

Creative Strategy Live Streaming on TikTok Skintific.id Account in Increasing Engagement During the 2025 Period

Nadia Maudina Rachman*, Haryadi Arief Nuur Rasyid

Department of Communication, Universitas Muhammadiyah Yogyakarta, 55183, Indonesia

*Corresponding author's email: nadiamaudina592@gmail.com

ABSTRACT

Keywords

Live Streaming; TikTok; Engagement;
Skincare Products; Skintific.id

TikTok, is one of the most famous social media platforms and has grown rapidly, especially for online marketing needs. TikTok has innovative and interactive features such as live streaming that allows brands to communicate directly with their audience to increase engagement and product marketing. @skintific.id has utilized live streaming to promote their skincare products, connect with customers, and provide incentives. With this feature, Skintific is able to record high engagement rates and build closer relationships with the audience. However, on the other hand @skintific.id must continue to compete with other companies such as Somethinc and The Ordinary, which also use different methods for live streaming. This research aims to analyze the live streaming creative strategy used by Skintific.id to increase user interaction and attract attention on TikTok. The method used in this research is a descriptive qualitative method. Data collection techniques using observation and interview techniques. The data validity test used in this research is the source triangulation technique to compare the data obtained from one informant with other informants. In addition, this study will also use method triangulation techniques to compare data obtained through interview techniques with data obtained through observation techniques. The data analysis technique uses the theory of miles, namely reducing data, presenting data, concluding data, and checking data validity. The results of the study show that to increase engagement, @skintific.id designs its live streaming schedule consistently so that it is easier for the audience to always watch it. The live streaming schedule is always updated through various social media platforms owned by Skintific.id. Regarding the content on live streaming @skintific.id always prioritizes the live streaming feature to promote their products, attract audience attention, and interact with users. In addition, in its live streaming sessions @skintific.id also always provides direct interaction, exclusive promotions, product demos, collaboration with influencers, consistent time, and differentiation in content. To display more interesting content and be able to increase engagement among its audience, @skintific.id regularly analyzes the live streaming activities carried out by its competitors, so that @skintific.id can display content that is superior in terms of visual composition and in terms of the host character.

1. Introduction

Social media platforms have experienced rapid development recently, especially in the field of digital marketing. One platform that has received great attention is TikTok. TikTok has become the main choice for many brands to increase engagement with consumers. One of the most popular features is live streaming (Windi & Tampenawas 2023).

TikTok was founded by a Chinese technology company, ByteDance, in 2016. This application has become a global phenomenon with an increasing number of active users. TikTok provides various creative features that allow users to create interesting content in an easy and fast way (Malimbe et al., 2021). This phenomenon attracts user interest and becomes a great opportunity for brands to increase consumer awareness through collaboration with popular creators.

TikTok is now not only an entertainment medium but also a very effective marketing tool. Many brands use TikTok to promote their products. One popular marketing strategy is the use of influencer marketing, where brands work with TikTok content creators to display their products authentically. (Fifi, 2024). TikTok's success as a marketing tool is also driven by the TikTok Ads feature that allows businesses to target specific audiences based on demographics, location, and interests. One brand that uses TikTok as a promotional medium is the Skintific brand.

Skintific.id is a skincare brand that has utilised the live streaming feature on TikTok to increase product exposure and interact directly with consumers. Through a well-designed live streaming strategy, Skintific.id is able to build closer relationships with audiences, provide real-time product information, and create an engaging shopping experience (Anindasari, A, P., & Tranggono, 2023).

Skintific is also one of the most popular skincare moisturisers in Indonesia. This is evident from the awards received by Skintific as "Best Moisturiser" from Female Daily, Sociolla, Beautyhaul, and the 2022 TikTok Live Awards (Kompas.id, 2023). Therefore, the problem of this research is how to increase interest in buying Skintific products on TikTok social media. Research by Chairunnisa and Setyorini (2020), Hakim (2020), and Putri (2020) shows that purchasing interest is influenced by influencer variables, user-generated content, and brand image on purchasing interest in Skintific products on TikTok social media. Although purchasing interest does not always have a direct impact on sales, purchasing interest greatly determines consumer behaviour (Morwitz, 2014).

Skintific.id conducts live streaming on the TikTok account @skintific_id for 24 hours per four live sessions a day. The live streaming strategy on the TikTok account @skintific_id includes various promotional techniques aimed at increasing sales, such as providing exclusive discounts during live sessions, conducting live product demos, and answering audience questions interactively. Live streaming is not only a marketing tool but also a means to build consumer trust and loyalty. This approach shows that live streaming is not only effective in attracting new consumers but also in retaining old consumers through more personal and authentic interactions.

2. Method

The type of research applied in this study is qualitative, which focuses on the use of the TikTok application as a digital marketing communication tool for Skintific products. Qualitative research is an approach that aims to explain social problems, as expressed by Mukhid (2021). Through this approach, researchers aim to objectively analyse various forms of digital marketing communication. This study uses the descriptive method, which aims to understand and analyse the live streaming strategy implemented by the TikTok Skintific.id account. This approach allows researchers to describe existing phenomena in depth and provide a comprehensive understanding of marketing communication practices through live streaming. By observing the interactions and content presented during the live streaming session, this study will explore how these strategies contribute to increasing audience engagement and their influence on Skintific's brand image.

This study employs two data collection techniques: interviews and non-participant observation. Interviews in this study: researchers will conduct in-depth interviews with several informants, namely the marketing manager, TikTok Skintific admin, and live hosts who have an important role in managing Skintific's digital content.

The marketing manager who is the informant in this study is tasked with managing the company's marketing strategy. Meanwhile, the TikTok Skintific admin is tasked with resolving audience questions, recommending solutions, and guiding product users through features and functions. Also, the TikTok Skintific live streaming host is responsible for organising live broadcasts on TikTok or e-commerce by achieving daily/weekly/monthly targets as a contribution to increasing revenue.

The selection of these informants was based on the criteria of those who have relevant experience and expertise in marketing, social media management, or live broadcasting. Thus, each informant plays a key role that contributes directly to increasing sales and brand image. Also, in-depth knowledge of the digital marketing strategy used by Skintific, especially in the context of live streaming on TikTok. Through this interview, researchers hope to collect relevant data regarding the implementation and effectiveness of the live streaming strategy applied.

The form of observation used in this study is non-participant observation. In this non-participant observation, researchers will observe the live streaming content carried out by the TikTok account @skintific.id, including audience interaction and the way information is conveyed by the presenter during the live streaming session. In this study, secondary data sources include literature, articles, journals, and internet sites that are relevant to the research. Descriptive methods are used to analyse research data, relate it to relevant theories, and draw conclusions. As a step in obtaining data validation in this study, triangulation techniques are used. The triangulation techniques used are source triangulation and method triangulation. Source triangulation is carried out by interviewing three informants, namely the marketing manager, live host, and TikTok admin, while method triangulation is carried out by collecting data using several interview and observation methods.

The location of this research was carried out on the TikTok account @skintific_id, a popular social media platform used by the Skintific skincare brand to carry out digital marketing strategies, especially through live streaming. The @skintific_id account was chosen as the research location because it is one of Skintific's main channels in marketing skincare products to consumers in Indonesia. The @skintific_id account is the right choice to observe the effectiveness of the live streaming strategy in increasing consumer engagement and sales potential.

3. Result and Discussion

The Skintific.id TikTok account (@skintific_id) has become one of the main platforms in the Skintific brand's digital marketing strategy. Since its inception, Skintific has grown rapidly as a skincare brand that focuses on science-based skincare solutions. In 2021, Skintific began using a marketing strategy on TikTok by utilising short video trends and interactive challenges. In 2022, the brand further strengthened its position by introducing the live streaming feature as the main strategy to increase engagement, awareness, and product sales. A marketing strategy is a planned and integrated effort to attract consumers' attention and build long-term relationships between companies and consumers (Kotler & Keller, 2016).

Live streaming on TikTok is an effective marketing communication method to build direct interaction with consumers. Since using the live streaming strategy, the number of Skintific.id followers has continued to increase significantly. By the end of 2022, the number of followers reached 2.5 million with a total of 10 million likes. In 2023, they began optimising collaboration with influencers and providing exclusive promos during live streaming sessions, which drove follower growth to 3.4 million and a total of 19.4 million likes in 2025. In addition, revenue from product sales through TikTok Shop increased by 35% within one year, demonstrating the effectiveness of a live streaming-based marketing strategy. Consumers are more likely to buy products they see directly in live streaming sessions because they feel more emotionally connected to the brand (Zhang et al., 2022). With an innovative approach, Skintific.id is now one of the best-performing skincare brands on TikTok, competing with other major brands in the skincare industry.

The live streaming strategy implemented by Skintific.id includes various approaches that have been proven to increase audience interaction and drive sales. Researchers found several strategy points used in live streaming. Direct interaction is one of the key elements in the success of live

streaming. The host actively communicates with the audience, answers questions, and provides product recommendations in real time.

In the live streaming session, the live host not only provides product promotions but also provides an interactive experience to the audience by greeting the audience directly, reading comments, and providing specific solutions based on their skin needs. The live host also gets direct positive and negative reviews from users through comments. This approach helps in receiving criticism, suggestions, and good reviews from the audience. Live streaming is an interactive feature that allows companies to communicate directly with consumers and introduce products in an authentic atmosphere (Rizky, 2024).

This improvement is evident from the significant increase in audience engagement, with an average live session getting thousands of comments and interactions. The average engagement rate during live streaming reached 12%, higher than competing products, such as The Ordinary (9%) and approaching Somethinc (11%). In addition to providing direct interaction, researchers found that exclusive promos given during live streaming sessions are the main attraction for consumers. This is because there are special promos, ranging from discounts and vouchers to free shipping for product delivery. TikTok Skintific.id Admin revealed that this exclusive promo encourages faster purchasing decisions.

Internal data shows that this strategy has succeeded in increasing sales conversions by up to 25% of viewers making purchases after watching the live streaming session. This methodology drives higher sales through live streaming strategies compared to promotions via social media. Live product demos also play an important role in this strategy. Demonstrations of product use by hosts or influencers help audiences understand how the product works in real life. With a demo, consumers are more confident in product claims, so that the level of trust in the brand increases.

In live streaming, the Skintific.id brand utilises the presence of influencers as the main strategy in expanding audience reach. Skintific.id collaborates with various beauty influencers who have loyal audiences on TikTok. Through this collaboration, the engagement rate in live sessions attended by influencers can increase by up to 15% compared to sessions without influencers. The interactive live streaming strategy with influencers has also resulted in a 15% increase in followers over the past three months.

In addition to the strategies explained above, consistency in time in conducting live streaming is also an important factor in the success of this strategy. Based on an interview with the TikTok admin @skintific_id, live streaming sessions conducted between 19.00 and 22.00 WIB showed a higher level of interaction compared to other hours. In addition, internal data shows that live streaming conducted at night has a higher purchase conversion rate, with an average of 30% more sales than sessions conducted in the morning, afternoon or evening.

In implementing the live streaming strategy, Skintific.id faces several challenges that affect the effectiveness of this programme. One of the main challenges is the fluctuation in the number of viewers during the live session. Based on the results of the interview with TikTok Admin @skintific_id, live sessions held during peak hours often experience a decrease in the number of viewers due to competition with other brands that also do live streaming. Internal data shows that notifications before Live can increase the number of viewers by up to 20% compared to sessions without prior notification.

Another challenge is the decreasing engagement in some sessions, especially when the content presented is less interesting or too monotonous. TikTok Live Streaming Host @skintific_id explained that interaction with the audience is an important factor in maintaining engagement. With this strategy, the average engagement rate increased by 15% in more interactive live sessions.

In addition, tight competition with other brands in the skincare industry is also a challenge that needs to be overcome. Marketing Manager of Skintific.id revealed that differentiation is crucial for standing out against competitors. Based on observations, live sessions featuring product education have 30% higher audience retention than sessions that only contain promotions. Skintific.id sells products and provides education to the audience about skin care that suits their needs. Based on

observations, live streaming on the TikTok account @skintific_id is carried out for 24 hours per four live sessions a day in the morning, afternoon, evening, and nighttime divisions.

Overall, despite facing various challenges, Skintific.id is able to overcome them with a data-based approach and content experiments that are continuously adjusted to audience preferences. By utilising innovative technology and marketing strategies, they have managed to maintain competitiveness in the live, streaming-based e-commerce ecosystem. When viewed from the comparison of the number of videos uploaded, Skintific is able to compete with other skincare brands through the live streaming strategy on their TikTok account, @skintific_id.

Table 1. Tiktok Brand Skincare dan Makeup Accounts

No	Nama Akun	Jumlah Video di Upload	Jumlah like pada akun konten video akun	Jumlah Followers	Jumlah Tayangan Live Streaming
1	@skintific_id (2022)	8.175 Video	19,4M	3,4M	≥1 ribu
2	@somethincofficial (2019)	3.949 Video	31,5M	3,7M	604 ribu
3	@theoriginote (2022)	2.134 Video	27,4M	2M	300 ribu
4	@facetologyofficial (2022)	1.080 Video	19,4M	931,7K	92 ribu
5	@theordinary (2016)	528 Video	24,4M	1,7M	1,2 juta

Through this comparison, it can be seen that, although Skintific's number of followers is still lower than some of its competitors, Skintific's live streaming strategy, which emphasises skin barrier solutions and common skin problems experienced by users, as well as consistent content, is able to attract audience attention and increase engagement. This strategy shows Skintific's potential to compete in the skincare market through the TikTok platform. According to engagement data on TikTok, Skintific.id managed to get an average engagement rate of 12% per live streaming session, compared to international brands The Ordinary, which recorded an engagement rate of 9%, and Somethinc, which got an engagement rate of around 11%. From this comparison, it can be seen that Skintific.id has a slightly higher engagement rate than The Ordinary and is close to Somethinc, indicating success in reaching local audiences effectively. Each brand tailors their strategy to the characteristics and preferences of their audience. Judging from the engagement results, Skintific.id's live streaming gets high interaction, especially in the 18-34 age group, which is the main market segment on TikTok. They focus their live streaming on product demos and special discounts, increasing their engagement rate by up to 12% per session. This strategy comparison shows that each brand has an approach tailored to its target audience. This strategy allows Skintific to compete with several other popular skincare brands such as Somethinc, Originote, Facetology, and The Ordinary, which also have a strong presence on social media.

4. Conclusion

This study indicates that Skintific's live streaming approach through their TikTok account can serve as an effective digital marketing communication tool. By leveraging TikTok's interactive features, Skintific is able to increase audience engagement and build emotional connections with customers through an authentic and personal approach. Direct conversations with audiences, real-time product demonstrations, and exclusive promotions during live sessions are all approaches used to increase customer trust and loyalty towards the brand.

To strengthen brand image and expand audience reach, it is important to collaborate with influencers. In addition to providing engaging and informative content, collaborating with influencers is crucial. Research has proven that maintaining consistency in live streaming times can capture audience attention and stimulate purchase intent. Skintific can overcome issues such as changing viewership and competition with other brands by changing strategies based on data and continuous content experimentation.

Overall, this study indicates that live streaming is not only a digital marketing trend but also an important strategy for building relationships between brands and customers, especially in the highly competitive beauty industry. This study has shown that innovative and consistent live streaming methods can provide a significant competitive advantage.

5. Acknowledgement

The author would like to thank all the sources who were willing to provide information and insights regarding the creative strategy of live streaming on the TikTok Skintific.id account in increasing engagement during the 2025 period. We also express our gratitude to Skintific.id for providing permission and access to the data and observation process.

6. References

- Anindasari, A. P., & Tranggono, D. (2023). Pengaruh Live Streaming TikTok Terhadap Keputusan Pembelian Produk Skintific Pada Generasi Z Pengikut Akun @skintific_id. *Jurnal Ilmiah Wahana Pendidikan*, 9(22), 13-26. <https://doi.org/10.5281/zenodo.10077520>.
- Chairunnisa, D. M., & Setyorini, R. (2020). Pengaruh influencer terhadap purchase intention produk Pixy melalui source characteristics (studi pada beauty vlogger Tasya Farasya). *E-Proceeding of Management*, 7(1), 1361–1368.
- Fifi, A. (2024). LIVE STREAMING APLIKASI TIK TOK SKINTIFIC. *Journal of Scientific Communication*, 6(1). Hal.26
- Hakim, L. L. (2020). Pengaruh brand awareness, brand image dan customer preceived value terhadap purchase intention. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(3), 81–86.
- Kompas.id. (2023). Skintific sukses raih beragam penghargaan dan jadi skincare banyak dicari. https://www.kompas.id/baca/adv_post/skintific-sukses-raih-beragam-penghargaan-dan-jadi-skincare-banyak-dicari
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th global ed.). England: Pearson, 803–829.
- Malimbe, A., Waani, F., & Suwu, E. A. (2021). Dampak Penggunaan Aplikasi Online Tiktok (Douyin) Terhadap Minat Belajar di Kalangan Mahasiswa Sosiologi Fakultas Ilmu Sosial Dan Politik Universitas Sam Ratulangi Manado. *Jurnal ilmiah society*, 1(1).
- Mu, J., Zhang, J., Borah, A., & Qi, J. (2022). Creative appeals in firm-generated content and product performance. *Information Systems Research*, 33(1), 18-42.
- Mukhid, A. (2021). *Metodologi penelitian pendekatan kuantitatif*. Jakad Media Publishing.
- Morwitz, V. (2014). Consumers' purchase intentions and their behavior. *Foundations and Trends® in Marketing*, 7(3), 181-230.

-
- Putri, V. J. (2020). Pengaruh user-generated content (UGC) dan kualitas produk terhadap minat beli konsumen dapur Mbok Sarminah. *Performa*, 5(1), 95–102. <https://doi.org/10.56338/jsm.v9i2.2610>
- Rizky, M. F., & Majid, N. (2024). PENGARUH LIVE STREAMER TERHADAP PENINGKATAN PENJUALAN DI PERUSAHAAN. *Jurnal Ekonomi Manajemen Dan Bisnis (JEMB)*, 1(6), 323-333.
- Windi, R. (2023). the Influence of Influencer Marketing, Content Marketing and the Effectiveness of Tiktok Affiliates on Hanasui Brand Awareness Skincare (Case Study of Management Department Students at Sam Ratulangi University 2023). *Tampenawas 772 Jurnal EMBA*, 11(3), 772-784.