INTERPRETATION OF PROMOTIONAL MESSAGES IN TIKTOK LIVE STREAMING: CONSUMER RECEPTION OF GLAD2GLOW

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ABSTRACT

The use of live streaming on TikTok as a digital media is currently one of the most in-demand communication strategies among business actors across industries, including the beauty industry. This research aims to examine how consumers interpret promotional messages in TikTok Glad2Glow live streams, drawing on Stuart Hall's concept of meaning. In addition, this research will also be examined through the Elaboration Likelihood Model (ELM) perspective. This research employs a qualitative approach with a reception analysis method, through in-depth interviews with informants aged 18-35 who have watched TikTok Glad2Glow live streaming and purchased its products. The results show that consumers have diverse reactions. Two informants are in a dominant-hegemonic position, tend to accept the message as a whole and positively, and process messages through peripheral channels. Meanwhile, three informants are in a negotiated position, which tends to follow a varied message-processing path, as they accept some messages but adjust others. No consumers were found in the oppositional position, because, in general, the messages conveyed could be accepted by consumers, even though several points were not agreed upon and could still be considered.

Keywords: *Consumer Reception, Elaboration Likelihood Model (ELM), Glad2glow, Live Streaming, Message*

INTRODUCTION

Live streaming on TikTok has become one of the most popular communication strategies for businesses across industries, including the beauty industry. TikTok, a short video-based social media platform, has evolved into an excellent platform for promotion and entertainment. With its live-streaming feature, customers and sellers can interact in real time, resulting in a more engaging shopping experience. This two-way interaction is unique because it not only conveys product information but also builds emotional connections with customers through direct communication, discounts, limited-time promotions, or detailed product explanations by hosts or brand owners.

TikTok's popularity in Indonesia is inseparable from the high internet penetration and the growth in social media users. Data from the Indonesian Internet Service Providers Association (APJII) notes that as of February 2024, there were more than 221 million internet users in Indonesia, or around 79.5% of the total population (APJII, 2024). Meanwhile, according to Statista, TikTok users in Indonesia reached 157.6 million, making it the country with the most TikTok users in the world, surpassing the United States. This number has increased significantly from previous years, indicating that TikTok is increasingly

part of Indonesians' daily lives, including in consumption and shopping activities.

The collaboration between TikTok Shop and Tokopedia has contributed to TikTok's growing popularity in Indonesia, making it increasingly recognized as a platform not only for entertainment but also for online shopping. With high user participation in shopping activities through live streaming, TikTok Shop has become an important part of e-commerce in Indonesia. Additionally, TikTok can be used as a digital marketing tool to increase brand awareness and expand market reach (Hayati & Sudradjat, 2022).

The development of internet access has shifted consumer behavior in how they search for, evaluate, and purchase products or use services. Consumers no longer rely on information conveyed conventionally through television or print media advertisements. Instead, they are more likely to rely on information from digital media. This aligns with the statement that technological advances, especially the internet and mobile devices, have created a new landscape where consumers can access information and shop anytime, anywhere.

TikTok live streaming allows consumers to receive real-time information, which can create an emotional impulse to make a purchase. In the context of digital marketing communication, live streaming offers a great opportunity to reach consumers directly and build deeper engagement. According to Hayati & Sudradjat (2022), TikTok can be utilized as a digital marketing tool to enhance brand awareness and expand market reach. Research has found that exposure to TikTok live shopping media greatly influences consumer purchasing decisions. This is in line with research that found that marketing strategies through social media play an important role in shaping consumer perceptions of the goods or services offered.

Its ability to build interactive relationships with the audience makes TikTok highly suitable as an excellent platform for businesses. The live streaming and comment features allow businesses and potential consumers to communicate in a two-way manner. The interactive features offered directly provide advantages not found in traditional marketing. Thus, it can help businesses build consumer trust and loyalty by providing product information, answering audience questions directly, and building closer relationships with potential consumers. However, companies can effectively utilize TikTok as part of their marketing strategy in this digital era to achieve their marketing goals. This is because the success of utilizing TikTok depends on a good understanding of the platform, usage trends, and audience preferences. Live streaming on TikTok is one of the marketing communication strategies that can increase brand awareness, engagement, and encourage purchasing decisions. Live streaming applies the concept of Integrated Marketing Communication (IMC) by integrating various elements of marketing communication, such as advertising, sales promotion, personal selling, and public relations, into one digital platform. This approach enables consistent messaging, strengthens brand image, and increases audience engagement through a more

personalized experience (Silviani & Darus, 2021).

Technological advancements that offer various conveniences and innovative features have been leveraged by businesses as strategic opportunities for promotions, including in the beauty industry. Currently, public awareness of the importance of skin care and appearance continues to increase year by year. Research by Kusuma et al. (2023) reveals that the trend of self-care and beautification is influenced by increasing public awareness of using skincare products to meet social standards and expectations related to aesthetics. This phenomenon is in line with the rapid growth of the cosmetics industry in Indonesia. Based on a report by Tirto.id citing projections from Switzerland Global Enterprise (market research institutions Mitel, Statista, and Independent), Indonesia is expected to be among the top five cosmetic markets in the world in the next 10 to 15 years, with an annual growth rate of 7.2% (Kusumaningrum, 2021).

One local brand that actively and consistently uses TikTok's live streaming feature is Glad2Glow, a skincare brand founded in 2022. Glad2Glow is known as a premium quality natural skincare product at an affordable price. Despite being relatively new, Glad2Glow has managed to reach the top spot in sales of beauty products on TikTok. According to data from Fastmost TikTok Analytics (2025), Glad2Glow recorded the highest sales among its competitors, such as Wardah and Skintific, with total sales reaching 10.37 million products as of March 2025. Additionally, in the live streaming category, Glad2Glow is one of the brands with the highest sales, reaching 30,543 products during live streams, demonstrating the strength of their communication strategy in directly engaging consumers.

Along with technological developments that offer various conveniences and features, Glad2glow has also taken advantage of them as an effective promotional tool. The brand actively adopts live streaming as part of its marketing strategy. Through live broadcasts, Glad2glow not only displays and offers products but also educates the audience about the types, ingredients, and benefits of each product being marketed, thereby creating more informative and interactive communication. This aligns with the concept of Customer Engagement Theory in the research, which emphasizes that long-term relationships are strengthened by consumer engagement in interactions with the brand. Additionally, in each of its live-streaming sessions, Glad2glow actively interacts with consumers by responding to and answering questions posted in the comment section during the broadcast. This interaction demonstrates that the use of live streaming features is not only effective in increasing brand awareness but also plays a crucial role in building customer loyalty through more personal, responsive, and transparent communication.

According to O'Sullivan in Purnamasari & Tutiasri (2021) in the media communication process, there is a stage *of encoding* messages by the media, which will then be interpreted or *decoded* by the audience when they receive the message. The audience can interpret messages from the media in their own way. Therefore, it

is possible that the audience's interpretation of the message conveyed will vary. According to Stuart Hall in Oktavian (2022) , the process of meaning production by the sender of the message *(encoder)* does not always guarantee that the meaning will be received and interpreted according to its original intent. Therefore, even though a message contains certain content, the audience still has the possibility to interpret meanings that differ from those intended by the message producer *(encoder)*.

In the context of TikTok *live streaming*, the audience's interpretation of the promotional message conveyed can vary greatly. Some accept the message entirely as intended by the producer (dominant), some agree with part of it and adapt it to their personal context (negotiation), and some reject the message because it conflicts with their principles or perceptions. Therefore, understanding *live streaming* content is a complex process influenced by many factors, such as knowledge about the product, previous shopping experiences, and *the host's* delivery style, among others.

In addition to Stuart Hall's theory, understanding how audiences process messages in the context of promotion can also be analyzed through the *Elaboration Likelihood Model* (ELM) theory developed by Petty & Cacioppo. This theory explains that there are two main paths in message processing, namely *the central route* and *the peripheral route*. The central route is used by individuals who are highly motivated and able to analyze messages in depth, for example by paying attention to logical arguments and product details. Conversely, the peripheral route relies more on emotional or visual cues, such as *the host's* communication style, product appearance, or attractive promotions, and usually occurs when the audience is not too focused on the substantial content of the message (Sulistyanto, 2020).

In practice, the *live streaming* strategy implemented by Glad2Glow combines both paths in the information processing model, namely the central and peripheral paths. On the one hand, they convey detailed and educational information about the product, from its benefits to its ingredients, which allows the audience to process the message in depth through the central path. This usually occurs in consumers who have a high interest and strong motivation to understand the content of the message rationally. On the other hand, Glad2Glow also utilizes a peripheral approach by presenting attractive visuals, exclusive discount offers, and an energetic and persuasive *host* style to attract attention and evoke an emotional response from the audience. This approach targets consumers who may be less motivated to process information in depth but can still be influenced by external elements that shape positive perceptions. Therefore, understanding the dominant processing pathway used by the audience is key to ensuring that the communication strategy implemented achieves maximum effectiveness.

TikTok *live streaming* as a modern marketing strategy cannot be separated from changes in consumer behavior in the digital era. Today's consumers tend to be more active, critical, and selective in choosing

products. They no longer rely solely on one-way advertising such as on television, but also utilize social media as a source of information and a place to interact directly with *brands*. *Live streaming* enables two-way communication that not only introduces products but also creates a more personal and interactive experience between consumers and *brands*. In this case, TikTok is a very potential *platform* for building engagement and encouraging direct purchasing decisions.

Referring to the description in the background, the problem formulation in this study is how consumers perceive one of Glad2glow's strategies, namely *live streaming*. Do consumers fully accept the message conveyed *(hegemonic-dominant)*, accept it but with their own considerations *(negotiated)*, or reject and do not accept the entire message conveyed *(oppositional)*?

Based on this, it is important to conduct research that examines how consumers receive TikTok *live streaming* content, particularly for *the* Glad2Glow *brand*. This study uses Stuart Hall's reception analysis approach to examine consumers' positions of meaning, as well as ELM theory to identify message processing pathways. Through this approach, the researcher aims to understand the extent to which consumers accept promotional messages in *live streaming*, as well as the factors that influence their meaning-making process.

This research is not only academically important for the development of digital communication studies, but also provides practical contributions for businesses and digital marketers in developing more effective communication strategies on social media. By understanding consumer reception more deeply, businesses can tailor messages, communication styles, and visualization techniques to suit the preferences of their target market.

LITERATURE REVIEW

Reception Analysis

Reception analysis was developed by Stuart Hall from the *Center for Contemporary Cultural Studies* (CCCS) at *the University of Birmingham* in England. In his study, Hall argues that the cultural, media, and communication approaches accepted by audiences can produce diverse meanings. These differences are caused by diverse backgrounds, including perspectives on culture, ideology, political views, education, and religious beliefs (Macharani & Arviani, 2023) .

According to Stuart Hall in Oktavian (2022) , the production of meaning does not guarantee that the meaning will be consumed in the way intended by the producer *(encoder)*. Therefore, even though the message provides certain content, the audience may interpret it differently. In the context *of* TikTok *live streaming*, the audience may have diverse interpretations of the content presented, depending on their personal experiences, social and cultural conditions. Research by Macharani & Arviani (2023) shows that personal experiences and social environments can influence the reception of messages from social media.

According to Hall, the relationship between media texts and audiences can be systematic or symmetrical, because the meanings constructed by the media are not

always accepted or interpreted identically by audiences (Pujarama & Yustisia, 2020).

The *encoding* process is the process by which the communicator translates their ideas and thoughts into symbols or messages that can be understood by the recipient's senses. Meanwhile, *decoding* is the process by which the audience receives the message and interprets it based on meanings previously stored in their memory. In the process of receiving messages, individuals perform *decoding* based on their perceptions, mindsets, and past experiences.

The initial stage in *the encoding-decoding process*, namely the *encoding* process, shows how a text or content is produced. At this stage*,* meaning is embedded in the text and forms what is called *the first meaning structure.* When the text is presented and received by the audience, they then interpret and freely form meaning*,* which produces *the second meaning structure.* In summary, *encoding* refers to the process of message production, where producers design the meaning of communication through the use of various codes. Conversely, *decoding* is the process of interpreting these codes by the audience (Pujarama & Yustisia, 2020).

In the *decoding* process*,* the audience generally focuses only on the content presented, without paying attention to how the text was produced. Therefore, the *decoder's* or audience's interpretation does not always interpret and understand the message according to the intended meaning of the message producer (*encoder)*. Quoted from Izdihar (2023), Stuart Hall identifies positions of meaning that include *dominant-hegemonic*, *negotiated,* and *oppositional*. The explanations of these three positions are as follows.

Dominant hegemonic position,

In this position, the audience fully accepts the message conveyed by the media in line with the sender's intended meaning. This means that the media conveys information using cultural codes that are already common and dominant in society, and the audience understands and agrees with them without resistance. In other words, the message is received in its entirety and in accordance with the meaning intended by the communicator.

Negotiated position

This position shows that the audience generally accepts the dominant values conveyed by the media, but still makes adjustments or reinterpretations based on social context, personal experience, or cultural values. In other words, the audience agrees with part of the message, but does not adopt it in its entirety. They combine the meaning conveyed by the media with their personal or local perspectives.

Oppositional position

In this position, the audience actively rejects the dominant meaning constructed by the media. They decode using a conflicting frame of reference, producing meanings that are different or even contrary to the original message conveyed. Audiences in this position tend to be critical and reject the ideology or values inherent in media messages, forming alternative interpretations according to their own views.

The use of reception analysis in this study positions consumers not only as passive recipients, but also as

cultural agents who have the active capacity to shape the meaning of various messages conveyed by the media. Based on this view, the researcher is interested in exploring how consumers receive messages on the social media platform TikTok using the *encoding-decoding* concept in Stuart Hall's analysis.

TikTok Live Streaming Feature

Social media is a digital *platform* that facilitates interaction and content creation between users through the internet network (Dewa & Safitri, 2021) . TikTok is one of the most popular social media *platforms*, released in 2016. This application allows users to create and share short to medium-length videos, and is equipped with interesting features such as visual effects, filters, and video editing tools that make it easy to create creative content.

TikTok has experienced rapid growth with various features, one of which is TikTok *Live streaming* . This feature allows users to interact with each other and sellers while shopping for products directly. TikTok offers various discounts and free shipping *vouchers*, as well as easy payment methods via *e-wallet* and bank. According to socialmediamarketer.id, *live streaming* has increased global sales by 76%, with 67% of TikTok users making purchases during *live streaming*. TikTok users spend an average of 858 minutes per month watching content and *live streaming* (Rahmayanti & Dermawan, 2023).

As explained in the study by Sangaji, Fitri, Sitanggang, Hidayat, & Ikaningtyas (2024) , TikTok currently provides opportunities for businesses to market their products or services in creative and engaging ways. As *a* business *platform*, TikTok has the potential to build interactive relationships with its audience. The *live streaming* feature and comment section on TikTok videos enable two-way communication between businesses and potential customers.

This interaction plays a crucial role in enhancing customer trust and loyalty. According to Sun et al in Saputra (2022), *live streaming* refers to an activity conducted in real-time over a specific period using digital technology. According to the Telecommunications and Information Accessibility Agency (Bakti Kominfo), *streaming* is the process of transferring data and information between internet users, either in real-time or through specific applications (Tempo.co.id, 2021) .

Live streaming is currently one of the most popular digital marketing strategies in the *e-commerce* industry. Lu et al in Wongkitrungrueng & Assarut (2020) state that *live streaming* is used to demonstrate marketing and product creation from a different perspective, answer customer questions in *real time*, and organize live activities that retain and encourage customers to buy.

Live streaming can be used to enhance *brand awareness*, as it allows audiences to interact with companies in *real time* (Anisa, Risnawati, & Chamidah, 2022). *Live streaming* has become a medium capable of building better relationships and having a significant impact on consumers at the final stage of the purchasing decision-making process. Research Jacob (2024) explains that the *live streaming* feature allows companies to communicate directly with customers, create higher engagement,

and increase consumer trust and loyalty to the brand. Additionally, the *real-time* nature of *live streaming* can create a sense of urgency that encourages consumers to make immediate purchases. In practice, *live streaming* involves elements such as promotional timing, the availability of discounts, explanations of product descriptions, and the visuals displayed (Faradiba & Syarifuddin, 2021).

Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model explains that when receiving a message, a person can process it in two different ways. The first way is to process the message through *the central route*, and the second way is to process the message through the *peripheral route* (Rahmadini & Aisyah, 2024).

According to Griffin (2003), *the Elaboration Likelihood Model* suggests that individuals can process persuasive messages in various different ways. In one situation, message recipients may assess a message deeply, carefully, and critically, while in another situation, they may only assess the message without considering the arguments underlying its content. The ability to understand persuasive messages deeply depends on how a person processes the message they receive (Sulistyanto, 2020).

The *Elaboration Likelihood Model* was developed in 1980 by Richard E. Petty and John T. Cacioppo, who are experts in persuasive communication. *The Elaboration Likelihood Model* explains and attempts to understand how and when someone uses the central route and the peripheral route. Research by Rahmadini & Aisyah (2024) explains that through *the central route,* a person who receives a message and weighs the details of the message's content by comparing it with their existing knowledge will then experience a strong and permanent change in attitude and thinking, whether positive or negative. In this route, the message recipient will weigh and pay attention to the content of the message conveyed, the arguments presented, the factual information added, and so on. Conversely, the peripheral route has only a temporary impact, and the message recipient tends to process it based on visuals. In this peripheral route, the message recipient will not think too deeply about the product being conveyed. Changes in attitude and decisions are influenced by the promotion conveyed, the interactions carried out, and the delivery skills of the message sender. The credibility, expertise, and character of the message sender are types of peripheral routes where the results of message processing are only temporary or short-lived (Griffin, 2003).

The Elaboration Likelihood Model (ELM) explains that the way messages are processed can influence the formation of the recipient's attitude, either permanently or temporarily. Permanent attitudes are formed through a process involving motivation, ability, and opportunity to process messages. Meanwhile, temporary attitudes arise when these three factors do not deeply elaborate the content of the message. In addition, external factors such as the credibility and attractiveness of the message sender also influence the attitudes formed in the message recipient (Perbawaningsih, 2012).

Research Romadhonah & Ibrahim (2023) also explains that a distinctive feature of the *Elaboration Likelihood Model* is that it is a model of elaboration likelihood, meaning that people who receive messages will process those messages or information cognitively. This is because they are actively involved in evaluating the messages they receive. Based on this theory, researchers will analyze how consumers receive messages conveyed by *the host* on Glad2glow product *live streaming* on the TikTok application, whether they process it through *the central route* or *the peripheral route*.

RESEARCH METHOD

This study analyzes consumer reception of *the* Glad2glow TikTok *live stream* using a qualitative approach. This approach was chosen because it allows researchers to obtain more complete and in-depth data, as Creswell (2013) describes it as an approach to explore and understand important phenomena through interviews with participants by asking general and broad questions (Semiawan, 2010).

This research is classified as explanatory research, which aims to describe the cause-and-effect relationship between the variables studied. This research seeks further explanation of the phenomenon by identifying the influence between variables.

Reception analysis is the method used in this study to determine how consumers interpret media texts. Reception analysis measures how consumers interpret media and helps to understand media texts (Oktaviani, 2022) . Reception analysis shows that audiences form meaning based on what they see (Febriani & Wahid, 2018).

Research Subjects

In this study, the research subjects are referred to as informants. Informants were selected using *purposive sampling*, a technique in which samples are selected based on specific criteria. The criteria for informants in this study were 1) female and male, 2) aged 18-35 years, 3) had watched the Glad2glow TikTok account *live stream*.

Data Collection Technique

The technique used in this study was interviews. The data collection technique through interviews aimed to obtain a clear picture of the object being studied and to obtain more in-depth information about consumer reception of Glad2glow product TikTok *live streaming*. This in-depth interview technique was carried out by interacting directly with participants through a series of question and answer sessions directly related to the subject matter. The interviews conducted were semi-structured to explore issues openly, where informants were asked to give their opinions (Hikmawati, 2020). In this study, interviews were conducted using a guide that only contained an outline of the questions to be asked. The interview was considered complete when sufficient information on the subject matter had been gathered and there were no more questions to ask.

Data Analysis Techniques

The data analysis techniques used in this study included several stages. The initial stage of analysis involved the researcher collecting

data obtained from interviews or observations of informants. The data was then converted into a text format to facilitate the next stage of the analysis process (Creswell, 2013).

After the data is translated into an appropriate text form, the next step is data grouping. This process involves scanning the data from the information obtained from informants and grouping it to facilitate in the analysis process. Data grouping is classified into three decoding positions according to Stuart Hall.

After the data has been grouped, the next step is to look for recurring and dominant patterns to facilitate data interpretation.

After completing the previous stage, the next step is to interpret the informants' media experiences and then draw conclusions. The researcher's interpretation is based on a combination of insight and intuition with social constructs and will be linked to the research literature (Creswell, 2013).

The researcher then concludes and verifies the data that has been processed or transferred into a form that is in accordance with the problem-solving pattern applied.

RESULTS

Based on the results of the interviews conducted, it was found that the meaning of various messages conveyed by the media is not singular or absolute, but is formed in the process of interaction between the text and the consumer. Therefore, consumers are not only passive subjects, but also have the active capacity to accept, negotiate, or even reject the meaning contained in Glad2glow's TikTok *live stream*. The researcher then categorized each form of consumer reception into three Stuart Hall positions, as follows:

Dominant Hegemonic Position

In this position, consumers accept messages from producers in their entirety and in line with the intended meaning. Informant RS was in the *dominant hegemonic* position, accepting the message during the *live stream* so well that she proceeded to make a purchase and recommend it to others. Informant SF also felt helped by all the information conveyed by the *live stream host* and did not find any part of the information during the *live stream* confusing.

> *"The explanations were detailed and good, and the reviews and products were also very interesting. There was nothing confusing about it, everything was explained in detail and was easily understood."*

RS also asked questions through the comment section, which were then responded to by *the host*. This shows that the informant not only received the message conveyed but also reinforced it through active engagement. A similar sentiment was expressed by WB, who found *the live stream* informative and effective. Additionally, the *host* was considered knowledgeable about the products, and their interaction with consumers made them confident to purchase.

> *"The response was quite fast (when someone asked a question), and there were indeed many questions…"*

WB used *the live stream* to look for products they needed, and at

that time there were discounts, and they felt that the *live stream* was effective in supporting their purchasing decision. Both informants were in a position to receive the message conveyed and were in line with Glad2glow's intentions through the *live stream*.

In a *dominant-hegemonic* position, consumers understand and accept the messages conveyed through *live streaming* in a linear manner and in accordance with the meaning intended by the communicator's. In other words, the messages created by the producer and conveyed through *the host* in the *live streaming* broadcast are accepted in full without showing any rejection or reinterpretation. Consumers in this position demonstrate full acceptance, even tending to reinforce the meaning through concrete actions, such as making purchases or recommending products.

RS and WB can be categorized as representations of *dominant-hegemonic* positions in the process of interpreting messages. Both assess that *the host of* the TikTok Glad2glow *live stream* has a good understanding of the products being offered and is able to convey information in a systematic, interesting, and easy-to-understand manner. The interactions built during the broadcast are also considered enjoyable and responsive, creating a positive viewing experience. These findings are in line with the results of the study "(Romadhonah & Ibrahim, 2023) , which reveals that audiences on *the* TikTok *live streaming platform* tend to trust the content of messages when they are delivered interactively and supported by attractive product visualizations. The study emphasizes that the combination of visual appeal and the *host*'s responsive communication style is a major factor in promoting positive interpretation of the message, while also triggering impulsive purchasing decisions. This reinforces the findings in this study, where consumers show full acceptance of the dominant meaning conveyed and reflect it through actual consumption actions.

The clarity of the information conveyed, combined with discount offers and attractive visual displays, is a significant driving factor in consumption decisions. This can be seen from their decision to purchase products, both individually and in bundles, as well as their willingness to recommend these products to others.

Negotiated Position

In this position, consumers accept the message conveyed, but there are things that are considered inappropriate or unacceptable, resulting in a negotiated meaning. As indicated by informant AD, who likes the discounts and visuals during *live streaming*, but feels uncomfortable with the host's delivery style, which seems rushed.

> *"..I was interested in Glad2glow because there was a discount.."*
> *"Sometimes some TikTok live stream hosts for Glad2glow make me feel uncomfortable"*

Meanwhile, SM explained that *live streaming* is effective as a promotional medium and is interested in its visuals. However, she does not fully trust the content of the *live stream* and feels she needs to seek further information from influencers

or other content, though she appreciates the visuals presented during the *live stream*.

> *"I watch the live stream because I'm looking for products, but I still research first through content and influencers..."*

> *"I prefer the visuals of the live stream. The design or concept of Glad2glow's live stream. The visuals are HD. Then there are effects like movements. On the other hand, the colors are girly, and the appearance is also pleasing to the eye."*

On the other hand, informant NC found the visuals displayed to be very distracting because they seemed too busy. However, NC felt comfortable with *the host's* interactivity during the *live stream*, which made them more confident about purchasing.

> *"...We keep getting distracted. Oh, it's so bright—should I focus on the background, the product, or the live host? Honestly, if you keep staring at it, your eyes might hurt..."*

> *"..The live host themselves provide information without holding back.."*

> *"..The service (answering questions in the comment section) is what I need to be convinced that this is indeed the product you need."*

These negotiations show that consumers accept some of the content conveyed through *live streaming*, but adjust the meaning based on their background, preferences, or personal experiences. Informants in this position generally respond positively to certain elements, such as attractive visuals and lucrative discount offers. However, they also show a critical attitude towards other aspects, such as *the host's* communication style, which is considered inappropriate, or the incompatibility of the product with their personal needs or conditions at that time. This reflects a selective and contextual process of meaning-making, in which consumers do not immediately accept the entire message as a whole but adapt it to their own frame of reference. Informants in this position combine acceptance of messages they consider interesting and valuable with critical evaluation of aspects that do not meet their personal expectations or needs.

The *negotiated* position occupies the middle ground between dominant acceptance and total rejection of media messages. Consumers in this position are active in interpreting the messages conveyed, choosing which parts to accept and which to question or reject. This is in line with Hall's view that the *negotiated* position interprets messages using personal frameworks of thinking that are influenced by social experiences, cultural values, and individual goals and needs.

Oppositional Position

Based on the results of interviews conducted with informants, it was found that no one occupied the oppositional position. This indicates a positive acceptance of Glad2glow's *live streaming*, either in its entirety or with certain

adjustments tailored to each individual's background and experience. The absence of consumers in the opposition position indicates the success of the communication strategy employed in the *live stream* in constructing a narrative that is widely accepted and does not cause doubt among consumers. This not only illustrates how consumers interpret the message conveyed, but also reflects the success of the communication strategy used.

Consumers' interpretation of messages in TikTok *live streaming* does not stop at the stage of understanding meaning alone, but is directly related to actual consumption behavior, particularly the decision to buy or not to buy a product. This process is influenced by a number of factors, including personal motivation, relevance of needs, as well as the style of message delivery and emotional stimuli provided by *the host*.

Consumers decide to buy when the message, even if not always processed in depth through central elaboration, successfully meets consumer expectations through non-substantive elements. In a *dominant hegemonic* position are informants RS and WB, who decided to buy the product after watching *the live stream*. They did so because they felt that in addition to the detailed and logical information provided, the interaction built by *the host* during *the live stream* and the visuals and discounts offered were also taken into consideration. Although their level of engagement with the content was relatively high, their purchasing decisions tended to be more influenced by peripheral pathways, such as promotional elements, visuals, and forms of interaction that were able to build emotional closeness. This shows that even though consumers make purchases and receive the messages conveyed, the process of understanding these messages does not always take place in depth. However, messages can still be received effectively through emotional stimuli and a supportive situational context. In the *negotiated* position, informants AE, SM, and NC decided to purchase the product after watching *the live stream* even though they still expressed criticism of *the host* and the way the content was presented. They were attracted to peripheral factors (discounts, visuals, *host* style), but also elaborated cognitively on the message. The purchase decision arose when the peripheral aspects were strong enough to overcome rational doubts. This shows that consumer reception of Glad2glow product TikTok *live streaming* is not a stand-alone process, but is influenced by various interacting factors. These factors not only shape how consumers interpret the message being conveyed, but also determine the cognitive processing route used, whether through *the central route* or *the peripheral route*.

In other words, the interpretation of promotional messages in *live streaming* occurs within a complex framework, where personal aspects (such as needs and preferences), message characteristics (such as communication style and visualization), and social context play a role in shaping the final response.

The following are the five main factors found to influence consumer reception:

The interactivity factor in *live streaming* is defined as *the host's* ability to respond directly, personally,

and in *real time*. This factor is one of the important aspects in building audience engagement while strengthening the perception of the credibility of the communication being conveyed. In this context, TikTok functions not only as a medium for conveying information, but also as a communication medium that enables two-way interaction between sellers and potential buyers. This is reinforced by the findings of Hartiningtyas & Iflah (2023), which state that TikTok, as a new medium, is capable of conveying information and building communication more easily and effectively.

The interactions conducted *by hosts* during *live streaming* have the potential to influence consumers through peripheral channels, as they can create emotional closeness that impacts consumer decisions. *Hosts* who are able to create an interactive atmosphere, deliver light education, and maintain friendly and responsive communication tend to be more effective in attracting and retaining consumer attention. Conversely, *hosts* who appear stiff or unresponsive to comments risk losing the interest and engagement of viewers during the broadcast. Thus, interactivity is one of the crucial communication strategies in increasing the effectiveness *of live streaming* as a digital marketing medium.

The visualization and arrangement of products in *live streaming* play an important role in shaping the initial impression of a brand. From a visual marketing communication perspective, non-verbal elements such as lighting, framing, background color, and product placement play an important role in attracting consumer attention and building a professional brand image. Visualization in social media content can generate strong initial interest and shape positive perceptions of a *brand*.

Referring to the *Elaboration Likelihood Model* (ELM) framework, product visualization can be categorized as a peripheral cue, which is a hint or signal that influences consumer attitudes and decisions without going through a deep thinking or elaboration process. In other words, purchasing decisions are not always based on an understanding of rational information, but can also be influenced by attractive visuals, a professional impression, and a convincing presentation. This shows that the visual aspect of *live streaming* plays a strategic role in influencing consumer perceptions, especially for those who process messages through peripheral channels.

The credibility and communication style *of the host* are factors that also influence how consumers respond to messages in *live streaming*. *Hosts* who have a deep understanding of the product, are able to provide quick and accurate answers to questions in the comments section, and convey explanations clearly and in detail, tend to be more trusted by consumers. This kind of credibility can encourage a more in-depth elaboration of information. From the perspective of *the Elaboration Likelihood Model* (ELM), the credibility and communication style *of the host* can support message processing through both central and peripheral channels. Consumers who perceive the *host* as competent and honest are more likely to process information rationally and compare it with their personal needs or experiences.

This is in line with the views of Perbawaningsih's " "(2012) , which states that the credibility of the communicator is one of the important factors in strengthening message processing through the central route. When consumers feel that *the host* understands the product thoroughly and conveys information openly, they tend to pay more attention, evaluate the message, and consider the information in their decision-making. Meanwhile, *the host's* communication style during *live streaming* also plays an important role, especially as *a peripheral cue* that can influence consumer attitudes when their level of engagement with the message is low. An engaging, expressive, and friendly speaking style can create its own emotional appeal, even if consumers are not actively processing the message content logically. Thus, the combination of between the *host's* credibility and the communication style used becomes an important strategy in shaping perceptions and influencing purchasing decisions in *live streaming*.

Discount and promotion strategies are one of the most common approaches used in *live streaming* broadcasts to attract attention and create a sense of urgency in purchasing decisions. It cannot be denied that discounts are a special attraction for most consumers. When they see the potential for economic benefits, consumers tend to become more focused and motivated to pay attention to the flow and conditions required to obtain the offer.

From the perspective of *the Elaboration Likelihood Model* (ELM), discounts and promotions are categorized as *peripheral cues*, which are peripheral signals that can influence consumer attitudes and decisions, especially when their motivation and ability to process information in depth are low. In this condition, consumers do not really consider rational aspects such as product details, benefits, or contents, but are more influenced by short-term incentives in the form of financial benefits. This is reinforced by the fact that discount offers or special promotions given during *live streaming* are often exclusive and not available outside of the live broadcast session. Thus, the presence of discounts and promotions becomes an important factor in shaping purchasing decisions through peripheral channels.

The suitability of a product to personal needs is one of the important factors that influence how consumers interpret messages and make purchasing decisions. In this case, consumers not only respond to visual elements, promotions, or communication styles conveyed by *the host*, but also actively engage in evaluating the extent to which the product is relevant to their own situations and preferences. Within the framework of *the Elaboration Likelihood Model* (ELM), personal motivation and product relevance are the main triggers for consumers to process information through *the central route*. This route is characterized by high cognitive involvement, where individuals consider the arguments presented, assess the available evidence, and base their decisions on logical considerations and actual needs.

These findings show that deep message processing does not always result in positive attitudes toward the product. On the contrary, high elaboration engagement can reinforce

rejection attitudes if the message content is considered irrelevant or does not meet consumer expectations. This is in line with Griffin's view, which states that message processing through the central route will form attitudes that tend to be strong, stable, and long-lasting, whether in the form of acceptance or rejection. Therefore, the effectiveness of marketing communication depends heavily on how well the message delivered addresses the personal needs and values of the audience.

Based on the results of interviews conducted, it was found that consumers process messages conveyed by *hosts* in *live streaming* sessions through two different processing routes, namely the central *route* and the peripheral route, as explained in the *Elaboration Likelihood Model* (ELM) theory by Petty and Cacioppo in Rahmadini & Aisyah (2024).

Some informants showed a tendency to process messages through the peripheral route. In this group, the decision to purchase a product was more influenced by emotional and visual aspects, such as attractive product displays, large discounts, enjoyable experiences during *live streaming*, and communicative and friendly interactions from *the host*. The main attraction for them was the promotions or discounts offered, followed by visual aspects that were able to capture their attention. Additionally, the presence of *a* responsive *host* who can build a friendly rapport plays a role in creating trust and emotional closeness with consumers.

These findings indicate that consumers who tend to use the peripheral route are more easily influenced by emotional stimuli than by logical arguments or in-depth information. Even though they do not fully understand the content or product details, purchasing decisions are still made due to the pleasant atmosphere, entertainment elements, and short-term incentives offered during the *live streaming* session. This phenomenon is in line with the *Elaboration Likelihood Model* (ELM) framework, in which the peripheral route will be more dominant when the audience has low motivation or ability to analyze information in depth.

On the other hand, there are also informants who show a preference for processing messages through the central route. They listen carefully to *the host's* explanation of the product, search for detailed information such as specifications, composition, and benefits, and compare prices, both during *the live stream* and outside the event, including with similar products available on other *e-commerce platforms*. Some informants also actively seek reviews from external sources to ensure the reliability and relevance of the information before making a final decision. They do not only rely on information from *live streaming*, but also conduct independent verification to ensure that the decisions made are based on rational and informative considerations.

CONCLUSION

Based on the researchers' findings, there are differences in how informants interpret Glad2glow's TikTok *live streams*. This study shows that two informants are in a dominant position and tend to process messages through peripheral channels. This can be seen from their

attention to non-substantive matters, such as attractive visuals, discounts offered, and services provided, which means that purchasing decisions are not based on in-depth analysis but rather on peripheral cues. Meanwhile, three informants were in a negotiating position, indicating varied message processing depending on which aspects they agreed or disagreed with. Consumers are attracted to emotional aspects such as promotions or visual displays, but still engage in logical elaboration, for example by seeking additional information or considering product suitability, which causes purchasing decisions to be selective and influenced by the quality of consumer arguments. No consumers were in a position of opposition because, in general, the messages conveyed were acceptable to consumers, even though there were some things that were not agreed upon but could still be considered.

This study found that in addition to the discounts and visuals offered, the credibility and interactivity *of the host* are among the factors that influence *consumer* reception to the point of behavioral change, namely the purchasing process. Therefore, business actors are expected to further improve their service in this regard so that consumers are well educated and place their trust in *the brand*. Additionally, prospective consumers should be more discerning about promotional content that is packaged attractively with various services and conveniences offered by conducting research before making a purchase decision to avoid impulsive activities just because of discount offers or to follow trends.

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