketing carried out using Shopee Live.

Although the income from product sales through Shopee Live obtained shows fluctuations, the turnover shows a fairly high figure. This means that bykiddos needs to continue to make efforts to develop its business through the right promotional strategy, especially through the Shopee Live feature. The purpose of this study is to determine and analyze the promotional strategy through live shopping on the sales volume of the Bykiddos shopee account.

## LITERATURE REVIEW

Ramadhan and Kusuma (2023) analyzed the use of Instagram as a promotional tool to enhance sales at Harapan Jaya Screen Printing in Surabaya. Their findings indicated that leveraging strengths and opportunities through strategic promotions could significantly boost business growth. Meanwhile, Silitonga et al. (2024) investigated the role of live features and pricing in influencing purchasing decisions on Shopee. Their study highlighted that live feature enable sellers to present products in detail, positively affecting consumer trust and brand perception while increasing sales. Lestari (2021) examined the impact of live streaming, brand awareness, website design, and brand image on purchasing decisions in Shopee. The results showed that these factors significantly influence consumer behavior, with some variables having more substantial effects than others. Similarly, Rahmayanti and Dermawan (2023) found that live streaming, content marketing, and online reviews play critical roles in driving purchasing decisions on TikTok Shop. Additionally, Zhang et al. (2022) revealed that live selling significantly impacts teenagers' purchase intentions, emphasizing how interactive elements during live sessions can effectively engage younger consumers and influence their decisions.

## METHODOLOGY

This study adopts a qualitative descriptive approach that aims to understand phenomena or behavior in their original context (Sugiyono, 2018). The researcher chose this approach to analyze the live shopping promotion strategy in increasing Bykiddos online shop sales through the SWOT analysis method, which requires good interview skills and a deep understanding of the social context. The focus used in this study is on the promotion strategy through live shopping in increasing Bykiddos Sidoarjo sales volume whether it is still relevant or no longer relevant. This study focuses on Bykiddos, an online store that sells fashion products for babies and children. Data collection uses deep interview techniques, documentation, and observation. Data analysis used in this study involves SWOT analysis and data triangulation.

## RESEARCH RESULT

### *Company History*

CV. Dyzie Daniswara (DT Ollshop) is a business engaged in children's fashion that focuses on online sales or can be called an online shop. It was founded on September 16, 2018. Starting from dropshipping because it did not have enough capital, now all the products sold are ready stock and no longer need to be pre-ordered. Over time, this business continues to grow based on determination and courage as well as high self-confidence to be able to compete with online shops in the market.

## ***Results and Data Presentation***

### **1. Results of owner and employee interviews**

Based on interviews conducted by employees at the Bykiddos online shop, they have various work experience backgrounds. The first employee joined in 2023 and has worked for one year, while the second employee has worked for five years since 2019. The third employee has been at Bykiddos for four years since 2020. Their reasons for working at Bykiddos also vary; the first employee feels that the job description is in line with his passion, the second employee wants to gain new experiences and develop skills, while the third employee joined on the recommendation of a friend and feels comfortable with the existing work environment.

Overall, employees feel that Bykiddos has implemented the right strategy, as evidenced by the success of this store in entering the high-sales category for children's clothing on the Shopee platform and having an increase in the number of orders. There are several aspects that need to be improved so that store performance can be further improved. They suggest increasing product stock, evaluating the operational system, especially regarding working hours that are considered excessive, and efforts to improve negative reviews to maintain the store's good reputation in the eyes of consumers.

### **2. Results of interviews with consumers**

Consumers learned about the existence of the Bykiddos online shop through various sources. Some consumers got information from their friends who gave positive recommendations, while others found it through advertisements on e-commerce platforms such as Shopee, and some learned about the store from their relatives. The main reasons they chose Bykiddos to shop varied greatly. Some consumers were attracted because the prices of the products offered were quite affordable and in line with their budget, while others felt that the products available at Bykiddos met their personal needs and tastes. In addition, they also liked the variety of products offered, which were considered cute and varied.

The main reason for repurchasing products from Bykiddos, consumers mentioned several important factors. One of the main reasons is the variety of products available at reasonable prices. On the other hand, the quality of the products provided also makes customers feel satisfied. They appreciate the comfort of the materials used, quality stitching, and attractive and creative designs. Consumers feel that the quality of the product is worth the price offered.

### **3. SWOT Analysis Results**

In this study, the SWOT analysis approach is applied to determine effective strategies in analysis activities and formulate appropriate strategies for the development of the company's business. The following is the SWOT evaluation that has been carried out:

- a. Strength: Bykiddos produces products with materials that are soft,

comfortable, and safe for baby's skin with attractive and durable designs.

- b. Weakness: slightly higher product price difference, Lack of product differentiation offered may be similar to many competitors, and No unique features or designs
- c. Opportunity: Interesting content can increase audience interest in the products offered. Partnerships with leading influencers play a role in increasing brand visibility and credibility, thus attracting more consumers.
- d. Threats: tight competition from many other online shops with similar prices and products that can reduce market share. Rapid changes in fashion trends and consumer preferences can affect product demand. In addition, negative consumer reviews also affect store performance and algorithms.

#### 4. Factor Analysis of IFAS and EFAS Matrix

The strategic factors outlined above are entered into the IFAS (Internal Factor Analysis Summary) table, where each corporate strategy factor is then given an appropriate weight.

Table 1. Rating Results

<b>Strength</b>											
No. Code	1	2	3	4	5	6	7	8	9	10	Average
S1	3	4	4	3	4	3	4	4	4	3	3.6
S2	3	4	3	4	4	3	4	3	3	4	3.5
S3	4	3	4	3	4	3	3	4	3	3	3.4
<b>Weakness</b>											
No. Code	1	2	3	4	5	6	7	8	9	10	Average
W1	3	2	1	2	3	3	2	2	3	1	2.2
W2	4	2	2	3	1	3	4	3	2	2	2.6
W3	1	2	4	3	2	2	3	2	3	2	2.4

Source: Data processed by researchers (2024)

Table 2. IFAS Results

No	Strength	Weight	Rating	Score
1	Quality product materials	0.21	4	0.84
2	An affordable price	0.20	4	0.80
3	On time delivery	0.22	3	0.66
Total Power		0.63		2.3
No	Weakness	Weight	Rating	Score
1	Difference in product price with competitors	0.13	2	0.26
2	Stock management is not optimal	0.13	3	0.39
3	Lack of product differentiation	0.11	2	0.22

Total Weakness	0.37		0.87
Total Ifas	1		3.17

The total score of internal factors shows that strengths have a value of 2.30, while weaknesses have a value of 0.87. Thus, the total value of strengths exceeds the total value of weaknesses by 1.43.

The company's strategic factors that have been discussed previously are summarized in the EFAS (External Factor Analysis Summary) table, where each factor is given a weight. Below are the assessment results obtained from interviews with the informants.

Table 3. Rating Results

Opportunities											
No. Code	1	2	3	4	5	6	7	8	9	10	Average
O1	3	4	3	4	3	3	4	3	3	4	3.4
O2	3	4	4	3	4	3	3	4	4	3	3.5
O3	4	3	3	4	3	3	3	4	3	3	3.3
Threats											
No. Code	1	2	3	4	5	6	7	8	9	10	Average
T1	4	2	1	4	2	2	3	3	2	3	2.6
T2	1	2	4	2	2	3	3	2	3	2	2.4
T3	2	3	2	3	2	4	2	1	2	2	2.3

Source: Data processed by researchers (2024)

Table 4. EFAS Results

No	Opportunity	Weight	Rating	Score
1	Wide product range	0.21	3	0.63
2	Interesting content	0.22	4	0.88
3	Collaboration with influencers	0.20	3	0.60
Total Chances		0.63		2.11
No	Threat	Weight	Rating	Score
1	Competition with competitors	0.12	3	0.36
2	Changes in fashion trends	0.12	2	0.24
3	Negative consumer reviews	0.13	2	0.26
Total Threat		0.37		0.86
Total Efas		1		2.97

Source: Data processed by researchers (2024)

The total score for external factors is 2.11 for opportunities and 0.86 for threats respectively. This shows that the total score of opportunities is higher by 1.25 compared to the total score of threats.

Based on the results of the IFAS (Internal Factor Analysis Summary) analysis, there is a difference of 1.43 between strengths and weaknesses. On the other hand, the EFAS (External Factor Analysis Summary) analysis recorded a difference of 1.25 between opportunities and threats. Thus, in the SWOT matrix diagram shown in Figure 4.3, the values of X and Y are 1.43 and 1.25, respectively, which places the position in quadrant I. Quadrant I indicates that the strategic approach used is an aggressive strategy. internal-external matrix that places Bykiddos in quadrant IV. In this matrix, Bykiddos is located in quadrant IV with a value of (x:y) (3.17:2.97), indicating that the company is in the Growth and Development stage. This position indicates that the company is experiencing a growth phase marked by an increase in sales, assets, and profits. To continue this development, the company can consider strategies such as price reductions, new product development, product quality improvements, or expanding market reach.

This analysis identifies the company's internal strengths and weaknesses, as well as external opportunities and threats. By utilizing this planning, the company can develop appropriate strategies to utilize existing strengths, overcome weaknesses, explore available opportunities, and deal with threats effectively.

IFAS EFAS	<b>STRENGTHS (S)</b> a. Quality product material. b. Affordable price. c. Timely delivery.	<b>WEAKNESS (W)</b> a. Product price difference with competitors. b. Stock management yet optimal. c. Lack of differentiation products.
<b>OPPORTUNITIES (O)</b> a. Product range spacious b. The content interesting. c. Cooperation with influencer.	<b>SO Strategy</b> a. Harnessing the power quality products with affordable price for working with influencer. b. Expanding the range market with content the price is affordable. c. Harnessing the potential to the maximum for utilize every available opportunity.	<b>WO Strategy</b> a. Overcoming weakness that exist on a regular basis for can take advantage of opportunities available. b. Developing and designing products with more attractive design and unique. c. Honing skills in improving the system inventory for more efficient.
<b>THREATS (T)</b> a. Competition with competitors b. Trend change fashion c. Negative reviews consumers.	<b>ST Strategy</b> a. Developing plan with harnessing excellence owned for <del>addres</del> potential risks. b. The price is more competitive compared with competitors. c. Updating and increase variety the product <u>conform</u> to the development of fashion trends.	<b>WT Strategy</b> a. Developing a plan that reduces disadvantages and avoid potential risks. b. Generate innovation and the unique design able to draw attention customers. c. Resolve errors in order to reduce possible reviews negative from customers.

Source: Data processed by researchers (2024)

Figure 1. SWOT Matrix

## **DISCUSSION**

Promotion is an important aspect in marketing (Mindiasari, 2023). Marketing success is highly dependent on market research and analysis, product selection, promotional strategies, and distribution. The strategy adopted by Bykiddos can be considered effective because the results of the SWOT analysis show that the company is in quadrant I, which reflects the implementation of a bold and proactive strategy. This strategy means designing a plan by utilizing existing strengths to create new opportunities. This indicates that Bykiddos has internal potential that can be utilized to maximize available opportunities, so as to increase revenue and compete competitively in the fashion market for baby and children's clothing.

Bykiddos utilizes the Shopee marketplace platform as a means of promotion, involving various activities and initiatives to build solid relationships and trust with customers. The goal of this strategy is to expand the audience and increase the volume of purchases from consumers.

The content created by Bykiddos is not only relevant to the audience's interests but also entertaining, so that users can participate more and continue to engage with the brand. Bykiddos actively interacts with users through discussion forums, direct messages, or comments. To increase audience engagement and loyalty, conduct Q&A sessions or live chats. Bykiddos follows the latest social media trends, such as short video formats or new features on social media platforms. This allows the company to remain contemporary and in line with the preferences of young audiences. By using algorithms or social media search features, Bykiddos presents relevant content recommendations based on user interests and activities. Search personalization enhances the user experience by presenting content that suits individual needs.

In the interview process, researchers faced challenges when the informants often gave subjective and less specific answers. However, this did not affect the level of validity of the data obtained. For example, many similar answers emerged regarding questions about the SWOT analysis owned by Bykiddos.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study shows that the implementation of promotional strategies through the live shopping feature on Shopee has been well managed. In its business operations, Bykiddos is faced with six factors from the internal environment and six factors from the external environment. Among the internal factors, the main strength lies in the type of promotion used, the quality of product materials, competitive prices, and punctuality in delivery.

Through analysis using IFAS and EFAS matrices, Bykiddos obtained a total score of 2.30 for the strength factor and 0.87 for the weakness factor. On the other hand, threats received a total score of 0.86, while opportunities had a total score of 2.11. Based on the SWOT analysis, Bykiddos is in quadrant I with a value of (X; Y) (1.43; 1.25), which indicates that an



aggressive strategy needs to be implemented to utilize strengths in achieving existing opportunities.

Based on the findings of this research, Bykiddos is recommended to innovate with unique designs to create product differentiation, improve product variations by aligning with fashion trends, and expand market reach with engaging content and affordable pricing. Regular evaluations should be conducted to minimize negative customer reviews, and the company should respond quickly in updating stock levels to optimize product availability.

### **ADVANCED RESEARCH**

Building on the findings of this study, advanced research can focus on integrating data-driven approaches to further refine Bykiddos' strategic initiatives. For instance, implementing predictive analytics and AI-driven recommendation systems can enhance the personalization of live shopping experiences, optimizing customer engagement and conversion rates. Future studies could also explore the use of augmented reality (AR) in live shopping to create immersive product demonstrations, thereby addressing customer preferences more effectively. Additionally, examining the correlation between product innovation cycles and customer retention could provide insights into sustaining long-term brand loyalty. Bykiddos could benefit from exploring omnichannel strategies, combining online and offline touchpoints, to strengthen market penetration and adaptability. Regular monitoring of consumer sentiment through sentiment analysis and social listening tools could further enhance the company's ability to address weaknesses proactively while maximizing opportunities in a rapidly evolving digital marketplace.

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