Research Article

Communication Strategies on the TikTok Account OH! SOME in Building Audience Interaction

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Abstract: The fast-paced growth of digital technology and online communication has transformed how people connect, share information, and build communities. Among the many social media platforms, TikTok stands out for its ability to create dynamic and interactive engagement through short-form videos and live streaming features. This study explores how the retail brand OH! SOME uses communication strategies on TikTok to foster meaningful interaction with its audience. Drawing on Chriss Fill's (1995) three-stage communication framework—Pull, Push, and Profile Strategies—the research examines how these approaches are implemented across OH! SOME's beauty, makeup, and skincare accounts. A qualitative descriptive method was employed, combining in-depth interviews, direct observation, and documentation with three key participant roles: the operator, live streaming assistants, and hosts. The findings reveal that OH! SOME's communication success on TikTok relies on its ability to integrate creative content with real-time interaction. The Pull Strategy attracts audiences through engaging visuals and relatable messages; the Push Strategy emphasizes teamwork and consistent interaction during live sessions; and the Profile Strategy strengthens brand image and trust among followers. Overall, the study highlights how classical communication theories can be adapted to the dynamics of digital marketing. It provides both conceptual and practical insights for brands seeking to build audience relationships in the era of social commerce. The results also underline TikTok's potential not merely as a sales tool but as a space for creating community, authenticity, and emotional connection with consumers.

Keywords: Communication strategy; TikTok; OH! SOME; Audience Interaction; Digital Marketing.

1. Introduction

In recent years, the growth of digital communication technologies has significantly transformed how individuals and organizations interact, communicate, and exchange information. Social media platforms, in particular, have become essential tools in shaping social behavior, influencing consumer decisions, and creating spaces for engagement. The widespread use of platforms such as Facebook, Instagram, and TikTok has redefined how people build relationships, form communities, and connect with brands. These shifts mark a new era in communication—one that merges social interaction with digital experience and commercial value.

The emergence of TikTok as a dominant social platform exemplifies this transformation. Initially designed for short entertainment videos, TikTok has evolved into a powerful medium for marketing and business communication. Its algorithm-driven content, participatory culture, and emphasis on real-time interaction have allowed both individuals and companies to reach audiences in more personal and engaging ways. Unlike traditional advertising, TikTok's structure encourages two-way communication between creators and audiences through features such as comments, likes, duets, and live streaming. These affordances have made the platform a central space for contemporary brand storytelling and audience engagement (Sumardjijati, 2024).

In the business world, particularly in the retail industry, the use of social media has shifted from simple product promotion to experiential engagement. Retail brands are now expected to provide interactive and personalized experiences that resonate with digital consumers. In this regard, TikTok presents unique opportunities for brands to cultivate both visibility and emotional connection. The platform's live streaming feature, in particular, enables companies to communicate directly with consumers, answer questions in real time, and create an immersive shopping environment (Rasta & Sumardjijati, 2024). Such interactions reflect the rise of "social commerce," where the boundaries between social interaction and online shopping are increasingly blurred.

One retail brand that has successfully adapted to this changing landscape is OH! SOME, formerly known as KKV. Originating from China under the Blue Origin company, OH! SOME has rapidly expanded to various countries, including Hong Kong, Dubai, Singapore, and Indonesia, where it began operating in 2020. As of 2025, the brand operates more than
80 stores across Indonesia (Vianggraini, 2025). What distinguishes OH! SOME from traditional retail brands is its ability to blend aesthetic design, experiential retail, and social media integration. Each OH! SOME store is carefully designed to offer visually appealing and "Instagrammable" spaces that encourage visitors to take photos and share their experiences online, effectively turning customers into brand advocates.

Beyond its physical stores, OH! SOME also invests heavily in digital platforms to build stronger connections with its audience. TikTok has become a cornerstone of this strategy. The company manages multiple TikTok accounts, each focusing on specific product categories—such as beauty, skincare, makeup, and lifestyle—allowing it to target distinct audience segments. This segmentation helps the brand reach various consumer groups more effectively while maintaining relevance within the fast-moving trends of TikTok culture.

A preliminary observation conducted on April 19, 2025, revealed that among OH! SOME's various TikTok accounts, three—OH! SOME Beauty Official, OH! SOME Makeup, and OH! SOME Skincare—show notable differences in audience size and engagement levels. Although the accounts often share similar products and employ identical shopping features, their interactions with audiences vary significantly. The Beauty Official account, for instance, has the highest number of followers, while the Skincare and Makeup accounts maintain smaller yet active audiences. Interestingly, even when product offerings and live-streaming methods are consistent, engagement outcomes differ. This variation suggests that audience interaction may depend not merely on content type or follower count but on the communication strategies used within each account.

This observation highlights an essential dimension of digital communication: the effectiveness of message delivery is closely tied to the strategic role of communicators. In OH! SOME's case, communicators include operators, live assistants, and hosts—each responsible for different aspects of content creation, live-stream management, and audience engagement. Their ability to plan, execute, and adapt communication tactics determines how effectively audiences are drawn into conversation, encouraged to participate, and converted into loyal customers. As Effendi (2003, in Sasih, 2022) notes, communication strategy is the integration of planning and management processes designed to achieve specific objectives. A well-structured strategy ensures that messages are not only transmitted but also received, understood, and acted upon.

Given the highly competitive nature of social media marketing, crafting a strategy that resonates with the audience requires both creativity and analytical thinking. According to Pratama and Hermawati (2021), communication strategy plays a vital role in ensuring that communication plans yield the desired impact. Without a clear strategic foundation, even the most visually appealing or viral content may fail to generate meaningful engagement. Therefore, the focus should not only be on the message itself but also on the methods and processes that make communication interactive, persuasive, and sustainable.

In this study, the communication framework proposed by Chriss Fill (1995) serves as the analytical foundation. Fill identifies three interconnected components of communication strategy: Pull Strategy, which focuses on attracting audience attention and stimulating interest; Push Strategy, which emphasizes internal coordination and active message delivery; and Profile Strategy, which centers on maintaining a positive organizational image and fostering trust among stakeholders. This model provides a comprehensive lens through which to examine how OH! SOME designs, implements,

and manages its TikTok communication efforts.

Although several studies have examined communication strategies in social media contexts, most focus on content effectiveness, influencer marketing, or audience segmentation in general terms. Few have explored how Fill's tripartite model can be applied to interactive environments like TikTok's live streaming ecosystem. Moreover, limited research has analyzed how retail brands manage multiple social media accounts to build interaction simultaneously across different audience segments. This study addresses that gap by investigating how OH! SOME's communication strategies shape audience engagement on TikTok, using Fill's framework as a conceptual guide.

By exploring the strategic dimensions of OH! SOME's TikTok presence, this research aims to contribute both theoretically and practically. Theoretically, it extends the application of classical communication strategy models to contemporary social commerce environments, highlighting their adaptability in fast-paced digital ecosystems. Practically, the study provides insights for marketers, communication professionals, and digital strategists on how to optimize TikTok as a platform for fostering meaningful engagement, brand loyalty, and consumer participation.

2. Preliminaries or Related Work or Literature Review

Previous Studies

A number of previous studies have explored communication strategies within digital and social media environments, providing a foundation for understanding how online interaction influences audience engagement.

Mustafa (2022), for instance, examined the communication strategy of the Lingkar Trotoar community in promoting social awareness through social media. His findings highlighted that a combination of persuasive messages and interactive online engagement successfully encouraged young audiences to participate in community causes. Although relevant, the focus of his work was on social activism rather than commercial interaction.

Another study by Abellia and Amalia (2025) analyzed Netflix's marketing communication strategy through short film clips on Instagram. They concluded that storytelling and entertainment value were key elements that captured audience attention and sustained engagement. However, their work primarily emphasized content marketing effectiveness, not strategic audience management in live settings.

Salma and Albab (2023) focused on TikTok content strategy used by @jpradarsemarang to enhance engagement. Their study revealed that while the company had adopted the TikTok platform, its content lacked creativity and interactive depth, resulting in low audience participation. This finding underlines the importance of designing strategies that go beyond content delivery to involve two-way communication and real-time response.

Meanwhile, Putri and Azeharie (2021) explored personal branding strategies on TikTok, demonstrating that influencers rely heavily on self-presentation and individualized communication styles to build authenticity. Their results differ from the present study, which focuses not on individuals but on organizational communication managed by teams across multiple accounts.

Finally, Rizky (2023) investigated marketing communication strategies of Little Tokyo, a tourism destination, using social media platforms such as Instagram and TikTok. The study found that effective communication required understanding audience segmentation and optimizing message delivery through interactive digital tools.

While these studies contribute valuable perspectives, there remains limited research examining how retail brands use strategic communication models to build sustained audience interaction through TikTok live streaming. The current research fills this gap by analyzing OH! SOME's communication strategies using Chriss Fill's (1995) three-pronged model, focusing specifically on the dynamics of interaction rather than mere message dissemination.

Previous research has examined the complex relationship between emotional development and perceptions of marriage among young adults. Lybertha and Desiningrum (2016) found a positive correlation between emotional maturity and attitudes toward marriage—individuals with higher emotional maturity tended to hold more positive views of marriage, while those with lower maturity levels were more likely to express fear or skepticism. Similarly, Yohana Dian Maharani (2022) noted that anxiety levels among women entering early marriages were strongly linked to social pressure and emotional preparedness.

Khairul Fadhilah Mahfuzhatillah (2018) emphasized that the decision to delay marriage among early adult women (aged 28–40) was influenced by the desire for autonomy, career development, and prior traumatic experiences related to family or divorce. Such findings suggest that emotional readiness and social experiences significantly shape how individuals interpret the concept of marriage.

Conceptual Review

Communication Strategy

Communication is fundamentally a process of transmitting ideas, information, and meaning between individuals or groups to achieve mutual understanding. As Muhammad (2005) explains, it involves the exchange of ideas through symbols, words, and gestures aimed at creating shared meaning.
In the digital age, the complexity of communication demands structured strategies to ensure that messages reach the intended audience effectively.

According to Effendi (1993), a **communication strategy** combines both planning and management elements to accomplish a particular goal. It involves identifying the communicator, understanding the target audience, selecting the appropriate media, crafting the message, and evaluating the resulting effects. Middleton (in Cangara, 2017) adds that effective strategies integrate all these communication components holistically, given that success depends on the interplay between message design, delivery, and audience response.

Chriss Fill (1995, in Ningtyas, 2010) divides communication strategy into three dimensions:

1) Pull Strategy – focuses on attracting public attention and stimulating interest by appealing to needs and emotions. It aims to increase awareness and build consumer desire toward a message or product.

2) Push Strategy – emphasizes teamwork, persuasion, and coordinated internal communication to deliver messages efficiently. It seeks to motivate both employees and audiences to act in line with organizational goals.

3) Profile Strategy – concerns managing the brand's identity and public image to foster trust, credibility, and long-term relationships with stakeholders.

These dimensions form an integrated approach that not only transmits information but also builds sustained engagement — a critical element for digital platforms like TikTok, where immediacy, creativity, and audience participation drive communication success.

Social Media and TikTok

Social media has evolved into a cornerstone of modern communication, providing users with spaces to share experiences, form networks, and co-create meaning. Carr and Hayes (2015) describe it as an internet-based platform enabling individuals to communicate, present themselves publicly, and build social relationships. Similarly, Kaplan and Haenlein (2010, in Hoeroestijat, 2020) note that social media platforms are grounded in the participatory principles of Web 2.0, allowing users not only to consume but also to generate and exchange content.

Among these platforms, TikTok has become particularly influential due to its immersive, video-centered design and user-friendly interface. It allows users to create and share short videos enhanced by music, filters, and effects. Beyond entertainment, TikTok has rapidly

transformed into a digital marketplace, giving rise to social commerce, where users engage with products through interactive content and live selling (Efrianda, 2023).

TikTok's features—such as likes, comments, hashtags, and especially TikTok Live—encourage active audience participation. The live streaming function enables direct communication between hosts and viewers, blurring the boundaries between entertainment, communication, and commerce. During live sessions, audiences can react instantly through likes or comments, while hosts can respond in real time, creating a sense of intimacy and co- presence.

Moreover, additional features such as Flash Sales, Giveaways, and the Yellow Cart integrate marketing into the communicative flow, turning live streaming into an interactive sales event (Permana et al., 2024; Rakhmah et al., 2024; Riri, 2024). The ability to communicate and transact simultaneously represents a major innovation in how brands connect with audiences.

In this sense, TikTok has moved beyond being a simple content-sharing app to becoming a full-fledged ecosystem for community engagement, identity construction, and digital entrepreneurship.

Audience Interaction

Audience interaction goes beyond passive message reception; it encompasses active participation, response, and co-creation of meaning. Chaplin (2011, in Purwanti, 2023) defines interaction as a reciprocal social process in which individuals influence one another's thoughts, emotions, or behaviors. In digital contexts, interaction becomes the central indicator of engagement and communication effectiveness.

According to Heibert et al. (1985, in Purwanti, 2023), audiences in mass communication share several characteristics: they are large, diverse, and physically separated from communicators, yet connected through media channels. However, social media redefines this dynamic. The once-passive audience now participates actively—commenting, sharing, reacting, and shaping message flow. This participatory culture transforms audiences from consumers into collaborators.

On TikTok, audience interaction is measurable through likes, comments, shares, and live chat engagement. The immediacy of responses in live sessions strengthens emotional connection and fosters a sense of community. Brands that manage to maintain such interaction effectively can cultivate loyalty that extends beyond the digital sphere.

Therefore, in this study, audience interaction is understood not only as numerical engagement metrics but also as relational communication—how messages, feedback, and emotional resonance circulate between OH! SOME and its followers.

Theoretical Framework

Based on the literature discussed, this study applies Chriss Fill's (1995) three-stage communication strategy—Pull, Push, and Profile—as the primary analytical framework. This approach is relevant because it captures the holistic nature of digital communication, balancing message design, team coordination, and brand reputation.

In OH! SOME's case, the Pull Strategy manifests in creative TikTok content that draws attention and curiosity through humor, aesthetics, and trends. The Push Strategy appears in the collaboration between hosts, assistants, and operators who coordinate to maintain consistent interaction during live sessions. Finally, the Profile Strategy is reflected in the company's effort to sustain its image as a modern, cheerful, and customer-oriented retail brand.

Together, these elements help explain how OH! SOME constructs communication patterns that transform casual viewers into engaged participants. This framework thus provides a conceptual bridge between classical communication theory and contemporary digital practice.

3. Proposed Method

Research Approach

This study employed a qualitative descriptive approach, which focuses on understanding social phenomena through rich, contextual interpretation rather than numerical measurement. Qualitative research enables the exploration of experiences, behaviors, and meanings from the perspective of participants involved. As Kriyanto (2006) explains, qualitative research aims to collect and describe data in a way that captures the complexity of social realities. Similarly, Bogdan and Taylor (in Marinu, 2023) note that qualitative methods produce descriptive data about people's spoken or written words and observable behavior.

In this context, a qualitative approach was considered most appropriate because the research sought to uncover how communication strategies were planned and implemented within the TikTok ecosystem of OH! SOME. The study emphasized process over outcome, meaning over measurement, and human interaction over statistical validation. Such an approach allows a deeper understanding of how digital communication occurs in real time and how communicators shape their strategies to engage audiences effectively.

Research Design

The research design was descriptive, focusing on explaining and interpreting the patterns, strategies, and interactions observed in OH! SOME's TikTok communication practices. As Moleong (2019) suggests, descriptive research does not aim to test hypotheses but rather to provide a comprehensive account of the phenomena being studied.

In this study, the researcher examined the communication strategies applied during live streaming sessions across three different OH! SOME TikTok accounts—OH! SOME Beauty, OH! SOME Makeup, and OH! SOME Skincare. These accounts were chosen because they share similar product categories yet display varying degrees of audience engagement. This diversity provided a rich basis for comparison and analysis of how communication strategies may influence audience interaction.

The research took place at OH! SOME's live streaming studio in Kota Bintang Boulevard, where the production and coordination of digital content occur daily. The environment provided a natural setting for observation, allowing the researcher to examine communication processes as they unfolded during real sessions.

Research Participants

Participants in this study were selected using purposive sampling, a technique that identifies individuals most knowledgeable and directly involved with the subject of inquiry (Sugiyono, 2017). Rather than selecting a large number of participants, the focus was on obtaining depth and relevance of information. There are three key participant roles were identified:

Operator (Key Informant) – responsible for planning and managing live streaming sessions, selecting themes, and coordinating the overall communication strategy.
Live Streaming Assistants (Main Informants) – supporting technical and operational aspects, such as product display, audience comment monitoring, and assisting the host during the session.
Host (Additional Informant) – the primary communicator who presents the products, interacts with audiences, and carries out the communication strategy live on camera.
Each of these roles contributed distinct yet interconnected perspectives on how communication strategies were conceived, implemented, and experienced in the TikTok environment.

Data Collection Techniques

To ensure data credibility and richness, the study combined three complementary methods: interviews, observation, and documentation. Each technique contributed to a holistic understanding of OH! SOME's communication strategy.

In-depth Interviews

Semi-structured interviews were conducted with all informants. This method allowed the researcher to explore specific questions while leaving room for spontaneous insights and elaboration. According to Raharjeng (2016), interviews are a means to obtain detailed information through guided yet flexible conversation.

Interviews were carried out both face-to-face and virtually, depending on participant availability. Questions focused on the process of planning live sessions, the communication style adopted by each team member, and strategies used to attract and maintain audience engagement. The conversational nature of the interviews encouraged participants to reflect on their experiences and share the reasoning behind their communication choices.

Observation

Observation provided the researcher with direct insight into how communication unfolded during live streaming. Non-participant observation was used, meaning the researcher did not interfere with the process but instead acted as an independent observer. This approach allowed the capture of authentic interactions between hosts, assistants, and audiences.

Observations focused on verbal and non-verbal communication cues, team coordination, and audience responses during live broadcasts. For instance, how the host responded to comments, adjusted their tone, or adapted to changes in audience behavior were all part of the analysis. As Abdurahmat (2006) explains, observation is effective in revealing contextual details that may not emerge through interviews alone.

Documentation

The documentation method complemented interviews and observations by providing visual and textual evidence. Data included screenshots of TikTok sessions, internal reports, and digital performance analytics. These materials served to validate the information obtained from participants and to illustrate patterns of interaction and strategy execution. Documentation also included notes from live sessions showing how audience engagement evolved over time.

Data Analysis

Data analysis in this study followed the **interactive model by Miles and Huberman (1992)**, which includes four stages: data collection, data reduction, data display, and conclusion drawing.

Data Collection involved gathering all field notes, transcripts, and visual documentation from interviews and observations.

Data Reduction was carried out by organizing and summarizing raw data to focus on the most relevant information, particularly the communication strategies identified. Data were classified according to the three components of Fill's model—Pull, Push, and Profile strategies.

Data Display involved presenting the findings in descriptive form, supported by quotes and examples from live streaming activities. This made patterns and relationships between strategies and audience responses easier to visualize.

Conclusion Drawing and Verification were conducted by interpreting the meaning of these findings in light of the theoretical framework and research question. The researcher continuously cross-checked interpretations to ensure accuracy and consistency.

Data Validation

To maintain the trustworthiness of the findings, triangulation was applied. Moleong (2007) describes triangulation as the process of verifying data through multiple sources or methods. This study employed source triangulation, which compared information gathered from different participants (operator, assistants, and host) to ensure consistency. Additionally, method triangulation was achieved by combining interviews, observation, and documentation, allowing the data to be validated from different perspectives. The use of multiple validation techniques helped ensure that the interpretations truly reflected participants' experiences and not merely the researcher's assumptions.

Research Context and Duration

The fieldwork took place over several months, from April to July 2025, covering both preparatory and execution stages of OH! SOME's live streaming campaigns. The extended duration allowed the researcher to observe not only isolated sessions but also patterns of improvement, adaptation, and strategic shifts within the team.

The study's setting—the live streaming studio—was more than a physical space; it was a communicative environment shaped by technology, teamwork, and creativity. The interaction between these elements reflects the dynamic nature of digital communication, where strategies evolve in response to immediate feedback from audiences.

In sum, this methodological design allowed the research to capture the lived experience of communication within OH! SOME's TikTok ecosystem. Rather than treating communication as a linear act, the study viewed it as a collaborative and adaptive process, shaped by human creativity, organizational coordination, and digital affordances.

4. Results and Discussion

Overview of OH! SOME and Its TikTok Ecosystem

OH! SOME is a lifestyle retail brand that first entered the Indonesian market in 2020. Formerly known as KKV and operating under Blue Origin, the brand has grown rapidly with more than eighty stores nationwide (Vianggraini, 2025). Its retail concept—"One-Stop Happy Life Retail Brand"—combines visual aesthetics, experiential design, and digital integration. Each outlet provides spaces that encourage visitors to take photos and share them online, which turns the store itself into an extension of the brand's digital marketing.

Table 1. Extension of the brand's digital marketing.

Marketplace Name	Number of Users
Tiktok	27,5%
Shopee	26,5%
Lazada	20,1%
Instagram	12,2%
Facebook	10,1%
YouTube	3,7%

To amplify this experience, OH! SOME actively uses TikTok as its primary platform for digital engagement. Instead of relying on a single corporate account, the company manages several specialized ones, such as OH! SOME Beauty Official, OH! SOME Makeup, and OH! SOME Skincare. Each targets a different segment of the beauty and lifestyle market. This multi-account structure allows OH! SOME to test varied communication strategies, align content with audience interests, and experiment with live-streaming formats that match product themes.

A pre-observation conducted in April 2025 revealed that these accounts show notable differences in follower size, engagement level, and sales performance. For instance, the Beauty Official account has the highest follower count and engagement rate, while the Skincare account, despite sharing similar content and products, experienced lower interaction and was eventually discontinued from active live streaming. These discrepancies became the entry point for analyzing how communication strategies—rather than product type alone—affect audience engagement.

In interviews, the operator emphasized that every live session was designed with two intertwined goals: (1) sales generation, and (2) audience engagement.

"Our main goal is definitely sales," explained the operator. "But on TikTok, engagement is just as important because without it, the live session won't reach more viewers and sales won't grow."

This dual focus illustrates how commercial and communicative objectives merge within the TikTok environment. Live streaming is not merely a selling event but also a social performance, where communication style, team coordination, and audience responsiveness shape overall success.

Pull Strategy: Attracting and Sustaining Audience Attention

According to Chriss Fill (1995), the pull strategy centers on creating attraction—drawing audiences toward a brand through emotional and cognitive appeal. In OH! SOME's context, this strategy materializes through visual creativity, linguistic style, and real-time interactivity.

Content Design and Storytelling

Observation showed that the brand's live-stream visuals emphasize bright colors, soft lighting, and friendly atmosphere, consistent with its youthful and cheerful image. Products are displayed in well-organized sequences while hosts maintain energetic expressions and conversational tones. Rather than following a hard-selling approach, hosts integrate light humor, trending phrases, and personal stories to make viewers feel part of an informal community.

The operator explained:

"We always remind hosts to sound natural, not like salespeople. The viewers should feel like they're chatting with a friend."

This aligns with research by Sumardjijati (2024), who found that interactive and relatable content helps brands build emotional resonance on TikTok. By positioning hosts as peers rather than promoters, OH! SOME's pull strategy effectively humanizes the brand and fosters comfort in interaction.

Visual and Functional Appeal

TikTok's algorithm rewards visually engaging and interactive content. OH! SOME leverages features such as giveaways, flash sales, and real-time polls to maintain audience curiosity. During live sessions, hosts frequently invite viewers to "tap the heart" or "type their favorite product in the comments," which stimulates continuous engagement.

This technique blends affective and behavioral motivation—viewers feel seen and simultaneously encouraged to act. According to Cangara (2017), such feedback loops are essential for sustaining two-way communication. The data from May 2025 showed that sessions incorporating interactive cues achieved 160 percent of the monthly GMV target, confirming the commercial benefit of audience involvement.

Emotional Connection

Beyond entertainment, OH! SOME uses empathy as part of its pull strategy. Hosts often respond warmly to personal comments, use the audience's names, or offer quick skincare advice. These micro-interactions generate a sense of intimacy rarely achieved in traditional retail. As one assistant noted:

"When viewers feel that we listen, they stay longer—even if they don't buy right away."

This illustrates how pull strategies work not just through visibility but through relationship-driven communication, turning short-term viewers into long-term followers.

Push Strategy: Internal Coordination and Consistent Communication

The push strategy, according to Fill (1995), emphasizes message delivery through internal cooperation and sustained execution. It ensures that the entire communication team operates cohesively to present consistent, persuasive content.

1) Team Collaboration

Within each live session, communication unfolds as a synchronized act among three main roles: the operator, the live-stream assistants, and the host. The operator designs the content flow, sets performance targets, and monitors real-time analytics; the assistants handle product logistics and monitor audience comments; and the host performs on screen.

This structure resembles a miniature broadcasting team. The operator described it as "a triangle of coordination," where every member must anticipate the others' cues. For example, if audience comments spike with product questions, the assistant quickly relays information to the host via internal chat so responses appear immediate and personal. This practice embodies what Effendi (2003, in Sasih, 2022) calls the tactical execution of communication planning.

2) Message Consistency and Adaptation

Push strategy also requires maintaining a unified message while adapting to situational changes. OH! SOME accomplishes this by preparing a rundown sheet before every session. The sheet outlines product order, promotional timing, and backup topics in case interaction slows. However, hosts are encouraged to improvise based on audience energy—balancing structure with spontaneity.

The host explained:

"We follow the script, but if the comment section gets busy with certain questions, I'll shift focus there. The point is to keep the vibe alive."

This flexibility illustrates the adaptive nature of digital communication, where successful delivery depends on immediate responsiveness rather than rigid adherence to a script.

3) Motivating Action

At the heart of the push strategy is persuasion. OH! SOME's live streams always include clear calls to action—limited-time discounts, bonus items, or follow-for-gift incentives. Assistants often display countdown timers and remind viewers of remaining stock to create urgency. According to Wayne Pace et al. (in Ruslan, 2005), motivating the audience to act is the ultimate goal of communicative strategy.

In this context, persuasion is not aggressive; instead, it blends informational cues with an atmosphere of excitement. The use of humor, dynamic gestures, and audience acknowledgment reinforces the emotional drive to participate, turning passive viewing into interactive purchasing.

Profile Strategy: Building Brand Image and Trust

The profile strategy focuses on the construction and maintenance of organizational identity. For OH! SOME, this involves managing the brand's online persona to align with its offline image—youthful, inclusive, and cheerful.

1) Brand Personality in Communication

Across all TikTok accounts, OH! SOME maintains a consistent visual and linguistic identity: playful color palettes, upbeat music, and positive messaging. Hosts are trained to project friendliness and enthusiasm while maintaining professionalism. The operator described this consistency as "the OH! SOME energy"—a blend of brightness and reliability that reassures viewers about product quality and brand credibility.

Such coherence strengthens the parasocial relationship between the brand and its audience. Followers recognize familiar faces, tones, and visual styles, which fosters trust and comfort. As Middleton (in Cangara, 2017) notes, a coherent brand image enables audiences to form stable perceptions that endure across different communication channels.

2) Crisis Management and Authenticity

Profile management also includes responding to negative feedback or technical issues during live sessions. OH! SOME's approach is to address problems transparently rather than ignore them. For instance, when stock runs out or a system glitch occurs, the host openly informs viewers and offers alternatives. This honesty reinforces authenticity—a valued trait in digital spaces where audiences are sensitive to insincerity.

Similar to Halim and Pribadi's (2024) observations, the host's charisma and spontaneity during live sessions significantly influence audience perception of brand authenticity and warmth. By blending entertainment with approachability, OH! SOME reinforces its cheerful and trustworthy image.

The host emphasized:

"Sometimes the mic lags or the link doesn't work. We just laugh about it, say sorry, and move on. The viewers appreciate honesty more than perfection."

Such authentic handling of disruptions humanizes the brand and contributes to long-term trust, aligning with the Profile Strategy's objective of maintaining a favorable reputation.

3) Integration of Online and Offline Branding

The TikTok presence complements OH! SOME's offline experience. Many live sessions include invitations for viewers to visit physical stores, bridging digital and physical touchpoints. By uniting these experiences, the brand reinforces a holistic identity—both a fun digital community and a tangible retail space.

Comparative Insights and Theoretical Reflection

When compared with other retail brands such as Miniso, which manages only a single TikTok account for live streaming, OH! SOME demonstrates a more segmented and flexible strategy. By operating multiple accounts dedicated to specific categories, the company can tailor communication styles and content themes to niche audiences. This differentiation aligns with Fill's framework, where Pull and Push elements are adjusted according to audience needs while the Profile component ensures brand consistency.

Moreover, unlike typical e-commerce live sellers that focus solely on transactional outcomes, OH! SOME treats communication as a process of relationship-building. Its emphasis on empathy, entertainment, and authenticity situates it closer to contemporary notions of community-based marketing rather than mere sales conversion.

Theoretical Implications

The findings reinforce the relevance of Fill's (1995) model in the age of social media. The Pull–Push–Profile triad remains valid but requires reinterpretation in digital terms:

1) Pull now involves not just exposure but algorithmic visibility and emotional resonance;

2) Push translates into cross-functional teamwork and agile responsiveness;

3) Profile extends into participatory identity co-creation between brand and audience.

These adaptations illustrate how traditional communication theory can evolve to accommodate the interactive, real-time, and participatory nature of platforms like TikTok.

Practical Implications

For practitioners, OH! SOME's case offers concrete lessons. Effective social commerce communication demands more than visual appeal—it requires a coherent team, responsive communication, and an authentic voice. Brands must balance planned structure with spontaneity and treat audiences not as consumers but as collaborators in the storytelling process.

5. Comparison

Comparison with state-of-the-art is an essential part of this research because it positions OH! SOME's TikTok communication strategy within the broader field of digital communication and social commerce. It also clarifies the study's measurable contributions compared with existing scholarship.

Mustafa (2022) highlighted that social media communication success relies on message clarity and the consistency of administrator engagement. Similar to this, OH! SOME's strategy emphasizes authenticity and interpersonal communication through hosts and live interactions. However, while Mustafa's study explored community-based engagement for social causes, OH! SOME applies comparable conversational methods for commercial and emotional connection, demonstrating that social interaction can drive transactional behavior.

Abellia and Amalia (2025) found that Netflix's narrative and emotional storytelling on Instagram Reels increased audience involvement. OH! SOME extends this insight by using real-time narrative construction through live streaming—where improvisation and direct feedback create continuous audience co-presence. This supports Kaplan and Haenlein's (2010) argument that participatory content enhances both engagement and trust.

Salma and Albab (2023) observed that limited creativity in content design diminishes engagement rates. In contrast, OH! SOME uses *interactive triggers*—giveaways, flash sales, and live shout-outs—proving that real-time interactivity strengthens algorithmic visibility and emotional attachment. This aligns with Chen and Lin's (2023) research showing that user-generated participation boosts perceived authenticity in digital branding.

Putri and Azeharie (2021) examined how influencers' self-presentation fosters credibility. OH! SOME applies this principle institutionally through corporate-humanized communication, where hosts project the company's youthful personality rather than an impersonal sales tone. This echoes Goffman's (1959) dramaturgical concept of impression management, reframed for digital brand performance.

Rizky (2023) identified challenges of audience segmentation in digital marketing. OH! SOME addresses this by maintaining multiple specialized TikTok accounts, enabling *micro- segmentation* aligned with the principle of niche marketing in social commerce (Xie & Lee, 2022). This flexible segmentation fosters personalized audience engagement while maintaining brand consistency.

When compared with these studies, OH! SOME's strategy contributes three significant advancements: a). It operationalizes Fill's (1995) Pull–Push–Profile model in a real-time, algorithmic environment; b). It demonstrates the fusion of emotional resonance and transactional design as a new dimension of digital audience engagement; c). It provides an organizational adaptation of influencer-style authenticity through structured team communication.

These findings extend contemporary communication theory by confirming that the boundaries between marketing, entertainment, and community-building are increasingly blurred (Smith, 2022). In this sense, OH! SOME represents an exemplary case of hybrid digital communication that balances commercial performance with emotional connectivity.

6. Conclusions

This study explored how OH! SOME's TikTok accounts employ communication strategies to build and sustain audience interaction, using Chriss Fill's (1995) three-part framework of Pull, Push, and Profile strategies. Through qualitative descriptive research—incorporating interviews, observations, and documentation—the study examined the interconnection between communicative design, team coordination, and brand identity within TikTok's live-streaming ecosystem.

The findings reveal that OH! SOME's communication strategy is not limited to message transmission but embodies a participatory performance. Communication on TikTok emerges as a co-constructed process involving both the brand's internal team and its external audiences. Each strategic component plays a distinct yet interrelated role:

Pull Strategy — focuses on creating attraction through visual storytelling, humor, empathy, and authenticity. It stimulates curiosity, emotional engagement, and voluntary participation.

Push Strategy — ensures the synchronization of team roles (operator, assistants, and host) and allows flexibility to adapt to live audience dynamics. It balances planning and improvisation to maintain conversational flow.

Profile Strategy — strengthens brand identity by harmonizing tone, language, and visual presentation across digital and physical platforms, thereby cultivating long-term trust and credibility.

Collectively, these strategies illustrate that OH! SOME's success in building audience engagement lies in its ability to merge entertainment, interpersonal warmth, and commercial intent within a single communicative framework. The live-streaming environment enables a transformation of the brand–audience relationship—from transactional exchange to relational co-creation. The audience is not merely a passive consumer but an active collaborator whose participation sustains algorithmic visibility and social connection.

From a theoretical perspective, this research extends Fill's (1995) communication model by demonstrating its applicability within digital ecosystems that are algorithmically mediated and interaction-driven. The study shows that traditional strategy concepts—Pull, Push, and Profile—must now be interpreted dynamically, where feedback loops, data analytics, and participatory culture redefine the direction and meaning of communication. This confirms the ongoing relevance of classical theory while simultaneously suggesting a new paradigm of adaptive, interactive communication strategy in social commerce.

From a practical standpoint, the research contributes several managerial insights. First, success in digital audience engagement depends on authentic and empathetic communication, not aggressive promotion. Second, internal coordination and real-time responsiveness are crucial for maintaining performance consistency and viewer retention. Third, brand identity management should be fluid yet recognizable, aligning the online persona with offline experience to reinforce holistic brand trust. These principles can guide other retail and lifestyle brands aiming to replicate OH! SOME's success in interactive digital marketing.

Furthermore, the study highlights how TikTok has evolved beyond a platform for entertainment into a strategic communication ecosystem where marketing, storytelling, and community-building converge. OH! SOME's ability to leverage this convergence exemplifies the growing importance of hybrid communicators—professionals capable of merging content creativity, audience analytics, and interpersonal sensitivity in real time.

Limitations and Future Research

Despite its contributions, this study has several limitations. It focused on a single organization within a specific industry (retail), which may restrict the generalizability of findings to other sectors. Future research could extend the model to comparative studies across brands, industries, or cultural contexts, particularly those involving influencer collaborations or cross-border digital marketing. Quantitative methods could also be applied to measure engagement metrics—such as watch time, conversion rate, and retention— providing empirical validation for qualitative insights.

Additionally, future work could examine how algorithmic recommendation systems influence the visibility of live-stream content and how communication teams strategically adapt to platform updates. This would enrich understanding of how communication planning operates within the constraints and opportunities of automated, data-driven environments.

Final Reflection

Ultimately, this research underscores a critical transformation in modern communication practice: success is no longer determined by the volume of information disseminated but by the depth of interaction and authenticity of connection. OH! SOME's TikTok communication demonstrates that strategy, when guided by empathy, creativity, and consistency, becomes more than a marketing tool—it becomes a cultural performance that bridges commerce and community.

In the evolving digital landscape, where audiences value authenticity and dialogue over persuasion, the ability to communicate with audiences rather than to them defines the new frontier of strategic communication.

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