

TikTok Creator Persuasive Communication in Shaping Preloved Live Audience Perceptions

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Abstract. This study analyzes the persuasive communication strategies used by a TikTok creator in shaping audience perceptions during preloved live streaming on the @Kemala Fashion.ID account. The research employed a descriptive qualitative approach with participant observation, online interviews, and documentation. Informants consisted of one creator and two active audience members who had watched and purchased products from the live sessions. The findings show that persuasion was built through four main strategies: clear and informative message quality, creator credibility, communicative speaking style, and emotional-personal audience engagement. The creator explained product size, material, price, condition, and defects transparently, used friendly greetings such as “kak”, “beb”, and “besti”, responded quickly to comments, and created urgency through phrases such as “only one stock left” and “first come, first served”. Audience members perceived the creator as friendly, honest, responsive, and trustworthy. The study concludes that persuasive communication in TikTok preloved live selling shapes positive audience perceptions by reducing uncertainty, creating interactional comfort, and encouraging purchase decisions.

Keywords: *Persuasive Communication; Tiktok Live; Preloved; Audience Perception; Creator Credibility.*

INTRODUCTION

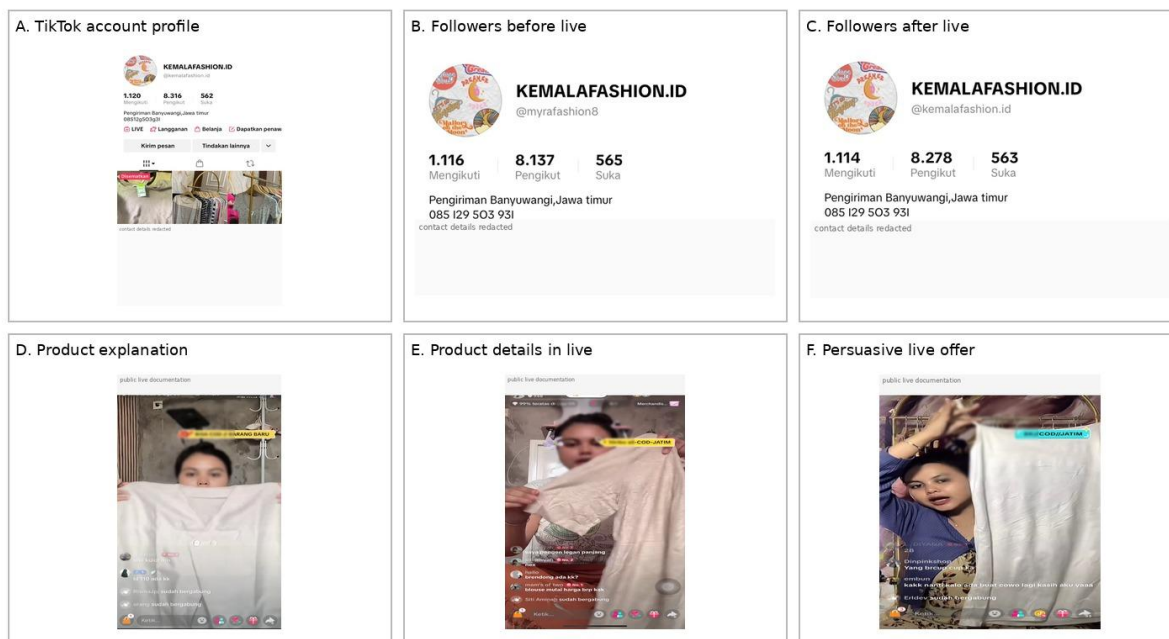
The development of digital communication technology has transformed social media from a space of entertainment into an interactive marketplace. Live streaming commerce enables sellers and audiences to communicate in real time, allowing products to be demonstrated, questioned, negotiated, and purchased during a single live session. TikTok Live has become one of the platforms where this form of interaction is highly visible, especially among fashion sellers and young consumers.

One growing practice is preloved live selling, which offers second-hand items that are still usable and economically attractive. Unlike new products, preloved products require greater audience trust because buyers need assurance about condition, size, material, authenticity, and possible defects. Therefore, the creator’s communication is not merely informational; it must also persuade audiences to feel confident and comfortable before deciding to buy.

The @Kemala Fashion.ID account provides an observable case of persuasive communication in TikTok preloved live selling. The account actively conducts live sessions and uses direct product explanation, personal greetings, quick responses, and scarcity-based persuasive phrases such as “only one stock left” and “first come, first served”. Preliminary observation showed that live sessions could attract approximately hundreds of viewers, with followers increasing during live activity. The creator also used friendly expressions such as “kak”, “beb”, and “besti” to create a warm and interactive atmosphere.

Although live commerce has been widely discussed in relation to online marketing and purchase decisions, studies that focus on how TikTok creators use persuasive communication to shape audience perception in preloved live selling remain important. This study therefore asks: how does the persuasive communication strategy of a TikTok creator influence audience perceptions in the @Kemala Fashion.ID preloved live stream? The aim is to analyze the persuasive communication strategies applied by the creator and how these strategies form audience trust, interest, and positive perception.

Figure 1. Redacted Documentation Of @Kemala Fashion.ID Live Activities
Redacted Documentation of TikTok Preloved Live Activities



Source: Research documentation, 2026

LITERATURE REVIEW

Persuasive communication is a communication process intended to influence attitudes, opinions, and behavior without coercion. In digital media, persuasion depends on the clarity of the message, the perceived credibility of the communicator, the speaking style, and the emotional closeness that can be created during interaction. In live streaming, persuasion is intensified because messages are delivered directly and audience responses appear immediately through comments and orders.

In the context of TikTok Live, the creator functions as a digital communicator who produces information, builds interaction, and creates influence. A creator's success depends not only on product availability, but also on authenticity, responsiveness, and ability to create an engaging social atmosphere. Preloved live selling combines commerce, entertainment, and interpersonal interaction, so credibility and transparency become crucial because audiences evaluate both product quality and creator honesty.

Audience perception refers to the process of selecting, organizing, and interpreting messages. During TikTok Live, audiences evaluate the creator's explanation, visual demonstration, expression, response speed, and emotional tone. Positive perception emerges when the creator is seen as honest, communicative, responsive, and able to reduce uncertainty

about the product. The theoretical framework in this study follows four persuasive strategy indicators: message quality, creator credibility, communicative speaking style, and emotional-personal approach.

METHODS

This study used a descriptive qualitative approach to describe the persuasive communication strategy of a TikTok creator and the audience's interpretation of that communication. The research was conducted virtually through the TikTok Live space of @Kemala Fashion.ID. Data were collected through participant observation of live sessions, online interviews through WhatsApp/TikTok, and documentation in the form of screenshots, order evidence, live visuals, and interview records.

Informants were selected using purposive sampling. They consisted of one creator, Miranti Hestina, as the main host of @Kemala Fashion.ID, and two active audience members, Amelia Putri and Siti Aisya, who had watched the live sessions and purchased products. Participant observation was conducted for 19 consecutive days during live sessions, generally from 21.00 to 24.00 WIB. Data analysis followed qualitative descriptive procedures consisting of data reduction, data display, and conclusion drawing.

Table 1. Research Informants

No	Informant	Role	Gender	Age	Relevant Experience
1	Miranti Hestina	Creator/host of @Kemala Fashion.ID	Female	29 years	Actively conducts TikTok preloved live selling and explains products directly.
2	Amelia Putri	Audience member	Female	21 years	Watched the live approximately 10 times and purchased preloved products.
3	Siti Aisya	Audience member	Female	19 years	Watched the live approximately 5 times and purchased preloved products.

Source: Processed research data, 2026

RESULTS

The results are presented according to four indicators of persuasive communication: message quality, creator credibility, communicative speaking style, and emotional-personal approach. These indicators show how the creator shaped positive audience perception toward both the account and the preloved products offered during live sessions.

Table 2. Persuasive Communication Strategies Found in TikTok Preloved Live

Indicator	Creator Practice	Audience Response	Effect on Perception
Message quality	The creator explained brand, size, material, price, product condition, and defects clearly. Important information was repeated for viewers who joined late.	Audiences focused on condition, size, and price. They felt more confident when the product was shown closely and transparently.	Clear information reduced uncertainty about preloved products and built positive product perception.
Creator credibility	The creator honestly mentioned product defects, showed items directly to the camera, answered questions, and responded to complaints	Audiences perceived the creator as honest, responsible, and knowledgeable about products.	Credibility strengthened trust and made the persuasive message easier to accept.

	politely.		
Communicative speaking style	The creator used casual language, lively intonation, repeated key details, and friendly greetings such as “kak”, “beb”, and “besti”.	Audiences said the live felt relaxed, easy to follow, and not boring. They remained active in comments.	A communicative style created comfort and increased audience engagement.
Emotional-personal approach	The creator greeted viewers by name, read comments, joked lightly, gave special live prices, used scarcity phrases, and sometimes held clue-based giveaways.	Audiences felt noticed and valued. Promotions and scarcity phrases encouraged quicker buying consideration.	Personal closeness created emotional attachment and encouraged purchase decisions.

Source: Processed research data, 2026

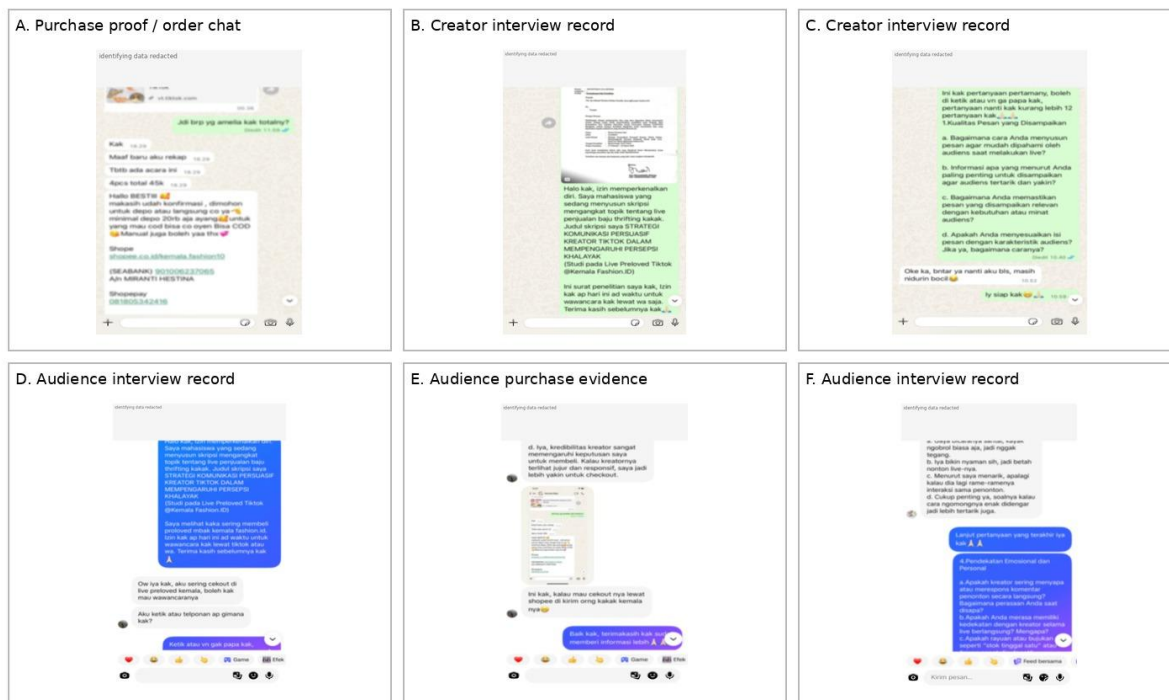
In terms of message quality, the creator opened the live with warm greetings and direct invitations to follow or tap the screen. Product explanations were delivered in a casual way but contained important details. The creator described the product name, size, material, condition, price, and whether there were defects. This was important because preloved products require transparency. Audience members confirmed that the explanation was generally clear, sequential, and easy to understand, although one informant noted that the creator sometimes spoke quickly, requiring viewers to pay closer attention.

Creator credibility was built through honesty and consistency. The creator stated that if an item had a defect, the defect would be explained openly. She also showed products directly to the camera so viewers could assess the condition by themselves. Audience members trusted the creator because the products were not exaggerated and were displayed without hiding weaknesses. This credibility reduced suspicion toward preloved products and supported positive audience perception.

The creator’s communicative speaking style made the live session feel conversational. The use of casual greetings, jokes, and energetic intonation created a non-formal atmosphere that matched the characteristics of young viewers. Audiences felt more comfortable because the creator spoke as if talking to friends. The creator also repeated missed information when viewers asked again, which helped audiences understand the offered products.

The emotional and personal approach appeared through direct greetings, quick responses to comments, storytelling about product quality, special live prices, and a clue-based giveaway in the middle of the live session. The creator also used scarcity-based phrases such as “only one stock left” and “first come, first served”. These strategies created urgency and emotional engagement. Audience purchase evidence showed that positive perception could move from trust and interest into actual buying decisions.

Figure 2. Redacted documentation of interviews, purchases, and audience interaction
Redacted Documentation of Interviews and Audience Interaction



Source: Research documentation, 2026

Table 3. Audience Perception Formed Through Persuasive Communication

Perception Dimension	Supporting Observation	Audience Interpretation	Outcome
Trust	The creator disclosed product condition and defects and showed products directly.	Audiences perceived the creator as honest and not hiding product weaknesses.	Trust increased toward both creator and products.
Comfort	Casual greetings, friendly tone, jokes, and direct responses were used throughout live sessions.	Audiences felt the atmosphere was relaxed and not rigid.	Viewers stayed longer and participated in comments.
Product confidence	The creator repeated details on size, price, and material and showed items close to the camera.	Audiences felt they could evaluate product suitability before buying.	Uncertainty about preloved items decreased.
Purchase interest	Scarcity messages, special live prices, and giveaways were used to stimulate interaction.	Audiences felt interested and sometimes worried about missing the item.	Interest developed into buying or checkout consideration.

Source: Processed research data, 2026.

DISCUSSION

The findings show that the persuasive communication strategy used by the @Kemala Fashion.ID creator shaped positive audience perception. Persuasion in preloved live selling worked through a combination of clear information, trustworthy self-presentation, interactive language, and emotional closeness. This finding supports the idea that persuasive

communication is effective when audiences perceive the communicator as credible and the message as relevant to their needs.

Message quality became the foundation of persuasion because preloved products carry higher perceived risk than new products. By explaining product condition, size, material, price, and defects, the creator reduced audience uncertainty. The repeated explanation also responded to the dynamic nature of live streaming, where viewers enter and leave the session at different times. This shows that clarity and repetition are essential in real-time commerce communication.

Credibility was the strongest factor in shaping trust. The creator's willingness to mention defects and show products directly to the camera made audiences believe that the information was honest. In the context of live commerce, credibility is not only built through claims, but also through visual proof, response consistency, and responsibility toward complaints. Audience trust emerged because the creator appeared transparent rather than overly promotional.

The communicative speaking style also influenced audience engagement. Friendly greetings, jokes, and casual speech made the live session feel like interpersonal conversation rather than one-way selling. This strategy is important because TikTok Live is an interactive platform where audience participation can increase attention and buying interest. When audiences feel close to the creator, they are more likely to interpret persuasive messages positively.

The emotional-personal approach strengthened the persuasive effect. The clue-based giveaway was a notable finding because it increased audience enthusiasm, made the comment column more active, and helped maintain viewer attention. Scarcity phrases such as "only one stock left" produced a sense of urgency. However, the study also notes a practical limitation: because live comments move quickly, some audience questions could be missed. This means creators should manage comment flow carefully to maintain fairness and responsiveness.

Table 4. Discussion Synthesis and Practical Implications

Discussion Aspect	Interpretation	Practical Implication
Transparency in product explanation	Audiences trusted the creator when defects, sizes, prices, and product conditions were explained openly.	Creators should maintain honest and detailed product explanation, especially for preloved products.
Visual proof and credibility	Showing products directly to the camera made the message more believable.	Live sellers should use close-up demonstrations and avoid hiding weaknesses.
Conversational style	Casual language and friendly greetings built an interactive and comfortable atmosphere.	Creators should match language style with audience characteristics without losing clarity.
Emotional engagement	Personal greetings, jokes, giveaways, and quick responses made audiences feel valued.	Creators can use interactive activities to increase engagement, but should avoid manipulative urgency.
Audience critical awareness	Persuasive messages encouraged purchase interest and action.	Audiences should remain careful by checking size, condition, price, and seller credibility before buying.

Source: Processed research data, 2026.

CONCLUSION

This study concludes that the @Kemala Fashion.ID TikTok creator applied persuasive communication strategies through message quality, creator credibility, communicative speaking style, and emotional-personal engagement. These strategies successfully shaped positive audience perceptions because the creator explained products transparently, showed item

conditions directly, used casual and friendly language, and responded actively to viewer comments.

Audience members perceived the creator as friendly, honest, responsive, and trustworthy. Their trust was formed because the creator openly explained product condition, size, price, and defects. The relaxed live atmosphere made audiences more comfortable interacting, while scarcity phrases, promotions, and clue-based giveaways increased audience enthusiasm and encouraged purchase decisions. Therefore, persuasive communication in TikTok preloved live selling is not only a process of delivering product information, but also a process of building trust, emotional closeness, and audience involvement.

The study recommends that TikTok preloved creators maintain honest, communicative, and interactive communication. Creators should explain products more slowly and systematically so all viewers can understand the information. Audiences are also advised to remain critical and careful when responding to persuasive messages before making purchase decisions.

LIMITATION

This study is limited to one TikTok account, one creator, and two audience informants, so the findings cannot be generalized to all TikTok preloved live sellers. The research was conducted in a virtual field setting, and some live comments could not be fully captured because the comment flow moved quickly. Future research may compare several TikTok live sellers, involve more audience informants, or use a mixed-method design to measure the relationship between persuasive communication and purchase decisions quantitatively.

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