

Abstrak

Gabriel Beti Pratiwi. 220531100097. Program Studi Ilmu Komunikasi. Strategi Gaya Komunikasi *Real Time* Penjual @lescatino_queens Pada *Live Shopping* TikTok.

Penelitian ini bertujuan untuk memahami dan mendeskripsikan strategi gaya komunikasi *real-time* penjual akun TikTok @lescatino_queens dalam aktivitas *live shopping*. Perkembangan *social commerce* di Indonesia, khususnya melalui *platform* TikTok, menjadikan kemampuan komunikasi *host* sebagai faktor penting dalam keberhasilan penjualan digital. Namun, kajian mengenai pola gaya komunikasi *real-time* penjual dalam konteks *live streaming commerce* dengan pendekatan komunikasi interpersonal masih relatif terbatas.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan paradigma konstruktivis. Pengumpulan data dilakukan melalui observasi nonpartisipan berupa *screen recording* terhadap 14 sesi *live shopping* berdurasi satu jam yang dilakukan pada pukul 19.00 - 20.00 WIB selama periode 13 April hingga 6 Mei 2026. Analisis data menggunakan model interaktif Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Penelitian ini menggunakan teori gaya komunikasi Robert Norton yang mencakup sepuluh dimensi gaya komunikasi.

Hasil penelitian menunjukkan bahwa *host* @lescatino_queens secara konsisten menerapkan sembilan dari sepuluh dimensi gaya komunikasi Norton. Lima gaya komunikasi yang paling dominan adalah *precise style*, *dominant style*, *animated/expressive style*, *friendly style*, dan *open style*. Sementara itu, *argumentative style* menjadi satu-satunya dimensi yang dihindari, di mana komplain konsumen cenderung dihapus daripada direspons secara argumentatif. Temuan ini mengungkap adanya fenomena *style avoidance* sebagai strategi pengelolaan reputasi merek dalam praktik komunikasi digital pada *live shopping* TikTok.

Kata Kunci: gaya komunikasi, *live shopping*, TikTok, Robert Norton, *social commerce*, *real-time communication*.

Abstract

Gabriel Beti Pratiwi. 220531100097. Communication Science Study Program. Real-Time Communication Style Strategy of Seller @lescatino_queens in TikTok Live Shopping.

This study aims to understand and describe the real-time communication style strategy used by the TikTok account seller @lescatino_queens in live shopping activities. The development of social commerce in Indonesia, particularly through the TikTok platform, has made the host's communication ability an important factor in the success of digital sales. However, studies examining sellers' real-time communication style patterns in the context of live streaming commerce through an interpersonal communication approach remain relatively limited.

This research employed a descriptive qualitative approach with a constructivist paradigm. Data collection was conducted through non-participant observation in the form of screen recordings of 14 live shopping sessions, each lasting one hour, conducted from 7:00 PM to 8:00 PM (WIB) during the period of April 13 to May 6, 2026. Data analysis used the interactive model of Miles and Huberman, which includes data reduction, data presentation, and conclusion drawing. This study applied Robert Norton's communication style theory, which consists of ten dimensions of communication style.

The findings show that the host of @lescatino_queens consistently applied nine out of Norton's ten communication style dimensions. The five most dominant communication styles identified were precise style, dominant style, animated/expressive style, friendly style, and open style. Meanwhile, argumentative style was the only dimension deliberately avoided, with consumer complaints tending to be deleted rather than responded to argumentatively. These findings reveal the phenomenon of style avoidance as a brand reputation management strategy in digital communication practices during TikTok live shopping.

Keywords: *communication style, live shopping, TikTok, Robert Norton, social commerce, real-time communication.*