

# Advantages of TikTok Shop Compared to Other Social Media

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**Abstract:** This research aims to analyze the advantages and attractiveness of the TikTok Shop application. The research data sources are Online News, YouTube, and research articles with a time span of 3 years, particularly from 2021 to 2023. Data sources are selected based on credibility and suitability of the data to the problem being studied. Data processing uses NVivo 12 Plus software. There are four stages of data processing, specifically the data input process, coding process, visualization process, and conclusion determination process. Coding validity was evaluated using a triangulation approach. The research results obtained six factor points that might explain the advantages of TikTok Shop. First, TikTok Shop provides lots of promos, discounts, and free shipping. Second, TikTok Shop has many active users. Third, ease of transactions and use of the TikTok Shop. Fourth, features that are easy to understand. Fifth, The TikTok Shop algorithm is easy and customizable to use. Sixth, a unique way of promotion using content and live. If you want to learn more about the TikTok Shop application and its advantages, then these six factor points are recommended for analysis. For students who are still quite unfamiliar with using TikTok Shop, these six factors can be used as a guide and reference. With these six factors, it is hoped that it can become a learning reference for developing the advantages of TikTok Shop in the era of digitalization in the future.

## 1 INTRODUCTION

The phenomenon of the TikTok application booming in society is one of the many phenomena occurring in Indonesia (Riyanto, 2023). The TikTok application platform is not only a place for people to be creative, create content, or a source of entertainment, but this application is also used for selling. Named TikTok Shop, it is a social trading platform that offers unique advantages over other social media platforms. Recorded sales for the period 1 September - 1 October 2023 reveal that the sales value at the TikTok Shop for the fast-moving consumer goods or FMCG category reached IDR 1.33 trillion in Indonesia (CNBC Indonesia, 2023). This is in line with TikTok officially closing the TikTok Shop in Indonesia on Wednesday 4 October 2023 at 17.00 WIB. Of the total transactions, the sales value occurred in the beauty care category amounting to IDR 722 billion, food and beverage amounting to IDR 272 billion, mother and baby amounting to IDR 204 billion, health amounting to IDR 132 billion, and home equipment amounting to IDR 1 billion (Diah Ananda Kharisma, 2023). Thus, TikTok Shop has an impact on 17,000+ sellers,

3900+ FMCG brands and 118,000+ product listings in the beauty care, food and drink, mother-baby, health, and home equipment categories. Here are several main advantages that make TikTok Shop popular with users, the high number of active users and an algorithm that is adjusted to meet their preferences (Nurhikmah, 2023). This makes it easier for businesses to reach a wider audience and increase their sales. Additionally, these algorithms help users find products relevant to their interests, making the shopping experience more personalized and enjoyable. This contrasts with other e-commerce platforms which may have a more general approach to product recommendations. Another advantage of TikTok Shop is the many promotions, discounts, and free shipping options (Kbr Ragam, 2023). These incentives encourage users to make purchases and can help businesses increase sales and customer loyalty. Apart from that, the registration process is easy, and the transactions are safe (Ardiana, 2023). This ease of use and transaction security are important factors in building customer trust and establishing a positive reputation for the business. TikTok Shop also offers unique ways to promote products, such as using creative content and live

streaming (Rahmanda, 2023). This approach is more engaging and interactive than traditional advertising methods and allows businesses to showcase their products in a more authentic and relevant way. Additionally, TikTok's algorithm continues to evolve, providing opportunities for businesses to reach new audiences and increase their market reach (Shobirin, 2023). This feature is especially useful for small businesses and startups who may not have the resources to invest in expensive marketing campaigns. In conclusion, TikTok Shop offers unique advantages over other social media platforms, such as personalized algorithms, abundant promotions, and creative promotional methods (Sabrina, 2021). These features make it a valuable tool for businesses to increase sales and reach a wider audience. However, it is important to note that TikTok Shop is not without risks, as there are concerns regarding security and privacy. Therefore, businesses and users must be careful and take appropriate measures to protect themselves when using TikTok Shop (Kamajaya, 2022).

## 2 LITERATURE REVIEW

The word Excellence comes from the root word superior. Excellence comes from the Latin word "*praeeminere*" which means to rise above or excel. Excellence has a meaning in the class of nouns or nouns so that excellence can express the name of a person, place, or all objects and everything that is objectified. Excellence is the quality of being superior. This is a type of high status or privilege for anything that is considered the best at something. Based on the definition, excellence shows superiority, so excellence cannot be a quality that exists in all things, because there are things that differentiate one thing from another.

TikTok is a social media-based application that is used to edit and upload videos of short duration. However, as technology develops, TikTok presents various interesting features. One of its superior features is a shopping feature called TikTok Shop. This feature was created as an effort made by TikTok to attract interest and make it easier for its users. Quoting the official page, TikTok Shop is a social e-commerce feature that allows users and creators to promote and sell products while carrying out shopping activities.

Social media is a platform with facilities that enable its users, in this case the public, to carry out social activities. This social activity can be like communication as social interaction by sending or

giving information, sharing photos and videos and so on according to the facilities available. Basically, social media is part of development due to technological advances, in this case the internet. The internet, which emerged several decades ago, succeeded in making social media develop quickly, even growing with all the new facilities or benefits provided to its users. (Ardiana, 2023; Nurhikmah, 2023)

## 3 METHODS

This research uses qualitative research methods using a systematic literature review approach. The literature studied does not only come from research articles, but also from several sources obtained online. Sources of processed data come from YouTube, online news, research articles and other social media. The data source must come from a credible source, whether YouTube channels, online news, and other sources. Data is searched using keywords that match the research question. The consideration for using this data is due to the availability of adequate data on the internet and it can be accessed easily (Hafidhah & Yandari, 2021). The selected data sample is data published during the last three years, specifically 2021 to 2023. The data processing uses NVivo 12 Plus software. This software was chosen because it can produce coding visualization images and the way to use the software is very user friendly (Tambun & Sitorus, 2023). There are four stages carried out in the data processing process with NVivo, i.e. the data input stage, coding stage, visualization stage and conclusion stage (Sitorus & Tambun, 2023). The first stage, data input uses two methods, specifically internal data input and external data. Internal data is data input to NVivo without using an internet connection. This data is usually data that is already available on the laptop, such as research articles. Meanwhile, external data is data that is input into NVivo using an internet connection, the data input process uses the NCapture for NVivo facility. Examples of external data originating from the internet such as YouTube and online news. The second stage, coding data according to the answers to the research question. Coding is simple words or sentences that are answers to research questions. At this stage, content analysis is carried out, especially the stage of understanding the words or sentences in the research data (Tambun, 2021). Specifically for the coding process for YouTube data sources or social media sources in video form, coding is carried

out after there is a transcript of the YouTube content or video. Analysis was carried out by making transcripts, then a coding process was carried out (Salahudin et al., 2020). The third stage, create a coding visualization image. Visualization coding is a collection of coding that forms an image. Coding images are interconnected with various data sources. This coding image is analyzed in the process of drawing research conclusions. The fourth stage, determining research conclusions. Research conclusions are answers to research questions. The answer can be seen from the existing coding. Coding is considered to have strong validity if the coding is confirmed from various data sources. Coding validity is strong if it is confirmed at least three times from various data sources. This principle is a measurement of coding validity using the triangulation method (Natow, 2020). Next, the coding is sorted based on the most confirmations to the coding with the fewest confirmations. These coding are used as answers to research questions, as well as research conclusions.

#### 4 RESULTS AND DISCUSSION

This research produced several references consisting of 2 YouTube, 9 Online News, and 2 research articles. The coding process was carried out using Nvivo 12 Plus software. There are 6 valid codings that have been confirmed at least three times in the data sources studied. Below is a visualization image of the resulting coding.

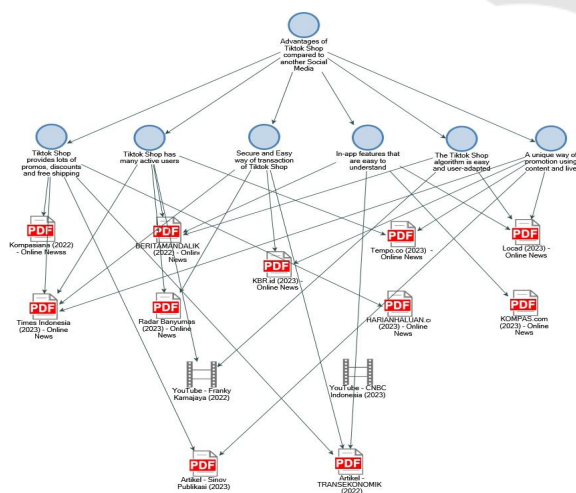


Figure 1: Visualization image of coding results.

All coding in Figure 1 is an answer to the research question. Coding comes from content

analysis of the various data studied. The coding process uses the facilities available in the NVivo 12 Plus software. The following is a summary table and intensity of each coding created.

Table 1: Coding Recapitulation.

No	Coding	Intensity	Reference
1	TikTok Shop provides lots of promos, discounts, and free shipping	5	<ul style="list-style-type: none"> <li>• Harianhaluan.com (2023) - Online News</li> <li>• Kompasiana (2022) - Online News</li> <li>• Times Indonesia (2023) - Online News</li> <li>• Transekonomika (2022) - Article</li> <li>• Trial Public (2023) – Artikel</li> </ul>
2	TikTok Shop has many active users	5	<ul style="list-style-type: none"> <li>• Times Indonesia (2023) - Online News</li> <li>• Beritamandalika.com (2022) - Online News</li> <li>• Radar Banyumas (2023) - Online News</li> <li>• Tempo.co (2023) - Online News</li> <li>• Franky Kamajaya (2022) - YouTube</li> </ul>
3	Ease and security of TikTok Shop transactions	4	<ul style="list-style-type: none"> <li>• KBR (2023) - Online News</li> <li>• Radar Banyumas (2023) - Online News</li> <li>• Times Indonesia (2023) - Online News</li> <li>• Transekonomika (2022) - Article</li> </ul>
4	Features that are easy to understand	4	<ul style="list-style-type: none"> <li>• Transekonomika (2022) - Article</li> <li>• KOMPAS.com (2023) - Online News</li> <li>• Locad (2023) - Online News</li> <li>• Beritamandalika.com (2022) - Online News</li> </ul>
5	Easy and user customized TikTok Shop algorithm	3	<ul style="list-style-type: none"> <li>• Locad (2023) - Online News</li> <li>• Beritamandalika.com (2022) - Online News</li> <li>• Franky Kamajaya (2022) - YouTube</li> </ul>
6	A unique way of promotion using content and live	5	<ul style="list-style-type: none"> <li>• Tempo.co (2023) - Online News</li> <li>• KBR (2023) - Online News</li> <li>• Times Indonesia (2023) - Online News</li> <li>• Locad (2023) - Online News</li> <li>• Trial Public (2023) - Artikel</li> </ul>

#### **4.1 TikTok Shop Provides Lots of Promos, Discounts, and Free Shipping**

The TikTok Shop application provides many price discounts, attractive promos and applies a free postage (delivery) program (Shobirin, 2023). This promotion is a form of TikTok Shop's efforts to attract the hearts of its users so they can be more active in shopping (Nurul, 2022). The impact resulting from this promotion resulted in user intensity in using the application and making purchases increasing rapidly (Hidayat Fahrul, 2023). Even though there are lots of price cuts and free shipping, TikTok Shop ensures guaranteed good product quality and speed of delivery which makes its customers increasingly reluctant to leave the application (Sa'adah et al., 2022). And usually there is a Big Sale promo which is often marked with twin numbers every month (Sabrina, 2021).

#### **4.2 TikTok Shop Has Many Active Users**

TikTok Shop has many application users who are quite active in making transactions and using the TikTok Shop application (Sabrina, 2021). TikTok Shop strives to maintain the satisfaction and loyalty of its users (Fahrozi, 2022). Even though the users are dominated by young people, there are also users from various age groups (Kamajaya, 2022), such as children, teenagers, adults, and even the elderly who use this application (Ardiana, 2023). Apart from that, TikTok Shop is mostly filled by housewives who like to sell while doing live streaming, or big brands who are aggressively live and promote to market their products, so that potential consumers can get acquainted with the product and can ask questions regarding the product (Rahmanda, 2023).

#### **4.3 Ease and Security of TikTok Shop Transactions**

Apart from promotions, discounts and free shipping promos which make customers happy to make transactions, there are other factors which make users even happier using the Tiktok Shop application, because the process from registration and account creation to the purchase stage has been designed to be practical (Kbr Ragam, 2023). It's easy for anyone to do, so it doesn't take much effort to carry out the buying and selling process (Ardiana, 2023). Not only does it think about convenience, but Tiktok Shop also guarantees security in transactions

as well, making customers feel safe when shopping (Ai Nur Sa'adah, 2022). This security guarantee is able to increase the level of user trust so that they can keep shopping from Tiktok Shop (Shobirin, 2023).

#### **4.4 Features That are Easy to Understand**

The placement of features that are easy to use and according to their function means that new users can master using the application in a short time and give a comfortable and concise impression to the user (Riyanto, 2023). Apart from that, the ease of accessing and using the application is a plus point for application users and provides a sensation of satisfaction for users (Ai Nur Sa'adah, 2022). Therefore, its features make it easy for users to master using this application in a fairly short time (Nurhikmah, 2023). And with this convenience, users can help spread this advantage by introducing this application through word of mouth (Fahrozi, 2022).

#### **4.5 Easy and User-Customized TikTok Shop Algorithm**

TikTok Shop provides a selection of content and product recommendations that appear randomly to be displayed to users with the aim of studying user consumption trends and interests which can change very quickly according to time (Nurul, 2022). For example, if a user likes funny videos, the TikTok Shop will provide a lot of content containing funny videos that can entertain users, or give rise to several TikTok trends, such as dancing to hit songs, and others (Kamajaya, 2022). Apart from that, there is a For Your Page (FYP) feature which can provide video suggestions that are likely to be liked or contain random information for the user (Fahrozi, 2022). This will give the impression that TikTok Shop really pays attention and cares about its users' interests in content who like certain content.

#### **4.6 A Unique Way of Promotion Using Content and Live**

TikTok Shop is not only a buying and selling platform by clicking on products, but also has its own strategy, such as doing live streaming, where sellers carry out the buying and selling process during live streaming (Kbr Ragam, 2023), or create content containing promotions and explaining everything related to their products (Rahmanda,



2023). Live streaming while selling is very popular with buyers (Shobirin, 2023), where they will fight over a product and after getting it, they will immediately check out the item and can relax afterward, without having to get tired from buying in an offline shop (Diah Ananda Kharisma, 2023). Apart from that, the unique way and characteristics that differentiate each content and live actor will make it easy for buyers to remember the identity of the product and shop (Nurhikmah, 2023).

## 5 CONCLUSION

The results of this research have obtained answers to the research questions posed at the beginning. There are six factors that explain the advantages of TikTok Shop. These six factors are that TikTok Shop provides lots of promos, discounts and free shipping, TikTok Shop has many active users, Ease of transactions and use of TikTok Shop, Features that are easy to understand, TikTok Shop algorithm that is easy and tailored to users, Unique promotional methods with using content and live. The results of this research can be reviewed to provide future developments for TikTok Shop. Through this research, the author recommends six factors as to give suggestion to develop TikTok Shop application. The aim of this research is to provide knowledge about TikTok Shop and the factors behind TikTok Shop's success. In conclusion, TikTok Shop offers significant advantages compared to other social media platforms, particularly in terms of its focus on social media marketing, user-friendly interface, and affordable pricing. However, further research is recommended to explore the long-term effectiveness of TikTok Shop for different types of businesses, or about the impact of TikTok Shop on brand awareness and customer engagement, and the optimal strategies for leveraging TikTok Shop for e-commerce success. In addition, future studies could investigate the potential challenges and limitations of using TikTok Shop, as well as the differences in consumer behavior and preferences on TikTok Shop compared to other social media platforms.

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