Profit: Jurnal Manajemen, Bisnin dan Akuntansi
Volume 5, Nomor 4, November 2025
e-ISSN: 2963-5292; p-ISSN: 2963-4989, Hal. 547-555
DOI: https://doi.org/10.58192/profit.v5i4.5333
Tersedia: https://journal.unimar-amni.ac.id/index.php/profit

Analysis of Live Streaming Based Digital Marketing Strategies to Increase Brand Awareness and Audience Engagement in the Education Sector

Nur Aulia Lindzani[1*], Marviola Hardini[2], Taopiq Ermawan[3]
[1]Faculty of Economics and Business, University of Raharja, Indonesia
[2]Faculty of Science and Technology, University of Raharja, Indonesia
[3]Departement of Information Technology, SMK Kusuma Bangsa, Indonesia
E-mail: nur.aulia@raharja.info [1], marviola@raharja.info[2], taopiqermawan@gmail.com[3]
**Penulis Korespondensi: nur.aulia@raharja.info*

Abstract. The use of social media as a digital marketing strategy in the education sector has been increasingly strengthened by the development of digital technology, particularly through TikTok live streaming features. This study aims to examine the role of TikTok live streaming in increasing audience engagement and strengthening brand exposure in the education sector. The research employed a descriptive qualitative method through observation, documentation, and analysis of audience interactions during live streaming sessions. The findings indicate that TikTok live streaming has the potential to enhance audience engagement, as reflected through the number of viewers, likes, comments, and real-time interactions between hosts and audiences. Increased engagement was influenced by several factors, including interactive content presentation, responsive communication from hosts, consistent streaming schedules, and the quality of audiovisual materials. Furthermore, TikTok's algorithm contributed to improving content visibility and expanding audience reach. Overall, TikTok live streaming can be considered an effective digital marketing strategy for educational institutions to build brand awareness, increase audience interaction, and create stronger relationships with potential users in the digital era.

Keywords: *Brand Awareness; Digital Marketing; Education; Live Streaming; TikTok.*

1. INTRODUCTION

Marketing and education are only two of the many facets of life that have seen tremendous transformation due to the quick growth of digital technology. Traditional marketing strategies have been replaced by digital based ones as a result of this digital revolution since they are thought to be more successful in swiftly and effectively reaching larger audiences. In this regard, social media has emerged as one of the main channels for information dissemination and audience engagement.

Digital marketing is essential for raising brand awareness in the education sector. One important factor that affects how effectively the public recognizes an educational institution is brand awareness. Increased brand awareness makes it easier to draw in viewers and pique their interest in the provided educational services. Therefore, to stay competitive in a digital environment that is becoming more and more dynamic, effective and creative digital marketing techniques are needed.

Live streaming is one of the fastest growing tactics in digital marketing. Real time information delivery via digital platforms is made possible via live streaming, which enables direct communication between content creators and viewers. Compared to static content like text or photos, information can be presented through live streaming in a more clear, interesting, and dynamic manner.

Naskah Masuk: 27 Mei 2026; Revisi: 28 Juni 2026; Diterima; 30 Juli 2026; Terbit: 01 November 2026

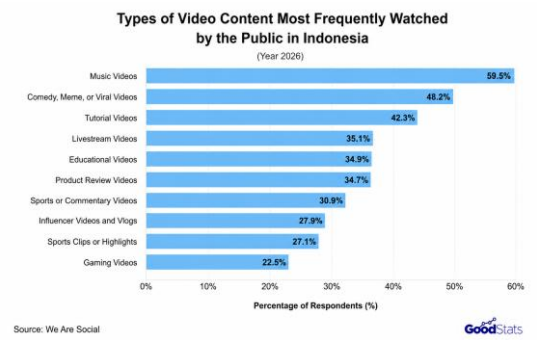

Figure 1. Types of Content Most Frequently Watched on TikTok .

Livestream and instructional content are two of the most popular TikTok content types, according to the above figure 1. This suggests that TikTok serves as a medium for interactive conversation and information sharing in addition to being used for pleasure. TikTok live streaming is a pertinent tactic for digital marketing initiatives in the education sector since the popularity of livestream content indicates that viewers are very interested in real time interaction.

Nevertheless, using live streaming as a digital marketing tactic doesn't always yield the best outcomes. A number of variables affect its efficacy, such as the quality of the information, delivery methods, consistency in execution, and the capacity to foster audience engagement. Live streaming events may not have a major influence on audience engagement and brand awareness without careful planning and strategy.

Additionally, there is growing competition in the sector of education for the use of digital media. A lot of educational institutions are using different internet channels to draw in viewers[16]. To stand out and be competitive in this situation, marketing techniques must constantly innovate. An alternate tactic for fostering a more intimate and engaging communication experience is live streaming.

In light of these factors, a thorough examination of the best ways to apply live streaming based digital marketing techniques to raise audience engagement and brand awareness is required. In order to maximize the use of live streaming as a digital marketing tool in the sector of education, this study is anticipated to offer insights into the implementation of such strategies and identify the elements that determine their effectiveness.

2. LITERATURE REVIEW

Digital marketing is a marketing strategy that uses digital technology and the internet to reach target audiences. Compared with traditional marketing, digital marketing has several advantages because it can deliver information more quickly, effectively, and widely. In

addition, digital marketing also supports two way communication between audiences and information providers through various interactive features on digital platforms.

In the education sector, digital marketing has become an important strategy for introducing educational institutions to the public. As competition among educational institutions continues to increase, each school and institution needs to develop creative marketing strategies to attract audiences. Therefore, social media has become one of the main choices because of its large number of users and its ability to spread information quickly.

TikTok is one of the social media platforms that has developed very rapidly. One of its interactive features is live streaming. TikTok continues to gain popularity because it is able to present interesting, short, and easily accessible content for various audiences, especially younger users. In addition, TikTok's algorithm allows content to reach a wider audience even when the account has a limited number of followers. Thus, TikTok can be used as a medium to support digital marketing strategies.

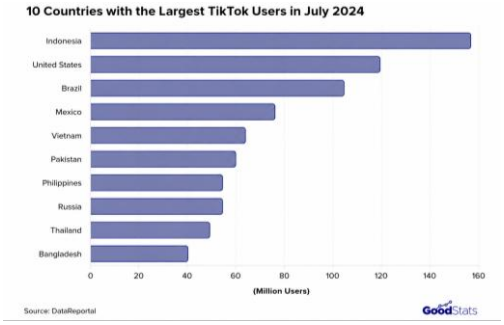

Figure 2. Global TikTok User Distribution by Country **.**

Indonesia is among the nations with the most TikTok users worldwide, according to the aforementioned figure 2. This demonstrates that TikTok has great promise as a medium for digital marketing since it can successfully reach big audiences. The large number of TikTok users also suggests that the platform is very useful for communication and promotion, particularly with younger audiences. As a result, TikTok can be regarded as a suitable platform for applying digital marketing techniques in the field of education.

In the context of education, TikTok is increasingly used as a platform for sharing information and promotion. Many educational institutions use TikTok to present school environments, educational activities, facilities, student achievements, and information about new student admissions. Since most TikTok users are teenagers and young adults who are closely related to the target audience of educational marketing, the platform is considered effective.

Live streaming is one of TikTok's features that has great potential for digital marketing. Live streaming is a form of broadcast that allows real time interaction with audiences[37]. Compared with regular video content, live streaming allows information to be delivered in a more interactive way. During the broadcast, audiences can comment, ask questions, and respond directly, creating two way communication between the host and viewers.

The main advantage of TikTok live streaming lies in its ability to increase audience engagement quickly. Audience engagement refers to the level of audience involvement with digital content. This level of engagement can be seen through the number of viewers, comments, likes, shares, and audience reactions during the broadcast. The higher the engagement, the greater the audience's interest in the information being delivered.

In addition to increasing audience engagement, TikTok live streaming also plays an important role in building brand awareness. Frequent exposure through live streaming activities helps educational institutions become more recognizable to audiences. Furthermore, the use of live streaming in education is considered effective because it allows direct and transparent communication through real time interaction between hosts and viewers.

However, the effectiveness of TikTok live streaming as a digital marketing strategy is influenced by several factors. These factors include content quality, the host's communication skills, the consistency of live streaming sessions, the use of engaging topics, and the ability to build audience engagement. Hosts who actively respond to comments and create an interactive atmosphere are more likely to maintain viewer attention during the broadcast.

TikTok's algorithm and interactive features also help expand audience reach and increase content visibility. When engagement during a live streaming session is high, TikTok's algorithm is more likely to recommend the broadcast to other users.

Despite its benefits, the use of TikTok live streaming as a digital marketing strategy also has several limitations. The intense competition for content on TikTok requires organizers to produce interesting and varied content in order to maintain viewer interest. In addition, broadcast effectiveness can also be affected by internet connection quality, audio visual stability, and the timing of live streaming sessions.

Previous research has shown that interactive content, including live streaming, can have a positive effect on audience engagement. Real time interaction is believed to create a more personal communication experience and encourage viewers to participate more actively. Therefore, TikTok live streaming has great potential to be used as a digital marketing strategy to increase audience engagement and brand awareness in the education sector.

3. RESEARCH METHOD

This study examines the use of TikTok live streaming as a digital marketing strategy in the education sector through a descriptive qualitative method. A qualitative approach was chosen because the study aims to explore how TikTok live streaming activities are implemented during internship practices, particularly in terms of audience interaction, communication strategies, content attractiveness, live streaming quality, and their influence on audience engagement.

The study focuses on live streaming events conducted through TikTok as a means of sharing information and increasing awareness among the general audience. Audience engagement was assessed through several indicators, including the number of viewers, comments, likes, shares, and audience interactions during live streaming sessions.



Figure 3. Conceptual Framework of the Study.

The research framework of this study is presented in Figure 3. The framework begins with an analysis of audience involvement during TikTok live streaming sessions. It then focuses on communication strategies, content attractiveness and originality, and live streaming quality, including internet connection stability and audiovisual clarity, as factors that influence audience engagement. These elements were examined to determine how TikTok live streaming activities contribute to audience engagement and brand awareness in the education sector.

Data were collected through direct observation during TikTok live streaming events, documentation, and engagement analysis based on live broadcast interactions. The documentation included screenshots of live streaming sessions, engagement data, and audience reactions during the broadcasts.

The collected data were analyzed descriptively to understand how TikTok live streaming activities contributed to increasing audience engagement and brand awareness in the education sector.

4. RESULT AND DISCUSSION

The implementation of TikTok live streaming as a digital marketing strategy during internship activities showed positive results in increasing audience engagement and expanding public awareness in the education sector. Live streaming activities were conducted regularly

through TikTok to share information related to school activities, facilities, educational programs, and student admission information. The use of TikTok live streaming provided opportunities for direct interaction between hosts and audiences in real time.

Based on the observation results, audience engagement increased during interactive live streaming sessions. This can be seen from the number of viewers, comments, likes, and audience participation during the broadcasts. Audiences were more active when the host responded directly to comments and questions during the live sessions. Real time interaction created a more communicative atmosphere and encouraged audiences to participate more actively throughout the broadcasts.

Table 1. Audience Engagement During TikTok Live Streaming Sessions.

Live Session	Main content	Durations	Viewers	Like	Comments
Session 1	School Introduction	5 Hours	1,478	6,2K	155
Session 2	Fun Challenges	5 Hours	375	28,9K	106
Session 3	Q&A Session	5 Hours	224	4,1K	62
Session 4	Educational Programs	3 Hours	531	6,6K	232
Session 5	School Event	2.3 Hours	629	855	68
Session 6	School Facilities	4 Hours	729	9,4K	489
Session 7	School Event	4 Hours	3,300	9,2K	505
Session 8	Registration Information	5 Hours	1,023	5,9K	218

Table 1 shows that audience participation varied according to the kind of content that was shown during the live streaming sessions. With 3,300 views and 505 comments, Session 7, which concentrated on school events, had the most watchers. This suggests that live and interactive school related activities piqued consumers' curiosity. Dynamic material that featured direct interactions and real time activities drew in more viewers.

Additionally, with 28,9K likes, Session 2, which included entertaining challenges, had the most likes. This research demonstrates that engaging and interactive content can elicit more responses from viewers on TikTok. During live streaming sessions, content that blends entertaining features with audience participation tends to boost exposure and engagement.

Positive engagement outcomes were also observed in discussions on educational programs and school amenities. 489 comments were left during Session 6, suggesting that viewers were eager to learn more about the amenities and educational environment. In a similar vein, instructional programming invited viewers to actively participate in the broadcasts and pose questions.

The results also showed that the hosts' communication tactics had a big impact on audience participation. During live streaming sessions, hosts who actively addressed comments, greeted viewers, and engaged in interactive contact were better at holding viewers' attention. Because of the more intimate conversation that resulted from real time participation, viewers felt more engaged during the programs.

The scheduling and consistency of the programming had a significant impact on audience engagement. Frequent live streaming sessions enhanced the likelihood that repeat viewers would join subsequent shows and helped sustain audience interest. Delivering content consistently also helps the audience get more familiar with the educational institution.

Audience reactions are also influenced by the quality of live streaming broadcasts. Smoother communication during the meetings was facilitated by reliable internet connections, clear audiovisual quality, and well organized presentation techniques. Technical problems like erratic connectivity or blurry audio could lower audience participation and hinder the effectiveness of communication.

Additionally, during live streaming sessions, TikTok's algorithm was crucial in increasing audience reach. Higher engagement sessions were more likely to show up on other users' suggestion pages, boosting the visibility of the content and drawing in additional viewers. This illustrates how audience engagement immediately increases TikTok's promotional reach.

Overall, the study's findings suggest that TikTok live streaming is a useful digital marketing tactic for the education sector. Increasing audience engagement and bolstering public brand awareness were significantly impacted by interactive communication, captivating content, consistent implementation, and robust audience participation.

Managerial Implication

By emphasizing interactive content, regular scheduling, and transparent host communication, educational institutions can maximize the utilization of TikTok live streaming as a digital marketing approach. Institutions must make sure that every live session is educational, interesting, and technically flawless because audience engagement is impacted by the caliber of the content, the host's responsiveness, and the consistency of the live streaming performance. Additionally, encouraging active participation through questions and comments can increase public awareness, build audience trust, and more successfully promote the promotion of educational initiatives and institutional identity.

5. CONCLUSION

TikTok live streaming is a successful digital marketing tactic for raising audience engagement and brand exposure in the education sector, according to the study's findings. By using interactive live streaming, educational institutions may interact with audiences directly in real time, fostering more engaging and intimate exchanges. The results demonstrated that audience involvement during broadcasts was highly influenced by interesting content, active host communication, regular live streaming sessions, and high-quality audiovisual content. Additionally, through high levels of engagement, TikTok's algorithm helps increase audience reach and enhance content visibility. As a result, TikTok live streaming offers educational institutions great chances to boost public awareness, draw viewers, and assist with marketing initiatives in the digital age.

References

Abadi, T. W., & Ivoniasari, O. (2024). TikTok live streaming as a digital marketing communication media. The Journal of Society and Media, 8(2), 394–423. https://doi.org/10.26740/jsm.v8n2.p394-423

Ariffin, A. F., Shobri, N. D. M., & Ilias, I. S. C. (2024). A review of TikTok livestreaming commerce. Information Management and Business Review, 16(3), 67–77. https://doi.org/10.22610/imbr.v16i3S(I)a.4121

Attar, J., Hopkins, J., & Co, L. (2022). Digital marketing strategies in the modern era. Marketing Press.

Bai, K., & Tan, K. H. (2024). The influence of online social and physical presence on user consumption decisions in TikTok livestreaming: A scoping review. Cyberpsychology, Behavior, and Social Networking, 27(7), 452–466. https://doi.org/10.1089/cyber.2023.0526

Bian, X., & Yang, A. (2025). From spectatorship to loyalty: Unraveling the influence of game streaming. Computers in Human Behavior, 162. https://doi.org/10.1016/j.chb.2024.108433

Botanas, M., et al. (2024). The popularity of live streaming e-commerce in TikTok and its impact on customer buying behavior. International Journal of Open Access Interdisciplinary Discoveries, 3(4).

Buckley, O., Ashman, R., & Haenlein, M. (2023). Influencing live: Leveraging livestreaming to enrich influencer marketing. Marketing Review. https://doi.org/10.1177/00081256241300730

Haenlein, M., & Ashman, R. (2023). Livestreaming and influencer marketing strategies. Digital Marketing Review.

Hardini, M. G., Khaizure, T., & Godwin, G. (2024). Exploring the effectiveness of e-learning in fostering innovation and creative entrepreneurship in higher education. Startupreneur Business Digital (SABDA Journal), 3(1), 34–42. https://doi.org/10.33050/sabda.v3i1.441

Husin, S. N., Edastama, P., & Tambunan, A. (2022). Digital marketing strategy using white hat SEO techniques. International Journal of Cyber and IT Service Management, 2(2), 171–179. https://doi.org/10.34306/ijcitsm.v2i2.118

Leong, K. Y., Ho, J. S. Y., Tehseen, S., Yafi, E., & Cham, T. H. (2024). The intangible values of live streaming and their effect on audience engagement. Journal of Marketing Analytics, 12(4), 990–1005. https://doi.org/10.1057/s41270-023-00247-1

Mai, T. D. P., et al. (2023). Para-social interaction and trust in live streaming sellers. Emerging Science Journal, 7(3), 744–754. https://doi.org/10.28991/ESJ-2023-07-03-06

Nugraha, Y. D., Rahmani, A. N., Khumairah, K., & Aji, H. M. (2024). Customer engagement on live streaming: A socio-technical approach. BISMA: Bisnis dan Manajemen, 17(1), 107–128. https://doi.org/10.26740/bisma.v17n1.p107-128

Pambudi, A., Lutfiani, N., Hardini, M., Zahra, A. R. A., & Rahardja, U. (2023). The digital revolution of startup matchmaking: AI and computer science synergies. In 2023 Eighth International Conference on Informatics and Computing (ICIC) (pp. 1–6). IEEE. https://doi.org/10.1109/ICIC60109.2023.10382081

Putra, M. A. H. E., Aruman, A. E., & Valentino, R. S. (2025). Content commerce and community effects on TikTok live engagement. Communicare Journal of Communication Studies.

Putri, L. W. B. (2024). The effectiveness of interactive marketing strategies on TikTok live streaming to increase brand engagement: A systematic literature review. International Journal of Economics and Business Studies, 2(2).

Rahardja, U., Aini, Q., Supriati, R., & Al Hafiz, M. A. (2026). Optimizing digital promotional graphic design strategies using the AIDA model. ADI Journal on Recent Innovation, 7(2), 220–230. https://doi.org/10.34306/ajri.v7i2.1425

Rahardja, U., Dewanto, I. J., Djajadi, A., Candra, A. P., & Hardini, M. (2022). Analysis of COVID-19 data in Indonesia using supervised emerging patterns. APTISI Transactions on Management, 6(1), 91–101. https://doi.org/10.33050/atm.v6i1.1768

Retnosari, M., & Nadlifatin, R. (2024). The effect of purchase intention on TikTok e-commerce live streaming generation Z perspective with customer engagement. Research Horizon, 4(5), 211–224.

Sibagariang, S. A., Septiani, N., & Rodriguez, A. (2025). Enhancing educational management through social media and e-commerce-driven branding. International Journal of Cyber and IT Service Management, 5(2), 235–245. https://doi.org/10.34306/ijcitsm.v5i2.222

Sitorus, S. L., Hermawan, A., Widjaja, A. W., & Berlianto, M. P. (2026). Enhancing digital fashionpreneurship through innovation capability and market sensing. APTISI Transactions on Technopreneurship, 8(2), 645–658. https://doi.org/10.34306/att.v8i2.721