

Live Commerce and 'Cozy Aesthetic': Marketing Communication Strategies for MSMEs in Building Digital Loyalty

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ABSTRACT

The development of digital technology encourages MSMEs to adapt more interactive and experience-oriented marketing communication strategies. One emerging form of digital marketing innovation is live commerce, which enables real-time interactions between businesses and consumers. This study aims to analyze how the implementation of live commerce packaged with a cozy aesthetic approach is used as a marketing communication strategy for MSMEs in building digital consumer loyalty. This study uses a qualitative approach with a descriptive research type through case studies. Research data were obtained through observations of MSMEs' live commerce practices, analysis of marketing communication patterns, the application of cozy aesthetic visual and emotional elements, and consumer responses in digital interactions. The results show that the integration of live commerce with cozy aesthetics can create a warm, personal, and comfortable communication atmosphere, thereby increasing trust, emotional engagement, and closeness between MSMEs and consumers. This strategy not only has an impact on increasing short-term interactions and transactions but also contributes to building sustainable digital consumer loyalty. Thus, live commerce packaged with a cozy aesthetic approach can be an effective and relevant marketing communication strategy for MSMEs in facing competition in the digital era..

Keywords: *Live Commerce, Cozy Aesthetic, Marketing Communication, Digital Loyalty*

INTRODUCTION

The development of digital technology and the increasing penetration of social media have brought about fundamental changes in the marketing communication patterns of MSMEs (Sawunggaling, 2025). Marketing strategies that were previously oriented towards one-way product information delivery have now shifted to a more interactive, dialogic, and consumer-experience-centered approach. This change requires MSMEs not only to be present in the digital space but also to be able to manage effective, relevant, and sustainable marketing communications (Permana et al., 2024). In the context of increasingly competitive digital competition, the success of MSMEs is no longer determined



solely by their ability to increase sales, but rather by their capacity to build long-term relationships with consumers through appropriate marketing communication strategies.

Within this framework, digital marketing is a key strategy that enables MSMEs to reach consumers more widely, quickly, and efficiently (Parebong, 2024). Various digital channels, such as social media, websites, e-commerce applications, and email marketing services, have been utilized as essential tools for building ongoing interactions with customers. Beyond simply selling products, digital marketing provides a space for MSMEs to build engagement, trust, and emotional closeness with consumers through a more personalized and interactive communication approach (Sanny et al., 2025). These characteristics make digital marketing a crucial foundation for building consumer loyalty in the digital economy era.

One phenomenon that marks the development of digital marketing is the emergence of live commerce as a form of marketing communication that integrates promotions, sales, and real-time interactions (Munawwaroh et al., 2025). Through live commerce, MSMEs can communicate directly with consumers, explain products in more depth, respond to questions spontaneously, and create an interactive atmosphere that resembles face-to-face communication. These characteristics make live commerce function not only as a means of transaction but also as a relational communication medium because it allows for the direct exchange of messages, emotions, and trust between businesses and consumers (Aliffian, 2024).

However, the use of live commerce by MSMEs still faces significant challenges. The main challenge lies not in increasing short-term interactions or transactions, but rather in converting these digital marketing activities into consumer loyalty, particularly in the context of digital loyalty (Rachmat et al., 2023). Loyal consumers not only make repeat purchases but also tend to recommend products or brands to others, both through personal experiences and through social media. In a digital environment characterized by rapid information flow and a wide range of product choices, consumers tend to switch brands easily, making building loyalty a strategic issue for MSMEs, which have limited resources compared to larger companies.

In an effort to address these challenges, the cozy aesthetic trend has emerged as a visual and emotional approach in digital marketing communications (Yaqin et al., 2025). The cozy aesthetic is characterized by the use of warm visual elements, soft lighting, a simple and intimate layout, and a personal and informal communication style. This approach aims to create a comfortable and calming atmosphere, so that consumers feel closer to the brand. For MSMEs, the cozy aesthetic has strategic relevance because it aligns with the character of businesses that often prioritize personal closeness and authenticity, while also being able to differentiate themselves amidst increasingly homogenous and commercially aggressive digital marketing content.

The application of a cozy aesthetic in live commerce activities not only serves as a visual element but also becomes an integral part of a marketing communication strategy that influences consumer perception and behavior (Nadhiroh, 2024). A comfortable atmosphere, combined with real-time interactions and a warm communication style, has the potential to increase trust, strengthen emotional engagement, and create a more meaningful shopping experience. This type of interaction allows consumers to feel valued and cared for, so that the relationship between MSMEs and consumers is no longer impersonal, but rather develops into a more relational and sustainable relationship (Adam et al., 2023).

Based on the above description, it can be stated that live commerce packaged with a cozy aesthetic is a relevant and potential marketing communication strategy for MSMEs in building digital loyalty. The integration of digital marketing approaches, direct interactions, and emotional nuances provides opportunities for MSMEs to create positive and consistent consumer experiences. Therefore, a study on how MSMEs utilize live commerce and cozy aesthetics as a marketing communication strategy in building digital loyalty is important to conduct, both as an academic contribution to the study of digital marketing communication and as a practical reference for MSMEs in designing sustainable marketing strategies in the digital era.

METHOD

This study uses a qualitative approach to deeply understand the marketing communication strategies of MSMEs through live commerce packaged with a cozy aesthetic to build digital consumer loyalty. The qualitative approach was chosen because this study focuses on the communication process, meaning, and subjective experiences experienced by MSMEs and consumers in digital interactions, which cannot be measured solely quantitatively.

The type of research used is qualitative descriptive research with a case study approach. Descriptive research aims to systematically describe the live commerce practices carried out by MSMEs, including communication patterns, the application of cozy aesthetics, and consumer responses to these strategies. Meanwhile, the case study approach allows researchers to examine phenomena contextually and in-depth in specific situations, thereby capturing the dynamics of marketing communications that occur in the actual practices of MSMEs. The selection of this approach and type of research is based on the consideration that marketing communications, consumer experiences, and digital loyalty are subjective, contextual phenomena, and influenced by social interactions and the digital environment in which communication occurs. Therefore, a qualitative approach is considered most appropriate to reveal how consumer meanings, emotions, and perceptions are formed through live commerce interactions that integrate cozy aesthetics as an MSME marketing communications strategy.

RESULT AND DISCUSSION

Transforming MSME Marketing Communication Strategy through Live Commerce

The development of live commerce marks a fundamental transformation in the marketing communication strategies of MSMEs in the increasingly competitive and interaction-based digital era. While previously marketing communications were primarily one-way, primarily through uploaded product photos or written descriptions, live commerce creates a dialogue space that enables real-time, two-way communication between sellers and consumers. This interactive nature creates a more lively communication dynamic, as consumers become not only recipients of messages but also active participants in the communication process. In practice, MSMEs can explain products directly, demonstrate usage, and answer consumer questions spontaneously and personally (Jaya, 2026). This situation resembles a face-to-face shopping experience, but takes place in a more flexible digital space and reaches a wider audience. This transformation simultaneously shifts the marketing orientation from mere product promotion to creating meaningful communication experiences. Through live commerce, marketing messages no longer contain only functional information but also contain emotional and relational elements that strengthen the connection between brands and consumers. Thus, live commerce plays a strategic role in building more dialogical and humanistic communication. This change is important for MSMEs who must adapt to increasingly critical and participatory digital consumer behavior (Munawwaroh et al., 2025; Cahyanti et al., 2024).

Furthermore, live commerce allows for contextual and situational persuasive communication patterns because messages can be tailored to the audience's immediate response. This flexibility provides MSMEs with the opportunity to manage impressions and build a more authentic and transparent brand image. When consumers ask questions or make comments, businesses can respond with more personal language, creating a sense of closeness and trust. This communication process reinforces the relationship marketing aspect, which emphasizes the importance of long-term relationships over fleeting transactions. Real-time interactions also reduce the psychological distance between sellers and buyers, as communication occurs in a more spontaneous and natural setting. Furthermore, live product demonstrations can enhance perceived credibility and alleviate consumer doubts about the product's quality. In the MSME context, this advantage becomes particularly relevant because limited promotional resources can be offset by the power of effective interpersonal communication. Therefore, live commerce functions not only as a sales tool but also as a communication strategy that builds brand legitimacy and trust. This transformation demonstrates that the success of digital marketing no longer depends on the intensity of promotions but rather on the quality of the interactions built (Sari & Bayangkara, 2025).

On the other hand, the use of live commerce also reflects a paradigm shift from product-oriented marketing to customer experience-oriented marketing,

which places the consumer experience at the center of the strategy. In live sessions, consumers not only receive product information but also engage in a dynamic and participatory communication atmosphere. This engagement creates a sense of belonging and emotional closeness that is difficult to achieve through static content. When consumers feel heard and valued, their positive perception of the brand is strengthened. This demonstrates that the primary value of live commerce lies in its ability to build sustainable engagement. For MSMEs, strong engagement can provide social capital for long-term customer retention (Maulani, 2024). Intense and consistent interaction will form relational, not merely transactional, relationships. Thus, live commerce becomes a strategic tool for developing a loyal customer community. This transformation emphasizes that modern marketing communications must be able to deliver authentic and interactive experiences.

Strategically, the adoption of live commerce by MSMEs also demonstrates their ability to adapt to changes in the digital ecosystem, marked by the increasing use of social media and e-commerce platforms. Digital consumers tend to be more attracted to content that is direct, interactive, and provides a realistic visual experience. Therefore, live commerce is the answer to this need because it combines elements of entertainment, information, and transactions in a single communication activity. The integration of these three elements creates a more comprehensive and effective marketing model. In addition to increasing short-term sales opportunities, live commerce also opens up space for forming deeper emotional connections. In a context of intense competition, differentiation through quality communication is a key factor in MSME success. By optimally utilizing live commerce, MSMEs can strengthen their brand position amidst the dense flow of digital information. This strategy also demonstrates that communication innovation is a crucial aspect in maintaining business relevance. The transformation of marketing strategies through live commerce ultimately reflects a fundamental shift in the way MSMEs build relationships with their consumers.

Cozy Aesthetic as a Visual and Emotional Approach in Digital Marketing Communication

In the context of digital marketing communications, a cozy aesthetic serves as a visual and emotional approach designed to create a warm and comfortable atmosphere for consumers. Visual elements such as soft lighting, neutral colors, simple layouts, and the use of homey props are essential to this strategy. This approach serves not only as visual decoration but also as a communication symbol that builds positive brand perceptions. In a digital space that tends to be filled with aggressive and competitive content, a cozy aesthetic provides a calming differentiation (Yahya et al., 2024). A comfortable atmosphere makes consumers feel more relaxed and open to marketing messages. Psychologically, a warm atmosphere can reduce consumer resistance to promotions. This demonstrates the significant role visual aspects play in shaping the digital communication experience. For MSMEs, this strategy is highly

relevant because it aligns with the characteristics of small businesses, which are synonymous with closeness and authenticity. Thus, a cozy aesthetic becomes an integral part of marketing communications oriented towards consumers' emotional experiences.

Beyond the visual aspect, a cozy aesthetic is also reflected in the communication style used by MSMEs during live commerce. The language used tends to be relaxed, personal, and less formal, creating the impression of a friendly conversation. This approach strengthens the interpersonal dimension of digital marketing communications. When business owners speak in a friendly tone and with natural expressions, consumers feel a stronger emotional connection. This warm communication style creates a relaxed and more humane dialogue. In this context, marketing messages don't feel like mere promotions, but rather as part of a pleasant social interaction. Authentic communication is a crucial factor in building consumer trust. Digital consumers tend to be more responsive to brands perceived as honest and transparent. Therefore, a cozy aesthetic is not just a visual strategy, but also a communication strategy that creates a friendly and trustworthy brand image.

Furthermore, cozy aesthetics play a role in building emotional branding, strengthening the psychological bond between consumers and brands (Kumar & Thankachan, 2025). Comfortable visual and communication experiences create positive associations that are stored in consumers' memories. These associations can influence future purchasing decisions. When consumers feel comfortable during each live commerce session, they tend to develop a preference for that brand. This preference becomes the initial foundation for digital loyalty (Sugiyarto, 2025). Furthermore, a cozy aesthetic approach helps MSMEs differentiate themselves from competitors who use more aggressive and transactional marketing strategies. This emotion-based differentiation has strategic value in building brand positioning in the minds of consumers. In the long term, consistent emotional branding will strengthen brand identity. Thus, cozy aesthetics is a crucial instrument in building the image and reputation of MSMEs sustainably.

The implementation of a cozy aesthetic also demonstrates that modern marketing communication strategies must consider the holistic dimension of consumer experience. Consumers evaluate products not only based on their functional qualities but also on the accompanying emotional experience. Therefore, the communication atmosphere becomes an integral part of the value offered by a brand. In live commerce, a comfortable atmosphere can increase viewing duration and audience participation. Longer participation opens up opportunities for more intense and in-depth interactions. These interactions then contribute to the formation of stronger relationships between MSMEs and consumers. By consistently integrating visual and emotional elements, MSMEs can create distinctive and memorable communication experiences. This strategy demonstrates that the success of digital marketing depends not only on technology but also on the ability to create an atmosphere relevant to consumers' psychological needs. Cozy aesthetics ultimately becomes a strategic approach in

creating more empathetic marketing communications that are oriented towards audience comfort.

Integration of Live Commerce and Cozy Aesthetic in Building Consumer Digital Loyalty

The integration of live commerce and cozy aesthetics creates a strategic synergy that strengthens the effectiveness of MSME marketing communications in building digital consumer loyalty. Live commerce provides a space for real-time interaction, while cozy aesthetics creates a comfortable and warm emotional atmosphere. The combination of the two creates a communication experience that is not only informative but also psychologically pleasing. This positive experience plays a crucial role in shaping consumer perceptions of a brand. When consumers feel comfortable and valued, their level of trust in the business increases. Trust is a fundamental element in building long-term loyalty. In the digital context, loyalty is demonstrated not only through repeat purchases but also through active involvement in the brand community. This strategic integration helps MSMEs create deeper and more sustainable relationships. Therefore, the synergy between interaction and emotional atmosphere is key to building digital loyalty.

Furthermore, digital loyalty is formed through the consistency of the communication experience provided to consumers. If each live commerce session presents a comfortable and interactive atmosphere, consumers will have positive expectations of the brand. Consistently met expectations will strengthen emotional connections and increase customer retention. In the long term, high retention will provide stability for MSMEs amid fluctuating digital competition. Loyal consumers also tend to become brand advocates who voluntarily recommend products to others (Sahpitri, 2025). These recommendations have significant value because they are organic and trust-based. Thus, digital loyalty not only impacts increased transactions but also expands the customer network. The integration of live commerce and a cozy aesthetic builds a strong foundation for sustainable loyalty. This strategy demonstrates that a quality communication experience has a strategic impact on MSME business development.

Furthermore, integrated interactive and emotional experiences can increase long-term consumer engagement. This engagement is reflected in active participation during live sessions, interactions in the comments section, and positive responses to shared content. The higher the level of engagement, the stronger the bond between consumers and the brand (Mere et al., 2024). This bond is not easily replaced by competitors because it is based on meaningful, personal experiences. In a competitive digital environment, an emotional connection-based advantage becomes a difficult differentiation to imitate. MSMEs that can consistently maintain quality communication and a cozy aesthetic atmosphere will have a greater chance of retaining customers (Rivaldi et al., 2026). The resulting digital loyalty can also increase overall brand value. Thus, the integration of these two strategies significantly contributes to business sustainability.

Overall, the integration of live commerce and cozy aesthetics reflects a holistic, experience-oriented marketing communications approach. This strategy places interaction, emotion, and trust as core elements in building long-term relationships. For MSMEs, this approach is highly relevant because it can be implemented without requiring complex technological investments, but instead relies on creativity and consistent communication. The success of this strategy hinges on businesses' ability to understand the psychological needs of digital consumers. When communication is managed authentically and empathetically, digital loyalty can naturally form. This loyalty becomes a strategic asset that supports business sustainability in the digital economy era. This integration also demonstrates that modern marketing must combine technological aspects with the humanization of communication. Thus, live commerce packaged through cozy aesthetics is an effective strategy for building sustainable digital consumer loyalty.

CONCLUSION

Utilizing live commerce packaged through a cozy aesthetic approach is an effective marketing communication strategy for building digital consumer loyalty. Technological developments and increasing digital interactions encourage MSMEs to no longer rely on one-way promotions, but instead develop dialogic communication that is oriented towards the consumer experience. Through live commerce, MSMEs are able to create real-time interactions that strengthen consumer engagement, transparency, and trust in the brand. The integration of cozy aesthetic elements creates a warm, personal, and comfortable communication atmosphere, enriching the emotional dimension of the marketing process. This approach functions not only as a visual strategy but also as an instrument for shaping perceptions and psychological closeness between businesses and consumers. The analysis results show that interactive and emotional communication experiences consistently contribute to increased customer engagement and retention. The digital loyalty formed is not limited to repeat purchases but also includes recommendations, active participation, and brand advocacy in the digital space. Consistency in delivering a comfortable and authentic live commerce experience is a key factor in strengthening long-term relationships with consumers. This research confirms that the success of MSME digital marketing strategies is determined not only by the technology used, but by the quality of the communication and experience created. The qualitative approach employed enables contextual and in-depth exploration of the meanings, perceptions, and dynamics of interactions occurring within live commerce practices. Thus, the integration of live commerce and cozy aesthetics can be positioned as a relevant relationship marketing communication model for MSMEs facing increasingly complex digital competition. This strategy offers practical implications that humanizing communication and managing consumer emotional experiences are key foundations for building sustainable digital loyalty.

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