



A NEW DIGITAL MARKETING AREA FOR E-COMMERCE BUSINESS

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Abstract. Digital marketing is a familiar thing in the business world. One of them is a Tiktok Shop. Tiktok Shop is a new feature in Tiktok application, officially launched in April 2020. Tiktok shop has become very popular among e-commerce businesses and customers who often shop online, because this application provides an attractive and easy interface for product marketing and purchasing products. The background of this research is because tiktok shop get viral so fast as a new e-commerce media and can even run in parallel other e-commerce. Therefore, this research purposes for knowing why this e-commerce can quickly viral and be used by many people. Furthermore, it can compete with other e-commerce and become the choice of business people and customers in conducting business processes. This research method is based on observations and interviews with various parties, two as business people and customers. The results of this study are in the form of exposure based on the research objectives presented, which enables us to have concrete evidence that this tiktok shop has influence and is worthy of being used as a new e-commerce along with other e-commerce in conducting business processes. Discuss research to get answers about the influence of Tiktok Shop on marketing, which resulted in the conclusion that Tiktok Shop could be a new alternative tool for business people in carrying out their business processes. The benefit of this research is to see how far the development of tiktok shops among the public and business people.

Keywords: Digital Marketing, E-Business, E-Commerce.

1. Introduction

The development of technology at this time is not a foreign thing to the community. The development of technology that began to spread into all fields has become a challenge to the actors in the field. One of them is the field of digital marketing, where businesses now switch the market from marketing media that was done directly (offline) to online. Online marketing is intended here to be a sale made using a third-party sales application, or more commonly called an e-commerce application. The main trigger of digital marketing is growing rapidly

today, one of which is caused by the COVID-19 pandemic, which limits the scope of society due to the holding of large-scale social restrictions (PSBB) rules that force people not to leave their homes and do all forms of activities remotely (social distancing) [1]. And the application that is currently a topic of conversation among the general public is Tiktok Shop, which is one of the new features developed by the Tiktok application. TikTok Shop is a feature shopping from TikTok Application. As the most popular social media platform in the world, TikTok continues to develop its application and add the TikTok Shop feature, which allows users to sell and shop online. Currently, TikTok is the platform with the most number of users in the world with total downloads reaching more than 2 billion. This makes ByteDance as the company that houses TikTok continue to innovate. TikTok was a social media platform that displayed content in audio-visual form and whose most users were teenagers. Teenagers make TikTok one of the applications to entertain themselves with video content ranging from entertainment topics, clothing to skin care, which is the main influence of teenagers to buy products online [2]. Development of communication in the marketplace business is very helpful. It makes it easier for people to transact online. Before technology developed, consumers had to come to the store to buy goods, but now only by looking at photos and reading product descriptions, consumers can order online at marketplaces or other online media. In the marketplace, a photo upload page and description are provided to complete product descriptions to make it easier to convey information. The marketplaces that often used by business people are namely Shopee, Tokopedia, Bukalapak, and Olx. However, no doubt many consumers are deceived by the guise of attractive but not realistic product photos. To build consumer trust, communication was developed to facilitate the information.

TikTok is one of the applications that play an important role in paid promotional media, which is certainly directly related to digital marketing conducted by business people in the field of e-commerce. This study was conducted by observing the objects studied and also the growing facts in the community. This study resulted in the conclusion of survey data where 31% of respondents approved of advertising marketing in commercial applications on the condition that the marketing is inseparable from the development of visual communication. 27% of respondents recognized that Tiktok paid applications play a very important role in advertising marketing media, and 50% of respondents said that commercial applications such as Instagram and Tiktok can be in databases or storage media for business people in running the business process [3]. In addition to being a promotional medium, TikTok also has the influence to increase brand image for a product that relies on word of mouth communication for decisions on its purchase, as evidenced by the Tiktok application that provides Tiktok Shop features, where the feature can be used as one of the e-commerce tools that are in demand by many consumers to shop online. Although in terms of the launch of Tiktok Shop, it is still less known on a large scale by users of the Tiktok application [4]. Not only in Indonesia, it turns out that in China, TikTok is a conversation about the influence of its development in the future in the field of e-commerce. Where in one of the journals written by (Jianyu Ma and Swei Yu 2021), they explain that tiktok application has great potential in the field of e-commerce, including as an online shopping media and marketing industry in the form of short videos [5]. Content in the form of short videos can also connect an entertainer, such as an athlete or artist, with his fans, especially in the current pandemic. This can be done because TikTok can be used as a marketing relationship that has a more casual and relaxed nature than other social media applications that make entertainers more free in creating content in order to provide fans with the hope of their fans [6]. When viewed from various forms of previous research that discusses

the Tiktok application, it turns out that this application does have a very large role in all kinds of fields related to digital marketing, such as in one of the journals (Esti Tri Enderwati and Yuni Ekawarti: 2021) that mentioned that 60% of the respondents who participated in the survey stated that the Tiktok application and Tiktok Shop feature caused a significant increase in business turnover [7]. The difference between the research conducted here and previous research is first, the topic of discussion, which is more focused on the role of Tiktok Shop in helping business people as a marketing medium, whether it affects the marketing process or not, and whether Tiktok Shop can be an alternative to other e-commerce applications for consumers who want to shop online. Second, is the research method used in this study, using interviews and observations of both business people and the general public.

The purpose of this research is to be able to find out why this particular e-commerce can quickly spread and be used by many people, especially if it can compete with other e-commerce and become the choice of business people and customers in doing business processes. as well as seeing how much the tiktok shop application has an influence on business people and also the general public in conducting business processes conducted online. With the expected method of interview and observation research, the results of this study can be used as a benchmark for the extent of TikTok's success in making Tiktok Shop features, especially for the general public and business people in the field of e-commerce in running their businesses.

2. Method

The method used in this research is qualitative method. Qualitative methods, as the name indicates, are methods that do not involve measurement or statistics. The qualitative method is a comprehensive and complex research process with a sequence starting from data collection, data analysis, then the data is interpreted. In a qualitative, descriptive method was used in a research because descriptive method used in the study is applying the qualitative analysis with the specification on the description [8]. Data was collected by means of interviews and observations to several respondents and distributing questionnaires in the form of Google Form questions. Target respondents include teenagers and adults, men and women with conditions where respondents act as sellers or buyers in the Tiktok Shop e-commerce application to Tiktok application users in general.

Collecting data in the study by distributing questionnaires to get the results of the respondents as many as 42 people. Interviews were conducted with 2 respondents, namely Tania Putri Iskandar as a respondent who uses the Tiktok application and often shop online at the Tiktok Shop application, and Aida Alifvia as a respondent who sells at Tiktok Shop with the shop name @hijabbyaidaofficial. Observations were made at one of the store branches in Cimahi City, more precisely the address at Wisma Barokah, Padasuka, Kec. Central Cimahi, Cimahi City, West Java.

3. Results and Discussion

According to the method research, Qualitative research methodology is considered to be suitable when the researcher or the investigator either investigates new field of study or intends to ascertain and theorize prominent issues. There are many qualitative methods which are developed to have an in depth and extensive understanding of the issues by means of their textual interpretation and the most common types are interviewing and observation.

a. Result of Interviews and Observations

Interview is a technique of collecting data through direct communication asking questions to get direct answers from respondents. Interviews were conducted by questioners using interview guidelines. While observation is a data collection technique that does not use words or is accompanied by oral communication [9]. The first interviews and observations were carried out directly on Saturday, January 15, 2022 with Aida Alivia as the business owner of @hijabbyaidaofficial. The location of the interview is at the home of the business owner which is located at Wisma Barokah, Padasuka, Kec. Central Cimahi, Cimahi City, West Java. The following is a list of tables from the results of interviews with Aida Alivia as the first resource person in this study (See Table 1).

Table 1. First Respondent Interview Results

No.	Question	Answer
1.	What makes you as a business person run a business selling this business online?	Maybe the first thing is because of the current conditions, where the quarantine and social distancing due to the Covid-19 outbreak has made business people, especially myself, inevitably have to change the way of marketing that previously came from market to market to sell now can only be done. rely on online media alone. In addition, selling is also easier, more practical and of course a wider marketing scope, making this choice to sell online.
2.	Is there a difference between selling offline (store) and selling online?	There is, first from managing stock of goods that do not have to be available in real time, there is no need to bother opening a shop every day, deliveries are delivered directly by courier and also, of course, there are more and more customers.
3.	What e-commerce applications are used to market the products you sell?	For now, the marketing media for the main catalog is on Instagram and on Tiktok, while for sales it uses Shopee and is now trying to switch to the Tiktok Shop application because it is said that many people are interested in many promotions and marketing media can be done live streaming.
4.	Have you heard about Tiktok Shop as one of the new e-commerce applications that are being talked about a lot right now?	Of course, hearing yes, especially the high enthusiasm of previous Tiktok application users, made us as businessmen very interested in marketing our selling products there. And it turns out that the application has a very significant impact on our sales.

No.	Question	Answer
5.	What do you think about this Tiktok Shop e-commerce?	It's also very helpful and interesting to try, actually this application is the same as e-commerce that was previously used, but what makes the difference here is that the features offered are more attractive and simpler, so maybe this is one of the reasons why many switch markets. to this Tiktok Shop.
6.	Do you use Tiktok Shop as well in the marketing media for your hijab sales product?	Yes, it's been almost 1 year since I've been selling on Tiktok Shop
7.	What is the difference between this e-commerce and the existing e-commerce?	The features that are offered this time, honestly, as a child who is a little clueless, I find it really helpful, why? Yes, because this application is really cool, in the past, if we wanted to sell, we had to use 2 applications, one as a catalog and one as a sales application. But now you don't have to, just using the Tiktok application is enough. Catalogs can be uploaded directly on Tiktok and sales can be made directly on the Tiktok Shop feature, so there's no need to be complicated anymore, plus sales can be made by means of live streaming, so it's really cool in my opinion.
8.	Is this Tiktok Shop e-commerce worth competing with other e-commerce?	It's really worth it, it's just that everything has to come back to me as a seller because it's really a booming order that makes you tired and you have to work extra hard again, but of course it's all paid off with a turnover and income that is many times more than before.

The conclusion of an interview with one of the sellers in the Tiktok Shop application resulted, Tiktok Shop really helped him as a businessman to market his products. Tiktok Shop supports many easy-to-use features for both product marketing and business product sales. The large number of Tiktok users previously made the promotion of goods even wider, so that the income and turnover generated could exceed the previous target.

In addition to conducting interviews with one of the respondents who sells at Tiktok Shop, the researcher also conducted interviews with Tania Putri Iskandar as the second respondent who had shopped using the Tiktok Shop application. The interview was conducted in person on Saturday, January 22, 2022, which took place at Café Sit Stories which is located at Sukasari No.12, Padasuka, Kec. Central Cimahi, Cimahi City, West Java 40526. The following is a list of tables from the results of interviews with Tania Putri Iskandar as the second resource person in this study (See Table 2).

Table 2. Second Respondent Interview Results

No.	Question	Answer
1.	Do you often shop online?	Very often it seems, because you could say every time you want to buy something, you must always buy it online. Besides not making it complicated, there is no need to waste time either.
2.	Are you familiar with the Tiktok Shop e-commerce application?	Yes, it's been discussed a lot over the past year isn't it.
3.	Have you ever shopped at Tiktok Shop?	I've recently shopped there more often because there are lots of promos and items on offer that can be shown directly via live streaming, it just feels more trustworthy. And of course the price is much cheaper than other e-commerce so my main target for shopping there.
4.	How do you feel about using Tiktok Shop in online shopping?	There are happy and bad too actually. It's nice because the price is cheaper and the number of promos is the main factor. Not happy with the delivery of the goods, sometimes it takes up to 2-3 weeks for the ordered goods to arrive. After being confirmed, it turned out that the orders were booming from other consumers, making the delivery take a long time. However, this is still understandable in my opinion because it can be seen from how influential the Tiktok Shop application is as a medium for shopping online.
5.	Do you agree that Tiktok Shop is one of the best apps for online shopping?	I think it all depends on the condition of the buyer. If I myself prioritize the speed of the goods ordered, I think this application is not very good at managing orders than the buyer. But if you prioritize Tiktok Shop prices, this is the best.

From the results of interviews and observations made directly with the two respondents, both of them describe the Tiktok Shop application which has an influence on the world of digital marketing e-commerce. The influence of the presence of the e-commerce Tiktok Shop states that Tiktok Shop is currently a hot topic of discussion and much in demand by the public, both as business people or as buyers, as well as other general public who like to shop online. For business people, the Tiktok Shop application is one of the e-commerce applications that is able to increase sales turnover to be very large and product marketing to be wider. The live streaming shopping feature, video content, promo coupons and prices that are below market standards make the Tiktok Shop application have a huge impact on pre-existing e-commerce applications.

b. Questionnaire Result

Questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. Questionnaires can be thought of as a kind of written interview. Questionnaires can be an effective means of measuring the behavior, attitudes, preferences, opinions and, intentions of relatively large numbers of subjects more cheaply and quickly than other methods. They can be carried out face to face, by telephone, computer or post. These groupings are based on age, gender, likes and dislikes, in which the final results will be recapitulated and illustrated with special diagrams [10].

The results of collecting research data by distributing questionnaires through Google Form produce data as many as 42 respondents. Google Form is one of application produced by Google. This application is also a web-based service to make a form of entry data. It usually used for taking a survey, collect data or make a list in an activity. Based on its features, as a form generator, Google form can be use for modified as software to conduct online test or assesment [11]. The results of the questionnaire show that 78.6% of Tiktok Shop application users are teenagers aged 20-25 years, with 61.9% being female. The results of the questionnaire based on age and gender are shown in Figure 1 and Figure 2.

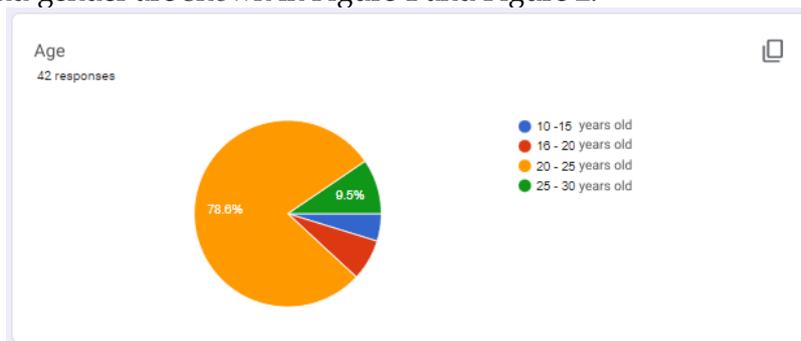


Figure 1. Questionnaire Results Based on Age

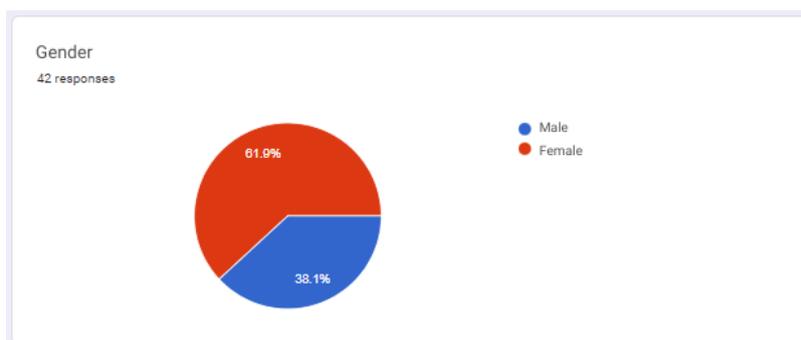


Figure 2. Questionnaire Results Based on Gender

The results of the questionnaire show that 81% of respondents use the Tiktok application and 19% have never downloaded and used the Tiktok application, which means that almost all people must have used the Tiktok application either to make it a place to create content or just as an entertainment application.

And from 81% of respondents who use the Tiktok application, 47.5% of users rarely use it, 30% use it often and 10% never use it. From these results it can be concluded that not all users who use the Tiktok application open the application continuously, so from the results of the

questionnaire it can be seen that the percentage of respondents who rarely use the Tiktok application is greater than the other percentages. And in real life, it turns out that almost all humans download an application only to be used when they really want to use it [12]. The results of the above questionnaire are shown in figure 3 and figure 4.

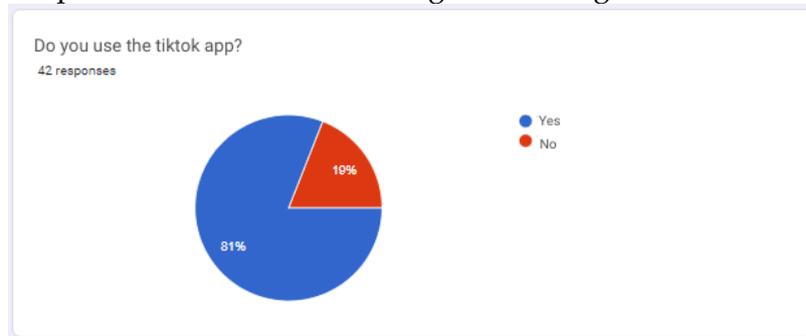


Figure 3. Questionnaire Results Based on TikTok Application Usage

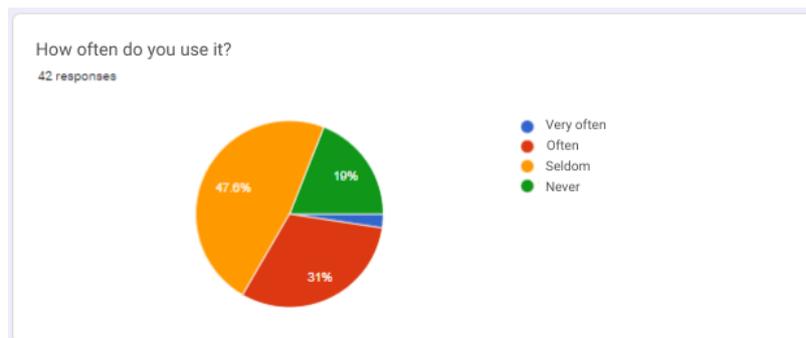


Figure 4. Questionnaire Results Based on How Often You Use TikTok

Furthermore, the question posed to respondents was regarding the latest e-commerce feature launched by the Tiktok application, namely Tiktok Shop. From the results of the distributed questionnaires, 92.9% of respondents know the Tiktok Shop feature, which means that all respondents who fill out the questionnaire know that this feature exists, whether they use the Tiktok application or not. And of the many respondents who know this feature, 64.3% of them have used this Tiktok Shop for their needs in shopping or selling online. The results of the above questionnaire are shown in figure 5 and figure 6.

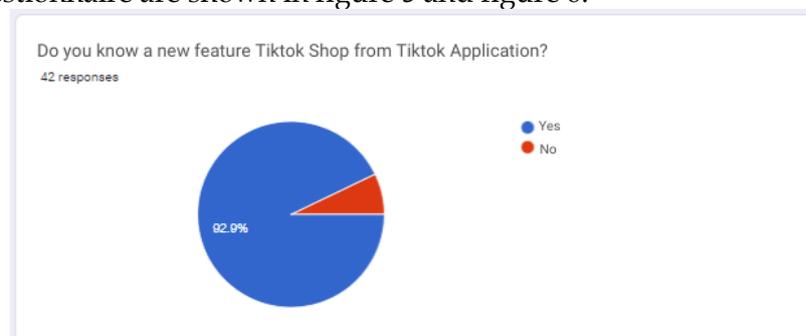


Figure 5. Questionnaire Results Based on Knowledge of Tiktok Shop Features on the Tiktok Application



Figure 6. Questionnaire Results Based on Ever and Never Shopping or Selling on Tiktok Shop

The widespread use of the Tiktok Shop feature over the past year has resulted in many people knowing this feature indirectly [2]. So that there are also inputs and responses from some users. From the results of the questionnaire distributed, as many as 71.4% of respondents agreed that this e-commerce is interesting, and 59.5% of respondents made it possible to try shopping or selling at Tiktok Shop, 31% of respondents were interested in using this e-commerce and 9.5% chose not to be interested. This means that Tiktok Shop's influence in the e-commerce field is showing enormous results. The results of the above questionnaire are shown in figure 7 and figure 8.

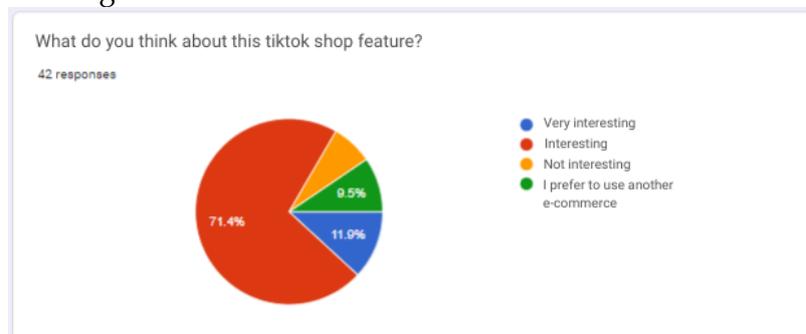


Figure 7. Questionnaire Results Based on Feedback Regarding Features on Tiktok Shop

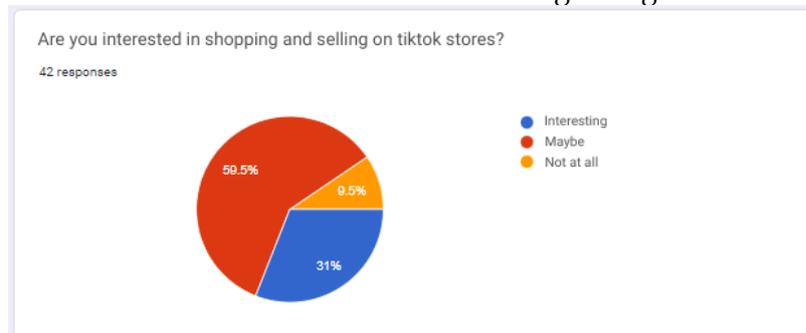


Figure 8. Questionnaire Results Based on Respondents Interest in Shopping or Selling on Tiktok Shop

After seeing the results regarding respondents' responses and interest in Tiktok Shop e-commerce, then it will be seen how likely Tiktok Shop is to be able to compete with pre-existing

e-commerce. The following is the result of the questionnaire which states that 45.2% of respondents answered that Tiktok Shop allows it to compete with other e-commerce, and even 19% of respondents chose to agree that Tiktok Shop is indeed worthy of being a rival to existing e-commerce. The results of the above questionnaire are shown in figure 9.

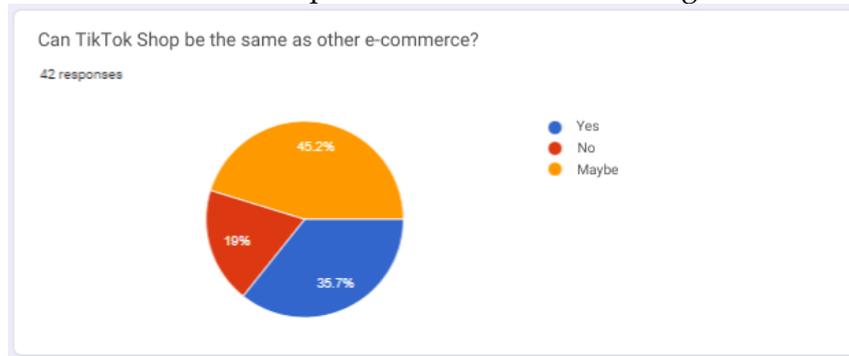


Figure 9. Questionnaire Results About Compete TikTok Shop with Other E-commerce

The following are the results of the questionnaire from the assessment given by respondents regarding the appropriate rating given to this Tiktok Shop e-commerce. The results of the questionnaire showed that 42.9% gave a three-star rating which means, this Tiktok Shop has good quality in terms of providing its services in carrying out business processes in the digital marketing world and is considered good to be used as an e-commerce application along with supporting applications. existing e-commerce. The results of the above questionnaire are shown in figure 10.



Figure 10. Tiktok Shop Feature Rating Questionnaire Results

4. Conclusion

From the research that has been done above, it can be clearly concluded that the Tiktok application has a very large contribution in terms of marketing its newest feature, namely Tiktok Shop. The e-commerce features offered are able to give a big influence on the new digital marketing area for business people and consumers who like to shop online to be able to get their respective benefits. Attractive marketing features, easy use, simple appearance, performance and other advantages are able to attract people to try shopping online at this e-commerce site. From the results of an interview with one of the businessmen, they admit that the use of Tiktok Shop as a new business area for them has a very significant impact, starting from a very wide marketing scope, a turnover that exceeds the target, as well as a booming consumer orders that make Tiktok Shop successful in carrying out its role as one of the e-

commerce applications in the world of digital marketing. In addition, the features provided for business people in marketing their goods in an attractive way (live streaming), promos and prices that are below market standards, create a sense of curiosity for consumers and other people to try shopping at this Tiktok Shop, as can be seen from the results of the questionnaire. spread that the possibility of consumers having an interest of 59.5% in using Tiktok Shop as an e-commerce tool.

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