



## Strategy Marketing E-Commerce in Era Technology 4.0 (Studies Case Platform Digital Ict Tok)

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### ABSTRACT

Currently, the development of information technology is very complex and has many impacts on human life, including Internet business, namely E-Commerce which save time and does not require large capital to promote products. One of them is Tiktokshop which sell goods and services so that anyone can do business and compete at low costs. This website provides business opportunities and sell various products at more affordable prices than general stores To streamline its marketing, Tiktok shop is collaborating with Tokopedia. TikTok is known to be collaborating with PT GoTo Gojek Tokopedia Tbk (GOTO) with an investment of US\$ 1.5 billion or around Rp. 23 trillion. Technology issuers GoTo and TikTok officially announced a strategic partnership on Monday 11 December 2023. This collaboration is here to strengthen the growth of Indonesia's digital economy with a focus on empowering and expanding the market for national MSME players. Therefore this research will analyze the Business to type E-Commerce marketing strategy Customers (B2C) use content analysis to provide an Overview of how to increase the effectiveness and efficiency of marketing strategies through E-commerce. In the era of the industrial revolution 4.0, the development of information technology is growing rapidly so that it can have an influence on society in support various business activities, both large and small, so that they can be known globally. With the development of information technology, sales volume and profits can be increased. Digital Marketing is a marketing medium that has a huge influence. This research is a qualitative descriptive research. Data was collected using the library research method. Using content analysis and deductive analysis, this research examine the marketing strategy of E-Commerce Tiktok shop. The research results show that Tiktok shop is an on line mall that provides on line business easily, while providing a safe and comfortable on line shopping experience for sellers and buyers because it has many of the latest features such as for sellers, creators, affiliates.

**Keywords:** E-Commerce, Marketing strategy, Technology 4.0

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## INTRODUCTION

Development technology information moment This very complex And impact big on life man, including business on line, like E-Commerce, Which save time And No need capital big For promote product. E-Commerce is idea in where goods And service

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can ordered, paid, And sent through platform on line (Rusydi 2023). This is evolution Which significant from business conventional, Where contact direct with seller And shops physique is main. However, with presence *E-Commerce*, world has experience revolution digital. This allow businessman For sell goods they in all over world And allow customer buy goods from comfort House they. Trading need various effort For introduce product to public general And need collaboration with influencer or creator TikTok Which own base follower Which big And own connection with product TikTok Shop can help And increase visibility brand. Influencers can help content promotion Which interesting For product TikTok Shop (Augustin and Amron 2022). With thus, study This will see strategy marketing *E-Commerce* type *Business to Customer* with use analysis content, Also known as analysis content. Objective from study This is For give perspective Which constructive about strategy marketing on line And method increase efficiency And effectiveness they through *E-Commerce*.

### **Draft Base Strategy**

Strategy in a way general, strategy refer to on planning Which designed For reach objective certain. This involving election steps or action Which will taken For reach results Which desired. Strategy can applied in various context, including business, military, marketing, And even in management time personal (Alfayed et a. 2023).

### **The Spare Partdirections**

Marketing is a series activity Which done by company or individual For can promote product or service they head customer potential (Journal et a. 2024). This covers determination price, promotion, distribution, And compilation product so that in accordance with need And desire market target. Marketing No only about sell product, but Also about understand customer, build brand, And create connection term long. In general line big there is 5 stages in marketing as following:

So, strategy marketing very important for company Because is method reach objective company. Because That in every business, specifically business scale small, required development through strategy marketing.

### **Draft Base E-Commerce**

*E-Commerce* is method for consumer For can buy goods Which wanted in a way on line. Opinion other state *E-Commerce* means marketing advertisement,

sale And support service best use A webshop 24 O'clock a day for all over customer Which done on network Internet (Nugrah Leksono Daughter Handsome 2022). So, *E-Commerce* is website Which provide/do transaction on line or is method shopping/trading on line Which utilise facility Internet through website Which provide service “get an deliver”. *E-Commerce* can change activity marketing And cut cost operational companyoh.

Technology 4.0 Era Industry 4.0 is phenomenon progress technology  
Good technology information And

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technology automation, moment era 4.0. Pattern  
Work public And procedures

communicate it Already start changed that is with use technology information even Lots among public the main thing for youth And young woman No Can inseparable with use gadget or smart phone. Results survey Which done by APJII (Association Users Service Internet Indonesia) mention 210,026,769 soul from total population 272,682,600 soul use connected with network Internet And 89.09% process connected to Internet use smart phone. Matter This is opportunity Which big should utilized as effort For expansion in world marketing product.

## **METHOD STUDY**

Method study This is method qualitative with source data that is data secondary,

Then type his research in the form of study literature, furthermore technique

collection data Which used that is look for literature Which correlated or in line with core discussion study Which in the form of books And journals scientific, as well as analysis data Which used that is descriptive Where data Which collected described, Then analyzed And withdrawn conclusion from analysis Which done tersshout.

## **RESULTS AND DISCUSSION Profile TikTok Shop**

TikTok Shop is feature social E-Commerce Which allow user and for creator promote And sell product at a time do activity shopping (Sutinnarto and Syaifudin 2024).

With selling on line in TikTok Shop, creator or seller Can get Money from TikTok And get profit, remember user application This Also middle overflowing. Blessing presence feature shopping in application made by Bytedance the. Application TikTok more and more in demand by Lots person Because considered as platform Which multi function (Retnasary and Fitriawati 2022). Besides For get diverse content entertainment, user No need switch use application marketplace other For shop And finish transaction. TikTok Shop had time stop operate in Indonesia on date 5 October 2023. Because considered lower income on MSMEs offline like in the market but on end year This TikTok Shop return opened by government.

According to Sa'adah (2022, TikTok Shop is a E-Commerce Which can considered as system information business Because its sales done through media electronic Which provide information special about sell buy or business (Meha, Ramadan, and Nasution 2023). Besides That, TikTok Shop Also provide service Which similar with marketplace And E-Commerce on generally. Matter Which can differentiate TikTok Shop is price

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Which very affordable, Far more low from on marketplace or E-Commerce other (Variansyah and Sondari 2023). TikTok Shop Also offer promo interesting And piece price Which significant, so that push consumer For buy product Which promoted in application YoukTok.

Activity shopping with TikTok no complicated, Because feature This very simple. Somebody only need ensure that application Which downloaded to mobile phone is version latest And after That He Already own account registered. With so, For continue transaction No need move to application other. Application TikTok shop offer various product with variation brand, including product from MSMEs. In chance This, consumer can in a way direct follow various even promotion And get piece price. TikTok Keep going innovate And develop with present various type promotion And offer product interesting Which packed with Good And promoted through content creative.

#### System Marketing TikTok Shop

Collaboration tiktok shop And Tokopedia TikTok Shop own appearance different

finished return operate And join with Tokopedia. TikTok known

collaborate with PT GoTo Gojek Tokopedia Tbk (GOTO) with investment worth US\$ 1.5 billion or around Rp 23 trillion. Issuer technology GoTo And TikTok official to announce partnership strategic on Monday date 11 December 2023. Collaboration This present For strengthen growth economy digital Indonesia with focus empowering And expand market for perpetrator MSMEs national.

Based on broadcast the press, in partnership strategic This business Tokopedia And TikTok Shop Indonesia will combined in lower PT Tokopedia. TikTok will own control on PT Tokopedia. Whereas feature service shopping in application TikTok in Indonesia will operated And managed by PT Tokopedia. TikTok invest more from US\$ 1.5 billion as commitment term long For support operational Tokopedia, without dilution more carry on on ownership GoTo in Tokopedia. In transaction This, Goldman Sachs act as advisor finance For Group GoTo. Transaction This expected will finished on quarter First year 2024. Management GoTo confirm agreement This in line with step Group GoTo For strengthen position finance. Matter This even support strategy GoTo For expand coverage market (total addressable market). For ensure sustainability step PT Tokopedia in push development economy digital national, to front of it will formed committee Which facilitate transition And integration. Committee This chaired by by Patrick Walujo with support representative PT Tokopedia And TikTok.

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Campaign This aiming For push growth economy digital through empowerment MSMEs local. Through campaign Buy Local, user Tokopedia And TikTok Can shop various product local favorite origin Indonesia from various type merchant (Alfayed et a. 2023).

#### Feature TikTok Shop

TikTok own diverse feature For its users so that Can sell product or his services that is (Anggoroningtyas and Adha 2024):

1. For Seller For seller develop his business
2. For partners
3. For support development client You
4. For keator For content creator
5. For affiliate For connect seller with creator

TikTok Shop is feature Which allow user For buy product direct through platform TikTok. A number of its features includes:

1. Integration E-Commerce: Users Can explore product from various

seller without leave application.

2. Live Shopping: Creator can do broadcast direct And sell

product in a way real time, allow interaction direct with audience.

3. Tags Product: Creator can to mark product in video they, make it easier user For find And buy goods Which inshow.
4. Promotion And Discount: Seller can offer promotion special And discount

For interesting buyer.

5. Experience Buyer Which Smooth: Process purchase Which simple And fast,

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with option payment Which diverse.

#### Product Sale TikTok Shop

1. Users can do marketing product Which promoted through content in TikTok in a way direct from in application.
2. After booking, user will directed For choose method payment Which available like card credit/debit, wallet digital like Eggs, Gopay, ShopeePay And LinkAja (TikTok).
3. Payment will quick withdrawn from wallet digital or card credit/debit user after verified succeed (TikTok).
4. Status order can verified through page order in TikTok And product will quick sent (TikTok).
5. Cooperation with provider service payment like Gojek And ShopeePay expected can ensure security transaction.

#### CHEAPPULAN

Conclusion For analysis strategy marketing And sale E-Commerce on TikTok Shop, based on information Which available: Partnership with tokopedia: TikTok has active collaborate with tokopedia And influence For promote product, Which can help brand reach audience Which more wide in platform This. Use Video For Promotion Product: TikTok allow brand For utilise format video Which popular For promote product they with method Which creative And interesting. Support Creativity: TikTok support creativity in campaign marketing, And brand can use elements creative For interesting attention And interest user like advertisement. Besides That, available Features for user tiktok shop Which very help for the user And so Also the seller. In general overall, TikTok Shop has give impact positive for perpetrator business on line, including improvement sale And branding. With Features Which provided And strategy promotion Which effective, TikTok Shop can become tool Which strong in trading on line And marketing product (Sitanggang et a. 2024).

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