

## The Influence of The Tiktok Application as an Effort to Increase Sales of MSME Actors Causes Consumptive Culture in the Community

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### Abstract

The purpose of this study is to determine (1) tiktok, live tiktok, and tiktok shop content as an effort to increase sales of MSME actors; (2) The influence of tiktok shop on people's consumptive behavior; (3) Educational efforts in TikTok content on how to shop wisely; (4) The role of the government in responding to buying and selling activities on the TikTok application. This research uses qualitative methods with data collection techniques through interviews and literature studies sourced from books, journals and research that have been read. The results of this study state that the features provided by TikTok can have a positive impact on MSME players to increase sales and branding. Thus encouraging consumers to shop continuously without seeing the benefits of the item. It is important for the government to ensure that consumers who shop through tiktokshop are protected from harmful business practices.

**Keywords:** Tiktok Shop, MSMEs, Consumptive Culture

### 1. INTRODUCTION

In the era of digital transformation, social media platforms have become more than just communication tools; they have also evolved into powerful marketing channels (Nesterenko et al, 2023). Among them, TikTok has emerged as one of the most influential applications in shaping consumer behavior, especially due to its engaging short-video format and algorithm-driven content personalization (Ahmad & Rydén, 2023). The platform not only entertains but also facilitates the promotion of products and services, making it an attractive space for Micro, Small, and Medium Enterprises (MSMEs) to expand their market reach.

MSMEs, which play a crucial role in driving local and national economies, have increasingly leveraged TikTok as a medium to showcase products, conduct live-selling, and build interactive relationships with customers (Cueto et al, 2022; Patricia, & Kongres, 2023). The interactive and viral nature of TikTok content allows MSME actors to increase visibility and sales more effectively compared to traditional marketing strategies. This phenomenon indicates that TikTok is not merely a social networking site but also a significant digital marketplace that empowers small businesses to survive and compete in the era of globalization.

However, the growing popularity of TikTok as a marketing tool has also contributed to changes in consumer culture. The platform's algorithm, which constantly recommends

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trending products, often encourages impulsive buying behavior. According to Mbaye (2023), consumers are easily influenced by creative content, endorsements from influencers, and the fear of missing out (FOMO) effect. Consequently, while MSMEs benefit from increased sales, society experiences a parallel rise in consumptive culture, where purchasing decisions are frequently driven by trends rather than actual needs.

The increasingly advanced digital era causes lifestyle changes in society. This change can be seen from the active attitude of the community in social media. The development of technology is increasingly complex and sophisticated, making it easier for people to communicate without analysing regional geographical boundaries and accelerate the dissemination of information. The development of technology has a different impact on each individual, both positive and negative impacts. One of the negative impacts of technological development is the rapid spread of hoax news that causes an uproar in society. But on the other hand, this technological development can be used by MSMEs to promote their products to be known to the wider community (‘Ainy, 2020).

MSMEs from various sectors are now starting to compete using technology as a strategy to increase the competitiveness of the products they sell . From here, the use of digital technology can bring innovation and new breakthroughs for MSME players. TikTok is one of the digital media platforms that ranks highest in online-based sales in Indonesia. In the TikTok application, MSMEs are free to promote their merchandise through videos, live sales, and influencer endorsements. Interesting promotional content videos presented through TikTok Shop have a big impact on product purchases by consumers. In addition, TikTok offers many features that encourage the creativity of users with energetic music choices so as to increase consumer appeal. Interestingly, the features on TikTok encourage consumers to continue consuming and in the end a consumptive lifestyle aris (Huda, 2020).

With the online shopping feature on the TikTok application, it causes people's consumptive culture to purchase goods is increasing. Consumptive is a person's behavior in buying an item without considering the benefits of the item (Sumartono, 2002). . Based on the facts that occur, consumptive actors buy goods just to maintain prestige and follow the trend that is going viral. The level of consumption behavior of Indonesian people is higher than other countries. This is shown by the low savings of the Indonesian people compared to other countries such as the Philippines, Malaysia, and Singapore (Anggriyani, 2019).

## 2. METHOD

The research method used in making this article is a type of qualitative research. Where to obtain data, researchers use a method that is adapted to the type of qualitative research. The qualitative method of interview techniques used in this research is a free-guided interview, where the questions given are not glued to the interview guidelines and can be deepened or developed according to the situation and conditions. The purpose of this interview is to determine the Effect of the Tiktok Application as an Effort to Increase Sales of MSME Players Resulting in Consumptive Culture in the Community. The data obtained from the interview process will be presented in the form of description using easy-to-understand words.

## 3. RESULT AND DISCUSSION

*TikTok, Live TikTok, and TikTok Shop Content as an Effort to Increase Sales of MSME Actors*

In this 5.0 era, almost all activities are carried out by utilizing digital media, including buying and selling activities. Now there are so many applications for buying and selling service providers online. One of the many buying and selling services is TikTok. In 2020, TikTok began to grow rapidly to become a new culture in Indonesia. Apart from being an entertainment platform that features entertainment videos, now TikTok has brought a new feature called TikTok Shop. TikTok Shop provides the same services as e-commerce in general. Many feel profiting from selling on TikTok Shop compared to other e-commerce. Because its use is quite easy and there are quite a lot of TikTok application enthusiasts and can be reached all over the world, making it easier for sellers to promote their merchandise.

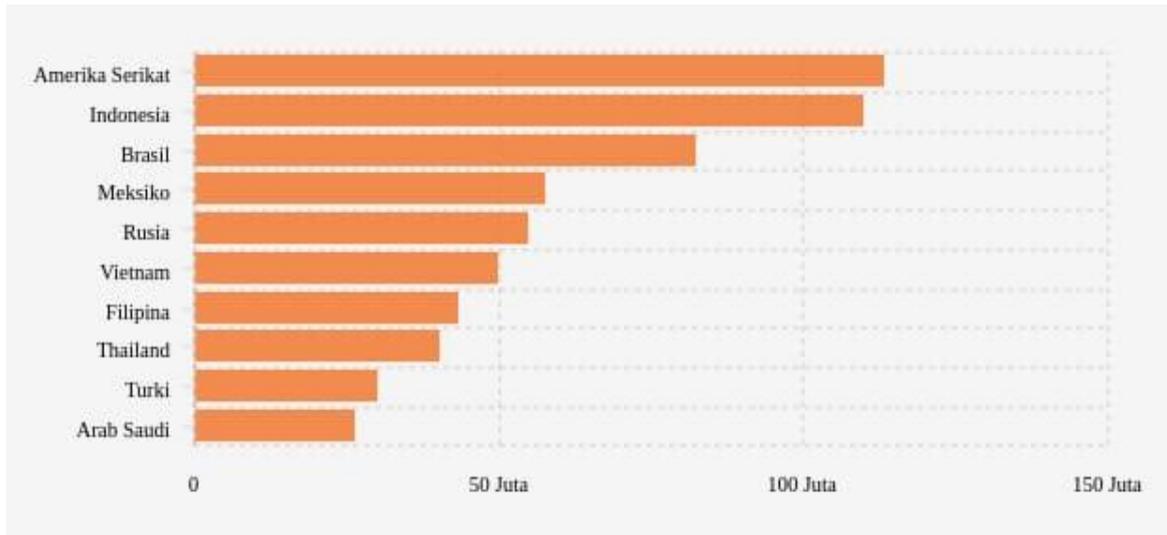


Figure 1. Number of TikTok users around the world

Source: <https://databoks.katadata.co.id>

From the picture above, it can be seen the number of TikTok users around the world, and Indonesia occupies the second position in the number of TikTok users in the world. In this case, it provides opportunities for MSMEs in Indonesia to introduce their products with the help of digital media, one of which is TikTok. There are several aspects that are part of digital marketing.

### 1. *TikTok Content*

In the TikTok application, the implementation of TikTok content can be used as a medium to promote a business or brand, by presenting content in the form of text, video or audio. SEO (Search Engine Optimization) is a strategy that can be done in the use of TikTok content such as the use of hashtags, captions, or backgrounds, where this is done so that the content created can appear at the top of TikTok search so that the promotional content we create is more quickly recognized by users. In addition, digital marketing can also be done using the services of influencers. Some of the features contained in the TikTok application that can be used by its users. One of them is the #fyp (For Your Page) feature, this hashtag is often used by TikTok users. It is expected that TikTok's FYP is personalized so that TikTok content matches the interests of its users, this is called an algorithm. The FYP page displays a content that is crowded with views, so that the content you create with #fyp may appear on many users' pages. Therefore, it is important for MSME players who promote their products with content

to strive for their content to enter the FYP of many users so that they have the opportunity to be known by many people (Delicia, 2022).

Furthermore, there is the TikTok ads feature where this feature is specifically made by TikTok for business people to promote their business with TikTok. TikTok ads are a type of online ad that appears on the main page when opening the application and appears when moving between content. The way this feature works is by paying TikTok to display its videos on the FYP page as well as on the TikTok page of all users. However, the use of TikTok ads is less attractive to MSME players, because it requires considerable costs to create ad content that users are interested in and pay for these features.

## **2. Live Streaming TikTok**

Live TikTok can be used to interact with potential customers and can also strengthen brand awareness, and increase customer loyalty. MSMEs will be able to increase interaction and the number of followers by using the Live TikTok strategy. Through Live TikTok buyers can ask directly about product details, prices, colors, as well as the quality of these products in this case can open opportunities for sales conversion. In addition, you can also collaborate with TikTok creators who have a large number of followers. By doing this collaboration, it can reach a larger audience and increase the exposure of MSME products or services. So, with this TikTok Live session, it has the opportunity to increase sales for MSME players (Sinulingga, 2023).

## **3. TikTok Shop**

Most of the TikTok users come from teenagers and adults between the ages of 16-24 years. Where they become a good audience for potential marketing for a product. MSME players can take advantage of this TikTok Shop to expand market reach, introduce products or brands more effectively, and increase sales. Not only providing convenience for its users, TikTok Shop also makes it easier for people to do business. Which makes TikTok Shop much in demand by the public because the price is relatively affordable compared to the marketplace or e-commerce in general. Attractive promos and discounts are often offered by TikTok Shop, this can encourage consumers to buy products on TikTok Shop. In addition, shopping using TikTok Shop is not complicated, consumers only need to download the TikTok application and make sure the application is the latest version. TikTok Shop offers a variety of products with various brands including products from MSME players. With various types of promotions and attractive product offers that are well regulated through creative content, TikTok continues to grow and innovate and still exist (Priyono, 2023).

TikTok also collaborates with banking institutions and other companies to facilitate marketing, such as Gopay, Dana, Ovo so that it can make it easier for consumers to make payments. According to Fathimatus Putri Adriyana, one of the tiktok and tiktokshop users admitted that tiktok content and live tiktok can help MSMEs increase their sales. In the current digital era, social media such as TikTok is very popular with young people. Therefore, TikTok or TikTokshop can be a forum for MSMEs to market their products. Apart from that, the existence of TikTokshop can also make it easier for people to buy the goods they are looking for. Overall, the features provided by TikTok can have a positive impact on MSME players to increase sales and branding. Moreover, with those features and an effective promotion strategy can make TikTok a powerful tool for online commerce and product marketing.

### ***The Influence of TikTok Shop on People's Consumptive Behavior***

TikTok Shop encourages people who like to shop to buy items continuously without seeing the benefits of the item. Products sold on TikTok Shop have diverse models and aesthetic value that make people want to buy them just for a moment's satisfaction. Of all the products offered at TikTok Shop, this will foster a consumerist attitude and feel dissatisfied with the items they buy, so they will continue to spend money to fulfill needs that should not be important in their lives (Ainy, 2020)

Various product posts on TikTok Shop provide information to consumers about the details of the products they sell through innovative content. Indirectly, the community receives influence from these posts, resulting in consumptive behavior. In reality, people buy items on TikTok Shop just because they see their idols using the item or just because the item is trending so they flock to buy the item to increase their confidence and don't want to be left behind by the viral trend. In addition, the discounts offered on TikTok Shop when live are very large because sales occur directly from the producer without going through distributors or resellers, so people can get prices that are much cheaper than normal prices.

The effect of free shipping vouchers causes consumptive behavior. Because consumers will flock to buy goods on TikTok Shop when there are discount vouchers. Especially free shipping vouchers on twin dates. So that the total online shopping orders are booming (Umami, 2023).

This was emphasized by the interviewee that "it is very influential, because in the TikTok shop it is set at an affordable price so that it can trigger people's consumptive behavior, this price comes from the accumulation of free shipping discounts and discounts, therefore people like to buy goods that are on sale at TikTok Shop without thinking long which ultimately leads to consumer behavior".

### ***Educational Efforts in Tiktok Content on How to Shop Wisely***

Shopping at this time is getting easier and faster because nowadays you can shop from home/usually called shopping online. No wonder that more and more online shopping places such as e-commerce appear and present various needs, one of which is the TikTok Shop by presenting content that contains warnings about how to shop wisely. Because it is fully integrated with the TikTok application, this e-commerce platform is not only selling products, but also presents entertaining content to make the shopping experience more interesting. In addition, Tiktok is also a tool to provide education on how to shop wisely, namely by:

1. Create a Short Video Tutorial that explains the simple steps to shop wisely, such as creating a budget, comparing prices, or looking for deals.
2. By using the overlay text and image feature to highlight the key points about shopping wisely in the video.
3. In the comments or video description, invite viewers/those who are watching the video to ask questions or discuss the topic of wise shopping, and give your answers or views.
4. Share personal experiences on how to shop wisely. For example, how to find the best deals or how to avoid impulse purchases.
5. Differentiating Needs and Wants teaches viewers how to distinguish between basic needs and luxury desires. For example, there is no need to buy things that are not needed.

6. Provides tips on how to compare product prices before buying them, both online and offline and also explains the importance of finding the best deals.
7. Talk about debt risk and how to keep it under control and teach about how to manage credit cards wisely, so as not to be wasteful.

### ***The Role of the Government in Responding to Buying and Selling on the Tiktok Application***

The importance of the government's role to oversee the phenomenon of online trading or tiktokshop. One of them is in content or messages in various forms of communication, especially in the realm of marketing. Therefore, it is essential to present content that is in accordance with market needs, both through print and digital media, as a foundation in content marketing strategies. Thus, the adjustment of content to the preferences of the target audience becomes a must (Ramadhani, 2023).

The government issues regulations and policies that apply to businesses that use social media platforms for commercial purposes (Bertot et al, 2012). This includes rules regarding taxation, business licenses, product safety standards, and consumer protection. The government must ensure that consumers who shop through tiktokshops are protected from harmful business practices. For this reason, the government needs to establish rules related to consumer rights, return policies, and guarantees for the security of online transactions.

In addition, cooperation between the government and the TikTok platform is key. This collaboration can help maintain the security and privacy of users' personal data, including supervision of data collection and use in accordance with the law. Thus, the government has an important role to play in creating a more orderly and safe environment for TikTokShop businesses, while ensuring adequate consumer protection. commerce that continues to increase (Lukito, 2017). The government needs to cooperate with various parties who have an interest in the electronic market. To overcome barriers to the implementation of online commerce (Bahtiar, 2020).

## **4. CONCLUSION**

From the results of the explanation above, it can be concluded that TikTok Shop has a positive impact and a negative impact. The positive impact given by the existence of TikTok Shop is that it can help entrepreneurs or MSMEs in marketing their products, increasing sales, and expanding market reach. Because with the features provided by TikTok and the many people who use TikTok, so that marketing / promotion can be quickly conveyed to the public. In addition, the government is now playing a role in ensuring that consumers who shop through TikTok Shop are protected from harmful business practices. Thus, the government needs to establish rules related to consumer rights, return policies, and guarantees of online transaction security. Meanwhile, the negative impact provided by TikTok Shop is the consumptive culture that occurs in the community. Where many people buy something not because of need but want, because they are tempted by promos / discounts offered by TikTok Shop (Mudzakir, 2022).

## **SUGGESTION**

In the problems that occur in this study, there has now been a lot of content found that provides education on how to shop wisely. From the many videos about education in shopping, it is

hoped that later people will become aware of the importance of shopping as needed (Setiawati, 2023).

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