

THE ECONOMIC AND SOCIAL IMPACT OF THE CLOSURE OF TIKTOK SHOP IN BUKITTINGGI CITY

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Abstract

The closure of TikTok Shop has been a highlight in the world of e-commerce business. This article aims to investigate the economic and social impacts of this decision. Economically, the closure of TikTok Shop has a significant impact on businesses. Many small sellers rely on this platform as their main source of income. With the closure, they are forced to find other alternatives to sell their products. This creates uncertainty and losses, especially for those who do not have the ability to switch to other platforms quickly. From a social perspective, the closure of TikTok Shop also impacts consumers and users who have become accustomed to shopping on the platform. They will have to find alternatives to buy products and interact with sellers. This could disrupt their online shopping routine and potentially affect their convenience and overall shopping experience. In addition, the closure of TikTok Shop also has the potential to affect the e-commerce business ecosystem more broadly. The platform has been a big player in the industry, and its closure could impact inter-platform competition and changes in market dynamics. To investigate the economic and social impact of TikTok Shop's closure, the author used a data analysis approach and interviews with industry players and users. From the research, the author concludes that the closure of TikTok Shop has a significant impact, both economically and socially. The conclusion of this article is that the closure of TikTok Shop has had a major impact on businesses, consumers, and the e-commerce business ecosystem as a whole. This shows the importance of adaptability and the ability to adapt to changes in the online business world.

Keywords: TikTok Shop, closure, economic impact, social impact, e-commerce

INTRODUCTION

Digital trends and technological developments have become an integral part of the daily life of modern society. One of the platforms that plays an important role in the shift in digital culture is TikTok. TikTok has become a space for users to share their creativity, entertainment, and countless business opportunities. However, there is no digital innovation without obstacles, and Bukittinggi City, a city known for its beauty in West Sumatra, has recently experienced significant economic and social impacts due to the closure of TikTok Shop. (Trisakti, 2022)

TikTok Shop is a business entity that emerged thanks to the popularity of TikTok. In recent years, these platforms have changed the way people shop, allowing sellers to market their products creatively and in-depth. In Bukittinggi City, TikTok Shop has become an attractive place to do business and provide much-needed economic livelihood in the midst of the ongoing global pandemic. However, in the last year, a number of issues and

government regulations have emerged that have resulted in the closure of TikTok Shop in this city.(Erwin et al., 2023)

In this article, we will discuss the economic and social impact caused by the closure of TikTok Shop in Bukittinggi City. From job losses to shifts in consumer behavior, their impact on local communities is noteworthy.

The closure of TikTok Shop in Bukittinggi City has significant economic consequences. Many local workers and entrepreneurs rely on TikTok Shop as their primary source of income, especially during the pandemic when physical business was limited. With the closure, a number of people lost their jobs and experienced economic difficulties. This creates a serious challenge to the family's financial stability and economic development in the city.(Khabibah et al., 2022)

In addition to the economic impact, the closure of TikTok Shop also affects social. These platforms allow for unique and diverse interactions between sellers and buyers, often creating a strong community. Now, without such platforms, these communities feel marginalized and isolated, diminishing valuable social aspects.(Ramli et al., 2020)

In this article, we will dig deeper about the consequences of the closure of TikTok Shop in Bukittinggi City. We will explore a range of perspectives, including recovery efforts and possible solutions to address these economic and social impacts. In addition, we will also analyze how the city can adapt to changes in the ever-evolving digital business environment.

While the closure of TikTok Shop has created significant challenges for the community and entrepreneurs in Bukittinggi City, there may be valuable lessons to be learned from this situation. It is a moment that sparks critical thinking about how we can cope with change in the ever-changing digital age and directs constructive recovery efforts.

Keep reading this article to gain an in-depth insight into the economic and social impact of the closure of TikTok Shop in Bukittinggi City and the efforts being made to address these challenges.

METHODS

This research uses a descriptive qualitative method. With the type of descriptive research design, which intends to find the economic and social impact of the closure of tiktok shops in the city of Bukittinggi through in-depth information mining in accordance with the predetermined research focus. Researchers play the role of key informants, while supporting informants are product sellers in the city of Bukittinggi. The data collection technique in this study uses semi-structured interviews to facilitate the development of questions, using non-participant observations, because the researcher does not actively participate in the observed activities so that the researcher only observes from afar, using documentation in the form of archives and photos of activities related to the focus of the research. In data analysis, researchers collect data first, then reduce it by coding the research findings, presenting the data based on the focus of the research, and making

conclusions from the research findings. The validity of the data in this study was checked using triangulation of sources and methods, member checks, extension of research time, increasing diligence, and sufficiency of reference materials.

RESULTS AND DISCUSSION

The closure of TikTok Shop in Bukittinggi City has a significant economic and social impact, affecting various aspects of the lives of local people and entrepreneurs. In this discussion, we will take a deeper look at how the closure affected various sectors and communities in the city (Astuti et al., 2020).

Loss of Jobs and Income

TikTok Shop has become a source of income for many individuals in Bukittinggi City. Sellers and content creators who rely on these platforms to market their products are losing access to a wide audience. This closure has had an impact on the loss of jobs and income for those involved in the TikTok Shop business. These workers may now have to look for new job opportunities that aren't always easy to find amid a pandemic. The closure of TikTok Shop in Kota Bukittinggi resulted in many individuals who depend on this platform for work and income losing their source of livelihood. TikTok Shop sellers who previously had established businesses are now facing serious challenges. They may have to look for new job opportunities in other sectors that aren't always easy to find in the midst of a pandemic. As a result, the unemployment rate in the city may increase, and these individuals may experience financial difficulties.(Fadli et al., 2023)

Economic UncertaintyClosure

TikTok Shop creates economic uncertainty in Bukittinggi City. Small and medium-sized businesses that rely on this platform face serious challenges in running their businesses. It also affects the supply and demand of local products, which can slow down the city's economic growth. The closure of TikTok Shop creates economic uncertainty that can affect businesses, entrepreneurs, and the economic development of the city. Many small and medium-sized business owners who rely on these platforms to run their businesses are experiencing serious economic pressures. It also impacts the city's economic cycle as declining revenues and expenditures can hamper overall economic growth.(Dewi et al., 2022)

Changing Consumer Patterns

The closure of TikTok Shop also changed consumer patterns in Bukittinggi City. People who used to rely on these platforms for shopping may now have to look for other alternatives, such as conventional e-commerce. This can have an impact on the types of items they buy and how they interact with sellers. The closure of TikTok Shop has changed consumer patterns in Bukittinggi City. People who used to rely on these

platforms for shopping may now have to look for other alternatives, such as conventional e-commerce platforms. This can affect the types of items they buy and also the way they interact with sellers. Traditional businesses and conventional e-commerce may see a rapid increase while TikTok Shop businesses are in decline.(Ramli et al., 2020)

Social Impact

TikTok Shop also has a significant social aspect. The platform allows for more personal and creative interactions between sellers and buyers. With this closure, the communities built around TikTok Shop are experiencing uncertainty and social isolation. It can also impact the mental well-being of individuals involved in these platforms. TikTok Shop not only has an impact on the economy, but it also has a significant social aspect. The platform allows for more personal and creative interactions between sellers and buyers. With this closure, the communities formed around TikTok Shop experienced uncertainty and social isolation. It can also impact the mental well-being of individuals involved in these platforms, especially if they feel disconnected from their community.(Rachmad et al., 2023)

Potential Solutions and Remedies

While the impact of TikTok Shop closures is a difficult reality, there are potential solutions and recovery efforts. Local entrepreneurs and economic actors can look for alternatives and develop new strategies to market their products. Local governments can also support training and skills development to help affected individuals find new job opportunities. While the impact of TikTok Shop closures is a difficult reality, there are potential solutions and recovery efforts. Local entrepreneurs and economic actors can look for alternatives and develop new strategies to market their products. Local governments can also support training and skills development to help affected individuals find new job opportunities.(Novitasari, 2022)

Adapting to Digital Change

This situation highlights the importance of adapting to changes in the digital age. With the rapid development of technology, it is important for people and entrepreneurs to remain relevant and innovative in running their businesses. We need to continue to understand and adapt to changes in consumer and technological trends. This situation highlights the importance of adapting to changes in the digital age. With the rapid development of technology, it is important for people and entrepreneurs to remain relevant and innovative in running their businesses. We need to continue to understand and adapt to changes in consumer and technological trends. People and entrepreneurs must be open to new digital opportunities and strive to make positive use of them. Adaptation is the key to surviving in this ever-changing world.(Harto et al., 2023)

In conclusion, the closure of TikTok Shop in Bukittinggi City has created a significant economic and social impact. This shows that when facing changes in the digital age, it is important to have flexibility and the ability to adapt. Recovery efforts and creative solutions can help reduce its negative impact and create new opportunities for local communities. Understanding these impacts is important for developing effective recovery and adaptation strategies. With the right support from local governments, local economic actors, and the community, Bukittinggi City can look for ways to address these challenges and build a stronger future in an ever-evolving digital world.(Andriyani et al., 2023)

CONCLUSION

The closure of TikTok Shop in Bukittinggi City has created a wave of very real impacts, both in terms of economy and social. This article has described a number of important aspects that should be considered in the context of such closures. Economic impacts include job losses, economic uncertainty, and changes in consumer patterns. Many individuals who previously relied on TikTok Shop as their primary source of income are now struggling to find alternative jobs. It has also disrupted the city's economic stability, with small and medium-sized businesses feeling pressured. Changes in consumer patterns are affecting the way people shop and interact with sellers, with conventional businesses and conventional e-commerce receiving significant influence. On the social side, the closure of TikTok Shop has affected the communities built around the platform. Uncertainty and social isolation can negatively impact the mental well-being of individuals involved in TikTok Shop. As for solutions, entrepreneurs and local governments must work together to find alternatives and recovery strategies. The ability to adapt to changes in the digital age is key to surviving in an ever-changing world. In conclusion, the closure of TikTok Shop in Bukittinggi City is a reminder of how changes in technology and digital trends can disrupt the economic and social life of a community. While these challenges are significant, with the right collaboration and innovation, Bukittinggi City has the opportunity to overcome negative impacts and create a stronger future in an ever-evolving digital world.

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