

Marketing Communication Strategy through TikTok Live Streaming in Building Consumer Trust and Engagement in the Beauty Industry: A Case Study of Bening's Clinic Surabaya

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ABSTRACT

The rapid development of social media has encouraged companies to utilize digital platforms as interactive marketing communication media, particularly TikTok Live, which enables real-time two-way communication between businesses and consumers. Although numerous studies have examined TikTok as a digital marketing platform, limited research has specifically explored marketing communication strategies through TikTok Live in building consumer trust and engagement within the beauty industry. This study aims to analyze the marketing communication strategy implemented by Bening's Clinic Surabaya through TikTok Live in fostering consumer interest, trust, and engagement. A descriptive qualitative approach was employed, with data collected through interviews, observations, and documentation, and analyzed using SWOT analysis supported by IFAS and EFAS matrices. The findings reveal that Bening's Clinic Surabaya integrates promotional activities, educational content, direct interaction, and a soft-selling approach in its TikTok Live strategy. Real-time interaction between hosts and audiences was found to increase consumer engagement, strengthen trust, and encourage interest in the clinic's services. The novelty of this study lies in the integration of SWOT, IFAS, and EFAS analyses to evaluate TikTok Live marketing communication strategies in the beauty clinic industry.



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1. Introduction

The development of information and communication technology has brought major changes to marketing activities in the digital era [1]. Social media is now not only used as a means of communication and entertainment, but is also utilized as a marketing medium capable of reaching broad and interactive audiences [2]. Many entrepreneurs are aware of the great potential offered by digital marketing, especially through social media, and they utilize these platforms to attract the attention of potential consumers [3]. Digital marketing offers various strategies to promote products or services online [4]. Therefore, companies have started shifting from conventional marketing to digital marketing because it is considered more effective in building relationships with consumers [5]. Marketing communication strategy is a company's effort to deliver information to consumers in order to increase purchase interest and build long-term relationships. In addition, marketing communication strategy becomes an important factor in increasing consumer loyalty in the social media era [6].

Social media has become an effective communication medium in digital marketing activities [7]. One of the social media platforms that has experienced rapid growth and is widely used as a marketing medium is TikTok [8]. TikTok has become a popular platform because it offers short, visual, and interactive content that can easily reach users through its broad algorithm system. In addition, TikTok provides a live streaming feature known as TikTok Live, which allows direct communication between companies and audiences [9]. The use of TikTok Live allows companies to conduct two-way communication with consumers in real time [9]. According to Geng et al. in [10] live streaming social commerce is recognized as a significant trend because it offers consumers new shopping channels and experiences by combining social interaction with e-commerce activities.

Previous studies have discussed TikTok as a digital marketing platform, the role of live streaming in increasing consumer engagement, and the effectiveness of social media marketing in influencing consumer behavior [10][11][12][13][14]. These studies indicate that TikTok Live can support promotional activities and strengthen interactions between companies and

consumers. However, most previous studies focus on purchase intention, brand awareness, and sales performance. Research that specifically examines how marketing communication strategies through TikTok Live are implemented to build consumer trust and consumer engagement in the beauty clinic industry remains limited. Furthermore, previous studies rarely integrate SWOT analysis with IFAS and EFAS matrices to evaluate the effectiveness of TikTok Live marketing communication strategies. Therefore, this study seeks to fill this gap by analyzing TikTok Live marketing communication strategies in the context of beauty clinic services.

This study is based on several theoretical perspectives, namely marketing communication theory, digital marketing theory, live commerce, consumer engagement, and consumer trust. Marketing communication theory explains how organizations deliver messages to consumers, while digital marketing emphasizes the utilization of digital platforms to create interactive communication. The concept of live commerce highlights real-time interactions between sellers and consumers through live streaming. Meanwhile, consumer engagement and consumer trust are used to understand how TikTok Live contributes to audience involvement and confidence in the services offered by Bening's Clinic Surabaya.

Bening's Clinic Surabaya is one of the beauty clinics that utilizes TikTok Live as a digital marketing communication medium. Through TikTok Live, Bening's Clinic Surabaya not only promotes beauty products and services, but also provides education about skincare and interacts directly with audiences [15]. This strategy is implemented to increase consumer engagement, build trust, and increase consumer interest in the services offered.

The use of TikTok Live is considered capable of creating closer relationships between companies and consumers because audiences can directly ask questions regarding products and treatments offered [16]. In addition, the use of a relaxed and interactive communication approach makes audiences feel more comfortable during live sessions. However, in its implementation, there are still several obstacles, such as technical network issues and the large number of audience comments that cannot all be answered optimally. Based on the identified research gap, this study aims to analyze the marketing communication strategy implemented through TikTok Live in building consumer trust and consumer engagement at Bening's Clinic Surabaya. In addition, this study seeks to identify internal and external strategic factors through SWOT analysis supported by IFAS and EFAS matrices to evaluate the effectiveness of TikTok Live as a digital marketing communication medium.

2. Research Methodology

This study employed a descriptive qualitative approach with SWOT strategic analysis. The qualitative approach was used to obtain an in-depth understanding of the marketing communication strategy implemented through TikTok Live at Bening's Clinic Surabaya. SWOT analysis supported by the IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) matrices was used to identify internal and external factors affecting the implementation of the strategy.

The research was conducted at Bening's Clinic Surabaya from January to March 2026. Data were collected through interviews, observations, and documentation. The observation process involved six TikTok Live sessions with a duration of approximately 1–2 hours per session to observe communication patterns, audience engagement, and promotional activities.

The informants were selected using a purposive sampling technique. The informants consisted of one manager, one public relations staff member, one beauty advisor, one online administrator, and one consumer of Bening's Clinic Surabaya. These informants were selected because they were directly involved in TikTok Live activities or had experience interacting with TikTok Live content provided by the clinic.

The criteria for selecting informants included: (1) being directly involved in TikTok Live activities, (2) having experience managing or participating in TikTok Live sessions, (3) having watched TikTok Live broadcasts, and (4) having used products or treatments promoted through TikTok Live.

The instruments used in this study included interview guidelines, observation sheets, and documentation records. Interview guidelines were prepared to direct the interview process systematically while still allowing flexibility in exploring deeper information from informants. Observation sheets were used to observe communication activities during TikTok Live sessions, including interaction patterns, audience responses, and promotional activities. Documentation in the form of screenshots, live session recordings, comments, and promotional content was also collected to support the research findings.

Data collection techniques were conducted through interviews, observation, and documentation [17]. Interviews were conducted directly with selected informants to obtain information regarding the strategies used in TikTok Live marketing communication. Observations were carried out by observing TikTok Live activities conducted by Bening's Clinic Surabaya, focusing on communication delivery, audience interaction, and promotional techniques. Documentation techniques were used to collect supporting data related to TikTok Live activities, such as visual content, audience comments, and social media engagement data. Interviews were conducted with selected informants to obtain information regarding the planning, implementation, and evaluation of TikTok Live activities. Observations focused on audience interaction patterns, communication delivery, and promotional techniques during live sessions.

To ensure the validity and reliability of the data, this study applied data triangulation techniques in qualitative data analysis [18]. Source triangulation was conducted by comparing information obtained from the manager, public relations staff, beauty advisor, online administrator, and consumer. In addition, technique triangulation was conducted by comparing data obtained from interviews, observations, and documentation. This process was carried out to increase the credibility of the findings and minimize researcher bias in interpreting the data.

The data analysis technique used the Miles and Huberman model consisting of data reduction, data presentation, and conclusion drawing [19]. Data reduction was conducted by selecting and simplifying relevant data obtained from the field. Afterward, the data were presented systematically in descriptive form to facilitate interpretation. The final stage involved drawing conclusions based on patterns and findings identified during the analysis process.

The findings obtained from interviews, observations, and documentation were categorized into strengths, weaknesses, opportunities, and threats. These factors were then analyzed using IFAS and EFAS matrices to evaluate the strategic position

of TikTok Live marketing communication activities at Bening's Clinic Surabaya. The SWOT analysis was used to identify internal and external strategic factors and to formulate recommendations for improving marketing communication performance.

3. Results and Discussion

Based on the results of the study, Bening's Clinic Surabaya utilized TikTok Live as a digital marketing communication medium to introduce products, services, and build relationships with consumers. The use of TikTok Live was chosen because it has a broad audience reach and is widely used by millennials and Generation Z [8]. In the current digital era, social media platforms are increasingly being used not only as entertainment media, but also as effective marketing communication channels that allow companies to interact directly with consumers. Through TikTok Live, Bening's Clinic Surabaya was able to deliver information regarding beauty treatments, skincare products, and ongoing promotional programs in a more interactive and communicative manner. This strategy allowed the clinic to reach consumers more effectively because audiences could directly watch explanations and interact during live sessions without limitations of time and place. Based on observations of six TikTok Live sessions, audience participation was reflected through comments, questions regarding treatment procedures, promotional programs, skincare recommendations, and booking information. Audience interaction occurred continuously throughout the live sessions, indicating active engagement between hosts and viewers.

The marketing communication strategy implemented by Bening's Clinic Surabaya combined promotional activities, educational content, and direct interaction with audiences [20]. In practice, the clinic not only focused on offering promotional prices for products and treatments, but also emphasized providing education regarding skincare, treatment procedures, and the benefits of the services available. Educational content became an important aspect because consumers in the beauty industry generally require detailed information before deciding to use products or undergo treatments. Through TikTok Live, the clinic was able to explain information directly and provide examples or demonstrations related to skincare and beauty treatments. This strategy showed that TikTok Live was utilized not only as a promotional medium, but also as an educational communication platform capable of increasing consumer understanding regarding beauty care services.

According to Rahmat Darma as Manager of Bening's Clinic Surabaya:

"TikTok Live helps us combine promotion and education at the same time. Consumers can directly ask questions and obtain information before deciding to visit the clinic."

The study also found that the use of a soft-selling approach became one of the important communication strategies implemented during TikTok Live sessions. Through this approach, hosts focused more on explaining the benefits and functions of products and services rather than directly forcing audiences to make purchases. This communication style was considered more appropriate for social media users who tend to prefer interactive, informative, and less formal content [21]. The hosts delivered information in a relaxed communication style so audiences could feel more comfortable during live sessions. In addition, hosts attempted to build emotional closeness with audiences through friendly conversations and responses to comments submitted during the broadcasts. This finding indicates that the communication strategy implemented by Bening's Clinic Surabaya adjusted to the characteristics of TikTok users who generally prefer authentic and entertaining content rather than aggressive promotional communication.

Syahda, as a Beauty Advisor, stated:

"Consumers tend to be more comfortable when information is delivered casually rather than through hard-selling techniques. Therefore, we focus on education and consultation during live sessions."

During the implementation of TikTok Live, interaction between hosts and audiences became one of the most important factors in building consumer engagement. Hosts played a role in maintaining live sessions to remain attractive and interactive through question-and-answer activities, direct explanations, and promotional delivery [15]. To attract audience attention, hosts usually used hooks at the beginning of live sessions, such as discussing common skin problems experienced by audiences or informing audiences about ongoing promotions and discounts. These opening strategies were considered effective in encouraging audiences to stay longer during live sessions and participate in discussions. The interactive atmosphere created during TikTok Live also increased audience involvement because consumers felt they were directly involved in the communication process. Therefore, TikTok Live became a medium that not only delivered information, but also facilitated active interaction between companies and consumers.

Hendra as Public Relations explained:

"At the beginning of every live session, we usually discuss common skin problems and current promotions to attract audience attention and encourage interaction."

Direct interaction between hosts and audiences made consumers feel closer to Bening's Clinic Surabaya. Audiences were able to ask questions regarding skin conditions, treatment benefits, promotional prices, and product usage, and then receive answers directly in real time [16]. This direct communication provided convenience for consumers because they could obtain information quickly without needing to visit the clinic directly. In addition, consumers felt more confident because they received explanations directly from the clinic representatives during live sessions. This finding is in line with the marketing communication concept proposed by Philip Kotler and Kevin Lane Keller, 2016, which explains that effective marketing communication not only aims to introduce products, but also to build good relationships with consumers through two-way communication. Through TikTok Live, Bening's Clinic Surabaya was able to create more personal communication relationships with audiences, which eventually contributed to strengthening consumer trust toward the clinic and its services.

One consumer stated:

"I became more confident because the host explained the treatment procedures directly and answered questions during the live session."

The results of the study further showed that TikTok Live was considered effective in increasing consumer interest and trust toward the services provided by Bening's Clinic Surabaya. Direct information delivery helped consumers better understand the benefits of products and treatments compared to only viewing ordinary promotional content. In addition, real-time communication enabled consumers to obtain quick answers regarding questions and doubts before undergoing treatments [12]. This condition became important because consumers in the beauty industry generally require trust and confidence before deciding to use skincare products or beauty treatments. Through TikTok Live, consumers were able to directly observe explanations regarding products and services, making the information received feel more transparent and convincing. Several audiences eventually became interested in visiting the clinic after watching explanations and promotional content delivered during live sessions. Therefore, TikTok Live was not only functioning as a promotional medium, but also as a communication tool capable of influencing consumer decision-making processes. This effectiveness was supported by several factors, including direct interaction between hosts and audiences, the delivery of educational content, and the ability to provide immediate responses to consumer questions. These factors enabled consumers to obtain more detailed information regarding treatments and products, thereby reducing uncertainty before making decisions.

From the consumer perspective, TikTok Live was considered more convincing because audiences could directly see explanations and interact personally with the clinic. Consumers felt that live sessions provided more honest and detailed information compared to ordinary promotional content uploaded on social media feeds. In addition, audiences were able to witness how hosts responded directly to questions and complaints submitted by consumers during the broadcasts. This interaction created a sense of transparency and openness that contributed to increasing consumer trust toward the clinic. The existence of direct communication also reduced consumer doubts because information was delivered immediately and interactively. As a result, TikTok Live became one of the effective digital marketing communication media in helping Bening's Clinic Surabaya maintain consumer relationships and increase audience confidence toward the products and treatments offered. However, the effectiveness of TikTok Live also depends on several factors, including the communication skills of the host, the relevance of the content delivered, and the consistency of live session schedules. If these aspects are not managed properly, audience engagement and consumer trust may decrease.

Despite its effectiveness, several obstacles were still found during the implementation of TikTok Live marketing activities. Technical issues such as unstable internet networks and poor audio quality sometimes disrupted communication during live sessions [22]. These technical problems occasionally reduced audience comfort because explanations delivered by hosts could not be heard clearly or live broadcasts experienced interruptions. In addition, the large number of audience comments often caused not all questions to be answered optimally by the hosts during live sessions. This condition became a challenge because audiences expected quick responses and interactive communication during broadcasts. Competition among beauty clinics on social media also became another challenge in maintaining audience attention toward TikTok Live content [23]. Many beauty clinics currently utilize similar digital marketing strategies, causing competition in attracting audience attention to become increasingly competitive. Nevertheless, TikTok Live remained an effective digital marketing communication medium because it was able to combine promotional activities, education, and interactive communication in building consumer interest and trust toward the services provided by Bening's Clinic Surabaya.

Table 1. SWOT Analysis

Strengths (S)	Weaknesses (W)
Real-time interaction with consumers	Network instability during live sessions
Educational and promotional content delivered simultaneously	Not all audience comments can be responded to
Increases consumer trust in clinic services	Dependence on host communication skills
Wide audience reach through TikTok	Limited duration of live sessions
Soft-selling communication approach	Maintaining content consistency remains challenging
Opportunities (O)	Threats (T)
Increasing number of TikTok users	Intense competition among beauty clinics
Growing popularity of live commerce	Changes in TikTok algorithms
High public interest in beauty and skincare content	Competitors implementing similar strategies
Opportunity to reach new consumers	Rapid changes in social media trends
Development of digital marketing technology	Negative comments from audiences

Source: Data Processed, 2026

Table 2. IFAS Matrix

Internal Factors	Weight	Rating	Score
Strengths			
Real-time interaction with consumers	0.15	4	0.60
Educational and promotional content	0.12	4	0.48
Increased consumer trust	0.10	4	0.40
Wide audience reach	0.13	4	0.52

Soft-selling communication approach	0.10	3	0.30
Weaknesses			
Network instability	0.10	2	0.20
Limited response to audience comments	0.10	2	0.20
Dependence on host performance	0.10	2	0.20
Limited live duration	0.05	2	0.10
Content consistency challenges	0.05	2	0.10
Total	1.00		3.10

Source: Data Processed, 2026

Table 3. IFAS Matrix

External Factors	Weight	Rating	Score
Opportunities			
Increasing TikTok users	0.15	4	0.60
Growth of live commerce	0.15	4	0.60
High interest in beauty content	0.10	4	0.40
Opportunity to reach new consumers	0.10	3	0.30
Development of digital marketing	0.10	3	0.30
Threats			
Increasing competition among beauty clinics	0.15	2	0.30
Changes in TikTok algorithms	0.10	2	0.20
Similar strategies used by competitors	0.05	2	0.10
Rapid changes in social media trends	0.05	2	0.10
Negative audience comments	0.05	2	0.10
Total	1.00		3.00

Source: Data Processed, 2026

Based on the SWOT analysis supported by the IFAS and EFAS matrices, Bening's Clinic Surabaya possesses stronger strengths and opportunities than weaknesses and threats. The findings indicate that TikTok Live has strategic potential as a marketing communication medium due to its ability to facilitate real-time interaction, provide educational content, and increase consumer trust and engagement. Nevertheless, technical constraints and increasing competition remain challenges that require continuous improvement in content quality and communication management.

4. Conclusion

This study concludes that TikTok Live serves as an effective marketing communication medium for Bening's Clinic Surabaya in building consumer trust and engagement. The implementation of promotional content, educational information, interactive communication, and a soft-selling approach enables the clinic to establish closer relationships with consumers and encourage interest in its services. SWOT analysis supported by the IFAS and EFAS matrices indicates that TikTok Live has strong strategic potential due to its broad audience reach and real-time interaction capabilities, although technical constraints and increasing competition remain challenges.

The findings provide practical implications for businesses seeking to optimize TikTok Live as a digital marketing communication platform. Future research is recommended to involve a larger number of informants, compare different beauty clinics, or examine the influence of TikTok Live on consumer purchase decisions, loyalty, and brand awareness using quantitative or mixed-method approaches.

In terms of application, the implementation of TikTok Live can be considered an effective strategy for beauty clinics and other businesses in maximizing digital marketing communication activities. Interactive live streaming activities provide opportunities for companies to communicate directly with consumers, deliver educational content, and strengthen consumer trust through two-way communication. The findings provide practical implications for businesses seeking to optimize TikTok Live as a digital marketing communication platform. The integration of promotional content, education, and interactive communication can support consumer trust and engagement in the digital environment.

Future research is recommended to involve a larger number of informants, compare different beauty clinics, or examine the influence of TikTok Live on consumer purchase decisions, consumer loyalty, and brand awareness using quantitative or mixed-method approaches.

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