



Business Strategies and Opportunities through TikTok Shop for Generation Z

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Abstract

The study aims to provide and obtain information about Business Strategies and Opportunities in the digital era. One of them is through Tiktok Shop for Generation Z. The research method uses qualitative with literature studies. Data sources come from several journal articles, YouTube, and online news, and interviews. The coding process and visualization of research results use NVivo Software. The research findings explain that the strategy and business opportunities at Tiktok Shop for generation z. The research results obtained five points of benefits obtained by generation z. The results of the study obtained five points of benefits obtained including the potential for Live Streaming, Relevant and Interesting Content for Business, Building Consumer Trust and Loyalty, Creative Promotion, and Collaboration with Influencers. With these five benefits, information about business strategies and opportunities at Tiktok Shop is expected to help and benefit generation z to start and open an online business on Tiktok.

Abstrak

Penelitian bertujuan untuk memberikan dan mendapatkan informasi mengenai Strategi dan Peluang Bisnis di era digital. Salah satunya melalui Tiktok Shop Bagi Generasi Z. Metode penelitian menggunakan kualitatif dengan studi literature. Sumber data berasal dari beberapa artikel jurnal, youtube, dan online news, dan wawancara. Proses coding dan visualiasi hasil penelitian menggunakan Software NVivo. Temuan penelitian menjelaskan bahwa strategi serta peluang bisnis di Tiktok Shop bagi generasi z. Hasil penelitian memperoleh lima poin manfaat yang diperoleh diantaranya yaitu dengan Potensi Live Streaming, Konten yang Relevan dan Menarik Untuk Bisnis, Membangun Kepercayaan dan Loyalitas Konsumen, Promosi Kreatif, dan Kolaborasi dengan Influencer. Dengan kelima manfaat tersebut, informasi tentang strategi dan peluang bisnis di Tiktok Shop diharapkan dapat membantu dan memberi manfaat bagi generasi z untuk memulai dan membuka bisnis online di tiktok.

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INTRODUCTION

The impact of the digital era has brought changes to the dynamics of life, one of which is the dynamics in the business world (business). The development of the digital world is growing rapidly and quickly, the digital world is currently being used by various groups ranging from teenagers to parents not only that, the benefits of the development of the digital world are also followed by a shift in businesses that are carried out conventionally such as opening stores, making face-to-face sales directly, now this trend has slowly begun to shift where many people currently prefer to buy goods online (Paramansyah & SE, 2020). Currently, the fast-growing digital world has also led to an increase in internet usage and social media usage. Business actors can take advantage of the many people who interact through social media as a marketing channel. Social media providers must be able to innovate to develop social media to be relevant to business needs, such as creating features that are easy and easy to use for buying and selling transactions so that customers can make transactions easily (Ramadhan, 2020). Consumptive behavior will arise when people can easily get goods and services with various variants and forms because of the easy buying and selling process (Oktaviani et al., 2022). TikTok is one of the many social media applications that fall into the category of new media that has innovated, focusing on creativity and is used for the community, especially Generation Z, to do business. Therefore, the more creative the videos that generation z users share to promote product videos, the more interested they will be. Tiktok is currently experiencing very rapid development by creating a feature called Tiktok Shop. The purpose of this feature is to allow businesses to sell products and Tiktok users to buy these products using only the Tiktok application. Thus, as Tiktok users, they no longer need to open the Tiktok marketplace or online store if they want to buy products or goods through the application (Tasruddin, 2017).

Various groups, including academics, practitioners, and policymakers, are increasingly interested in the challenges of Generation Z finding employment in the modern era (Sa'adah et al., 2022). Generation Z is the first generation to grow up in the digital age with extensive access to technology and information (Adityara & Rakhman, 2019). Despite this, to face significant obstacles when entering the job market. This phenomenon can be seen in the record number of 136.4 million people in April 2022. Indonesia is in second place with 99.1 million active Tiktok users. Tiktok users in Indonesia spend an average of 23.1 hours per month on Tiktok. In September 2016 to August 2017, there were 5.8 million graduates, with 1.2 million, or 21.9 percent, of them employed in the formal sector. However, from 2021 to 2022, the number of graduates increased to 7.1 million, but only 967,806, or 13.6 percent, of them were employed in the formal sector. This data shows the employment rate for new graduates, which is largely made up of Gen Z. In 2022, research shows that 58% of Gen Z workers aged 18 to 24 would rather leave their job if they don't enjoy it or it doesn't fulfill their interests. Compared to previous generations, they are more flexible and less likely to accept jobs that do not match their interests. In addition, Gen Z's expected salary standards are also higher, as information about salary and compensation has become more accessible in the digital era (Hutamy et al., 2021).

Previous research states a strategy analysis regarding consumer interest and decisions to make repeat purchases through the e-commerce system and Tiktok Shop online purchases. According to research Hart (2022) explains the amount of information obtained by generation Z through social media, as well as the nature of generation Z who likes detailed things, it is necessary to have up-to-date and detailed information that can build generation Z's trust in the products and services provided, thus fostering generation Z's interest in utilizing e-commerce in online shopping activities. With strong confidence, supported by the quality of services and information provided, it can influence generation Z's decision to shop online. Based on this, further research needs to be conducted on the factors that influence purchasing decisions that focus on online shopping behavior in generation Z. Furthermore, Rachmah & Madiawati (2022), explain that content marketing has a major influence on investment decisions. Separately, it can be concluded that content marketing has a significant impact on investment decisions. Overall, content marketing also has a major influence on purchasing decisions when analyzed simultaneously. Researchers stated Herdiyani et al. (2022) that the extensive impact of social media marketing channels on consumer behavior has been proven. TikTok, in particular, has grown rapidly and become part of the highly desirable social media marketing channel and attracted the attention of marketers and companies to use it to influence consumer behavior regarding the purchasing decision-making process. Attitudes have a role equivalent to beliefs, where attitudes refer to an individual's assessment of their likes or dislikes, as well as their emotions and actions towards something. There are a number of factors that influence consumer purchasing decisions that are reflected in customer behavior. Generally, consumer behavior is influenced by internal and external factors. Internal and external factors interact and influence each other.

LITERATURE REVIEW

Based on current information, the number of generation Z recorded reaches 68 million people. Generation Z emerged in the midst of rapidly developing technological advances and grew in line with technological advances and participated in enjoying ongoing technological advances. Generation Z is considered superior and more proficient in technology compared to other generations. Thus, generation Z understands more and is more fluent in technological issues different from the millennial generation who was born and grew up in the midst of technological transition (Christiani & Ikasari, 2020). In daily life, generation Z is often noticed by friends in the aspect of fashion. Generation Z tends to shop online more often than visiting stores. The sales location or outlet is in person. It makes it easier to acquire and fulfill their needs. For example, shopping in English: -existing merchants or marketplaces such as Shopee, Lazada, Tokopedia, or the currently popular social media platform Tiktok.

According to (Adawiyah, 2020), Tiktok is "one of the most popular applications. By the world and allows its users to create 15-second videos accompanied by music, and find several other interesting features". This application is an application that can be used on devices to watch and create entertainment videos to be felt by the community that uses the application. Tiktok presents entertainment fun, and not only that Tiktok also functions as a medium for advertising various products such as food, cosmetics, fashion, and others presented attractively by influencers or idol stars (Adawiyah, 2020). Business is a combination of information technology and human activities that utilize technology to support operational continuity for the needs of a business. Based on Supriatna et al. (2017), Digital marketing is a promotional effort that utilizes advertising strategies through internet media, where sellers and buyers conduct transactions with the internet as a connecting tool in the buying and selling process. Digital marketing makes it easier and more convenient for entrepreneurs to promote and monitor sales progress. Social media platforms commonly used to promote products in this digital age include various applications, including Tiktok. Indonesia is one of the countries with the greatest interest in using the Tiktok application. Many Tiktok application users come from various groups of society, including teenagers and adults. Each individual needs Internet user access.

Tiktok Shop is an E-commerce platform, so it can be said that Tiktok is a business information system because sales are made via electronic media that can provide, provide, and even store data, especially about buying and selling transactions or businesses (Supriatna et al., 2017). Digital marketing allows businesses to monitor and fulfill all the needs and desires of potential customers. On the other hand, potential customers can easily search and obtain information about the products offered by simply searching on digital media, making the search process more efficient. Now, buyers are increasingly independent in determining purchasing decisions based on the results of their research. Digital marketing can access all people wherever they are without any geographical or time restrictions. The use of the Tiktok platform significantly increases their sales, which can be seen from every live broadcast they do every week, when compared to other online stores through livestreaming on Tiktok. From this, it can be concluded that Tiktok is a new platform in marketing their products and is more effective for selling because of the large number of Tiktok users in Indonesia, so it is very possible to be utilized in selling. The business run by generation Z does not refer to business methods that are considered using (Hidayat et al., 2022). However, for their businesses to succeed, generation Z needs to have adequate business knowledge and skills. The key to the success of generation Z businesses is the ability to communicate products effectively, maintain and build relationships, form solid work teams, and constantly learn.

RESEARCH METHOD

The research method used is a qualitative method with content analysis. Content analysis is carried out by deeply understanding the meaning of the sentences conveyed from the references studied (Tambun et al., 2023). According to Sitorus et al. (2023), the research stages are divided into four stages, namely data input, data coding, coding visualization, and the process of drawing conclusions. The input data comes from online news, research articles, YouTube, and interview results. Coding data are words or short sentences that are answers to research questions (Sitorus & Tambun, 2023a). Visualization is a coding image in the form of a scheme of answers to research questions (Sitorus & Tambun, 2023b). Conclusions are answers to research questions that are confirmed from at least three references (Tambun, 2021). This research stage utilizes Nvivo software, especially in the coding process and visualization images. In the first stage, data input uses two methods, namely internal data input and

external data. Internal data is data input into NVivo without using an internet connection. This data is usually data that is already available on a laptop, such as research articles.

Meanwhile, external data is data that is entered into NVivo using an internet connection, the data input process uses ncapture for the NVivo facility. Examples of external data from the internet include YouTube, online news, and various social media. The second stage is coding the data according to the answers to the research questions. Coding is simple words or sentences that are answers to research questions. At this stage, content analysis is carried out, namely the stage of understanding words or sentences in the research data (Tambun, 2021). Especially for the coding process for YouTube data sources or social media sources in the form of videos, coding is carried out after there is a transcript of the content or YouTube video. The analysis is carried out by making a transcript, then the coding process is carried out (Salahudin et al., 2020). In the third stage, you must create a visualization of image coding. In the process of drawing research conclusions, visualization coding images are analyzed. These coding images are interconnected with various data sources. The fourth stage is to make conclusions from the research. The results of the research provide answers to the questions. The current coding can show the answers. If the coding is validated from multiple data sources at least three times, the coding is considered to have strong validity (Salahudin et al., 2020). Next, the coding was sorted from the coding with the most number of confirmations to the coding with the least number of confirmations. This coding was used to answer the research questions and conclusions.

RESEARCH RESULTS

The results of searching for external data online using the N Capture for NVivo facility are 17 data. The data consisted of 5 national and international research articles, 5 online news, 5 YouTube videos, and 2 interviews. The journal articles consist of Ashfiyah (2023), Ashari & Sitorus (2023), Agustina et al. (2024), SAM & Avriana (2020), Ahmadi et al. (2024). Data from online news consists of Kur (2023), Arafat (2024), Iqsan (2023), Supriadi (2022), Putra (2024). Furthermore, the data from YouTube consists of Agency (2024), Chin (2023), Dafira (2024), Fusion (2024), Meilia (2022). Below is a visualization image of the resulting coding.

Visualization of First Research Question Coding

The first research question in this study is what are the strategies and business opportunities at Tiktok Shop for gen z? The following presents the results of coding visualization which is the answer to the first research question.

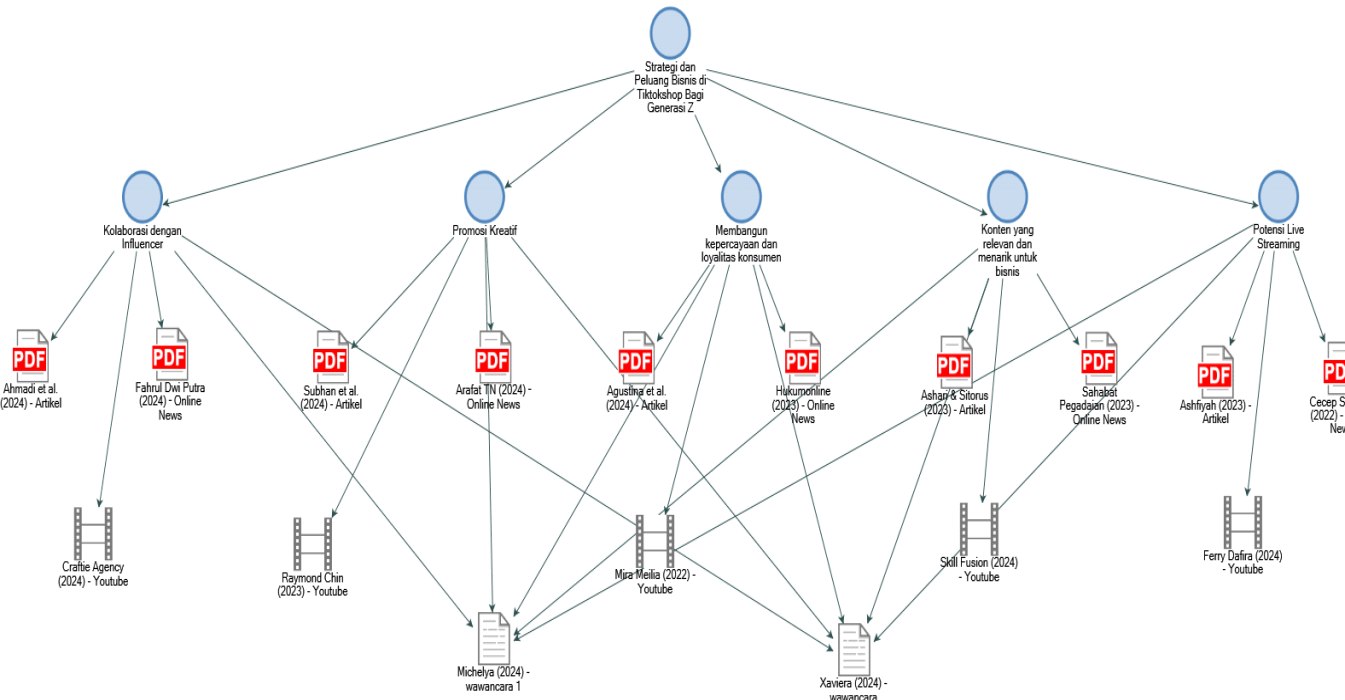


Figure 1. Visualization of the First Research Question Coding

Based on the coding visualization above, information is obtained as well as answers to research questions explaining that strategies and business opportunities at Tiktok Shop for gen z include collaboration with influencers, creative promotions, building consumer trust and loyalty, relevant and interesting content for businesses, and the potential for live streaming. The recapitulation and coding intensity generated from the first research problem are presented below.

Table 1. Recapitulation of Coding Strategies and Opportunities for doing business at Tiktok Shop for Generation Z.

No	Coding	Coding intensity	Reference
1	Live Streaming Potential	5	<ul style="list-style-type: none"> • Dafira (2024) - Youtube • Supriadi (2022) - Online News • Ashfiyah (2023) - Articles • Michelya (2024) - Interview • Xaviera (2024) - Interview
2	Relevant and Interesting Content for Business	5	<ul style="list-style-type: none"> • Fusion (2024) - Youtube • Kur (2023) - Online News • Ashari & Sitorus (2023) - Articles • Michelya (2024) - Interview • Xaviera (2024) - Interview
3	Building Consumer Trust and Loyalty	5	<ul style="list-style-type: none"> • Meilia (2022) - Youtube • Iqsan (2023) - Online News • Agustina et al. (2024) - Article • Michelya (2024) - Interview • Xaviera (2024) - Interview
4	Creative Promotion	5	<ul style="list-style-type: none"> • Chin (2023) - Youtube • Arafat (2024) - Online News • SAM & Avriana (2020) - Articles • Michelya (2024) - Interview • Xaviera (2024) - Interview
5	Collaboration with Influencers	5	<ul style="list-style-type: none"> • Agency (2024) - Youtube • Putra (2024) - Online News • Ahmadi et al. (2024) - Article • Michelya (2024) - Interview • Xaviera (2024) - Interview

Strategies and Business Opportunities in Tiktok Shop for Generation Z resulted in five codes. The first coding is Live Streaming Potential. This is a strategy as well as an opportunity that can be done and utilized on business opportunities especially in the current generation. Utilizing Tiktok as a platform to market their products because it has many users and cheaper administrative costs than other e-commerce platforms. Generation Z is expected to be able to take advantage of all the advantages of technology to help improve the online business system. Utilization of technological advantages can be useful such as live streaming when promoting products and if you do not take advantage of the advantages of current technology properly, then everything will be in vain because currently live streaming is one of the most widely used strategies by entrepreneurs. Live streaming promotion aims to give business entrepreneurs the opportunity to promote their own products on social media. The potential of Live Streaming, if supported by social media and generation z utilizes it well, will make this strategy products can be recognized on a very wide social media. This supports the statement Arsyath et al. (2023) which states that the smart generation z strategy uses live streaming to increase revenue in the digitalization era. The second coding is Relevant and Interesting Content for Business. This is a very important challenge. Tiktok Shop's efforts for GenZ need to be able to reduce barriers between the business world and today's younger generation.

The Tiktok Shop platform needs to work with GenZ influencers in developing as much content as possible. Moreover, in the era of Society 5.0, businesses now have a very broad and unlimited scope, without distance

limitations. In Indonesia, it has started through the Tiktok Shop program for GenZ. For example, a collaboration program with GenZ creators, aims to connect the gap between companies on the Tiktok Shop platform and the needs of the younger generation to do business (Mulyani et al., 2024). The third coding is about building consumer trust and loyalty which is a strategy. The Challenge of Building Trust and Loyalty Among Gen Z Consumers at Tiktok Shop. Maintaining customer trust and loyalty is a challenge for companies in the digital age. It aims to explore the effect of Tiktok Shop content in creating trust and loyalty among Gen Z consumers. Gen Z consumers' trust and loyalty to Tiktok Shop content is strongly influenced by the platform's ability to present interesting and relevant content. Good and satisfying business services to customers are also key to building consumer trust and loyalty. Tiktok Shop needs to focus on creating content that suits the needs and tastes of Gen Z consumers and respond quickly to various complaints and questions from various customers, in order to establish good bonds with them and maintain good relationships (Firmansyah et al., 2021).

Fourth coding regarding Creative Promotion of business. TikTok Shop has grown into one of the largest e-commerce platforms in the world, with millions of active users every day. Generation Z, which is increasingly influential in the market, has different consumption patterns and influences e-commerce platforms. As such, creative business promotion on Tiktok Shop is an effective strategy to increase business knowledge and awareness among Generation Z. As an example of creative promotions that can be done, namely, utilizing excellent visual content, such as images and videos, to present available products and services and produce interactive content, such as live broadcasts and question and answer sessions in live streaming promotions at Tiktok Shop. So the promotion of creative businesses at Tiktok Shop for generation Z has a very high opportunity to increase knowledge of business, especially for generation Z. By implementing this strategy, it can be more efficient in attracting and maintaining consumer attention by gradually adjusting to emerging trends and culture. Therefore, it must better understand the importance of innovative promotional strategies in Tiktok Shop for Gen Z and take advantage of the open market (Dao, 2022). The fifth coding is Collaboration with Influencers. Influencers are now also important in e-commerce marketing and the ability to support business at Tiktok Shop for Generation Z cannot be underestimated. Influencers have the ability to reach a wide audience and build trust among followers, making them attractive partners for companies looking to market products or services. Partnering with influencers on Tiktok Shop can be a beneficial tactic for those looking to market products or services, such as increasing sales and strengthening credibility. Collaborating with influencers on Tiktok Shop is a key strategy to promote businesses. Through partnerships with influencers, businesses can expand audience reach, increase brand awareness, add credibility, and drive sales (Kamilah & Abadiyah, 2023).

CONCLUSIONS

This research produces business strategies and opportunities at Tiktok Shop for generation Z including, Live Streaming Potential, Relevant and Interesting Content for Business, Building Consumer Trust and Loyalty, Creative Promotion, and Collaboration with Influencers. This research discusses the evolution of business in the digital era, especially regarding the Tiktok platform and its impact on Generation Z. With the rapid development of digital, many people switch from conventional methods to online transactions. Social media, as an effective marketing channel, facilitates interaction between businesses and consumers. Tiktok with the innovation of Tiktok Shop, creates new opportunities for generation Z to do business creatively. The creativity of Tiktok user content has an impact on the attractiveness of the products being promoted, making transactions easier and more attractive. With this, generation Z can indicate that Tiktok Shop functions as an efficient business platform for Generation Z, and has great capabilities to increase sales and develop online businesses for generations that grow in the digital era.

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