

Live streaming commerce as communication media at Social Bread

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Abstract

Live streaming commerce is the most up-to-date promotional tool connecting sellers and buyers. Social Bread utilizes this phenomenon as an institution that provides services for businesses to optimize product sales through the live-stream commerce method. Social Bread is a medium that bridges the buying and selling process. Much research on similar topics has been conducted, especially from China and the United States. However, little has been done in Indonesia, even though Indonesian businesses and society widely use this feature. This research aims to determine how live-streaming commerce is implemented and how the institution implementing live-streaming commerce becomes a communication medium for conveying messages to the audience. This research uses a qualitative case study methodology through interview techniques with the CEO, VP Operations, and Streamer from Social Bread. As a result, live streaming commerce embodies the Communicator – Medium – Communicator communication process, namely the business represented by the Streamer as the Communicator, an online shopping platform with live streaming features mediated by Social Bread as the medium, and the audience as the Communicant. The process of preparing live-stream commerce on Social Bread starts from implementing the client's brief by the Streamer to get the predicted results: increasing sales from live streaming. The consumers' cognitive responses previously in the audience are recorded, and a report is made to be presented to the client as evaluation material.

Keywords: digital marketing, e-commerce, live shopping, live stream commerce, mediatization.

Introduction

Social media and e-commerce can make it easier for people to carry out trade transactions while also causing addiction. The results of research conducted by [Anshu et al. \(2022\)](#) and [Barari et al. \(2020\)](#) showed that positive online customer shopping experiences (i.e., enjoyable, addictive, satisfying) can increase customer engagement in shopping activities and have a more significant impact on customers' online impulse buying behavior. The four functional components of online customer shopping experience (i.e., interactivity, informativeness, visual engagement, navigation, and searchability) influence online impulse purchases from e-commerce platforms. These findings indicate that customers who trust e-commerce platforms and feel more comfortable and enjoyable in carrying out the purchasing process tend to make more impulsive purchasing decisions ([Gulfraz et al., 2022](#)).

One of the latest trends in the buying and selling transaction process is closely related to social media as a tool for selling directly, or in English; it is called live stream commerce. Selling using the live-stream commerce method is done by showcasing products while interacting with customers in real time via an online shopping platform. Furthermore, [Maia et al. \(2018\)](#) in Al-Adwan & Yaseen stated that 87% of large companies use social media for online trading activities known as social commerce ([Al-Adwan & Yaseen, 2023](#)). Changes in people's consumption patterns primarily drive the complexity of socio-cultural changes in the digital era. It is a consequence of the triple disruption era, namely digital disruption, pandemic disruption, and millennial disruption. The digital revolution or disruption is among the most felt and significant impacts on the information and communication circulation sector ([Rahmah et al., 2023](#)).

There are several unique things in the context of live-streaming commerce. On the one hand, interactivity focuses on the intensity and richness of interactions between subscribers and

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broadcasters and between subscribers. On the other hand, live-streaming commerce platforms, as digital interactive platforms, naturally have the attributes of connectedness, user control, and contextual offerings (Kang et al., 2021).

Research on the topic of livestream commerce or similar has been widely carried out, especially in China and the United States. However, not much has been done in Indonesia, even though Indonesian businesses and society widely use this feature. Based on this background and literature review, this research is interested in how the live-streaming commerce process is implemented and how the institution implementing live-streaming commerce becomes a communication medium that conveys messages to the audience.

Live stream commerce is changing the e-commerce landscape coupled with the advent of home delivery systems, allowing individual traders to live stream personal sales and sales promotions prevalent in China, India, the US, and the UK (Yi et al., 2023). Subscribers interact in real-time in the live-streaming community with broadcasters or streamers and other subscribers. Specifically, streamer organizations act as information sources and content contributors, conveying information through customer interactions (Kang et al., 2021).

Live stream commerce has advantages over other promotional methods because there is a perception of interactivity, significantly influencing consumer shopping intentions. Consumers' deep feelings and hedonic/utilitarian satisfaction were identified as serial mediators between perceived interactivity and consumers' shopping intentions. It was also found that individual product involvement moderates the serial effect of perceived interactivity on consumer shopping intentions in live-stream commerce (Joo & Yang, 2023). Perceived expertise, perceived similarity, and perceived likeability were three important interpersonal interaction factors in promotion. Perceived familiarity was also significant, but at a lower level; these factors support consumers' preference for shopping in live stream commerce (Chen, 2022).

The global trend regarding social commerce is also quite widespread in Indonesia. TikTok, a social networking application that has expanded its features as social commerce, also participates in online shopping competitions through the TikTok Shop. The widespread popularity of social commerce in developing countries is due in part to advances in mobile payment applications that allow online customers to pay for online shopping and shipping costs using their mobile phone devices (Kanani & Glavee-Geo, 2021). TikTok is that it is a versatile and multifunctional media where TikTok is a social media that can be used for various purposes and purposes, it can be for selling and making money, it can be for therapists and entertainment, it can be for branding, promotion, becoming famous, creating, etc. (Wirman et al., 2023).

With the rapid development of live-streaming shopping, more and more manufacturers tend to build live-stream commerce channels by fully considering the unique features of these channels (Zhang & Tang, 2023). Apart from TikTok as a social commerce platform, several companies are also enablers who provide facilities for sellers to carry out live shopping. They call themselves start-up studios, like Sirclo and Jet Commerce (Setyowati, 2023). A start-up studio also focuses on facilitating Micro, Small, and Medium Enterprises (MSMEs) to sell by optimizing live shopping, namely Social Bread.

Social Bread is a start-up company founded by EdhoZell, an entrepreneur previously known as a YouTuber. The Social Bread website states that they are a trusted Marketplace that connects influencers and business owners for social media management. Apart from that, Social Bread also provides live shopping services as a new opportunity for business owners to increase sales by encouraging live shopping features to promote products to more buyers simultaneously, anytime and anywhere. Based on this, Social Bread can also be called a streamer organization or company (Social Bread, 2023).

The claims offered by Social Bread by selling through live shopping include increasing interaction with consumers, reaching new and broader audiences, providing new shopping experiences, explaining product advantages in detail, and conversions are much higher than offline sales. This start-up company, founded in 2020, also provides several live shopping service packages for TikTok and Shopee (Social Bread, 2023).

The Live Shopping package's price and Social Bread's facilities are attractive to MSMEs who want to use this service. Prices start from IDR 7,500,000- or an average of less than IDR

300,000- per day, which is all in and relatively more affordable than if the business owner recruited and paid for the live Streamer's services himself. One of the influencing factors is flying hours. However, apart from salary, a host streamer also gets an additional bonus when they successfully achieve the company's sales target or online shop that uses their services. Summarized from Glints' internal data, several companies that open live streaming host vacancies set it in the range of IDR 3,000,000 to IDR 10,000,000 (Vivianisa, 2023).

Social Bread is an exciting agency to research because it has been trusted to obtain funding worth US\$ 400,000 from East Ventures, Indonesia's most prominent venture capital company. Social Bread builds a differentiated live shopping experience that can increase and increase merchant sales at least 10-fold in one year. Social Bread is a game changer in leveling the playing field for MSMEs, especially in utilizing social media to reach customers. With the team's extensive experience in the digital industry, they provide end-to-end solutions for business owners at competitive prices (East Ventures, 2023).

Apart from East Ventures, Social Bread is also funded by Sinarmas as an investor. After running for two years, Social Bread has handled more than 500 MSMEs and has involved 5,000 content creators in social media activity projects. Moreover, after receiving an injection of funds from Sinar Mas Land, Edho Zell, the company's founder, is optimistic that it can continue to expand until more and more MSMEs are helped (Catriana & Pratama, 2022).

The research result needs to be deepened by the literature review to analyze this research. Several previous studies used concepts relevant to the topic in this research, clustered as online shopping & live streaming commerce, mediatization, and mediatization in live streaming commerce. Live streaming commerce has been defined as a new online shopping service that integrates real-time social interactions to facilitate the convenience and pleasure of online shopping. It has emerged as an integral part of modern interactive marketing practices that actively engage celebrities, influencers, and retailers. Although a large amount of research has been conducted on this topic, most of the research was conducted in Asian countries (e.g. China, Thailand, and South Korea) (Joo & Yang, 2023).

Hu & Chaudhry (2020) specifically argue that relational ties with streamers are essential predictors of consumers' cognitive and behavioral responses to livestream shopping. Furthermore, Guo et al. (2022) found that streamer characteristics, such as attractiveness and streamer-product fit, influence consumers' purchase intentions. Scholars also argue that consumers' perceived value of live streaming commerce can influence their trust in the product and the Streamer, as well as their cognitive and behavioral engagement (Wongkitrungrueng & Assarut, 2020).

When viewed from a producer or business perspective, live-streaming commerce has become a significant sales channel. Its unique features, such as commission rates, fixed fees, and number of live followers, appear new and different from traditional wholesale contract sales channels. With the rapid development of live-streaming commerce, more and more manufacturers tend to build live-streaming commerce channels by fully considering the unique features of these channels (Zhang & Tang, 2023).

Mediatization is not a process that just 'happens.' Even though this process involves a variety of technologies and some of the most complex infrastructure in history, it is still a process carried out by humans who give meaning: individual actors as single humans, corporate actors as organizations, companies and state institutions, and collective actors as communities or social movements (Hepp, 2020). Hepp & Krotz (2014) define mediatization as a concept used to critically analyze the relationship between changes in media and communication, on the one hand, and changes in culture and society, on the other hand. In general, the concept of mediatization captures the long-term process of interrelationship between media change on the one hand and social and cultural change on the other. As an institutionalized and technological means of communication, media has become integral in various contexts of human life (Lundby, 2014).

Since the early 2000s, mediatization has become a new concept cornerstone in media and communication research. Mediatization is a 'sensitization concept,' which makes us sensitive to two empirical phenomena: 'quantitative aspects' and 'qualitative aspects.' Mediatization's 'quantitative aspect' is the spread of technology-based communication media. There is almost no domain in today's society that is not related to the media. The second is the 'qualitative aspect' related to

mediatization, where the spread of technical communication media makes a difference in how social reality is constructed. Regardless of the social domain we are talking about, the social construction changes when this happens with the help of media. This has to do with the specificity and specificity of the medium; that is, how they change communication possibilities. This is called the 'shaping role' or 'shaping power' of media in the social construction process (Hepp et al., 2018).

Thomson in Lundby (2014) further explained that mediatization is closely related to the distinction between three basic types of communicative interaction, namely "face-to-face interaction" (dialogic interaction as a conversation), "mediated interaction" (dialogic communication with media such as cell phone calls), and "interaction pseudo-mediated or mediated quasi-interaction" (monological communication with media such as television). Mediatization is, therefore, a process in which a new fundamental type of mediated interaction develops, a type that allows for trans-local communicative action "at a distance": "Today it is common for individuals to direct their interactions towards others who do not have spatial-temporal locale similarity" (Lundby, 2014).

Mediatization is "the process in which the activities of various social environments are carried out under the influence of media, with media, through media, or media logic." Mediatization calls into question the transformative power of media, and its role in the "making" of society is the focus of theoretical and empirical discussions and guiding research agendas. Most media is run as a commercial business; the media logic follows and is adapted to the commercial logic. However, since most commercial businesses are also conducted as media, the commercial logic follows and is adapted to the media logic, a process characteristic of mediatization. Various scholars of mediatization have drawn attention to the intersection between mediatization and commercialization, a process articulated in the mediatization of consumption (Rocamora, 2018).

Chen Shi conducted a study showing that new consumption is mediated consumption, which concerns "media-shaped consumption" and "media-shaped consumption," and that new consumption has two representations: consumption-oriented media and shallow consumption (Shi, 2022). Regarding the intensity and richness of online community interactions, Yang conducted qualitative research to identify the characteristics contributing to the perception of interactivity in live-streaming commerce and proposed five schemes that describe mobile interactivity: two-way communication, active control, and active control: synchronicity, the richness of content, and connectedness. Additionally, there are six components (including user control, responsiveness, personalization, connectedness, ubiquitous connectivity, and contextual offerings) of interactivity (Kang et al., 2021).

This research will explain why has Social Bread become a mediatization institution through live streaming and how is the mediatization carried out by Social Bread realized through the live streaming commerce process. It is hoped that this research will provide benefits both academically and practically.

Academically, this research is expected to help add to the body of research in the e-commerce industry, especially the use of live-stream commerce features globally. Apart from that, in the context of research on the topic of livestream commerce in Indonesia, more needs to be done so that it can enrich knowledge in this field. Practically, this research is likely helpful in increasing insight into new phenomena in society, especially the digital economy, to increase business capacity and capability through live-stream commerce.

This study is limited to Social Bread, a provider of digital marketing management services. The company also provides social media management services and a marketplace that connects brands with streamers. This company's object of study is restricted to the live streaming commerce platform, meaning that only pertinent data related to the service is collected. Additionally, the scope of the observations was restricted to the entire BSD, Tangerang Social Bread office complex.

Method

In this research, researchers used the post-positivism paradigm. The research that will be carried out uses a qualitative approach. This type of research is descriptive because the researcher will test and discuss how to implement the promotion process through live-streaming commerce as a medium of communication with the public. In this research, researchers used the case study

method to analyze and understand how the promotion process was implemented through live-streaming commerce as a communication medium to the public in the Social Bread case study. Using case studies is an empirical research method that investigates contemporary phenomena in depth in real-life contexts with boundaries between phenomena and contexts that do not appear clearly, and researchers have little control over the phenomena and contexts that occur. Yin stated that case studies are an appropriate research method if the case we want to research aims to answer questions (Yin, 2018).

This research will use interviews as a data collection technique for participants. According to Yin, participants play a significant role in explaining a current fact, especially by describing evidence that strengthens an argument or reverses an issue being researched (Yin, 2018).

The profile for participants in this research are as follows:

1. Edho Zell as Founder & Chief Executive Officer. Founded Social Bread in December 2020, responsible for forming Social Bread and being the company's highest decision maker. Previously, Edho Zell was known as a content creator on YouTube who later influenced social media, Instagram, and TikTok through digital economic educational content. He also has experience setting up social media agencies for companies. The interview was conducted at Social Bread Head Office, BSD, Tangerang, on Monday, November 27, 2023, from 12.30 – 13.00.
2. Bias Cahyo Widodo as Vice President Operation & Live Streaming Manager. Responsible for operations at Social Bread, overseeing Live stream commerce and Content Creator. Joined the company in August 2022, previously had experience developing several MSME businesses. The interview was conducted at Social Bread Head Office, BSD, Tangerang, on Friday, November 24, 2023, from 16.30 to 17.30.
3. Refian Nurizky as Streamer. The person who executes live stream commerce for local brand Juaraa. Became a Streamer at Social Bread since April 2023 and is in the Senior Streamer category at the company. The interview was conducted at Social Bread Head Office, BSD, Tangerang, on Friday, November 24, 2023, from 18.30 – 18.55.

Researchers will analyze the results of the collection based on data from structured interviews using interview transcripts as a primary data source, plus observations made through photo and video documentation. This case study research uses the technique of making explanations. The analysis technique for making explanations aims to analyze data from a case study by compiling an explanation about the case. In an explanatory case study, the aim is not to draw conclusions but to develop ideas that will be used in subsequent research (Yin, 2018).

Results and Discussion

TikTok and Shopee are the leading platforms for live streamers because they have live shopping features, namely TikTok Shop and Shopee Live, and are generally easy to access. The features of both platforms also allow them to go live with more viewers.

Based on the official TikTok Shop page, this platform is provided to create excitement while generating profits, especially for sellers. Customers can discover and purchase products from businesses that use TikTok Shop in a fun way. They claim businesses can increase sales/orders between 5 and 50 times through attractive features. Therefore, sellers need good resources for live streaming to get optimal results.

Meanwhile, Shopee Live, according to its official page, is a feature that allows sellers to create streaming sessions and promote shops and products directly to buyers. Buyers can directly communicate with sellers in real-time (via Streamer) to learn more about the products being sold and buy them directly without leaving the streaming page. Through direct interaction with buyers, the sellers can understand their needs and create a better shopping experience. Sellers who rebroadcast streaming sessions will have a Shopee Live tab on their shop page.

One of the exciting things about live stream commerce operations is the phenomenon where TikTok Shop is prohibited from operating by the Indonesian Government through the revision of Minister of Trade Regulation (Permendag) Number 50 of 2020 concerning Provisions for Business Licensing, Advertising, Guidance and Supervision of Business Actors in Trading Through the System Electronic, since September 25, 2023. The revision of the Minister of Trade Regulation is in

response to protests raised by MSMEs in Indonesia, especially traders who use conventional methods to sell (Nurhapy, 2023). However, in the end, traders who follow technological developments through the use of e-commerce or social commerce platforms also have strong reasons why TikTok Shop is still needed. The general public also feels very helpful and does not feel the negative impact of the existence of this feature.

Then, in subsequent developments, with various lobbies carried out by TikTok Pte. Ltd. as the parent entity of TikTok Shop, they succeeded in obtaining ease to operate again in Indonesia. Since December 12, 2023, also known as 12.12, the momentum for the return of the TikTok Shop is present in the TikTok social media application. They claim to have collaborated with Tokopedia, an e-commerce and marketplace application from Indonesia. TikTok chose Tokopedia because of its image and reputation as a national technology company founded by Indonesians and because it is part of the ecosystem of the GoTo group of companies or the combined entities of Gojek and Tokopedia.

Even though companies similar to GoTo founded in Indonesia also exist, such as Bukalapak and Blibli.com, GoTo has the largest market share. One of the founders of GoTo, Nadiem Makarim, is also the Minister of Education of the Republic of Indonesia, so this company is considered close to the Government or has good government relations. Therefore, lobbying for TikTok Shop to resume operations is more accessible if cooperation is carried out with the GoTo group entity in the digital commerce sector, namely Tokopedia. They claim that TikTok will still only function as social media; temporarily, TikTok Shop is entirely operated by Tokopedia.

Social Bread mediatization as communication media

According to Hepp and Krotz in Lundby (2014), mediatization is a term used to critically examine how shifts in communication and media affect cultural and societal shifts on the one hand. The term "mediatization" often refers to the long-term process of interactions between changes in the media and changes in society and culture. Media has evolved into an institutionalized and technological form of communication that is essential in many spheres of human existence.

To put it another way, mediatization is a "sensitization concept," one that makes us more aware of two different kinds of empirical occurrences. Hepp et al. (2018) conceptualizing the proliferation of technology-based communication media is so-called "quantitative and qualitative aspect" of mediatization. This research uses a qualitative case study method, which looks at the phenomenon of live-stream commerce agencies as institutions that mediate the delivery of messages between clients and their target audience. Even though the interviewees did not directly agree with the statement that Social Bread is an institution that runs live-stream commerce services, in practice, it can be said to be a media institution. Based on the research results, this company shows what Hepp calls mediatization.



Figure 1 Lobby atmosphere where Marketing meets Clients

Source : Author

Social Bread carries out the process of spreading messages as a communication medium by making differences in the reality of social construction through the live streaming process carried out by its Streamers. Even though they are not permanent employees and are paid based on

employment contracts, Streamers remain part of the Social Bread as institutions that change communication possibilities. For example, Relations Manager (RM) changes the client's brief to convey to the Streamer; then, the Streamer changes the Streamer's brief into how they communicate with the audience when doing live streaming.

Social Bread also practically offers new opportunities to stabilize processes or introduce new dynamics by speeding up communication. This is called the 'shaping role' or 'shaping power' of media, implemented in the Social Bread live stream commerce process as mentioned by Bias.

“After the RM sets up a WhatsApp group, we normally issue a brief. So, the form is for clients to fill up, and the briefs are for our partner streamers. It's the same for us to know what product is available and how much it costs, as well as the variety and specials we want to run during live shopping. Then we'll host a kick-off meeting to explain and align expectations. Then we design the layout, and once completed, we distribute it to users. So, every month, we also do an evaluation. So social bread is a communication tool that connects MSMEs or local companies with producers and streamers. That is indeed the job of social bread: to help them communicate.” (Interview with Bias, November 24th 2023)

Furthermore, Social Bread transforms communication as a form of symbolic interaction, as stated by Thomson in Lundby (2014). Thompson's description that mediatization is closely related to the differentiation of three basic types of communicative interactions carried out in live stream commerce activities mediated by Social Bread. The three types are face-to-face interaction, mediated interaction, and mediated quasi-interaction. Social Bread carries out the third type because of mediated quasi-interaction, as exemplified by Thomson's "monological communication with media such as television." live stream commerce activities are exactly like what happens on television, where the Streamer here carries out monologic communication while the audience becomes the audience. However, the difference is that the audience can also provide feedback through text messages and reactions so that interaction still occurs.

Implementation process of live stream commerce on Social Bread

Live stream commerce as a communication process on Social Bread is implemented through long stages and complex flows. Even so, all stages must be carried out quickly because of the dynamics in the digital economy. Live streaming commerce has been defined as a new online shopping service that integrates real-time social interactions to facilitate the convenience and pleasure of online shopping. However, much research has been conducted on this topic, mostly in Asian countries (e.g. China, Thailand, and South Korea). In fact, this communication activity has been widely practiced in Indonesia, and no studies have examined how the communication process is implemented.



Figure 2 Streamer is Carrying out the Live Streaming Process
Source : Author

A communication process involving several parties leads to cognitive and impulsive responses. Hu & Chaudhry (2020) specifically argue that relational ties with streamers are essential

predictors of consumers' cognitive and behavioral responses to live-streaming shopping (Wongkitrungrueng & Assarut, 2020). Bias also discussed this statement as the party responsible for all livestream commerce activities. Bias strengthens Hu and Chaudhry's opinion by explaining the live stream commerce preparation process on Social Bread, which implements the brief from the client by Streamer. This is done to get predictable results, increasing sales from live streaming results. Cognitive responses from consumers who were also previously in the audience were recorded, and a report was made to be presented to the client.

“Because of the nature of our platform, we present insights based on one month's worth of live shopping results. When the data is released, we normally evaluate it and then provide insight to the brand, so the brand understands how their results will be in that one month.” (Interview with Bias, November 24th 2023)

Furthermore, (Guo et al., 2022) found that streamer characteristics, such as attractiveness and streamer-product fit, influence consumers' purchase intentions. This opinion is proven based on the results of this research through what Revi as a Streamer expressed. He uses various gimmicks to attract the audience's attention and aims to persuade them to make purchases while live. Revi also added that one of the factors so that the live streaming he does can be more exciting and make the audience more connected relationally is by entertaining them.

“I can invite folks to interact with the audience. I can be kidding about talking about football, and sometimes I like to come up with ideas like, "Come on, don't check out, or I'll push up like that." Like, it's just so unique, right? Because if that guy is on TikTok when it is still open, he isn't just looking to buy; he's also searching for enjoyment, right? It's called social media, right? It's like scrolling FYP, FYP, when he's watching it, he's on. At the moment, he may not have bought it, but he may buy it the next day, so it's like we're building relationships with the audience as well.” (Interview with Revi, November 24th 2023)

Experts also argue that consumers' perceived value of live commerce streams can influence their trust in the product, the Streamer, as well as their cognitive and behavioral engagement (Wongkitrungrueng & Assarut, 2020). This opinion is indeed proven through the opinions expressed by Bias and Revi. When implementing live streaming, each Streamer must follow each client's values. What Revi does as a Streamer can influence the audience's confidence in himself, the products he sells, and the audience's involvement in his activities.



Figure 3 Revi is Preparing for Live Streaming
Source : Author

The live-streaming commerce phenomenon is one form of media consumption in new ways. Shi stated that new consumption is basically mediated consumption, which involves "media-shaped consumption" and "media-shaped consumption," and that new consumption has two

representations: consumption-oriented media and shallow consumption. The affordances of media make the new field of consumption human-oriented, linking "people" and "things" and becoming a significant contributor to the formation of mediated consumption.

The communication process through implementing live streaming commerce shows how new consumption is human-oriented, connecting "humans" and "things," and is a significant contributor to the formation of mediated consumption. In this research, based on findings in the field, the flow of the process of implementing live stream commerce on Social Bread can be described using the following chart:

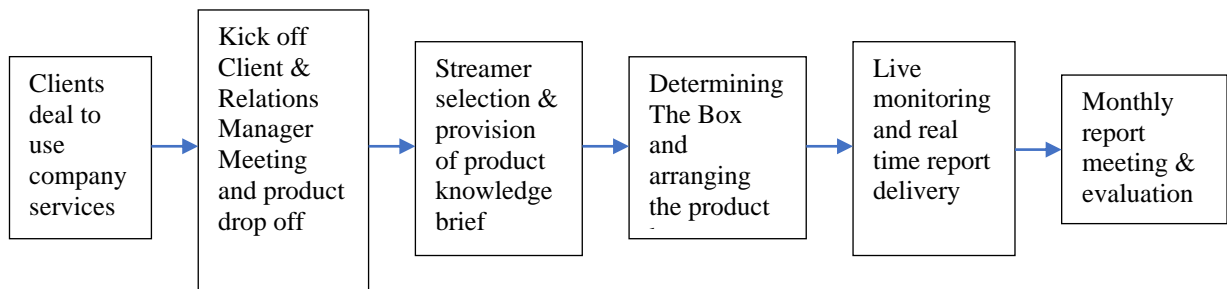


Figure 4 Process Flow for Implementing Live Stream Commerce on Social Bread
Source : Author

Live stream commerce and its implication

Scholars focus on consumer engagement and behavioral response as meaningful outcomes and investigate how the components of live stream commerce (i.e. platform, Streamer, video content, and user) influence consumer response. For example, the affordability of information technology factors into consumer responses in live-stream commerce. Others argue that live-streaming interactions increase consumer trust, attract viewers, and generate engagement (Kang et al., 2021).

Based on the research results, the live stream commerce process on Social Bread emphasizes the involvement of the audience, who are consumers, and their behavioral responses when the Streamer carries out live streaming activities. Interaction occurs while the Streamer runs the session to attract viewers and increase their trust to become consumers through successfully built engagement.



Figure 5 Streamers are interacting with the audience using supporting tools
Source : Author

Not only that, if we look at it from a producer or business perspective, live-streaming commerce has become a significant sales channel. Its unique features, such as commission rates, fixed fees, and number of live followers, appear new and different from traditional wholesale contract sales channels. With the rapid development of live-streaming commerce, more and more

manufacturers tend to build live-streaming commerce channels by fully considering the unique features of these channels (Zhang & Tang, 2023).

What was expressed by Zhang and Tang was confirmed by the opinions of sources who agreed that live-streaming commerce should be one of the main ways businesses make sales. Edho Zell even gave a powerful message that he saw that the future of the Indonesian economy, which was driven by MSMEs, could only be successful if all parties utilized the digital economy appropriately. So, producers or businesses must utilize the unique features in live-streaming commerce activities to develop consumer interactions, ultimately increasing the desire to buy.

“We hope our friends at the local brands recognize the value of in-person shopping, particularly taking care of social media first. Since 71% of customer decisions are now impacted by the most recent data, and up to 80% are influenced by social media, it is clear that times have changed. Social media is where we get suggestions from, rather than our parents, if we decide not to use any products at all, thus having well-managed social media is crucial. These days, opening an account is more significant than opening a physical store. Many people still do not appreciate its importance or the extent of its potential. Yes, we hope that everyone can go digital, allowing them to build their businesses and the Indonesian economy as a whole.” (Interview with Edho, November 27th 2023)

Rocamora (2018) stated that most commercial businesses are also run as media; the commercial logic follows and is adapted to the media logic, a process characteristic of mediatization. Various scholars of mediatization have drawn attention to the intersection between mediatization and commercialization, a process articulated in the mediatization of consumption. What Social Bread does provides a depiction following the views expressed by Rocamora. However, despite having high social values, this company is also a commercial business seeking to profit. Moreover, Social Bread received an injection of funds from several prominent investors, where an investment definitely expects better returns, or what is usually referred to as Return on Investment (ROI). That is why higher monetization is needed, no matter how affordable the costs that MSME clients need to pay for the services they offer. This is the basis for Social Bread to increase commercialization by selling services to businesses on a larger scale by creating a Social Bread Enterprise.



Figure 6 Social Bread Clients
Source : Author

As a business that has also been explained previously, namely, an institution that carries out media or mediatization functions, Social Bread, in implementing live streaming commerce, conveys messages from clients to its audience. However, instead of just conveying the message raw, they, through their team, changed the message through a more exciting way of delivering it entertainingly. This will also have broader implications for developing the live-streaming commerce

trend, which not only contains monologues – and mediated quasi-interactions – about the products to be sold but also presentations that can provide entertainment to the audience. Ultimately, this will give rise to a new trend in Indonesia, which will also be followed by streamers and influence the media platform algorithms used by streamers and watched by audiences.

In this context, as a medium that changes messages to be more attractive, this is one of Social Bread's efforts to lead the market. However, at the same time, it can also show the effectiveness of new ways of business commercialization so that the business model and implementation process can be followed by live-streaming commerce players, both on a micro and macro scale. This trend will also realize what Edho Zell hopes regarding the Indonesian economy, which will only accelerate if it follows and utilizes technological developments for business to increase its scalability.

The institution with mediatization characteristics is not limited to Social Bread alone. Yan defines 'body mediatization' as the practice of streamers who display their bodies as information carriers, hence achieving the production and reproduction of consuming wants. Human connection depends on a medium, and streamers are material carriers for information dissemination in live streaming (Yan, 2023). Revi and the other streamers demonstrate their role as medium for message delivery. Although Revi's interview findings refute the idea that he is a media, in actuality, they are consistent with Yan's remarks regarding "body mediatization." This is inherently linked to the fact that a Streamer is tasked by the manufacturer/brand with communicating information about the product in a clear and quantifiable manner in the hopes that the persuasion process would lead to increased sales.

More significantly, Scheibe et al.'s comments are closely aligned with Social Bread's implementation of live stream commerce. In addition to entertainment, socialization and in-person communication are common reasons for both streamers and watchers to use live streaming platforms. Because viewers' intentions to watch are always influenced by their interactions with the streamers, the relationship between the streamers and their viewers constitutes the performer's social capital (Scheibe et al., 2022). Revi has stated that the conversations he has while streaming fuel his passion for being able to entertain people (while carrying out sales persuasion). Conversely, the more Revi entertains and convinces people, the more social capital he accumulates to win over the confidence of his audience, who buys the products he sells, as well as the producers and businesses that hire him as a streamer.

Ultimately, this study employs a qualitative research design and a case study research methodology. The scope of the research is narrow, focusing on only one company, making it unable to fully characterize the industry as a whole. In order to gain deeper insights and more substantial research benefits, it is advised that additional study be conducted utilizing a quantitative research approach in order to generalize the live stream commerce business and include FGD data collection techniques.

Conclusion

Live streaming commerce is an activity that connects sellers or businesses and audiences or buyers. In practice, this activity also embodies the Communicator – Medium – Communicant communication process, namely the business represented by the Streamer as the Communicator, an online shopping platform with a live streaming feature mediated by Social Bread as the media, and the audience as the Communicant. A communication process involving several parties will give rise to cognitive and impulsive responses, the relational bond with the Streamer being a significant predictor of cognitive responses and consumer behavior toward live-streaming shopping. The process of preparing live stream commerce on Social Bread starts with implementing the brief from the client by the Streamer. This is done to get predictable results, increasing sales from live streaming results. Cognitive responses from consumers who were also previously in the audience were recorded, and a report was made to be presented to the client as evaluation material.

The concept of mediatization captures the process of media change on the one hand and social and cultural change on the other. As an institutionalized and technological means of communication, media has become integral in various contexts of human life. Seeing the

phenomenon of live-stream commerce agencies, they become institutions that mediate the delivery of messages between clients and their target audience. Social Bread carries out the process of spreading messages as a communication medium by making differences in the reality of social construction through the live streaming process carried out by its Streamers. Social Bread carries out one of the basic types of communicative interaction, namely mediated quasi-interaction with live stream commerce activities, exactly like what happens on television when the Streamer carries out monologic communication while the audience becomes a viewer.

This research uses a case study research method with a qualitative research type. The research subject is limited to one company within a narrow scope, which has yet to describe the entire industry. It is recommended that further research be carried out using a quantitative research methodology to generalize the live stream commerce industry with the addition of FGD data collection techniques to obtain deeper insights, thereby providing more significant research benefits.

Based on the results of research and discussions, this research suggests companies can expand their services not only as Shopee Shop Partners and TikTok Shop Partners. Other e-commerce platforms and marketplaces also have Live Stream Commerce features, such as Tokopedia and Traveloka, whose monetization can be optimized by Social Bread. As an institution that functions as a media, Social Bread can also open its offices more to the public (company visits) to show how they work while increasing market share for businesses that have yet to be touched by digitalization.

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