

## Who's the winner: the dromological phenomenon in Shopee live streaming

Putri Ramadaniar, Iin Yumiyanti, Kusumajanti<sup>\*)</sup>

*Department of Communication, Universitas Pembangunan Nasional Veteran Jakarta*

*RS fatmawati Street, Pondok Labu, Southern Jakarta,, Indonesia*

Email: kusumajanti@upnvj.ac.id, Phone: +62 21 7656971

**How to Cite This Article:** Ramadaniar, P., et al.. (2025). Who's the winner: the dromological phenomenon in Shopee live streaming. *Jurnal Studi Komunikasi*, 9(1). doi: 10.25139/jsk.v9i1.9578  
Received: 13-01-2025, Revision: 03-02-2025, Acceptance: 18-02-2025, Published: 26-03-2025

**Abstract** Changes in shopping behaviour is occurring as a result of the advances in e-commerce technology, with consumers shifting from traditional shopping methods to digital shopping. One of the most widely used e-commerce platforms in Indonesia is Shopee. Through its live streaming feature, Shopee plays a significant role in driving the digital economy and creating a 'dromological' phenomenon in the postmodern age. This study aimed to explore how the dromological process, as proposed by Paul Virilio, can be applied in Shopee live streaming and its probable impact on consumer behaviour. This research adopts a qualitative approach, specifically a netnographic case study, focusing on the flash sale Shopee Live promo program 11.11 which was held last November 11, 2024, hosted by Shani Amelia, Lila Azmina, and Alabisyir. The data collection involved gathering digital data from the Shopee application as this research's primary data and is supported by the secondary data which was conducted through interviewing participants that were selected using purposive sampling technique. The findings reveal that the dromological process manifests in the rapid distribution of promotional information, the emergence of price wars in the digital marketplace, and the creation of modern endo-colonization, where the accelerated pace of information highly influences consumer behaviour. This study offers valuable insights into the intersection of speed, information, and consumer decisions within the growing e-commerce landscape.

**Keywords:** dromology; live shopping experience; marketing communications; online shopping behaviour

### INTRODUCTION

Indonesia has witnessed rapid growth in e-commerce sector in recent years, with digital platforms such as Shopee transforming how people shop. As technology adoption continues to rise, shopping transactions increasingly shift online, bringing about a transformative impact on consumer behaviour. This shift is driven by electronic commerce (e-commerce), which refers to marketing systems that utilise electronic media to facilitate product distribution, sales, purchase, and promotion. This system heavily relies on computer networks such as the Internet to enable various buying, selling, and service activities (Rehatalanit, 2016).

Shopping online through e-commerce has also become a part of people's lives in the post-COVID-19 pandemic era. According to the report in January 2024, around 56.1% of global internet users regularly shop online every week. The proportion of internet users who frequently shop online is highest in Thailand, reaching 66.9%. South Korea is second, with 65.8% of its internet users shopping online at least once a week. Next are countries such as Turkey, the United Arab Emirates, Mexico, Malaysia, China, and the United Kingdom. As for Indonesia, it ranked 9th on this list, with a % of internet users shopping online every week at 59.3%, the same number of internet users who buy online with India (Annur, 2023).

<sup>\*)</sup> Corresponding Author

Consequently, Shopee, as one of the leading e-commerce platforms in Indonesia, has achieved the highest customer satisfaction in online shopping experiences. According to an

IPSOS survey, 62% of consumers recommend Shopee as their first choice of shopping platform to friends and family, followed by Tokopedia (46%), TikTok Shop (42%), and Lazada (36%) (Laucereno, 2024). Shopee's success is also driven by its Shopee Live feature, which facilitates direct interaction between sellers and buyers, creating dromological dynamics in consumer behaviour, such as the acceleration of information and faster decision-making.

Shopee's integration of fintech services, such as Shopee PayLater, further accelerates the shopping process by offering immediate financial solutions like online loans, reinforcing the rapid, instantaneity-driven consumer experience (Gita Lestari & Rudy, 2022). This combination of e-commerce and fintech creates a unique platform where the acceleration of both time and transactions influences the behaviour of consumers in a postmodern, digital economy. The low product prices are packaged into attractive promotions. As a result Shopee is now not only present as a shopping and fintech service, but it has also become the most popular shopping service due to its very low product prices, flash sales, 9.9 promotions, Shopee shake promotions, and others, which have been scheduled. Quoted from the Associate of High Tech, Property and Consumer Industry of MarkPlus, Inc., "offering the lowest price for a product can be one of the most effective strategies to attract Indonesian consumers".

In relation, research on live-streaming commerce has been extensive, focusing on various aspects like consumer engagement, purchase intention, and marketing strategies. For example, Sun et al. (2024) in their study discuss the impact of technical features of virtual live shopping platforms on consumers' purchase intention using the Theory of Interactive Media Effects (TIME). They discovered that the anthropomorphism feature of virtual streamers (human-like characteristics) and media richness (interactivity and platform appeal) can reduce the psychological distance between consumers and the platform, increasing consumer engagement and purchase intention. In which, this study hopes to make a significant contribution to understanding how technical elements in live shopping platforms can influence consumer behaviour.

While this research focused on the influence of technical features on purchase intention, its primary focus is on consumer engagement and psychological distance in virtual shopping platforms in general. The study does not address the communication dynamics and interactions that take place in real-time within the live-streaming e-commerce space, as seen in Shopee Live. In this context, the dromological phenomenon—referring to the acceleration of communication within the real-time streaming space—has not been thoroughly analysed, particularly in relation to the real-time competition that often occurs during live-streaming events.

Wan et al. (2024) examined optimal marketing strategies in e-commerce live-streaming that focused on the marketing techniques used within live-streaming spaces to boost sales. They identified various strategies employed by companies to leverage the popularity of live streaming in e-commerce, including the use of influencers and limited-time promotions to capture consumer attention and create a sense of urgency to purchase. This study emphasised marketing strategies and sales optimisation within the live-streaming space but did not delve deeply into the influence of the chronological phenomenon (the acceleration of communication and decision-making in real-time) in live-streaming, which could affect consumer experience and purchase intention more profoundly. This phenomenon is important to consider because Shopee Live often utilises elements such as countdowns, flash sales, and real-time competitions, which can influence consumers' purchasing decisions.

The study by Dinansyah et al. (2024) focuses on live-streaming commerce as a communication medium, examining how the interaction between hosts and audiences can create stronger engagement in e-commerce live-streaming. They emphasise that live streaming is not just about product sales but also a communication medium that strengthens the social relationship between the host and the audience. Even though this study looks at the communication components of live streaming, it ignores how the dromological phenomenon—the rapid increase in live-streaming interactions—can quickly affect consumer purchasing decisions. The dynamics of real-time competition on live-streaming platforms such as Shopee Live, which are linked to the acceleration of purchase decisions, have not been thoroughly examined in this study, which focuses more on social interaction.

Ki et al. (2024) conducted a comparative literature review on live-streaming shopping and TV home shopping, exploring the similarities and differences in how these two types of shopping influence consumer purchase intentions. They highlight that, while both involve visual

promotion and media interaction, live-streaming shopping offers a higher level of interactivity and more dynamic content than TV home shopping. This study provides valuable insights into the differences between live-streaming shopping and TV home shopping, but it does not address the dromological phenomenon that affects purchase decisions at a breakneck pace, which is a characteristic of platforms like Shopee Live. This phenomenon, which involves the acceleration of real-time communication and competition among participants, is highly relevant for assessing consumer purchase intentions in live streaming.

Rahmi et al. (2024) studied how live-streaming hosts can influence consumers' shopping carts. This research highlights how interactions between hosts and audiences affect consumers' decisions to add products to their shopping carts, and how these interactions are linked to increased sales. While the study focuses on the influence of hosts on shopping carts, it does not take into account the time-related phenomenon and the acceleration of interactions that occur on Shopee Live, such as the real-time competition that often becomes a determining factor in purchase decisions. The dromological aspect, which examines how the acceleration of information and urgency in live streaming can affect consumers' purchase intentions, has not been analysed in depth.

Liu & Zhang (2024) discuss the mechanisms behind consumer purchase intention formation on multimedia live-streaming platforms with a case study on Taobao Live. They explain how interactivity and emotional engagement can shape purchase intentions through direct interactions on live-streaming platforms. Although this research primarily focuses on purchase intentions in live streaming, it does not fully address the dromological phenomenon occurring on platforms like Shopee Live, which heavily rely on elements of urgency and real-time competition. Therefore, the acceleration of communication in live streaming, which involves competition among buyers and creates pressure to purchase quickly, has not been specifically discussed. Based on the studies mentioned above, it can be said that while a lot of research has been done on marketing techniques, consumer engagement, and purchase intention in e-commerce live-streaming, there is still little research on the dromological phenomenon in the context of Shopee Live. There hasn't been much attention paid to communication acceleration and real-time competitiveness in live streaming, which are features of Shopee Live. This study aimed to fill this gap by analysing the dromological phenomenon in Shopee Live and how these elements directly influence consumers' purchase intentions.

Shopee's various advantages manifest time acceleration or time compression, which Paul Virilio refers to as 'dromology'. The emergence of many enticing offers has made society addicted to Shopee. Promoting its advertisements through television, involving the Korean artist Blackpink in 2018 and engaging digital ads further adds value to the application. Providing free services (free shipping) throughout Indonesia also makes consumers or the public increasingly 'hysterical' when using this application for shopping. A deeper understanding, as seen from the factual life of today's society, is very representative of the figure of contemporary life, such as the reduction of distance through the compression of time becoming the daily reality of contemporary humans, a penchant for efficiency or manipulating everything (Ardiyansyah et al., 2019).

Seen from this phenomenon is one manifestation of Virilio's concept called dromology, which is about the acceleration of time. The central or core principle in the global capitalist economy is speed and acceleration (Hauer, 2016). It means that everything changes, moves, and transforms quickly; everything appears in an instant and also disappears in the exact moment (Firmansyah et al., 2022). This phenomenon represents the world of 'instantaneity' or 'urgency' - manifested in the 9.9 Flash Sale promotion from Shopee - where everything appears and disappears instantly. The process of dromology was recognised with the emergence of the flash sale era, which occurred with the introduction of the 9.9 (Ardiyansyah et al., 2019). Shopee promotion offered a variety of deals starting from Rp 99, discount vouchers, free shipping, cashback, and captivated consumers to compete in fulfilling their 'desires' that could only be obtained at specific times that day with the speed of a 'click'. The new promotions, Shopee, involve live-streaming through the program 'Shopee Live, Cheap Discounts 2X a Day'. This promo offer starting from Live Flash Sale, Live Voucher Extra 50% Discount, free shipping, Shopee Coin Bonus Frenzy, Tap-Tap Screen Bonus Rain, and many more Shopee Live offers (Shopee Indonesia, 2024).

Understanding of dromology can also be seen through previous research conducted by Wiratno and Nugroho. Referring to their study, the introduction of the fully digital E-Warong technology has led to maladministration, practices of endo-colonisation, and the creation of a cage that contradicts the general guidelines for implementing the *Sembako Program* (Basic Necessities). The findings also explain the tendency of some groups to exploit it for financial gain and community economic empowerment through the *Sembako Program*. This condition tends to exploit and reduce the humanitarian aspect, such as the loss of meaning and awareness from KPM and E-Warong (similar to Sari - Sari Store in the Philippines) members in interpreting the purpose of the *Sembako Program* as digital-based economic empowerment (Wiratno & Nugroho, 2023).

Another study was made, which aimed to understand the speed of technology in the gaming world, such as Mobile Legend through smartphone media, that caused changes in playing styles and has the potential to alter the lives of gamers in the future (Pratama & Nugroho, 2023). The results of this study explained that Mobile Online Games are developing very rapidly, creating an acceleration that makes it difficult for individuals to control themselves. Research on dromology has also been conducted by (Ardiyansyah et al., 2019), which also focused on Shopee, specifically on Shopee flash sales. The research findings indicate that Shopee utilises strategic realities, the power of knowledge, and the power of movement, even turning the body into a repertoire of commodities in the digital economy.

The focus of this research is Shopee because it is a relevant platform for exploring the phenomenon of dromology in the context of modern online shopping there are at least four reasons that motivated the researchers to choose Shopee. First, Shopee dominates the current E-Commerce Market. Shopee is one of the largest e-commerce platforms in Indonesia, making it an ideal case for studying the acceleration of consumer behaviour in the digital space. Second, Shopee has Shopee Live Feature- the Shopee Live feature allows real-time interactions between sellers and buyers, encouraging quick purchasing decisions, which aligns with Paul Virilio's concept of dromology, focusing on the acceleration of time in the digital world. Third, time-Based promotions- Shopee's promotions such as flash sales and vouchers, create a sense of urgency that compels consumers to make fast purchasing decisions, reflecting the concept of instantaneity central to dromology. Fourth, the role in the digital economy. In addition to e-commerce, Shopee offers fintech services like Shopee PayLater, accelerating transactions and directly influencing consumer behaviour.

The novelty of this research builds upon the previous study conducted by Ardiansyah regarding Shopee Flash Sale. The novelty of this subsequent research is that the researcher's focus is primarily more on Shopee Live, which has been introduced on the Shopee platform as part of the new technology features that are currently gaining popularity. The instantaneity and attractive offers provided by Shopee through the development of live streaming features and other services facilitate both sellers and buyers, indicating the advancement of economic growth in the digital era.

The multidimensional role can be seen from the actors who have understood the acceleration and proficiency of digital applications in creating a 'new battle' (Tazid, 2022). The instant culture produced by the postmodern human civilisation forms a rapid trajectory with the flow of change from capitalism to postmodern culture within cyberspace (Damsar & Indrayani, 2013). All manifestations of the social world are rapidly transforming into hyperspace. Based on the above background through various phenomena that have emerged due to technological advancements in this postmodern era, this study aimed to explore how the dromological process, as proposed by Paul Virilio, is applied in Shopee Live Streaming and its impact on consumer behaviour.

## **METHODOLOGY**

This research employed the netnography method with a case study. Based on Bowler, netnography is a qualitative research methodology adapted from ethnography, specifically designed to study online social interactions and communities (Boddy & Boulter, 2024). Netnography is a specific kind of online ethnography (Kozinets, 2015). It involves both active (participatory) and passive (non-participatory) approaches to collecting data from digital environments (Hanell & Severson, 2023). The case study approach in netnography can be used to explore specific phenomena within particular online communities, such as forums, social

media, or video-sharing platforms (Ask & Sihvonen, 2024). This approach allows researchers to understand the social dynamics, norms, and practices that develop in the digital context. The principles of netnography are combined with Yin's case study approach. According to Yin, the case study research method is a suitable strategy to use when the research question focuses on 'how' or 'why', mainly if the researcher has limited control over the events being studied (Yin, 2015). Case study is an empirical inquiry that investigates a phenomenon within a real-life context, when the boundaries between phenomenon and context are not apparent and where multiple sources of evidence are utilised (Warren & Bell, 2022).

Participant observation in ethnographic research cases combines observation; all interactions and behaviours are textual in nature and heavily rely on analysis (Kozinets, 2015). Primary data collection was conducted through the Shopee application and the Shopee website which are relevant to the Flash Sale Shopee Live promo program 11.11, which was held on 11 November 2024, hosted by Shani Amelia, Lila Azmina, and Alabisyir. In collecting secondary data as relevant supporting data, interviews were conducted with three participants. The researchers intentionally selected the participants through purposive sampling techniques that focused on those with characteristics relevant to the research topic (Agius, 2018). This approach allowed for in-depth analysis of complex human behaviour and cultural practices, with the aim not to make statistical generalisations. The researchers selected the participants directly based on their role in the research, considering that they have information relevant to this study, understand the problems being studied, and are at the centre of the phenomenon being studied.

The subjects in this study were primarily users of the Shopee Live application. The subjects have met the following criteria; Shopee users, are directly involved and know about Shopee Live-Streaming and use it, have relevant knowledge and experience regarding Shopee Live Streaming, have a good reputation and credibility, diversity of informant perspectives representing various perspectives and points of view, and willing to share information with researchers and open to participating in interviews or discussions as needed. The interview was conducted on 10-12 November 2024, or throughout the Flash Sale Shopee Live promo program 11.11 which was held on 11 November 2024, hosted by Shani Amelia, Lila Azmina, and Alabisyir, starting from promotion until the program ends. The case study interview is an open-ended type, where researchers can ask the key informants about the facts of an event and their opinions about the event (Yin, 2015). This study used descriptive analysis to examine the occurrences in the digital realm during live-streaming. Descriptive analysis refers to the process of analysing historical data to identify trends, patterns, and insights that can influence decision-making (Berman & Israeli, 2022). This study will describe how the phenomenon of dromology occurs. The aim of analysing the dynamics of time and speed during the program, the study seeks to understand the impact of transaction velocity, the perception of urgency, and the effects of rapid consumption within the interactions between the hosts, the platform, and the audience.

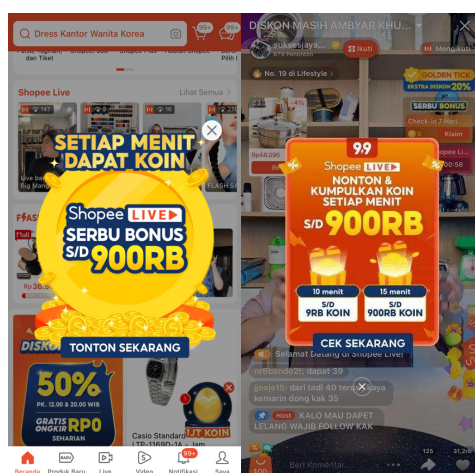
Miles and Huberman stated that data analysis in qualitative research is interactive and continuous until data saturation is reached. The data analysis process during the study includes three stages: data reduction, data display, and conclusion (Nurahma & Hendriani, 2021). So, for the data analysis of this study, it will be carried out by means of data reduction, data display and conclusion or verification. This study acknowledges several limitations that should be considered when interpreting the findings. First, the use of netnography as a data collection method is subject to potential biases, as the data collected primarily reflects the views expressed in publicly accessible online spaces, which may not represent the full spectrum of opinions or experiences related to the topic under investigation. The reliance on publicly available data also carries the risk of overlooking perspectives that may only emerge in private or restricted settings. This study's limited number of interviews may restrict the diversity of perspectives gathered. Although the interviews involved informants with deep, relevant knowledge of the topic, the small sample size may impact the generalisability of the findings. Therefore, the study suggests that future research could benefit from increasing the interview sample size and broadening the scope of data sources to achieve more comprehensive and representative results.

## **RESULTS AND DISCUSSION**

### **Shopee Live-Streaming Technology**

This research aims to answer the question of how the process of dromology is applied in Shopee Live Streaming promo program 11.11 which was held on November 11, 2024, hosted by Shani Amelia, Lila Azmina, and Alabisyir and its impact on consumer behaviour. Shopee Live is a feature that allows sellers to create live streaming to promote their store and products directly to consumers. In this live-streaming session, consumers can also communicate directly with the sellers in real time through the comment section to learn more details about the products they are selling and purchase them directly without leaving the live streaming session (A. R. Yuzahrani et al., 2024).

The live streaming feature aims to facilitate communication between sellers and buyers, especially regarding the products they offer directly (Nuraini et al., 2024). Shopee Live can be used by all Shopee members, including official brand sellers and SMEs, who can directly engage and interact with buyers. The sellers offer significant discounts or cash back during live streaming sessions aimed to attract customer interest and stimulate impulsive buying behaviour (Mufidah et al., 2024). The massive discounts became an attraction for purchasing products quickly and in large quantities based on Figure 1. Additionally, the Shopee app facilitates the development of viewers who are the intended audience. Bonus incentives of up to 900,000 coins and a 50% discount are used to entice viewers to complete a viewing task that takes at least 10 to 15 minutes.



**Figure 1. A reminder display for live streaming on the Shopee application**  
Source: (Shopee Indonesia, 2024)

Shopee Live serves as a platform for brand image creation. The degree of consumer trust in Shopee live streaming increases with the quality of the brand image (Fachriansyah, 2023). This is demonstrated by the fact that Shopee live broadcasting significantly boosts sales. For instance, on 18 August 2023, the fashion brand Erigo made a remarkable sale amounting to 305.197 USD on Shopee in less than ten minutes. This accomplishment took place during a Shopee Live live streaming session that was hosted by Raffi Ahmad and included JKT48 member Azizi Asadel (Zee).

Shopee Live has the advantage of efficiently reaching a large audience via smart phones and through the internet. Another benefit is that customers have a great deal of flexibility in how they view and purchase things (Kurniawan & Sartika, 2023). According to the interview results with informant the three informants (interviewed on 12, November 2024):

"There is a Shopee Live feature that is indeed beneficial for me. The application is very efficient, I can watch Shopee live anywhere and anytime. So, I don't worry about missing the product information. But I end up using a lot of internet data. Even so, the product I received is indeed trustworthy. So, I will definitely order again, and I am most happy when there is a notification about ongoing promotions".

Based on the interview statement above, viewers are at risk of incurring data losses when watching Shopee live for too long as the internet data will run out faster. This situation is a challenge for live-streaming viewers, but the viewers are not disadvantaged because the daily promotional offers are deemed attractive to them. Another issue is about the security of personal data. Shopee Live streaming already has certain policies and measures in place to handle buying

and selling disputes and protect consumer data (Mustainah, 2024). In the digital era, issues regarding personal data security can still be possible through different forms of cybercrime (Ekawati, 2018). The concern over the leakage of Shopee customers' data who use online credit card payments based on the interview results with informant 2, (interviewed on 11 November 2024) and expressed that:

"So far, I have not encountered any issues with the live streaming technology on Shopee. This is common if there are signal issues due to the limitations of personal internet networks. But, as for data leakage issues, it has never happened. However, I still feel cautious because I am a Shopee user who pays with a credit card. So, I'm worried my account might get hacked".

### **Communication in Shopee Live-Streaming**

Persuasive communication has occurred between sellers and consumers through the Shopee Live feature (Suriyanto et al., 2021). Hovland argues that persuasive communication is a process in which the communicator delivers stimuli in the form of messages to influence someone's behaviour (Chandana, 2020). This feature encourages a more personal and interactive shopping experience. Shopee Live offers technical support that enables more efficient use of live media, while sellers can customise their persuasive messages to increase buyer interest in completing the purchase process (Mulia & Salman, 2024). This interaction can potentially influence consumer perception and trust in the brand or product being offered.

The communication in Shopee's live streaming feature can address the uncertainty risk in online shopping. The communication process begins with answering customer questions in real-time available in the live chat column. Direct interaction with agents through live chat provides more personal and responsive solutions to customer issues (Lasmini & Azhar, 2025). This can increase customer confidence in the quality of the products offered. The communication activities that have taken place influence consumer loyalty towards the brand (Hastuti & Riofita, 2024).

Communication is inseparable from the communicator, message, channel, communicant, effect, and feedback. These basic elements can help us observe how communication occurs during live streaming on Shopee. The direct communication process by the host shows the presence of real-time communication activities with the audience. The communicator, as identified to be the host, can answer questions and provide explanations about the products being sold. During the live streaming, the host will also offer the features available on Shopee so that they can be used by viewers while shopping, according to the interview results with informant 2 (interviewed on 11 November 2024):

"To get a description or ask the seller about the specifications of the item I want to buy, yes, the flash sale items are very tempting, and even with transaction methods without Shopee pay later, there are sometimes still cashback offers." The host appeared to be very interactive in answering consumer questions.

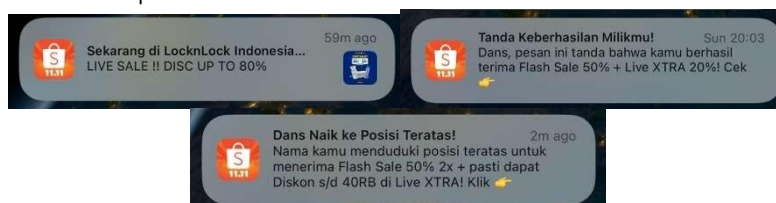
Communication also occurs when buyers have doubts about their product. If testimonials were the buyers' mainstay for assessing product quality before the advent of Shopee Live, now buyers can directly inquire about the authenticity of the product by sending comments in the Shopee Live column, as explained by Informant 1 (interviewed on 11 November 2024):

"The discount is bigger if you check out during the Shopee live. For example, if you already have an item in mind, you can just check out from the live showcase; there is no need to watch the host or the live stream. But the host is also very helpful if you're still unsure about the item you want to buy; you can ask the host to show the item and ask any questions that make you hesitant."

### **Speed of Information and Transactions**

The speed process in various fields such as information, transportation, economy, digitalisation, and other things is based on the birth of technology (Verhoef et al., 2021). The development of advanced communication and information technology tools in modern times has given rise to a speed-up in society known as dromology (Lennerfors, 2014). This speed refers to something akin to a racetrack or a car racing venue, indicating its primary interest in the 'importance of determining speed' (Riyantie, 2022). One of its main characteristics is speed in the aspect of

information distribution. Based on Figure 2, it shows that the Shopee platform conveys information related to Shopee Live promotions through application notifications, it is like a broadcast message. These notifications will appear on consumers' phones as a reminder and commercial offer. They will help consumers stay updated on the latest Shopee Live promotions, so they won't miss out on exciting promotional moments. The conclusion is that the distribution of information has been rapid and limitless.



**Figure 2. Shopee Live notification on Shopee application**  
Source: (Shopee Indonesia, 2024)

The speed of information is also realised through Shopee Live with its promotions in the form of 'flash sales'. The offers only last for a short time during the live broadcasts. The other result on Figure 3 shows the use of a countdown timer voucher during a live streaming. The promo voucher claims to appear during the Shopee live. streaming will disappear as soon as the time runs out. A deceptive countdown timer can influence product purchases (Tiemessen et al., 2022). A countdown timer that displays the amount of time left and increases the psychological pressure known as the fear of missing out or (FoMO) on the audience to behave faster is another way to illustrate this idea of speed (Patel et al., 2024). FoMO is defined as the anxiety individuals feel towards others who may have valuable experiences that an individual may not experience and might be missing out on. (Hamutoglu et al., 2020).



**Figure 3. The timer displays on the Live Extra voucher in Shopee application**  
Source: (Shopee Indonesia, 2024)

The speed of online shopping implemented with the 'click the orange cart' function allows customers to rapidly check out when they're ready to buy a product. Additionally, this reduces the time-consuming traditional purchasing process to a few simple steps. Through Shopee's fintech technology, customers can complete payments with a single click. ShopeePay, SpayLater, Spinjam, and online banking are fintech services that enable financial transactions to be performed with a few clicks. The result is that customers spend less time completing purchases because they don't have to transfer platforms or stop watching the live stream. By automating the payment process, waiting times are reduced and efficiency is increased as the payment is validated instantly. In Paul Virilio's concept of dromology, speed is at the core of all modern human activities, including in this digital economy (Robinson, 2020). In Shopee, live streaming is implemented in the promotional offers that also run quickly and in real-time using the countdown timer concept. The transaction speed is a tangible manifestation where the



technology accelerates the purchasing process from start to finish in a short time. The fintech services provided by Shopee also support all these manifestations.

### Discounts and Price Wars in Cyberspace

Findings on the Shopee application have shown that every brand selling its products must participate in promotions organised by Shopee, which has triggered a price war. Price wars have become a competition generated in cyberspace. As seen on Figure 4, the researcher's finding on the Shopee Live promo campaign video, 'Discounts 2X a Day,' which was posted on YouTube Shopee Indonesia <https://www.youtube.com/watch?v=u4WAHhg214s> on November 23, 2023, marking the highest momentum for the achievement of Shopee's live streaming feature. This special promotion generated public enthusiasm to participate in watching Shopee Live. The promotional campaign encourages the emergence of other promotional schemes and supports the Shopee Live promotion. This promotion includes discount vouchers and free shipping XTRA (Shopee Live, SPayLater discount vouchers for new users), Shopee Live, Golden Ticket discount vouchers (Shopee Live, 8% discount vouchers Shopee Live, and free shipping XTRA vouchers Shopee Live). The sellers will display the promotional offers during the live-streaming broadcast according to the scheduled airtime, as shown in Figure 5.



Figure 4. Shopee Live advertisement on YouTube  
Source: (Shopee Indonesia, 2024)

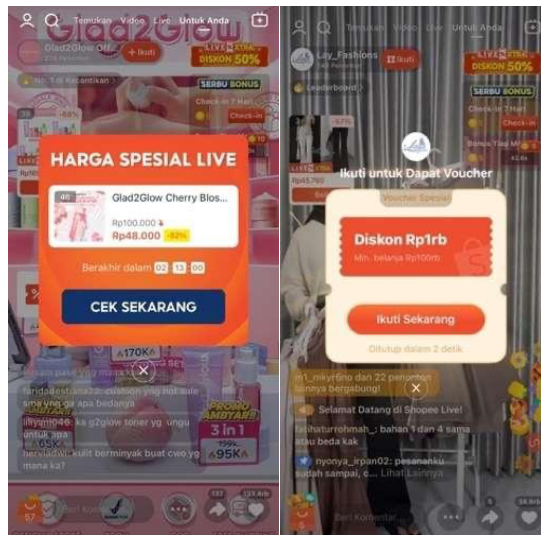
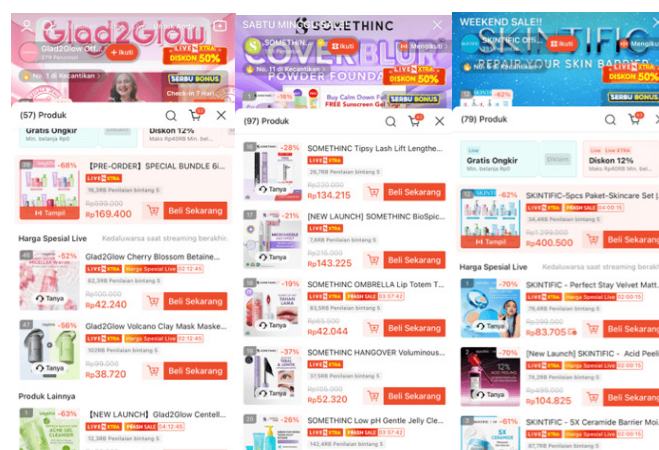


Figure 5. Additional promo on the Shopee Live  
Source: (Shopee Indonesia, 2024)

Figure 6 below is the result of the Shopee Live promo program that encouraged the creation of a price war. That pressure forces sellers to lower their prices to almost or more than half of their regular prices. This condition becomes a new problem for conventional sellers who have never used Shopee as a marketing channel. This condition makes the prices of products sold to the public cheaper than those in the traditional market. The worst part is that Shopee Live also drives down product prices in the conventional market and threatens their businesses. In fact, traditional sellers in the market have to raise the prices of the products they sell due to the burden of store rental costs and other operational expenses. Shopee Live forces conventional sellers to quickly switch to Shopee to survive and sell their products despite being unprepared regarding cognition and skills.



**Figure 6. Price war of Live Extra promotion on the Shopee Live**

Source: (Shopee Indonesia, 2024)

Shopee Live promotions encourage sellers to compete with each other by offering affordable prices or the lowest prices that may potentially attract buyers. This competition is further intensified through the sub-scheme of the Shopee Live promo program, each with its terms and conditions. Based on the researcher's findings on the page <https://seller.shopee.co.id/edu/article/19885>, Shopee provides education for sellers with the title 'Maximizing Live Streaming Performance'. On this page, Shopee explains that sellers can use special live-streaming vouchers to attract more potential buyers and help increase store sales. The vouchers include the Live Voucher, which can only be used for products on Shopee Live. Store Vouchers can be used for all products in the store and can be viewed via live streaming or on the product page. Similarly, Product Vouchers can be used for selected products in the store and can be viewed through live streaming or on the product page. However, a video voucher is one that somebody can only use for products on Shopee Video. All these offers can be displayed during the live streaming. This type of voucher, as seen in Figure 7, will be categorised into the Shopee Live voucher scheme. Sellers must also meet this condition if they want to participate. This condition is like a selection requirement the seller must meet; if the seller does not fulfil all the listed requirements, the seller will not pass.

### **Endo-Colonisation between Shopee Application, Shopping Wars, and Controlling**

Virilio describes 'endo-colonisation' as the state colonising its own urban spaces and then global institutions colonising the entire world (Kellner, 2012). Based on Mike Davis's understanding, the contemporary American downtown is very similar to the classical colonial city, with towers of white rulers and columns that are militarily separated from the kasbah or indigenous city (1985: 111). However, more strikingly, as we will see in the following sections, is the emergence of new 'vision machines' that create autonomous realms of experience and perception.

The dromocratic revolution for Virilio involves ways to create speed with steam engines, then combustion engines, and in our time, nuclear energy and forms of warfare and instant communication that align with the current phenomenon of Shopee Live technology. The process of war experienced by Shopee buyers can be seen through the Special Shopee Live Flash Sale promo program (starting from cars and iPhones for only 11RB). Based on Figure 8, the war process was created by Shopee as a technology leader with the emergence of the special live promo concept involving Shopee affiliates such as Shani Amelia, Lila Azmina, and Alabisyir as Shopee live hosts. This live promo with special hosts aims to compete for a Flash Sale Car worth 11,000.

Shopee, as an online shopping service, represents a place or location of transactions in a war involving many people. Consumers are positioned as individuals involved in a war, competing for a specific object or power, in this case, the physical products. The speed represented by gadgets, the internet, and fintech technology becomes a weapon for consumers during Shopee Live. During the Shopee live broadcast, the host provides guidance in the form of commands that consumers must follow when they want to participate in the war. Based on the Shopee Live conducted by the Shopee Alabisyir account on November 11, 2024 (as seen in Figure 9.), the findings indicate that there is an order for viewers to meet a target number of

viewers with a minimum of 100,000 live streaming viewers, so each viewer must also share and like as determined by the host. The number of likes must reach at least 50,000, with a minimum of 5 million shares. Viewers are also required to follow the brand's Shopee account. After reaching the target, the war for cars could begin with the appearance of the cart checkout catalogue in the Shopee Live showcase.

Skema Voucher Diskon SPayLater (Pengguna Baru) Shopee Live

METRIKS	SKEMA
Skema Voucher	Diskon 80% s/d Rp40.000 dengan min. belanja Rp0
Kategori Produk	Semua kategori produk kecuali produk dengan kategori tertentu (lihat rincianya di <a href="#">Informasi Kategori Pilihan pada Promosi, Shopee Live &amp; Shopee Video</a> )
Tipe Penjual	Penjual Star/Star+Mail
Kuota	1x/Pembeli/hari*
Waktu Aktif	*Kuota Terbatas
Metode Pembayaran	Sepanjang Hari
	SPayLater

Skema Voucher Diskon Golden Tick Shopee Live

METRIKS	SKEMA
Skema Voucher	Diskon 15% s/d Rp40.000 dengan min. belanja Rp30.000
Kategori Produk	Semua kategori produk kecuali produk dengan kategori tertentu (lihat rincianya di <a href="#">Informasi Kategori Pilihan pada Promosi, Shopee Live &amp; Shopee Video</a> ) *Produk yang ada di keranjang orang pada Penjual/Streamer bertanda Golden Tick
Tipe Penjual	Semua Penjual/Streamer yang bertanda <a href="#">Golden Tick</a>
Kuota	1x/Pembeli/minggu
Waktu Aktif	Sepanjang Hari

Skema Voucher Diskon 8% Shopee Live

METRIKS	SKEMA
Skema Voucher	Diskon 8% s/d Rp15.000 dengan min. belanja Rp30.000
Kategori Produk	Semua kategori produk, kecuali produk dengan kategori tertentu yang dapat Anda lihat rincianya di <a href="#">Informasi Kategori Pilihan pada Promosi, Shopee Live &amp; Shopee Video</a>
Tipe Penjual	Semua Penjual
Kuota	2x/Pembeli/minggu
Waktu Aktif	Sepanjang Hari

Skema Voucher Gratis Ongkir XTRA Shopee Live

METRIKS	SKEMA
Skema Voucher	Gratis Ongkir Rp10.000 dengan min. belanja Rp0
Kategori Produk	Semua kategori produk
Tipe Penjual	Semua Penjual yang mengikuti program Gratis Ongkir XTRA
Kuota	1x/Pembeli/minggu (maks. 4 voucher/minggu)
Waktu Aktif	Sepanjang Hari

**Figure 7. The scheme of the Shopee Live discount voucher**  
 Source: (Shopee Indonesia, 2024)

Audience members who have successfully checked out must also upload a photo on Instagram as proof or testimonial. Another main requirement for participating in the war is that the audience must purchase any product at the counter to check out the 'car'. The displayed products are very varied. Starting from household products, beauty, and electronics. The host also always repeats phrases like, "Hurry up and check out, no need to think," "Hurry up right now," "Don't leave and re-enter our live," "Who knows, this might be your luck", "Comment, take it." The host always delivers expectation statements that instil great hope in the audience. The condition of biased understanding of a product is deliberately created, and the audience no longer buys it for the product's function but rather for the brand of the product itself. Digitalisation allows information to flow quickly through space and time, creating what Virilio referred to as 'speed space' or 'dromospheric space', which blurs the physical limits of space (Nugroho, 2020).



**Figure 8. Special Shopee Live Flash Sale 11RB**  
 Source: (Shopee Indonesia, 2024)



**Figure 9. The host sets a target audience in the Shopee Live**  
 Source: (Shopee Indonesia, 2024)

Endo-colonisation occurs when some parts of the tools for producing and distributing information have shifted their function to become the main means of power for conducting colonialism. Power is always the ability to control a territory with messengers, modes of transportation and communication (Hauer, 2014). Control over the actions of viewers conducted by streaming hosts can be part of endo-colonization. A structure is formed when the Shopee platform monopolises information, and the audience passively receives it. Shopee Live viewers, as passive objects, act as passive users who only accept and act according to the commands of the streaming host. The audience no longer uses their reasoning ability to act and determine the purchase goal for a commercial product. The act of 'war' in achieving the desired product purchase goal is not based on primary needs but is somewhat influenced by the tendency of the desire to be a winner. The visible impact is that consumers seem to be gambling in hopes of obtaining fortunes that are impossible to get in Shopee Live. The advancement of digital technology and speed drives consumers to depend on Shopee. Viewers as consumers of Shopee Live shape consumers into figures who are weak in determining autonomous power.

### Rest Society Moment



Dromology, a concept introduced by Paul Virilio, focuses on the importance of speed in modern life and how this acceleration affects society (Hauer, 2014). In this context, 'Rest Society' is the idea that describes a contradiction against speed itself. The implications in line with the state of Hartmut Rosa about social acceleration. Modern society is characterised by continuous acceleration in various fields, including communication speed, mobility, and production. This creates pressure always to move faster and more efficiently (Yeganeh, 2024). The speed continues to increase because there is an urgent need for space and time to rest as a form of resistance against the pressure of acceleration. The meaning of a rest society seeks to create pauses or 'rest spaces' to combat the flood of information and allow for reflection or recovery. The paradox of speed and rest is that Virilio emphasises that the faster a system operates, the greater the need for rest. Rest Society becomes a manifestation of resistance against the side effects of acceleration, such as stress, fatigue, frustration, and the loss of human connection. In terms of consumers, Shopee users do not rest. They can still be active by following other Shopee live offers that are included in local event promos.

"There are many Shopee Live promos to choosing, the most exciting when the Promo numbers are double. But I can still join the daily live promo, which is also attractively priced. So, the more choices, the more exciting. No need to worry" (informant 2, interviewed on 13 November 2024).

Shopee's live streaming technology, which reflects dromology, can be seen as consumer awareness to take time out of the cycle of impulsive shopping and price wars. This reflects the consumers' need to regulate their engagement with technology and commercial activities. The accelerated transformation in the digital space will quickly drain energy and mental capacity (Saputra & Marcelawati, 2020). The balance of speed and health, Society of Rest reminds us of the importance of balancing acceleration with mental or physical health. This becomes important in an era of consumption and interaction without time limits. Efforts against hyper-speed capitalism, modern capitalism continues to push acceleration as a form of economic strengthening.

### The Practice of Dromology in Shopee Live-Streaming

Shopee's live streaming technology, reflecting dromology, can be seen as consumer awareness to take time out of the cycle of impulsive shopping and price wars. This demonstrates the need for consumers to regulate their engagement with technology and commercial activities. The Society of Rest reinforces the crucial need to balance speed with mental and physical well-being as this is significant in an era that is particularly consuming and interacting without time constraints. In response to hyper-speed capitalism, modern economic systems continue to drive economic growth, making establishing the balance more crucial.



Figure 10. Shopee Live Promotions  
Source: (Shopee Indonesia, 2024)

Virilio has proposed the term dromology to understand the importance of accelerated speed, the impact of motion technology, types of mobility, and its influence in the contemporary era- as this acceleration investigates the efforts of the role of acceleration in society's life, turning

into warfare in everyday aspects and influencing social and political life (Kellner, 2012). The speed generated by Shopee's technology provides a different sensation of the postmodern war experience. The practice of dromology is a concept generally associated with consumer behaviour in economics and marketing, studying how value is conveyed to consumers through product design and consumer experience.

Showcasing the offered products presents them visually appealingly during live streaming. The seller creates a strong impression on consumers by highlighting the entire appeal of the product along with other attractive offers ( as seen in Figure 10.) The seller, through the host, provides an opportunity to answer questions and receive feedback through real time communication with consumers watching live. This builds consumer trust and helps them make purchasing decisions. Offering limited-time promotions and special discounts only valid during live broadcasts also adds value to the product.

Promotional involvement with external parties, such as using influencers, can also enhance product reliability and provide more in-depth information to consumers. Combining these elements can maximise the consumer experience and drive sales during live-streaming shopping. Based on Figure 11, influencer involvement has increased consumer interest and impacted the practice of dromology becoming more widespread.



**Figure 11. Offering Shopee Live and special host**  
Source: (Shopee Indonesia, 2024)

The race in cyberspace (Cyberspace War) through limited-time promotions during live streaming, Shopee encourages consumers to compete and to complete transactions faster than other consumers. Consumers compete to use the fastest internet connection, instant payment features, or other strategies to win the desired product. The efficiency of the digital economy will support the economy by accelerating the buying and selling cycle. Sellers can sell more products quickly, while buyers feel the shopping experience becomes more efficient. Meanwhile, buyers can also engage in shopping wars to grab products at very low prices with limited quantities. In practice, during a Shopee live streaming session, the host offers products with limited time discounts, accompanied by a countdown timer. The host asked the viewers to immediately click 'buy now or checkout' to secure the product before it runs out. After the purchase, payment can be made through Shopee's fintech technology in a matter of seconds without leaving the live streaming session, making the shopping activity quick to complete.

The speed of transactions in the phenomenon of dromology in Shopee Live Streaming shows how digital technology has changed the behaviour of consumers and sellers. Because of focusing on time efficiency, the shopping experience becomes faster, but it also poses challenges such as impulsive behaviour and dependence on technology (A. R. Y. Yuzahrani et al., 2024). This consequence gives rise to social dynamics related to changes in consumer behaviour and the virtual world (cyberspace). The impact felt is that humans no longer buy out of necessity but rather out of consumerist desire (Mardani, 2017). This phenomenon reflects the essence of dromology, which states that speed dominates all aspects of modern life.

Figure 12 shows that the speed of information distribution refers to information about promotions, discounts, or exclusive offers disseminated through Shopee app notifications via Shopee live, utilised by hosts (sellers). The Shopee platform utilises digital technology to ensure

that consumers receive information quickly and in real-time, encouraging them to join the live streaming session immediately. Interaction and communication occur between the host (seller) using the live streaming feature to market products and answer consumer questions directly. The presence of communication through live streaming creates a more personal and interactive shopping experience, strengthening the relationship between sellers and buyers and increasing trust in the product or brand.



**Figure 12. Flow Chart of the Dromology Process in Shopee Live Streaming**

Source: Data Processed by Author (2024)

Creating a sense of urgency through the Shopee Live promo program with limited time offers such as Shopee Live, 2X Daily Discounts, and Shopee Live Flash Sales using a timer has created psychological pressure on consumers. This strategy leverages the fear of missing out (FOMO) to encourage consumers to make impulsive purchases during the live streaming sessions. Fast transactions with features like ShopeePay, SpayLater, and online payment allow consumers to complete transactions directly during live streaming. The speed of these transactions further enhances comfort and efficiency, making it easier for consumers to complete their purchases.

The phenomenon of price wars in cyberspace proves the existence of efforts to offer lower prices through large promotions and discounts by sellers. The impact is that intense price competition creates greater appeal for consumers but also increases pressure on sellers to participate in Shopee promotions continuously. Shopping wars have become an implementation of consumer irrationality to compete to be the first or foremost to shop. These factors create the phenomenon of Endo-Colonization through platform control by Shopee. Shopee sets participation requirements such as the number of viewers, live shares, or additional purchases to qualify for specific promotions. This platform controls the behaviour of consumers and sellers. There is a scheme that utilises rules to influence their decisions while simultaneously creating dependence on the Shopee system. After the war ends, there will be a break period called the rest of society. At this time, all the people involved in the race will pause the race and wait for the momentum of the war to resume at the next scheduled time by Shopee. This process illustrates how Shopee Live combines digital technology with modern marketing strategies. All stages contribute to consumer efficiency and dependence, from rapid information distribution

to platform control establishment. This process reflects Paul Virilio's theory of dromology, which emphasises acceleration and efficiency in digital interaction and the modern economy.

## CONCLUSION

The phenomenon of dromology in Shopee live streaming is identified through the speed of information distribution, price wars, and forms of endo-colonization of modernisation. The live streaming feature on Shopee facilitates direct interaction between sellers and buyers, increasing the urgency to purchase through time-limited promotions and creating conditions where consumers are encouraged to make impulsive purchases. In the context of postmodernism, this phenomenon creates a fast and instant shopping experience, in line with Paul Virilio's concept of dromology. Speed becomes the main factor, driving transactions to occur quickly and manipulating consumer perception through attractive discounts. Meanwhile, the price war and shopping in cyberspace make sellers compete by offering low prices to reach more consumers. In another context, buyers also have to shop quickly to not miss the shopping momentum. This study also notes the presence of endo-colonization, where Shopee's control over consumer behaviour is evident through the live streaming feature, making consumers more susceptible to promotional influences. Future research can compare the dynamics of dromology across e-commerce platforms, such as Tokopedia or Lazada, to determine whether similar patterns of impulsive consumption and speed-driven transactions also exist elsewhere. A deeper understanding is also needed to explore endo-colonisation through the perspective of the gig economy in the digital era.

## REFERENCES

- Agius, S. J. (2018). Qualitative research: its value and applicability. *Cambridge University Press*, 37(6), 204-206. <https://doi.org/10.1192/pb.bp.113.042770>
- Annur, C. M. (2023, March 28). Ini Jumlah Populasi Muslim di Kawasan ASEAN, Indonesia Terbanyak. <https://Databoks.Katadata.Co.Id/Demografi/Statistik/700c504ada0c047/Ini-Jumlah-Populasi-Muslim-Di-Kawasan-Asean-Indonesia-Terbanyak>.
- Ardiyansyah, B., Kartono, T., & Demartoto, A. (2019). Dromologi Dan Era Flash Sale : Tinjauan Geliat Manusia Dala, Cyberspace. *Simulacra*, 2(2).
- Ask, K., & Sihvonen, T. (2024). Horny for Ghost: The Sexualized Remediation of Call of Duty: Modern Warfare II on TikTok. *Games and Culture*. <https://doi.org/10.1177/15554120241288608>
- Berman, R., & Israeli, A. (2022). The Value of Descriptive Analytics: Evidence from Online Retailers. *Marketing Science*, 41(6), 1074-1096. <https://doi.org/10.1287/mksc.2022.1352>
- Boddy, C. R., & Boulter, L. (2024). HRM's Response to Workplace Bullying: Complacent, Complicit and Compounding. *Journal of Business Ethics*. <https://doi.org/10.1007/s10551-024-05755-3>
- Chandana, A. (2020). *Pengaruh Komunikasi Persuasif Instagram Live Terhadap Keputusan Pembelian Furnitur Di Informa [Skripsi]*. Universitas Multimedia Nusantara (UMN).
- Damsar, & Indrayani. (2013). *Pengantar sosiologi ekonomi* (2nd ed.). Kencana.
- Dinansyah, F., Susilo, D., & Berto, A. R. (2024). Live streaming commerce as communication media at Social Bread. *Bricolage : Jurnal Magister Ilmu Komunikasi*, 10(1), 093. <https://doi.org/10.30813/bricolage.v10i1.4999>
- Ekawati, D. (2018). Perlindungan Hukum Terhadap Nasabah Bank Yang Dirugikan Akibat Kejahatan Skimming Ditinjau Dari Perspektif Teknologi Informasi Dan Perbankan. *UNES Law Review*, 1(2), 157-171. <https://doi.org/10.31933/law.v1i2.24>
- Fachriansyah, A. (2023). *Pengaruh Brand Image dan Online Customer Review terhadap Purchase Intention pada Live Streaming Shopee Shop dengan Trust Sebagai Variabel Mediasi di Kota Bengkulu*.
- Firmansyah, M. F., Kurniawan, A., Sunarya, Z. F., & Rizqullah, M. I. (2022). Consumption Behaviour in The Form of Panic Buying : The Concept of Dromology. *Symbolicus : Jurnal Ilmu Komunikasi*, 1(1), 31-39.
- Gita Lestari, M. A., & Rudy, D. G. (2022). Keabsahan Shopee Paylater Sebagai Financial Technology Dalam Hukum Positif Indonesia. *Kertha Semaya : Journal Ilmu Hukum*, 10(4), 772. <https://doi.org/10.24843/ks.2022.v10.i04.p05>
- Hamutoglu, N. B., Topal, M., & Gezgin, D. M. (2020). Investigating Direct and Indirect Effects of Social Media Addiction, Social Media Usage and Personality Traits on FOMO. *International Journal of Progressive Education*, 16(2), 248-261. <https://doi.org/10.29329/ijpe.2020.241.17>
- Hanell, F., & Severson, P. J. (2023). An open educational resource for doing netnography in the digital arts and humanities. *Education for Information*, 39(2), 155-172. <https://doi.org/10.3233/EFI-230024>
- Hastuti, W., & Riofita, H. (2024). *Strategi Pemasaran Menggunakan Fitur Shopee Live Streaming Sebagai Media Promosi Untuk Meningkatkan Daya Tarik Konsumen*. <https://journalpedia.com/1/index.php/jip/index>
- Hauer, T. (2014). Dromology, Politics And Logistics Of Perception. *SGEM 2014 Scientific SubConference on ANTHROPOLOGY, ARCHAEOLOGY, HISTORY AND PHILOSOPHY*, 7-77.
- Hauer, T. (2016). Speed as a New Dimension of Globalization. *Arts and Social Sciences Journal*, 7(3), 1-3. <https://doi.org/10.4172/2151-6200.1000193>
- Kellner, D. (2012). Virilio, War, and Technology: Some Critical Reflections. In *Paul Virilio: From Modernism to Hypermodernism and Beyond* (1st edition, Vol. 1). Sage Publications. <http://www.gseis.ucla.edu/faculty/kellner/kellner.html>



- Ki, C.-W. (Chloe), Chenn, A., Man Chong, S., & Cho, E. (2024). Is livestream shopping conceptually New? a comparative literature review of livestream shopping and TV home shopping research. *Journal of Business Research*, 174, 114504. <https://doi.org/10.1016/j.jbusres.2024.114504>
- Kozinets, R. V. (2015). Netnography. In *The International Encyclopedia of Digital Communication and Society* (pp. 1-8). Wiley. <https://doi.org/10.1002/9781118767771.wbiedcs067>
- Kurniawan, K., & Sartika, S. H. (2023). The Power of Shopee Live Streaming on Z Generation Purchasing Decisions. *Jurnal Ekonomi, Koperasi & Kewirausahaan*, 14(2), 2023. <https://journal.ikopin.ac.id>
- Lasmini, A. D., & Azhar, A. (2025). Exploring User Experience With Chatbot And Live Chat: Its Impact On Customer Satisfaction At Shopee. In *Jurnal Studi Multidisipliner* (Vol. 9, Issue 1).
- Laucereno, S. F. (2024, October). Bagaimana Prospek Belanja Online ke Depan? *DetikFinance*.
- Lennerfors, T. T. (2014). Sustainable and fast ICT: lessons from dromology. *Journal of Information, Communication and Ethics in Society*, 12(4), 284-297. <https://doi.org/10.1108/JICES-09-2013-0037>
- Liu, J., & Zhang, M. (2024). Formation mechanism of consumers' purchase intention in multimedia live platform: a case study of taobao live. *Multimedia Tools and Applications*, 83(2), 3657-3680. <https://doi.org/10.1007/s11042-023-15666-6>
- Mardani, A. (2017). *Konsekuensi-Konsekuensi Modernitas: Perubahan Perilaku Konsumsi Dan Kontestasi Tanda Di Dunia Maya* [Repository]. Universitas Airlangga.
- Mufidah, S. N., Muslih, B., Kusuma, D., & Soedjoko, H. (2024). *Analyzing impulse buying: live streaming, flash sales, and free shipping tagline for pinkflash cosmetics on shopee*.
- Mulia, P. R., & Salman, S. (2024). Pengaruh Pesan Persuasif Oleh Penjual Melalui Live Streaming Shopee Dalam Menarik Minat Pembeli Untuk Checkout. *Ikraith-Humaniora*, 1(8), 197-205. <https://doi.org/10.37817/ikraith-humaniora.v8i1>
- Mustainah, L. (2024). *Perlindungan Konsumen Dalam Jual Beli Live Streaming Perspektif Hukum Islam Dan Hukum Positif*. Fakultas Syariah Dan Hukum Universitas Islam Negeri Syarif Hidayatullah.
- Nugroho, H. (2020). Dromologi, Demokrasi, dan Kontrol: Politik Kecepatan Menurut Virilio. In W. Udasmoro (Ed.), *Gerak Kuasa: politik wacana, identitas, dan ruang/waktu dalam bingkai kajian budaya dan media* (pp. 237-256). Kepustakaan Populer Gramedia (KPG).
- Nurahma, G. A., & Hendriani, W. (2021). Tinjauan sistematis studi kasus dalam penelitian kualitatif. *Mediapsi*, 7(2), 119-129. <https://doi.org/10.21776/ub.mps.2021.007.02.4>
- Nuraini, R., Putra, A. F., Prianita, N. S., & Edora, E. (2024). Pemanfaatan Fitur Live Streaming Untuk Meningkatkan Penjualan Produk Gio Saverino Di Shopee Live Utilization Of Live Streaming Features To Increase Sales Of Gio Saverino Products On Shopee Live. In *Jurnal Pengabdian Kepada Masyarakat* (Vol. 4, Issue 2). [https://jurnalfkip.samawa-university.ac.id/karya\\_jpm/index](https://jurnalfkip.samawa-university.ac.id/karya_jpm/index)
- Patel, N., Jiju Mathew, G., & Jain, R. (2024). Buy Now Or Regret Later: The Irresistible Pull Of Scarcity Marketing In Retail. *Educational Administration: Theory and Practice*, 2024(4), 9854-9862. <https://doi.org/10.53555/kuey.v30i4.5869>
- Pratama, T. A., & Nugroho, H. (2023). Games, Speed Effect dan Dampaknya terhadap Manusia: Dromologi dalam Perkembangan Game Online Mobile MOBA (Multiplayer Online Battle Arena). *Jurnal Kawistara*, 13(3), 402. <https://doi.org/10.22146/kawistara.75218>
- Rahmi, A., Pangaribuan, C. H., & Luhur, C. (2024). The Cart Whisperers: Analyzing How Live Stream Hosts Influence Shopping Carts. *2024 18th International Conference on Ubiquitous Information Management and Communication (IMCOM)*, 1-7. <https://doi.org/10.1109/IMCOM60618.2024.10418322>
- Rehatalanit, Y. L. R. (2016). Peran e-commerce dalam pengembangan bisnis. *Journal Teknologi Industri*, 5, 62-69.
- Riyantie, M. (2022). Persepsi Konsumen Tentang Strategi Konten Promosi Iklan flash sale 12.12 Shopee Article History. In *Jurnal Ilmu Komunikasi* (Vol. 1, Issue 2).
- Robinson, B. (2020). Speed, Technology, and Dromocratic Literacy. *Journal of Literacy and Technology*. <https://www.researchgate.net/publication/346607472>
- Saputra, H., & Marcelawati, Y. (2020). Analisis Ruang Percepatan: Dinamika Pendidikan Di Era Pandemi Covid 19. *Resiprokal*, 2(2), 160-174.
- Shopee Indonesia, S. I. (2024). <https://shopee.co.id>.
- Sun, Y., Zhong, Y., Zhang, Z., Wang, Y., & Zhu, M. (2024). How technical features of virtual live shopping platforms affect purchase intention: Based on the theory of interactive media effects. *Decision Support Systems*, 180, 114189. <https://doi.org/10.1016/j.dss.2024.114189>
- Suriyanto, E. J., Savitri, L., & Utami, S. (2021). *Pengaruh Komunikasi Persuasif melalui Fitur Shopee Live terhadap Keputusan Pembelian (Studi Pada Lilybelleclothing)* (Vol. 5, Issue 2).
- Tazid, A. (2022). Memahami Konsep Dromologi Paul Virilio. *PANOPTIKON: Jurnal Ilmu Sosial Dan Humaniora*, 2(1), 29.
- Tiemessen, J., Schraffenberger, K., Acar, M. G. C., & Tiemessen, J. H. (2022). *The Time is Ticking: The Effect of Deceptive Countdown Timers on Consumers' Buying Behavior and Experience*.
- Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Qi Dong, J., Fabian, N., & Haenlein, M. (2021). Digital transformation: A multidisciplinary reflection and research agenda. *Journal of Business Research*, 122, 889-901. <https://doi.org/10.1016/j.jbusres.2019.09.022>
- Wan, Q., Chen, J., Yu, C., Lu, M., & Liu, D. (2024). Optimal marketing strategies for live streaming rooms in livestream e-commerce. *Electronic Commerce Research*. <https://doi.org/10.1007/s10660-024-09860-3>
- Warren, V., & Bell, R. (2022). The Role of Context in Qualitative Case Study Research: Understanding Service Innovation. In *The Role of Context in Qualitative Case Study Research: Understanding Service Innovation*. SAGE Publications, Ltd. <https://doi.org/10.4135/9781529604467>
- Wiratno, T., & Nugroho, H. (2023). *Ironi Pemberdayaan Ekonomi Digital Pada Masyarakat(Kajian Studi Kasus Pembangunan Ekonomi di E-Warong Jujur Sejahtera, Desa Keyongan, Kecamatan Nogosari, Kabupaten Boyolali)* [UGM]. <http://etd.repository.ugm.ac.id/>
- Yeganeh, H. (2024). Conceptions of time, socioeconomic development and cultural values. *International Journal of Sociology and Social Policy*, 44(7-8), 760-775. <https://doi.org/10.1108/IJSSP-11-2023-0305>

Who's the winner: the dromological phenomenon in Shopee live streaming- doi: 10.25139/jsk.v9i1.9578  
Ramadaniar, P.

Yin, Robert. K. (2015). *Studi Kasus : Desain dan Metode*. Rajawali Press.

Yuzahrani, A. R., Putra, D. S. C., Sirri, R., Fatikha, A., Hidayat, R., & Ikaningtyas, M. (2024). Analisis Pemanfaatan Shopee Live Sebagai Platform Pengembangan Bisnis Dalam Era Digital. In *Jurnal Pengabdian Kepada Masyarakat* (Vol. 4, Issue 1). [https://jurnalfkip.samawa-university.ac.id/karya\\_jpm/index](https://jurnalfkip.samawa-university.ac.id/karya_jpm/index)