

TikTok Shop Marketing Strategy Against Predatory Pricing on Social Media

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Abstract

TikTok, which was originally used as an entertainment medium, has now developed into a tool for business strategy (Yuniarti, et al, 2020). TikTok Shop's market share is projected to increase to 13.2% in 2023 from currently only controlling 4.4% of the total e-commerce market share in Southeast Asia (www.databoks.katadata.co.id, 2023). TikTok shop's ability to gain market share in Indonesia has apparently been accused of carrying out "Predatory Pricing" practices, namely a sales strategy by setting very low prices with the aim of eliminating competitors from the market and attracting buyers with low prices (www.cnnindonesia.com, 2023). The prohibition on the concept of predatory pricing is confirmed in Article 20 of Law no. 5 of 1999 and Article 7 of Law no. 1. On the 5th of 1999, a ban was implemented on setting prices below production costs. The aim of this research is to determine the effect of low prices, flash sales and the yellow basket feature on the TikTok Shop on predatory pricing on social media. This type of research is quantitative. Sampling used the purposive sampling method. Data was collected by distributing questionnaires and analyzed using multiple linear regression. The research results show that flash sales have a positive effect, while low prices and the yellow basket feature do not have a positive effect on predatory pricing on social media.

Keywords: tiktok shop, low price, flash sale, yellow basket, predatory pricingDOI :
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1. Introduction

Business has experienced significant changes since the digital era. A trend that is currently popular is digital marketing, where products or services are promoted via websites or social media. People's shopping patterns initially carried out transactions face to face, but can now be done online via devices (Priyono & Sari, 2023). In this digital era, there are many platforms or applications that provide interesting video creation (Susilowati, 2018). The large number of various application platforms providing video creation with interesting things indicates that smartphone users are increasing. One application that is widely used today is the TikTok application.

The TikTok application is a social media and music video platform from China which was launched in September 2016. TikTok provides a medium for its users to create short music videos. In August 2023, TikTok occupied the first position as the most downloaded application worldwide with a record of 54 million times on the App Store and Play Store, shifting the Instagram application which occupied the top position in December 2022 (www.cnnindonesia.com, 2023). This number also managed to beat several other popular applications such as YouTube, WhatsApp, Facebook Messenger and Instagram. Most of the TikTok application users in Indonesia are school-age children and millennials or what we know as Generation Z (Handy & Wijaya, 2020).

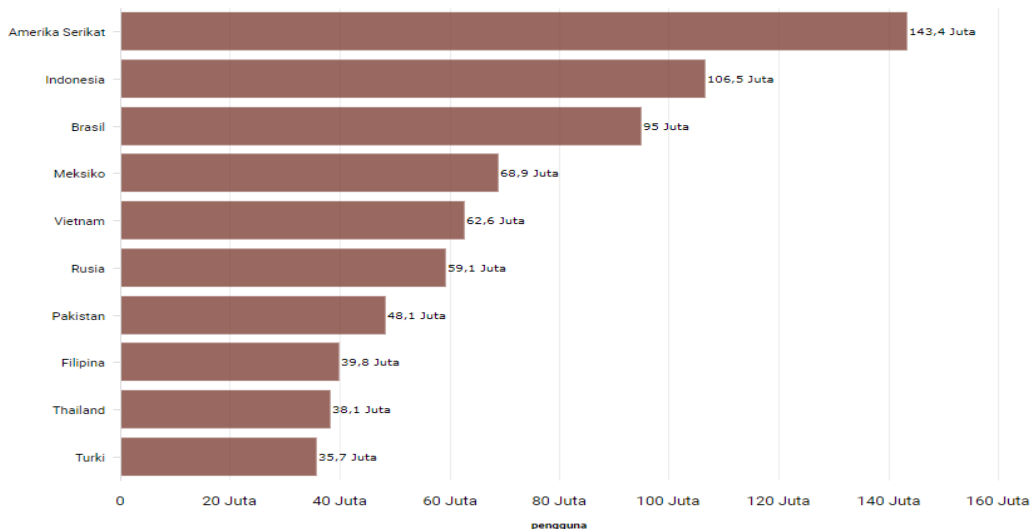


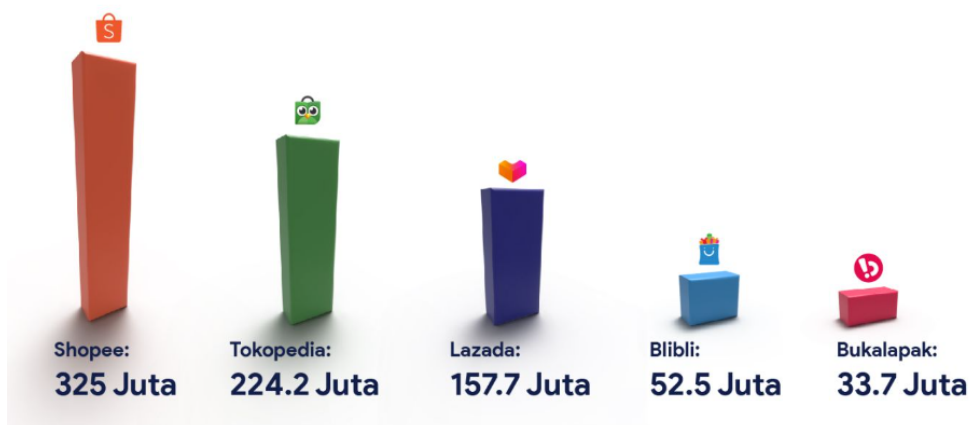
Figure 1.1 Number of TikTok Users in the World

Source: www.databoks.katadata.co.id, 2023

Based on data collected from the website www.databoks.katadata.co.id, it can be seen that the number of TikTok users in Indonesia is ranked 2nd after the United States. This is because TikTok is felt to be able to convey information briefly and interestingly. The more creative the videos shared by users, the more people will be interested in the videos. Previous research conducted by Nuh Krama Hadiano et al (2022) stated that Tiktok has practiced marketing strategies that follow market needs and technological developments quickly and precisely.

TikTok, which was originally used as an entertainment medium, has now developed into a tool for business strategy (Yuniarti, et al. 2020). The difference between TikTok and other social media lies in the marketing media used, namely the TikTok Shop feature (Sulistianti & Nugraha, 2022: 3457). This feature uses a live streaming promotional method so that sellers can interact with consumers directly. Then TikTok Shop also carries out promotions in the form of original reviews from buyers which are packaged in such a way as to attract consumers' attention to shop. In addition, the promotion of discounts and free shipping has made TikTok Shop quickly noticed by business people. This eliminated other e-commerce sites such as Shopee, Tokopedia, Lazada, Blibli and Bukalapak which already had market share as shown in the following picture:

Figure 1.2 Top E-Commerce in Indonesia in 2023



Source: www.winter.co.id, 2023

TikTok Shop has succeeded in combining entertainment on social media with a shopping experience. The TikTok Shop algorithm is able to present content according to consumer preferences, followed by product appearance patterns that suit consumer desires. Thus, Tiktok Shop has proven to be effective in triggering impulse purchases. This opportunity was used by entrepreneurs through advertising media to create the "TikTok Poison" phenomenon. "TikTok Poison" is a trend that displays content containing information about a product, such as unboxing or interesting product reviews. This arouses interest and curiosity in the audience. The results of research conducted by Triyanti, MD & et al (2022) state that TikTok's toxic content is created in an attractive way so that it influences the buying interest of its users and has an impact on lifestyles that change to consumerism. Content using the hashtag #racuntiktok managed to get 2 billion impressions.

The next TikTok trend that is successful in grabbing the attention of social media users is the For Your Page (FYP) feature. This feature uses intelligent algorithms to adjust the content displayed according to user interests, so that personalization of the consumer shopping experience is very strong. FYP not only displays the content or products that users expect, but also displays recommendations for the cheapest product prices (www.kompas.com, 2023). This encourages the consumer behavior of TikTok users, most of which are dominated by the millennial generation who tend to be easily influenced (Triyanti, MD, 2022). However, information regarding the benefits of the TikTok application can be felt not only by young people but also by all groups (Bulele & Wibowo, 2020).

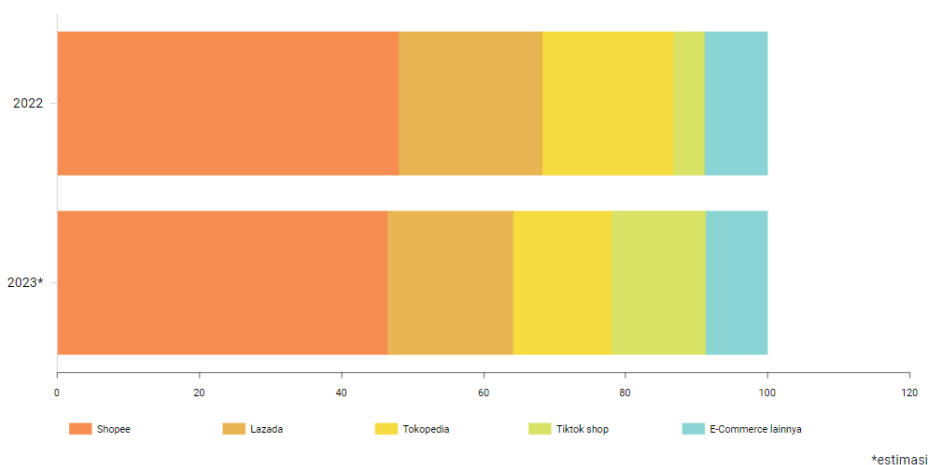


Figure 1.3 Estimated E-Commerce Market Share in Southeast Asia (2022-2023)

Source: www.databoks.katadata.ac.id, 2023

According to data collected from website pages www.databoks.katadata.co.id TikTok Shop's market share is projected to increase to 13.2% in 2023 from currently only controlling 4.4% of the total e-commerce market share in Southeast Asia. This cannot be separated from the potential that TikTok has as an effective medium for MSMEs to reach a wider audience, increase sales and increase their brand presence in the digital market, based on research results from Priyono & Sari (2023). According to www.ekonomi.bisnis.com (2023) TikTok's market share in Indonesia has reached 5%. This could be a threat to other major e-commerce players such as Shopee, Lazada and Tokopedia. TikTok shop's ability to gain market share in Indonesia has apparently been accused of carrying out "Predatory Pricing" practices, namely a sales strategy by setting very low prices with the aim of eliminating competitors from the market and attracting buyers with low prices (www.cnnindonesia.com, 2023). The prohibition on the concept of predatory pricing has been confirmed in Article 20 of Law no. 5 of 1999 and Article 7 of Law no. 1. On the 5th of 1999, a ban was implemented on setting prices below production costs.

Digital economy observer, Ignatius Untung assesses that what TikTok Shop is doing by providing cheap prices to consumers is not predatory pricing, but rather subsidies given to users of e-commerce and social commerce platforms such as purchasing vouchers and others. This aims to attract new customers to shop on the platform compared to other platforms. The accusation of predatory pricing was also denied by Anggini Setiawan as Head of Communications TikTok Indonesia. TikTok emphasized that as a platform, TikTok cannot determine product prices. Pricing is determined according to the business strategy of each seller. Thus, products found on TikTok Shop can also be found on other e-commerce platforms with have similar price levels (www.bisnis.tempo.co, 2023).

TikTok Shop promotions through flash sales are also considered to trigger predatory pricing. Flash sale is the sale of products by cutting prices with a limited number of products in a short time. However, the results of research from Ni Kadek & Made Aditya (2022) entitled "Indications of Predatory Pricing in Flash Sale Promotions in E-commerce as an Unfair Business Competition Practice" state that flash sales are not indicated as predatory pricing because the implementation time period is short, while predatory Pricing is usually carried out over a long period of time.

Another indication that caused TikTok Shop to be accused of predatory pricing was the yellow basket feature. Where, this feature is a facility for us to carry out purchase transactions. According to Article 21 paragraph 3, it is stated that providers of social commerce business model platforms are prohibited from facilitating payment transactions in their electronic systems, this is considered predatory pricing.

Minister of Cooperatives and SMEs Teten Masduki revealed that TikTok Shop is killing MSMEs in Indonesia. He believes that income from online trading has so far been enjoyed more by foreigners because more of these goods come from abroad. This is in line with the results of research from Zakia Zahra A (2023) entitled "Analysis of Predatory Pricing of TikTok Shops amidst the Use of Social Media for Indonesian MSMEs" stating that the predatory pricing phenomenon of TikTok Shops can have a negative impact on the economy, especially for MSME traders in Indonesia. Apart from that, Teten also thinks that TikTok is spying on Indonesian people's shopping behavior through Project S in order to facilitate imports of Chinese goods (www.cnnindonesia.com, 2023). This is considered to be very threatening to Micro, Small and Medium Enterprises (MSMEs) in Indonesia.

Reporting from the news page www.Ekonomi.bisnis.com, TikTok Shop officially closes on October 4 2023 at 17.00 WIB. The closure of the TikTok Shop is in line with the inauguration of Minister of Trade Regulation (Permendag) No. 31 of 2023. These regulations relate to business licensing, advertising, guidance and supervision of business actors in trading via electronic systems. In these regulations, there are a number of regulations regarding e-commerce and social commerce. One of these rules is related to the social commerce business model which can only promote its products like television advertisements, not for transactions.

Economic expert at Muhammadiyah University of Jember, Yohanes Gunawan Wibowo, said that the closure of the TikTok Shop had a positive impact on the e-commerce ecosystem (www.Ekonomi.republika.co.id, 2023). This can be seen from the increase in Bukalapak and Tokopedia shares, as well as the increase in sales in e-commerce Facebook Ads and Instagram Ads. However, this is only temporary because TikTok Shop will likely return in a different way, said Yohanes Gunawan Wibowo. The negative impact following the closure of the TikTok Shop is that Shopee cannot sell imported goods for less than IDR 1.5 million. This is due to one of the new points in the revision of the Minister of Trade Regulation No. 31 of 2023, as a replacement for Minister of Trade Regulation no. 50 of 2020 "e-commerce is prohibited from selling imported goods priced below USD 100 or around IDR 1.5 million". This price limitation is the government's way of balancing the treatment of imported products and local products in the domestic market, because previously, TikTokShop is considered by many parties to provide unequal advertising treatment between foreign products and local Indonesian products (www.narasi.tv, 2023).

The success of TikTok Shop in implementing its marketing strategy through promotional innovations which ended up being closed by the Indonesian government due to indications of predatory pricing practices towards other e-commerce on social media is the background for this research with the title "TikTok Shop Marketing Strategy Against Predatory Pricing on Social Media".

Formulation of the problem

Based on the research background, the problem formulation is:

1. Is there an influence of low prices on the TikTok Shop on predatory pricing on social media?
2. Is there an influence flash sale on the TikTok Shop on predatory pricing on social media?
3. Is there an influence the yellow basket feature on Tiktok Shop on predatory pricing on social media?

Research purposes

The objectives of this research include:

1. To find out the influence of low prices on the TikTok Shop on predatory pricing on social media
2. To find out the influence flash sale on the TikTok Shop on predatory pricing on social media
3. To find out the influence yellow basket feature on Tiktok Shop on predatory pricing on social media

Benefits of research

the benefits of the research carried out are:

1. Academic Aspect

It is hoped that the results of this research can add to scientific studies to increase scientific insight, especially regarding digital marketing or e-commerce strategies.

2. Aspects of Knowledge Development

It is hoped that this research can become reference material for developing further research and can minimize the limitations of existing research.

3. Practical Aspects

It is hoped that the results of this research can be used as material for Improvements for the TikTok platform s carrying out promotions in the world of e-commerce.

2. Literature Review

Marketing Strategies

a. Understanding Marketing Strategy

According to Buchari Alma (2008), marketing strategy is selecting and analyzing the target market that the company wants to reach, then creating a marketing mix that is suitable and can satisfy that target market. According to Kurtz (2008:42) marketing strategy is the company's overall program in determining market targets and satisfying consumers by building a combination of elements from the marketing mix such as product, distribution and price.

Kotler & Armstrong (2012:72) define marketing strategy as marketing logic which aims to enable companies to create value and achieve profitable relationships with consumers. According to Philip Kotler (2016) marketing strategy is the mindset that will be used to achieve marketing goals in a company which includes specific strategies for target markets, positioning, marketing mix, and the size of marketing expenditure.

According to Palmatier and Sridhar (2017) marketing strategy is decisions and actions that are focused on efforts to build sustainable differential advantages over competitors in the minds of consumers in order to create value for stakeholders. Meanwhile, according to Wijoyo (2021), a marketing strategy is a series of systematic and comprehensive plans that are used as a guide for carrying out marketing activities in order to generate profits. Based on the understanding of experts, it

can be concluded that marketing strategy is a step taken by a company to create value in the target market so that it has an advantage in competing and generates profits for the company.

b. Strategy Digital Marketing

According to Urban, digital marketing (2004:2) is the use of the internet and information technology to expand and improve traditional marketing functions. According to Ridwan Sanjaya & Josua Tarigan (2009:47), digital marketing is marketing activities including branding that uses various web-based media such as blogs, websites, e-mail, Adwords and social networks. Digital marketing strategy is a strategy used by companies and business people to maximize the potential of the digital marketing activities they carry out. Digital marketing strategies carried out by companies vary, according to their respective needs and goals. The benefits of digital marketing (Hermawan, 2012:21) include:

1. The cost is relatively cheap

Digital marketing costs less and is able to reach a wider range of potential consumer compared to conventional marketing. Apart from that, customer can also compare with other product.

2. Large information load

Digital marketing is able to provide much greater information than conventional media. Digital marketing is also able to store the data needed by the company accurately, so that it can help business expansion.

The elements of digital marketing according to Ryan (2009: 31) from the promotional side as part of the marketing mix are:

1. Website

The website is the most important part of the overall digital marketing strategy because it connects potential consumers with the digital world directly.

2. *Search Engine Optimization (SEO)*

Search engine optimization is the process of managing the content of a website so that internet users can easily find the content they are looking for and is relevant to what is on the website.

3. *Pay Per Click (PPC)*

Paid search click-based advertising that allows marketers to purchase internet search results pages based on key keywords or selected sentences.

4. *Digital Content*

Content marketing includes planning, creating and sharing content about the company in the form of blogs, social media, articles, e-books, infographics and online brochures. This is done to attract readers and motivate them to become buyers.

5. *Affiliate Marketing and Strategic Partnership*

Affiliate marketing and strategic partnerships are activities of partnering with other companies through websites to promote products or services to achieve mutual benefits.

6. Marketing Automation

Marketing automation is a technique for automating tasks with repetitive concepts such as workflow, content layout and campaign reports on digital channels, both via email and social media.

7. Native Advertising

Native advertising is a form of paid advertising whose appearance is similar to media content and placement. Examples include Promoted Posts on Instagram and Facebook

8. *Copywriting*

Copywriting is a persuasive writing technique with the aim of attracting people to buy the product being offered. Examples include short captions on social media like Instagram.

9. *Online Public Relations*

Using online communication channels to create a positive perception of a brand and to position a company as an authority in a particular field.

10. *Social network*

Promote products via social media such as Facebook, Whatsapp, Twitter, Facebook Messenger.

11. *Email Marketing*

Electronic mail (e-mail) sent to prospective and existing consumers with the aim of maintaining relationships.

12. *Customer Relationship Management*

One of the important elements of digital marketing activities is maintaining existing consumers and building mutually beneficial collaborations.

The role of digital marketing aims to connect potential consumers and companies in the marketing process. These relationships need to be built so that they benefit each other. Technological developments in marketing applications are quite effective in increasing sales figures. The existence of digital marketing is very important to consider in order to achieve marketing success.

c. Digital Era Consumer Behavior

Consumer behavior is the study of consumer actions in searching for, buying, using, evaluating, and abandoning products and services that are expected to satisfy their needs (Schiffman & Wisenblit, 2015). According to Yakin B Siregar (2022:1) consumer behavior in the digital era is predominantly influenced by psychological factors, namely perception, motivation, learning, beliefs and attitudes. Social media is able to shift human communication and interaction patterns. Before technology existed, communication was done directly and face to face. However, in this sophisticated era, communication can be done using social media such as chatting, telephone, video calls and so on (Rosmiati, 2022:2). The existence of social media has become entertainment such as games, watching videos, even just scrolling through the homepage of social media which is consumed by society in general. This entertainment is enjoyed by the public, especially the millennial generation, for 18 hours per day (www.republika.go.id).

According to Marshall McLuhan (in Siregar, Yakin B, 2022:2) technological innovation apart from influencing the way humans communicate, also shapes culture and life, including expectations and needs in the buying and selling process. According to Jonny Wong (in Adam 2016: 39) online shopping is the process of buying and selling and marketing goods carried out through online media. According to Yurieff (in Arifuddin & Irwansyah, 2019: 39) online shopping is becoming increasingly popular because users have the influence to buy goods based on recommendations from other people, even celebrities they like.

According to Ritzer (in Baudrillard, 2015: 34) in the current digital era, a person's shopping motivation is no longer to fulfill needs, but rather for pleasure, self-satisfaction, liberation of needs or consumption of goods. Consumers no longer have a priority scale so that when they see a product they want it is considered a necessity. Baudrillard (2015: 35) emphasizes that the existence of symbolic value and sign value indicates that individuals consume an object no longer based on use, but rather on the existence of symbolic value in the form of abstract signs.

The Role of Social Media in Digital Marketing

According to Larson and Watson (2011), social media is a series of applications that are able to connect customers in interacting, creating together, forming community networks and exchanging information publicly. According to Colicev et al. (2018) social media is also able to increase the mindset of consumers and the value of shareholders. According to Felix et al. (2016) social media can stimulate sales, save costs and expand the number of interactions. Apart from that, according to Habibi et al.

(2014) social media is also very important for building a company's brand, maintaining very close relationships with the entire community, especially the brand's special community.

Technology in social media is the most innovative tool in creating customer engagement with a company on an emotional level and goes far beyond just the act of selling. The aim of distinguishing emotional and transactional customer ties is to understand what are the driving factors for customer satisfaction, thereby leading to customer retention and long-term relationships between companies and consumers. Currently, more and more consumers are choosing online shopping (Meiranni, Ni Kadek & Putra, Made, 2022:1732), therefore it is important to understand what makes them satisfied in electronic transactions. The determining factors for customer satisfaction with websites and online merchants (Schiffman & Wisenblit, 2015) are as follows:

- a. Adaptation; purchase recommendations according to a person's needs, can order custom-made products, personalized advertising and promotions. This is unique and customers feel appreciated.
- b. Interactivity; the ability to see product offerings from different perspectives, search tools that help someone to find products quickly, become tools that can make comparisons easily so that it becomes useful information for customers.
- c. Look after; cultivating relationships with customers in an effort to increase business with customers. This can be done by giving reminders to customers after making a purchase, providing relevant information for someone's purchase, and providing recognition as a form of appreciation for someone's business.
- d. Commitment; these things include sending goods on time, being responsive to customer problems, a customer-friendly returns policy, and taking good care of customers.
- e. Network; use of networks to share customer experiences regarding the products they purchase, as well as benefit from communities of prospects sponsored by merchants.
- f. Diversity; just as traders provide "one-stop shopping", traders provide a wide selection of products to meet customers' shopping needs.
- g. Ease of transaction; merchant websites can be accessed easily and transactions are fast.
- h. Involvement; attractive site design, fun shopping, persuasive site and feel comfortable when shopping.
- i. Loyalty; customers who are reluctant to switch to another merchant, click through the site every time they need to make a purchase, and like to navigate the site.
- j. Inertia; when a customer feels deeply dissatisfied, but if switching to a new merchant wouldn't be worth it, it's hard not to shop on the site
- k. Trust; customers consider the merchant to be honest, customers rely on the merchant to complete the purchase transaction to success, trusting the site's performance.

According to Kotler et al (2016) marketing communications consists of several main activities such as advertising, sales promotion, publicity, direct marketing and personal selling. In this modern era, almost all mixes use digital marketing technology. Social media provides a platform for sellers to communicate directly with customers. Examples of interactions with customers via social media include actively replying to comments, sending direct messages, and responding to customer complaints. This will form strong relationships with customers and increase their loyalty to the product. The ability of social media to reach more people by sharing information in a short time is one of the reasons why social media is the right tool to support marketing businesses.

Predatory Pricing

According to Gunawan Widjaja (in A, Zakia et al, 2003: 1023) predatory pricing is a business strategy by setting very low prices for products over a long period of time. This is done to prevent business actors from entering the market and get rid of their competitors. When competitors have been

eliminated, prices are normalized again to maximize profits. Selling at a loss is an illegal business practice of setting product prices too low compared to market prices with the aim of winning competition in the market. Lowering the price too low, even below the cost price, this behavior will definitely be detrimental because it can damage market prices. One indicator that determines the success of predatory pricing practices is the departure of competitors who feel disadvantaged by predatory pricing behavior. Another indicator is that potential competitors who are just entering the market are hampered by predatory pricing practices, this is considered unhealthy business competition.

The legal umbrella in Indonesia regarding unfair business competition is contained in the provisions of Law Number 5 of 1999 concerning Prohibition of Monopoly Practices and Unfair Business Competition. This article regulates business activities to avoid unfair competition. The provisions of this law are the legal basis for resolving business competition cases. The existence of this law as a legal umbrella is also accompanied by a special role for institutions in handling issues regarding business competition, whose task is to carry out supervision and provide sanctions for business actors with unfair competition.

The legal basis for this matter is also contained in the revised Minister of Trade Regulation Number 50 of 2020. This regulation concerns Provisions for Business Licensing, Advertising, Guidance and Supervision of Business Actors Through Electronic Systems. The regulation states that the price of local products must be lower than imported goods, so that it does not have a negative impact on domestic products, especially MSME products (www.iblam.ac.id, 2023). The government has also determined sanctions for perpetrators of predatory pricing practices. This aims to provide a deterrent effect for traders so that they do not apply these illegal strategies in their marketing concepts.

The characteristics of predatory pricing include (www.iblam.ac.id, 2023):

a. Giving Unreasonable Prices

The implementation of an illegal strategy by providing prices that are so low that they are unreasonable aims to attract as many consumers as possible. Selling goods at low prices can damage the business ecosystem. From the producer's side, like it or not, they have to reduce capital to a minimum in order to create these cheap prices. Ultimately, the stability of the ecosystem in the world of trade will experience imbalance. This triggers unhealthy competition in the industrial world.

b. There is a Price War

Predatory pricing practices have a negative impact on economic stability. This is because there are business people who charge very low prices, thus triggering a price war in the market. This price war causes many losses, especially for sellers. They reduce the selling price of their products as much as possible by keeping capital to a minimum. This is done because consumers will definitely look for products that are cheaper. If this continues continuously, there will be unhealthy competition in the industrial sector. This will have a significant impact on the community's economy in the future.

c. Weaking Competitor Products

The aim of the predatory pricing strategy is to get as much profit as possible. They make this happen by giving big discounts or selling goods below market prices. This is done to attract consumer interest. Thus, it will weaken competitors in the market. In the end, it is the businessman with large capital who will win the competition. Meanwhile, opponents who are unable to do this will be eliminated from market competition.

d. Include in Trade Monopoly

The predatory pricing strategy has the ultimate goal of monopolizing. Providing cheap prices, even below market prices, is very effective in attracting consumer interest, because they will naturally look for goods at low prices. Thus, in general they will dominate the market. Those with large capital

will survive. Middle class producers or sellers have the potential to be eliminated because they are unable to compete

e. Benefits Consumers in the Short Term Only

Selling goods at low prices seems to enable consumers to get the goods of their dreams at affordable prices. However, this strategy is actually only short term. Although initially selling goods at low prices benefits consumers. But this won't last forever. When predatory pricing actors dominate the market and have a monopoly, they will control prices according to their wishes. When this happens, consumers have no choice. Consumers will have difficulty buying the goods they want. This is where consumers will feel the loss due to the predatory pricing strategy implemented.

In general, predatory pricing behavior causes many losses for all parties. This illegal trading practice received a strong warning from the Indonesian Ministry of Cooperatives and MSMEs.

Previous Research

The following is a summary table of previous research which is used as a research reference:

Table 2.1 Previous Research

No.	Research/Researcher Title	Research methods	Research result
1.	Indications of Predatory Pricing in the Tiktok Shop and its Impact Against MSME Actors/Afifatus Sholikhah, Edita Rachma Kamila, Laily Muzdalifah(2023)	Qualitative research method by conducting literature studies and interviews	Tiktok shop as e-commerce provides an unhealthy space for business people. Flash sales, live streaming and discounts carried out continuously shows predatory pricing actions.
2.	Indications of Predatory Pricing in Flash Sale Promotions on E-commerce as an Unfair Business Competition Practice/Ni Kadek Neva Rastina Meirani & Made Aditya Pramana Putra (2022)	This research was carried out using normative juridical research methods followed by literature study.	Flash Sale promotions that take place on e-commerce do not indicate predatory pricing because the period lasts for a relatively short time and the aim is only to attract consumer interest. In this case, the KPPU as a law enforcement agency related to business competition disputes, carries out its duties by establishing a Deputy for Prevention to supervise digital-based business activities in order to create a healthy business competition climate.
3.	Analysis of TikTok Shop's "Predatory pricing" amidst the Use of Social Media for Indonesian MSMEs/Zakia Zahra A, Risma Ayunda P, Mareta Nabila Nabén (2023)	The research method uses qualitative methods.	The feature on TikTok that combines social media and e-commerce has apparently had a negative impact on the Indonesian economy. The Ministry of Trade provided a solution in the form of issuing a law which stipulates that TikTok Shop is prohibited from selling, and TikTok is only an entertainment platform without the inclusion of an E-

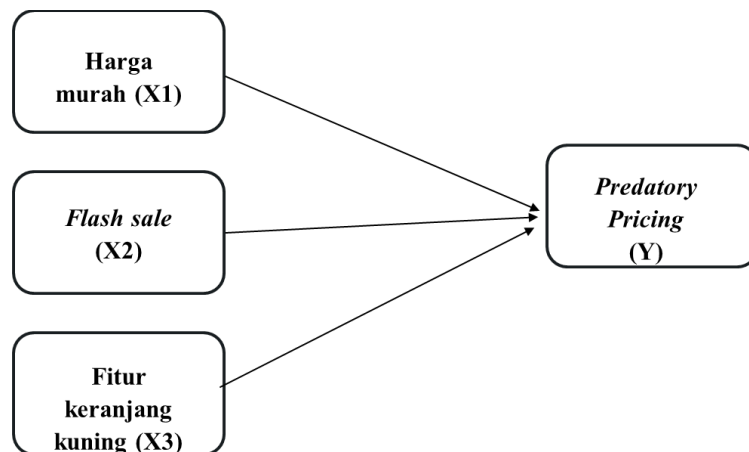
			commerce platform. As a result of the new government regulations, the TikTok Shop will officially close on October 4 2023 at 17.00 WIB.
4.	Analysis of Alleged Practices of Selling at a Loss on Imported Products via the Shopee E-commerce Site/Adinda Suci Rahayu & Suherman (2022)	Qualitative research using normative juridical methods. The sources used come from library data, primary, secondary and tertiary legal sources.	The results of this research state that foreign business actors who sell cheap imported products on the Shopee e-commerce site do not practice selling at a loss. This is because even though the listed price of imported products is cheaper than local products, basically there are factors that can influence the price. Apart from that, this practice also does not fulfill the elements of the selling at a loss article.
5.	Selling at a Loss in Photocopy Business Competition in Iain Langsa Campus Environment (Perspective on Law No. 5 of 1999 and Fiqh)/Adelia (2019)	Qualitative research using normative juridical methods.	Selling at a loss carried out by photocopy entrepreneurs within IAIN Langsa is prohibited in Law no. 5 of 1999 in article 20 because it creates unfair competition and causes harm to other people. This sale at a loss also creates injustice among photocopy entrepreneurs because it will harm old competitors and some will even go out of business, this injustice is not in accordance with the concept <i>maqashid sharia</i> namely achieving benefits among photocopy business actors in the environment IAIN Langsa.

Source: processed data, 2023

Framework of Thought

HR research results that are in accordance with the initial objectives require systematic and structured steps in terms of data collection, processing and data analysis until the final results come out. For this reason, a framework is needed that can be used as a reference in conducting this research. The marketing strategy phenomenon carried out by TikTok Shop through promotions in the form of low prices by providing discounts or shopping vouchers, flash sales, and the availability of the yellow basket feature is considered to have the potential for predatory pricing practices. Therefore, the framework for this research is as follows:

Figure 2.1. Framework of Thought



Source: processed data, 2023

Research Hypothesis

A hypothesis is a temporary answer to the formulation of the research problem being conducted (Sugiyono, 2017:99). Based on the framework above, the hypothesis of this research is:

- H1: Cheap prices on TikTok Shop influence predatory pricing on social media.
- H2: Flash sales on TikTok Shop have an effect on predatory pricing on social media.
- H3: The yellow basket on the TikTok Shop has an effect on predatory pricing on social media.

3. Research Design and Method

Types of research

This type of research is quantitative research. According to Sugiyono (2017:9) quantitative research is used to examine certain samples or populations, collect data using research instruments, and analyze data in the form of quantitative or statistical data with the aim of testing predetermined hypotheses. The research location was held in Banjarmasin.

Place and time of research

This research was conducted in Banjarmasin. The research was carried out from mid-December 2023 to mid-February 2024.

Research population and sample

According to Sugiyono (2020) population is a generalized area consisting of objects or subjects that have qualities and meet the criteria set by researchers to be studied and then conclusions drawn. The population in this research is TikTok Shop consumers in Banjarmasin.

According to Sugiyono (2020:127) the sample is part of the number and characteristics of the population, so the number of samples taken must be able to represent the research population. The sample was carried out because there were limitations in conducting research both in terms of time, energy, funds and the very large population. Therefore, researchers must take representative samples.

According to Hair et al., (2014) the number of samples used should be 100 or greater. Therefore, the sample that must be studied is 100 respondents. The sampling technique used is non-probability sampling with a purposive sampling method, where sampling is not carried out randomly because it must meet the criteria set by the researcher (Malhotra, 2010: 376), in this case the criteria are having shopped at the TikTok Shop and having use promos from TikTok Shop

Data collection technique

The data collection technique in this research uses a questionnaire instrument which is distributed to respondents. The data source comes from primary data, namely data collected through the first party, usually obtained through observation, interviews, questionnaires, traces and so on (Arikunto, 2013:

172). The questionnaire distributed to respondents uses a scale to produce accurate data. The scale used in this research uses a Likert scale which is given a score for each answer as in the following table:

Table 3.1 Likert Scale

Choice	Score
Strongly disagree	1
Don't agree	2
Don't agree	3
Agree	4
Strongly agree	5

Source: processed data, 2023

Operational Definition of Variables

The following is a table of operational definitions of variables:

Table 3.2 Operational Definitions of Variables

Variable	Indicator	Source
Cheap price	Discounts given by TikTok Shop can damage market prices.	www.bisnis.tempo.co (2023)
	Vouchers given by TikTok Shop can damage market prices.	
	Low prices on TikTok Shop have the potential to monopolize the market.	
Flash sales	Flash sales on TikTok Shop can damage market prices.	Ni Kadek & Made Aditya (2022)
	Flash sales causing a price war.	
Yellow basket feature	The yellow basket feature on TikTok Shop threatens the local economy.	www.ekonomi.bisnis.com (2023)
	The yellow cart feature should be separated into its own e-commerce.	
Predatory pricing	Cheap prices on the TikTok Shop are an act of predatory pricing.	Gunawan Widjaja (in A, Zakia et al, 2003:1023)
	Flash sales on TikTok Shop is an act of predatory pricing.	
	The TikTok Shop yellow basket feature is an act of predatory pricing.	

Source: processed data, 2023

Data analysis technique

According to Sugiyono (2020:213) states that multiple linear regression analysis is an analytical tool used to predict changes in the value of the dependent variable if the value of the independent variable is increased or decreased in value. Based on a research framework consisting of two or more independent variables. So the function of multiple regression is:

$$Y = f(X)$$

This function explains the relationship between two independent variables (X) and the dependent variable (Y). The relationship between variables in more detail is as follows:

$$Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + e$$

Where:

Y	=Predatory pricing
X1	=Cheap price
X2	=Flash sales
X3	=Yellow basket feature
a	= Constant
b1,b2,b3	=Regression coefficient
e	= Error

Coefficients of Determination (R²)

According to Kuncoro (2013:246) this test is used to determine how much the model's ability is to explain variations in the dependent variable. If the coefficient of determination value approaches 1, it means that the independent variable gives rise to the existence of the dependent variable.

Test Research Instruments

a. Validity test

The validity test is used to determine whether a measurement instrument is valid or not (Sugiyono, 2012:267). A research instrument is said to be valid if it is able to measure what you want to look for precisely. The validity coefficient is measured from Pearson correlation. The question item is said to be valid if the correlation coefficient r calculated $> r$ table.

b. Reliability test

The aim of the reliability test is to determine the extent to which a measuring instrument can be trusted or relied upon (Ghozali, 2011:21). An instrument is considered reliable if the Cronbach's Alpha value is > 0.7 .

Classic assumption test

a. Normality test

The normality test aims to test whether the data is normally distributed or not (Ghozali, 2011:160). Normally distributed data has a significance value of > 0.05 .

b. Heteroscedasticity test

The heteroscedasticity test is carried out to determine whether in the regression model there is inequality of variance from the residuals of one observation to another (Ghozali, 2011: 125). A good regression model does not experience heteroscedasticity. If the significance value is > 0.05 then heteroscedasticity does not occur

c. Multikolinierity test

The multicollinearity test was carried out to find out whether in the regression model there was a correlation between the independent variables (Gozali, 2011: 105). If the Tolerance value > 0.1 and $VIF < 10$ then multicollinearity does not occur.

Hypothesis Test

a. Partial Significance Test (t test)

Partial tests were carried out to determine the influence of each independent variable on the dependent variable (Ghozali, 2011:98). This partial test is carried out by calculating the significance value. If the value:

1. Significance < 0.05 means that the independent variable has a partially significant effect on the dependent variable, meaning the hypothesis can be accepted.
2. Significance > 0.05 means that the independent variable has no partial significant effect on the dependent variable, meaning the hypothesis is rejected.

b. Simultaneous Significance Test (f test)

The simultaneous significance test (F test) is carried out to determine whether the independent

variables have a simultaneous or overall effect on the dependent variable (Ghozali, 2011:15). The simultaneous test is carried out by calculating the significance value, F_{count} and F_{table} . If value:

1. Significance <0.05 and $F_{count} > F_{table}$ means that the independent variable has a significant effect simultaneously on the dependent variable, meaning the hypothesis can be accepted.
2. Significance >0.05 and $F_{count} < F_{table}$ means that the independent variable has no significant effect simultaneously on the dependent variable, meaning the hypothesis is rejected.

4. Results and Discussion

General Description of Research Objects

TikTok is video hosting services short duration owned by a Chinese company, ByteDance. The service hosts user-submitted videos, which can be anywhere from 3 seconds to 10 minutes long. Since its launch, TikTok has gained global popularity. In October 2020, TikTok surpassed 2 billion mobile downloads worldwide. Morning Consult named TikTok the third fastest growing brand in 2020, after Zoom and Peacock. Cloudflare ranked TikTok as the most popular website in 2021, surpassing google.com.

The app was launched as TikTok in the international market in September 2017. On 23 January 2018, the TikTok app ranked first among free app downloads in the App Store in Thailand and other countries. TikTok has been downloaded more than 130 million times in the United States and has reached 2 billion downloads worldwide, according to data from mobile research firm Sensor Tower (the figures do not include Android users in China). In September 2021, TikTok reported that they had reached 1 billion users. In 2021, TikTok earned \$4 billion in advertising revenue.

In January 2019, TikTok allowed creators to embed merchandise sales links into their videos. In October 2022, TikTok was reported to be planning expansion into the e-commerce market in the US, following the launch of TikTok Shop in the United Kingdom. The company posted job openings for staff for a series of order fulfillment centers in the US and reportedly plans to start a live shopping business before the end of the year.

According to data from app analytics group Sensor Tower, advertising on TikTok in the US grew by 11% in March 2023, with companies such as Pepsi, DoorDash, Amazon and Apple among the top spenders. According to estimates from research group Insider Intelligence, TikTok is projected to generate revenue of \$14.15 billion in 2023, up from \$9.89 billion in 2022

Respondent Characteristics

Respondent characteristics are a description of the respondent which can be seen based on gender, age, highest level of education, occupation, marital status, monthly income, status as a TikTok Shop user, frequency of promo use. The characteristics of these respondents are shown in the following table:

Table 4.1 Respondent Characteristics

NO.	ITEMS		NUMBER (ORG)	PERCENTAGE
1	Gender			
		Woman	82	82%
		Man	18	18%
	TOTAL		100	100%
2	Age:			
		<20 years	8	8%
		20-30 years	46	46%
		31-40 years old	31	31%
		>40 years	15	15%

		TOTAL	100	100%
3	Last education:			
		SLTP/Equivalent	4	4%
		High school/equivalent	25	25%
		Diploma/Bachelor	71	71%
		No school	0	0%
		TOTAL	100	100%
4	Work:			
		Civil servants	27	27%
		Private	31	31%
		Businessman	30	30%
		Etc	12	12%
		TOTAL	100	100%
5	Marital status:			
		Marry	69	69%
		Not married yet	21	21%
		Life/death divorce	10	10%
		TOTAL	100	100%
6	Income per month:			
		<Rp 1,000,000	15	15%
		IDR 1,000,000-IDR 3,000,000	23	23%
		IDR 3,100,000-IDR 5,000,000	33	33%
		>Rp 5,000,000	29	29%
		TOTAL	100	100%
7	Status as a TikTok Shop user			
		Old users (>1 year)	77	77%
		New users (<1 year)	23	23%
		TOTAL	100	100%
8	Frequency of promo use			
		Often	89	89%
		Sometimes/rarely	11	11%
		TOTAL	100	100%

Source: processed data, 2023

Table 4.1 shows that female respondents dominate as much as 82% (82 people). The age of most respondents was in the range of 20-30 as much as 46% (46 people). In terms of final education, respondents were dominated by diploma/bachelor graduates as much as 71% (71 people) and jobs were dominated by private sector 31% (31 people). The marital status of most respondents was married at 69% (69 people). The monthly income of respondents is dominated by 33% (33 people) in the range of IDR 3,100,000-IDR 5,000,000. The largest number of respondents were old TikTok Shop users as much as 77% (77 people) and 89% (89 people) used promos from TikTok Shop.

Results Study

a. Test Research Instrument

1. Validity test

The following is a table of research data validity test results using SPSS version 22:

Table 4.2 Validity Test Results

Variable	r count	r table	Information
X1.1	0.408	0.1966	Valid
X1.2	0.484		Valid
X1.3	0.428		Valid
X2.1	0.366		Valid
X2.2	0.402		Valid
X3.1	0.494		Valid
X3.2	0.339		Valid
Y1	0.462		Valid
Y2	0.494		Valid
Y3	0.533		Valid

Source: processed data, 2023

Based on this table, the calculated r value for each variable is greater than the r table value = 0.1966 (attached table), meaning that the variables low prices, flash sales and the yellow basket feature and predatory pricing can be said to be valid

2. Reliability test

The following is a table of research data reliability test results using SPSS version 22:

Table 4.3 Reliability Test Results

Variable	Cronbach's Alpha	Limit Value	Information
X1	0.849	0.7	Reliable
X2	0.906		Reliable
X3	0.848		Reliable
Y	0.829		Reliable

Source: processed data, 2023

Based on this table, each variable has a value *Cronbach's Alpha* more than 0.7, meaning the variables of cheap prices, flash sales and yellow basket features and predatory pricing can be said to be reliable.

b. Test Classical Assumptions

The classic assumption test is used to ascertain whether the research variables can be analyzed using multiple linear regression analysis techniques or not. The conditions that must be met are as follows:

1. Normality test

The following is a table of research data normality test results using the Kolmogorov-Smirnov Test:

Table 4.4 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		100
Normal Parameters, b	Mean	.0000000
	Std. Deviation	1.80535835
Most Extreme Differences	Absolute	.103
	Positive	.059
	Negative	-.103
Statistical Tests		.103
Asymp. Sig. (2-tailed)		.211c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: processed data, 2023

Based on the table above, the significance value is 0.211, meaning more than 0.05, so it can be said that the data is normally distributed.

2. Heteroscedastisity test

The following is a table of heteroscedastisity test results using the Glacier Test:

Table 4.5 Heteroscedasticity Test Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,479	,531		2,788	,006
Cheap price	-.178	,087	-.268	-2,053	,063
Flash sales	.013	,068	.019	,185	,853
Yellow basket feature	,237	.109	,281	2,176	,152

a. Dependent Variable: RES2

Source: processed data, 2023

Based on the table above, the significance values for X1=0.063 and X2=0.853 and X3=0.152. All of these variables have a value of more than 0.05, meaning that heteroscedasticity does not occur.

3. Mulicollinearity test

The following is a table of multicollinearity test results using SPSS version 22:

Table 4.6 Multicollinearity Test Results

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF	
	B	Std. Error	Beta					
1 (Constant)	3.736	.905		4.130	.000			
Harga murah	.254	.148	-.209	1.721	.088	.578	1.732	
Flash sale	.459	.115	.373	3.989	.000	.969	1.032	
Fitur keranjang kuning	-.301	.186	-.194	1.622	.108	.591	1.691	

a. Dependent Variable: Predatory pricing

Source: processed data, 2023

Based on the test results, all X variables have a Tolerance value of more than 0.10, namely

0.578 for X1, 0.969 for X2 and 0.591 for X3. The VIF value of each variable is also less than 10, namely X1=1.732, X2=1.032 and X3=1.691. This proves that multicollinearity does not occur.

c. Multiple Linear Regression Analysis

The following are the results of multiple linear regression analysis using SPSS version 22:

Table 4.7 Multiple Linear Regression Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.736	.905		4.130	.000		
Harga murah	.254	.148	-.209	1.721	.088	.578	1.732
Flash sale	.459	.115	-.373	3.989	.000	.969	1.032
Fitur keranjang kuning	-.301	.186	.194	1.622	.108	.591	1.691

a. Dependent Variable: Predatory pricing

Source: processed data, 2023

From the results of the analysis above we can write the regression equation in the following form:

$$Y = -0.209 X1 + 0.373 X2 - 0.194 X3 + e$$

The multiple regression equation shows that low prices and the yellow basket feature have a negative effect on predatory pricing on social media. Meanwhile, flash sales have a positive effect on predatory pricing on social media.

This is in accordance with the hypothesis that the low price variables and the yellow basket feature have no and significant influence on predatory pricing on social media. Meanwhile, flash sales have a positive and significant effect on predatory pricing on social media, with a regression coefficient value of 0.209 for low prices (X1), 0.373 for flash sales (X2), and 0.194 for the yellow basket feature.

Coefficients of Determination (R2)

The following are the results of the analysis of the coefficient of determination using SPSS version 22:

Table 4.8 Coefficient of Determination Test Results (R2) adjusted R square

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.430 ^a	.185	.159	1.833

a. Predictors: (Constant), Fitur keranjang kuning, Flash sale, Harga murah

Source: processed data, 2023

The analysis results show that the Adjusted R Square value is 0.159. This means that the influence of low prices, flash sales and the yellow basket feature (independent variables) on predatory pricing on social media (dependent variable) is 15.9% and the rest is explained by other variables not included in this research model.

d. Hypothesis testing

Hypothesis testing in this research consist of silmutaneous tests (F) and partial tests (t) with the following explanation:

1. Partial Significance Test (t Test)

The following is a table of partial test results (t) using SPSS version 22:

Table 4.9 Partial Significance Test Results (t Test)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.736	.905		4.130	.000		
Harga murah	.254	.148	-.209	1.721	.088	.578	1.732
Flash sale	.459	.115	-.373	3.989	.000	.969	1.032
Fitur keranjang kuning	-.301	.186	.194	-1.622	.108	.591	1.691

a. Dependent Variable: Predatory pricing

Source: processed data, 2023

In the table above, the results of the partial influence significance test (t test) for each variable are known, namely:

- a) The influence of the low price variable (X1) obtained a significance value of $0.088 > 0.05$, so H1 was rejected. This means that this variable does not have a positive and significant effect on predatory pricing on social media.
 - b) The influence of the Flash sale variable (X2) obtained a significance value of $0.000 < 0.05$, so H2 was accepted. This means that this variable has a positive and significant effect on predatory pricing on social media.
 - c) The influence of the yellow basket feature variable (X3) obtained a significance value of $0.108 > 0.05$, so H3 was rejected. This means that this variable does not have a positive and significant effect on predatory pricing on social media.
2. Simultaneous Significance Test (F Test)

The following is a table of simultaneous test results (F) using SPSS version 22:

Table 4.10 Simultaneous Significance Test Results (F)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.117	3	24.372	1.251	.105 ^b
	Residual	322.673	96	3.361		
	Total	395.790	99			

a. Dependent Variable: Predatory pricing

b. Predictors: (Constant), Fitur keranjang kuning, Flash sale, Harga murah

Source: processed data, 2023

Based on the results of the F test, the Fcount value is $1.251 < 2.70$ Ftable and the significance value is $0.105 > 0.05$, the hypothesis is rejected. This means that low prices, flash sales and the yellow basket feature simultaneously (together) have no effect on predatory pricing on social media.

5. Conclusions

Conclusion

Based on the results of the research analysis, the following conclusions can be draw:

- a. Flash sale have a positive and significance effect on predatory pricing on social media, while low prices and the yellow basket feature do not have a positive and significant effect on predatory pricing

on social media.

- b. Low prices, flash sale and the yellow basket feature simultaneously (together) have no effect on predatory pricing on media social.
- c. The influence of the variables low price, flash sale and the yellow basket feature on predatory pricing on social media is only 15,9% (Adjusted R Square Value) the rest is influenced by other variables outside the research.

Suggestion

The following suggestions can be given based on the results of the research conducted

- a. For TikTok
 - 1. TikTok Shop must review its flash sale strategy because it affects predatory pricing on social media.
 - 2. The low price strategy and yellow basket feature can be maintained because it does not affect predatory pricing on social media.
 - 3. TikTok Shop must embrace MSMEs more so that they can become mutually beneficial business partners, considering that after the return of TikTok Shop it is hoped that it will be able to synergize with MSMEs.
- b. For further research
 - 1. Future research should add other variables outside of this research variable that can influence predatory pricing on social media.
 - 2. Future research could expand the reach of research not only in Banjarmasin.

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