

ABSTRACT

This study analyzes the effectiveness of the Live Streaming Selling program and the Twin Date program in increasing sales for the Bymeldev brand on the Shopee platform. With the development of technology and digitalization, marketing strategies have undergone significant changes, including the use of live streaming features and discount campaigns on twin dates. This study aims to explore the impact of these two programs on consumer purchasing interest.

The research method used is a quantitative approach with data collection through questionnaires distributed to active Shopee users who have transacted with Bymeldev. Data analysis was conducted using validity, reliability, and simple linear regression tests to measure the relationship between the variables under study. After the data was collected, analysis was conducted using statistical software such as SPSS. Validity and reliability tests were performed to ensure the research instruments were reliable. Simple linear regression analysis was then used to test the influence of each program on sales increases. The analysis results also included a coefficient of determination (R^2) test to determine how much the independent variables could explain the variation in the dependent variables.

The research results show that both the Live Streaming Selling program and the Twin Date program have a significant impact on increasing purchase interest and sales of Bymeldev products. These findings emphasize the importance of interactive digital promotion integration strategies in driving sales performance in the digital era.

Keywords: Live Streaming Selling, Twin Date, Shopee, Sales Increase, Digital Marketing.