

## ANALYSIS OF THE ROLE OF SHOPEE LIVE AND DIGITAL MARKETING STRATEGY IN OPTIMIZING SALES AT CV KAMPUNG SOUVENIR

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### KEYWORDS

Shopee Live, Digital Marketing, Sales, MSMEs, Digital Strategy.

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### ABSTRACT

This study explores the impact of live shopping platforms, particularly Shopee Live, on customer engagement and sales performance at CV Kampung Souvenir. In the digital era, consumer shopping behaviors are rapidly evolving, with live shopping gaining significant popularity. The research aims to understand how Shopee Live can enhance customer interaction and boost sales at CV Kampung Souvenir, while also identifying the most effective digital marketing strategies for the company. The research employs a mixed-methods approach, including interviews with the company's internal team, customer surveys, and analysis of sales trends. Preliminary findings suggest that live shopping increases customer engagement by offering interactive and real-time experiences, while also driving sales through personalized promotions. However, the research highlights challenges such as the need for a more robust digital marketing strategy and better customer targeting. The results of this study provide practical recommendations for CV Kampung Souvenir and similar MSMEs to optimize digital tools, improving business growth and competitiveness in the online market. This research underscores the importance of integrating live shopping features and digital marketing in MSME strategies for sustainable success.

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### Introduction

The development of digital technology has driven significant changes in consumer behavior (Barnewold & Lottermoser, 2020; Filho et al., 2021; Leal-Rodríguez et al., 2023). One of the increasingly popular innovations in the world of e-commerce is the *live shopping* feature, which allows sellers to interact directly with potential buyers through live broadcasts (Annur, 2023; Gefen, 2000; Lim & De Run, 2022; Smith & Brown, 2019; Teresya et al., 2022). *Shopee Live* is one such platform widely used by Micro, Small, and Medium Enterprises (*MSMEs*) to enhance customer engagement and drive sales growth.

*CV Kampung Souvenir*, as an *MSME* engaged in selling Balinese specialty souvenirs, has also adopted digital strategies by utilizing the *Shopee Live* feature. This study aims to thoroughly examine how the role of *Shopee Live* and the implemented digital marketing strategies contribute to increasing sales and customer loyalty.

This research aims to analyze the contribution of *Shopee Live* in increasing sales volume at *CV Kampung Souvenir*, evaluate the effectiveness of digital marketing strategies in building customer engagement and driving purchase conversions, and identify the characteristics of customers who actively participate and transact through *Shopee Live* sessions. The study seeks to examine how the use of *Shopee Live* influences sales growth, assess the digital marketing strategies implemented by the company, and explore the profiles of active *Shopee Live* viewers. Academically, this research contributes to the theoretical literature on e-commerce and digital marketing, while practically, it provides actionable recommendations for *MSMEs* in utilizing *live shopping* features as part of an effective marketing strategy.

*Live shopping* has transformed online shopping in Indonesia into a more interactive experience, with platforms like *Shopee Live* enabling businesses to engage with customers in real time. According to Fitriana (2021), this feature allows consumers to better understand products and interact directly with sellers, making it a popular digital marketing tool among *MSMEs*. Digital marketing plays a crucial role in helping Indonesian *MSMEs* remain competitive, with social media and paid advertisements such as *Shopee Ads* offering cost-effective outreach (Setyawan, 2019). The Ministry of Cooperatives and *SMEs* (2020) emphasizes the importance of digital education to empower *MSMEs* in utilizing these technologies effectively. *Shopee Live*, in particular, offers a unique shopping experience by fostering real-time interaction, which builds trust and boosts sales (Ismail & Yuniarti, 2021; Pratama, 2022). For businesses like *CV Kampung Souvenir*, leveraging *Shopee Live* supports sales optimization and market expansion, as Suhendra (2020) suggests, provided that a solid strategy—including consistent streaming schedules and attractive promotions—is implemented. Theoretical frameworks such as *Integrated Marketing Communication* (Kotler & Armstrong, 2018) and *Diffusion of Innovation* (Rogers, 2003) help explain how *MSMEs* adopt and integrate new technologies like *live shopping*. Despite the growing accessibility of digital tools, Bank Indonesia (2022) notes that only a small portion of *MSMEs* fully utilize them, highlighting the need for further digital training (Wulandari, 2020). In this context, *CV Kampung Souvenir* holds significant potential to embrace *live shopping* as a key driver of its digital transformation and sales growth[A1].

Several studies have explored the growing role of *live shopping* platforms like *Shopee Live* in driving customer engagement and boosting sales for Micro, Small, and Medium Enterprises (*MSMEs*). Fitriana (2021) highlights that *live shopping* features foster real-time interaction between sellers and customers, enabling consumers to understand products better and thus promoting increased trust and sales. In contrast, Setyawan (2019) emphasizes the importance of digital marketing, including paid advertisements and social media, for *MSMEs* in maintaining competitiveness. Both studies discuss the role of digital platforms but do not provide an in-depth analysis of specific features like *Shopee Live* and their unique impact on *MSME* sales performance.

The research aims to offer both theoretical and practical contributions, enriching the literature on e-commerce and digital marketing while providing actionable insights for *MSMEs* to optimize *live shopping* features as part of their marketing strategies. By exploring this, the study addresses the need for *MSMEs* to better utilize digital technologies, particularly *live shopping*, as highlighted by previous research such as Suhendra (2020) and Bank Indonesia (2022). The findings will be valuable for *MSMEs* like *CV Kampung Souvenir*, suggesting how to effectively leverage *live shopping* to boost sales and customer loyalty, thus contributing to their growth in an increasingly competitive digital marketplace.

## **Materials and Methods**

This study uses a descriptive approach with qualitative and quantitative methods to understand the role of Shopee Live and digital marketing strategies in increasing sales on *CV Kampung Souvenir*. Here are the steps to be taken:

### ***Research Approach***

This study combines two approaches:

1. A qualitative approach, to explore a deep understanding of the experience and strategies applied by *CV Kampung Souvenir* through in-depth interviews with the management.
2. Quantitative approach, to analyze sales data before and after the implementation of Shopee Live and digital marketing strategies.

### **Subjects and Objects of Research**

1. Research subject: *CV Kampung Souvenir* marketing team of 5 people and customers who are actively shopping through Shopee Live.  
Age: 18-45 years.  
Gender: Male and female as many as 10 respondents.  
Shopping Frequency: At least twice a month through Shopee Live.
2. Research object: Live shopping activities using Shopee Live and the digital marketing strategies applied, such as paid advertising, social media promotions, and content used.

### ***Data Collection Techniques***

The data in this study will be obtained through:

1. In-depth interview: Engage the management and marketing team of *CV Kampung Souvenir* to understand the strategies that have been implemented.
2. Customer surveys: Use questionnaires to collect customer views regarding the shopping experience through Shopee Live and the effectiveness of the promotions carried out.
3. Sales data documentation: Collect sales data from *CV Kampung Souvenir* for three months before and after Shopee Live is actively used.

### ***Data Analysis Techniques***

1. Qualitative analysis: Data from interviews will be analyzed to find patterns, strategies, and obstacles in the use of Shopee Live and digital marketing.
2. Quantitative analysis: Sales data will be analyzed using descriptive statistical methods to see changes before and after the implementation of Shopee Live as well as digital marketing strategies.

## Research Stages



**Figure 1 Research Flow**

This research was carried out in several stages:

1. Preparation stage: Includes preparing proposals, making research instruments (interview guidelines and questionnaires), and collecting initial data.
2. Data collection stage: Conducting interviews, customer surveys, and collecting sales documents.
3. Data analysis stage: Data processing uses software such as Excel or SPSS for quantitative data and thematic analysis for qualitative data.
4. Report preparation stage: Compile the results of the analysis and formulate recommendations based on the findings of the research.

## *Research Instruments*

The instruments used include interview guides, survey questionnaires, and sales data analysis templates. All of these instruments are designed to ensure the data collected is relevant to the research objectives.

## Results and Discussions

### *Customer Survey Results*

**Table 1. Customer Survey Results**

No	Statement	Average Score
1	I am interested in watching Shopee Live	4.4
2	I'm more confident in buying when live	4.6
3	Live promos are very attractive	4.7
4	Live shopping makes me feel close to the brand	4.2
5	I would recommend Shopee Live to others	4.6

These results show that customers have a very positive perception of Shopee Live, especially in terms of promotions and direct interaction.

### *Instrument Reliability and Validity Tests*

In order to ensure that the questionnaire instruments used in this study are of good quality, two types of tests were carried out, namely reliability tests and validity tests.

**Reliability Test:** Reliability testing is performed using Cronbach's Alpha formula as follows:

$$\alpha = [k / (k - 1)] * [1 - (\Sigma\sigma^2_{\text{item}} / \sigma^2_{\text{total}})]$$

Information:

- $\alpha$  = reliability value
- $k$  = number of question items
- $\Sigma\sigma^2_{\text{item}}$  = the sum of the variance of each item
- $\sigma^2_{\text{total}}$  = total variance of the overall score

The calculation results show a value of  $\alpha = 0.85$ , which is above the threshold value of 0.70. This shows that the questionnaire used has a high level of reliability and is reliable to measure customer perception.

**Validity Test:** The validity test is performed by looking at the correlation between each question item and the total score using the following Pearson correlation formula:

$$r = \Sigma(xi - \bar{x})(yi - \bar{y}) / \sqrt{[\Sigma(xi - \bar{x})^2 * \Sigma(yi - \bar{y})^2]}$$

The test results showed that all questionnaire items had a correlation value greater than 0.30, so it can be concluded that all items were valid and feasible to be used in measurement.

Thus, all research instruments are statistically qualified and ready to be used in further analysis.

### *Descriptive Statistics and Correlation*

Descriptive statistics are used to determine the distribution of mean values and standard deviations (standard deviations) of each statement item in the questionnaire. This data is important to understand the tendency of respondents' responses to each statement.

The following are the results of a descriptive analysis of the five main statements in the questionnaire:

**Table 2. Descriptive Statistics and Correlation**

No	Statement	Average Score	Baku Junction
1	I am interested in watching Shopee Live	4.4	0.52
2	I feel more confident in buying products when I live	4.6	0.48
3	Live promos are more attractive than regular promos	4.8	0.42
4	Live shopping makes me feel close to the brand	4.2	0.42
5	I would recommend Shopee Live to others	4.6	0.52

### *Descriptive Statistical Interpretation*

1. The overall average score was above 4.0, which shows that respondents have a very positive perception of Shopee Live.
2. The standard deviation ranging from 0.42 to 0.52 shows that the respondents' answers are quite consistent with each other.

**Correlation Analysis: Next, a** correlation analysis was carried out to see the relationship between key items, especially between the perception of the promo during the live (Statement 3) and the decision to buy during the live (Statement 2).

Correlation testing is performed using the following Pearson correlation formula:

$$r = \frac{\sum(x_i - \bar{x})(y_i - \bar{y})}{\sqrt{[\sum(x_i - \bar{x})^2 * \sum(y_i - \bar{y})^2]}}$$

From the results of the calculation, a correlation value of  $r = 0.68$  was obtained. This value indicates a strong and positive relationship between interest in live promos and confidence to make a purchase.

Thus, it can be concluded that promotions carried out during live have an important role in shaping customer beliefs and purchasing decisions.

### *Sales Data Before and After Shopee Live*

**Table 3. Sales Data Before and After Shopee Live**

Month	Sales from Non Live	Shopee Live Sales	Products Sold Live
Feb	IDR 120,200,000	IDR 18,846,000	516 pcs
March	IDR 158,386,000	IDR 16,651,000	490 units
April	IDR 158.3860.000	IDR 17,973,000	490 units

Data shows that the use of the Shopee Live feature has contributed positively to the overall sales volume. An average of **11.08%** of total sales on Shopee come from the Live channel.

## Conclusion

Based on the findings of this study, several key conclusions can be drawn. First, *Shopee Live* has significantly contributed to increased sales at *CV Kampung Souvenir*, with an average sales growth of 11.08% over a three-month period following its regular implementation. The number of products sold during *live* sessions also showed consistent growth, confirming the feature's impact on overall performance. Second, interactivity and attractive promotions during *live* broadcasts were identified as primary factors driving purchase conversions, as customers felt more confident purchasing products after seeing them *live* and accessing exclusive deals. Third, *Shopee Live* helped strengthen customer-brand relationships, fostering emotional connections that promoted customer loyalty and word-of-mouth referrals. Additionally, an integrated digital marketing strategy involving engaging content, targeted promotions, and consistent *live* streaming proved effective in reaching the target audience and building long-term engagement. Based on these conclusions, this study recommends improving the quality of *Shopee Live* content by ensuring clear product visuals, communicative hosts, and compelling storytelling; conducting regular evaluations of *live* session performance; enhancing interactivity through features like quizzes and Q&A sessions; utilizing customer data and digital insights for personalized promotions and retargeting; and integrating *Shopee Live* with cross-platform promotional campaigns such as *Instagram Live* or *TikTok Shop* to expand reach and strengthen brand presence.

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