



THE IMPACT OF TIKTOK SHOPS ON SMES ACTORS

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ABSTRACT

In the increasingly advanced digital era, the retail industry has witnessed some important paradigms in offline and online stores. In addition to technology development, both platforms offer different opportunities. Online stores are a popular trend among consumers who want to shop easily and conveniently through online platforms. But over time, market participants realized that the presence of online shopping posed risks to them. For example, there is fierce competition between offline and online stores. In this context, tiktok stores have become a new threat to traditional retailers, and market traders need to be able to compete with the prices offered by tiktok stores, which are generally cheaper because they have no physical operating costs. This study focuses on the impact of tiktok stores on Small and Medium Enterprises (SMEs). The method used in this study is qualitative, collecting non-numerical data such as observational interviews and content analysis. This study targets market traders and actors behind online stores, specifically in Surabaya, to support data obtained. Through this study, researchers made decisions about aspects of this study. Research conclusions: (1) The existence of online stores has made many bankrupt market traders become online store players, because online stores have more profit prospects than market traders. (2) The busyness of online stores eliminates the possibility of extinction of market traders, because online shopping involves high risks of fraud, such as counterfeiting, etc., which may cause financial losses to consumers. Market Traders are more secure than online stores due to their relative reliance on direct interaction.

Keywords: Online Shop, Market Traders, SMEs, tiktok Shop.

INTRODUCTION

In an increasingly era develop rapidly, the emergence of online platforms is not Can Again regardless from life human. By because that, it appears a number of supporting applications exists development of the era as it is widespread used by young people Now that is tiktok. Tiktok established on september 2016 by Zhang Yiming, originally tiktok named Douyin gets it used only in China, as for fill from Douyin is a promotional video. Along walking time, up to 1 year application Douyin has have 100 million user and 1 billion impressions, Douyin replace his name become tiktok And on in 2021, tiktok launch

Wrong One its features namely live shopping later known with tiktok Shop. Can We know, tiktok Shop is service innovative e-commerce that can reach sellers, buyers and creators who provide it experience seamless shopping and fun. According to report tiktok on in 2022 page officially, they are mention as many as 67% of users say tiktok inspiring they for shop although they no planned For shopping.

SMEss (Micro Small and Enterprises Intermediate) is A sector business scale small inside _ _ _ Public form efforts with production scale home. SMEss have significant impact on development economy society, because SMEs businesses help create field Work For circles public class intermediate to bottom. SMEs businesses in general move on various field economy, such as the processing industry textiles, processed food, services, up to craft hand. Generally government often give help cost production to SMEs actors. This thing because SMEss are considered as bone back economy country. Besides that's the government Also often give other assistance in the form of training Work And entrepreneurship. On Finally SMEss are considered as mover main economy And tourist country.

With presence tiktok Shop allows SMEss to promote and sell product they to user tiktok. With exists tiktok Shop, SMEss can utilise potency big from network user Extensive tiktok for increase visibility and sale product them. Through easy integration and interactive features, tiktok Shop provides chance for SMEss to grow and develop in this digital era.

Unfortunately, the emergence of this platform it turns out leaving behind with trader conventional. With exists convenience shop online via tiktok Shop, consumers tend switch for buy product online than visit market traditional. This thing can result decline visit and sale for trader market traditional.

METHOD

This paper uses qualitative methods with the aim of understanding the phenomenon of trading systems in Online Shop and Conventional Trader in depth and detail. The qualitative approach is used because this research focuses more on understanding and interpretation of the phenomenon, so qualitative techniques can provide rich and detailed data. This paper subject in this research is Online shop and Conventional Trader, focusing on impact on Tiktok Shop towards SMEs actors. The data in this paper were obtained from collecting non-numerical data such as observational interviews and content analysis.

The technique that we used is interview, observation, and study literature method, which is we took many references based on interviewing of SMEs actors, direct observation within the facts of the field, and collecting many data from trusted sources and many other literatures.

DISCUSSION AND RESULTS

A. The System Of tiktok Shop And Conventional Trading

Tiktok Shop does not Far different from E-Commerce system viz must contains 4 components important For sustainability online ¹ transactions that is as following.

1. Store/Marketplace

Store and Marketplace have two meaning and different functions. Store is sale things done by One shop, like Matahari Mall, Lazada, etc. Meanwhile, the marketplace itself have different functions that is become forum for the perpetrators economy For sell goods the sale And buyer or can called as Consumer can buy goods sold by sellers that .

According to narrative that , you can We know that's it tiktok Shop is a marketplace, which tiktok Shop operates system that is every its users can become consumer and manufacturer. Before sell nor buy every its users must menhi necessary conditions be equipped that are:

a. Seller / Seller

Every seller must register yourself on tiktok with Attach personal data , number telephone /email, name shop , address , description products , and so on . After finish stage registration, seller must wait confirmation from party tiktok Shop itself And If Already seller can sell the goods or products you want sold. Apart from that is , the sellers must obey and accept central sellers Implemented policies by tiktok Shop which is already written and explained on the page official tiktok Shop.

b. Buyers / Consumers

Consmen in tiktok Shop before buy the products offered in tiktok Shop too must register self first , that is with Attach email/ number telephone , and If Already through

¹ Sistem e-Commerce dan Perlindungan Konsumen (29 juni 2019). <https://aptika.kominfo.go.id/2017/06/sistem-e-commerce-dan-perlindungan-konsumen/> accessed at 31 october 2023.

stage registration so enter into the stage purchase goods , buyers will asked address delivery , quantity goods , and so on . After that , stage final that is payment , in matter This seller offered a number of method that is through Indomaret / Alfamart , via ATM, and via e - wallet such as OVO, Dana, etc.

2. Sellers and Buyers

To use continuity of the sales process buy so needed party buyer And party seller. Which is the buyer will order / buy goods offered _ by seller And seller sell / offer the product.

3. Payment Gateway

Every e-commerce in Indonesia must support there is a payment gateway, meanwhile understanding from Payment Gateway is A system that authorizes the payment process from buyer to seller.² in matter This tiktok Shop supports several payment gateways that is Digital Wallets (OVO, DANA, etc.), Minimarkets (Alfamart & Indomaret), and Bank Transfers (BNI, BCA, BRI, etc.).

4. Service Delivery

Already mandatory thing _ For send items that have been purchased by buyers or consumers. So from that, tiktok Shop provides a number of service delivery namely J&T Express, JNE, Ninja Express, Si Cepat, anteraja, and TIKI. In matter This seller Can determine how is the delivery process? Goods, tiktok Shop gives freedom to seller for use service delivery tiktok Shop which seller must use service designated logistics _ or Approved by party tiktok Shop or seller use service selected delivery _ by seller That yourself. Besides that, too offer a number of interesting features For used by Indonesian netizens. Features the that is voucher feature, influencer feature, *For Your Page (FYP)*.

a. Voucher Feature

Feature This interesting For used a number of user tiktok Shop because inside feature this user can enjoy purchase with free shipping, discounts price with a minimum purchase nominal.

b. Live Shopping feature

Besides displays product or goods seller only on tiktok Shop, tiktok Shop Seller can use Wrong One feature interesting from tiktok Shop ie Live Shopping

²ibid

feature. Which is deep feature This seller can promote product or goods the sale in the video show you can get it straight away witnessed or watched by all over buyers tiktok Shop. This thing aim introduce or spread expand product seller in a way wide.

c. Influencer Features

Influencers in tiktok Shop is a or a group of content creators or celebrities who are famous throughout Indonesia and world. With with Influencers, tiktok Shop sellers can utilise Influencer services for promote goods or product the sale. In matter this, a profitable agreement second split party must formed, where the Influencer feels profitable with recommend to buyers tiktok Shop for buy goods sold by a working seller The same with him and Seller too feel benefited with recommendation goods or products made by Influencers.

d. Feature Basket Yellow

Appearance feature basket yellow is for support the presence of Influencers. Systematics Work from feature basket yellow This is an influencer can attach promoted items or recommended in every video uploaded by the influencer. This thing make buyers No difficulty look for items he is interested in far away in tiktok Shop, buyers Enough touch the cart tab yellow and purchasing process Can next until goods until. Feature This Also combined with voucher feature, which buyers can enjoy purchase simply and with pocket friendly prices.

e. *For Your Page (FYP)*

Influencers in tiktok Shop already spelled out many, together with matter that's competition between influencers too created. Which is what was created matter today. Influencers are competing For get FYP. The videos that appear in page beginning tiktok is a FYP video. This thing makes it easier buyer for find goods influencer sales.

System trading conventional generally done in a way physique that is Where transaction done in a way stare advance by seller and buyers, system This Already There is since first. In this digital era, generally We can find system sell buy this on market traditional nor shops grocery. Different with online system on system This possible seller and buyer do activity bargaining. Due system This use in a way stare advance or direct so limitations geographical and weather make system This not enough interested. Far away

location market and bad weather support sometimes become obstacle for buyer For meet seller To use do sell buy something goods or products offered by buyer.

B. How Tiktok Shop Influences SMEs Actors

Tiktok Shop is A features in the app tiktok allows people to sell product they to other people. Market SMEs actors, which means Micro, Small and Enterprises Intermediate, is a place where people sell goods or service them. Tiktok Shop has great influence to market SMEs actors. One method tiktok Shop influences market SMEs actors are with give chance to they for show and sell product they to many people. Tiktok own Lots users all over world, so SMEs actors can reach more lots of people and make product they more known.

Tiktok Shop too own helpful features SMEs actors in sell product them. For example, there is system integrated payments, which means customer can with easy pay their products buy. Besides that, there is Also system integrated delivery, which helps SMEs actors send product to customer with more easy And fast.

Besides that's it, tiktok Shop too possible SMEs actors for interact direct with customer them. For example, customers can leave comment or send message to SMEs actors for ask about product or give bait back. This help SMEs actors develop more relationship near with customer they and make they feel more satisfied with their products buy.

By overall, tiktok Shop delivers good opportunity for SMEs actors for expand business them. With use TikTok Shop, them can reach more lots of people, selling product with more easy, and interact with customer in a way straight away. All This help SMEs actors for become more success in business them.

In business, important for own diversify sales channels For reduce risk dependency on one channel just. Tiktok Shop can become channel sale addition for trader conventional, so they can reach more lots customer and expand its consumer base. However, that is necessary noticed also is condition trader market. Tiktok Shop too can become competition for trader conventional. With exists Lots sellers on this platform, traders conventional Possible need compete with other sellers for interesting attention buyer. Because people have used to using the Online Shop as place shopping, attendance tiktok Shop does not forever profitable lots party. On the other hand, the traders are still depend on means sell buy offline actually face reality will reflux amount visitors in shops

them.³ Besides that, some buyers possibly more choose to buy products from TikTok Shop than from conventional traders, because of comfort and convenience of online shopping. The increase in food prices, especially rice, has a clear impact on decreasing demand for non-food goods like clothes so⁴

Many traders in the market who complained lost almost all over the consequences of TikTok Shop. Providing free fare vouchers and sufficient price promises made part of a big public switch from selling conventional to digital, so the activity of selling at the conventional market threatened to fade.

According to the data released by the Indonesian Ministry of Trade, before the retraction of TikTok Shop, there were more than 500,000 active sellers and more than 10 million buyers who use the platform in a routine way. This has in a way drastically reduced the level of e-commerce activities in the country. In one month after TikTok Shop was deleted, there was a 30% decline in online sales. The revocation of the naturally owned impact is both positive and negative to a number of sectors in Indonesia, especially in the field of trade. The head of TikTok Indonesia, Anggini Setiawan, mentioned almost 2 million locally grown businesses in the country and expressed blessing the presence of social commerce.⁵

In this matter, it is important for conventional traders to adapt to these changes. They can utilize their superiority, like giving a personal shopping experience and providing products

³*Polemik TikTok Shop di Indonesia, Efektivitas Kebijakan Pemerintah Dipertanyakan* (06 Oktober 2023). <https://m.mediaindonesia.com/economics/619127/polemik-tiktok-shop-di-indonesia-effectsif-politik-anggaran-dipertanyakan> accessed at 31 October 2023.

⁴Apakah Sepinya Pasar Tradisional Hanya karena Kehadiran TikTok Shop? Kompas.com – 25 September 2023. <https://www.kompas.com/tren/read/2023/09/25/143000065/whether-sepinya-pasar-tradisional-only-cepatan-kehadiran-tiktok-shop-?page=all> accessed at 31 October 2023

⁵KONTROVERSI PENGHAPUSAN TIKTOK SHOP: BAGAIMANAKAH PRO DAN KONTRANYA? (25 October 2023). <https://egsa.geo.ugm.ac.id/2023/10/25/kontroversi-pengecepatan-tiktok-shop-howkah-pro-dan-kontranya/> accessed at 31 October 2023.

unique that is not available on tiktok Shop. Besides That's it , merchant conventional Also can utilize social media other For promote business they And reach customer potential .

3. The Impact Of tiktok Shop Towards The SMEs Actors And Conventional Traders

Understand matter This researcher see that presence tiktokshop give significant impact _ for SMEs players . Presence tiktok shop delivers chance for SMEs players to _ promote product they in a way more easy And flexible . No only that is , presence tiktok shop too give impact significant towards traders _ conventional . Compare backwards with SMEs actors , the impact provided tiktok shop against traders _ conventional precisely more tend negative And detrimental . Generally presence tiktok shop actually become factor down sale them . Following researcher explain impact tiktok shop for SMEs actors and Trader Conventional.

1. Impact Tiktok Shop against State Economy

Presence tiktok shop has give quite an impact significant for economy country . A true SMEs product of course help economy country , be the more help with exists online shop system in matter This tiktok shop. SMEs themselves have impact as following .

a. Moving economy local

SMEs in general give impact positive for economy local . With normal SMEs operate as production home , of course open Lots field Work for public approx . It's open field work for public around specifically those who are educated low Of course will help move economy society .

b. Create economy creative

With level production home , usually SMEs businesses is producing business _ products typical area , I don't know That form food , crafts hand or clothes . This thing Of course help create economy creative . Economy creative like This usually will become Power pull for tourist local or international .

c. Increase income country

Dam[ak positive for SMEs income local , of course Also will impact on economy country . In matter This SMEs products apart from marketed inside _ country Also imported to market outside country . Marketing SMEs products to level international This naturally will add profit country , that is through income foreign exchange increasing country .

From the presentation above, we look that SMEs have quite an impact significant for economy local or national. With presence tiktok shop that aims make it easier for SMEs, of course in a way no right away too impact on economy country. In more scale – small, we can see impact of SMEs on economy local past circumstances economy local on moment pandemic. On moment happen pandemic covid 19, a lot traders and SMEs actors who have the opportunity stopped income his because exists restrictions social scale big or PPKM. However, the economy brand can recover again blessing exists online shop technology, which is this online shop possible they for still sell products they without must violate PPKM⁶ regulations.

On finally, got it we understanding that presence Tiktok Shop online no direct help increase economy country. With collaboration between SMEs actors and Tiktok shop, economy country experience quite an improvement significant.

2. Impact Tiktok Shop against SMEs actors

a. Effective Marketing –

Presence Tiktok Shop has give quite an impact positive for SMEs players. As platform sell buy online, Tiktok Shop of course have features helpful features – its users in do activity sell buy online. Features this very help SMEs players in – reach consumers – his in a way more effective. Features like live shopping and endorsement help SMEs players in – promote goods his merchandise. They can promote product they and carry out the selling process buy in a way simultaneously in long distance, and – not seldom they also can do bid bid with consumers. – This thing naturally make the marketing process product they more effective. Besides that endorsement feature or promotion paid also allows SMEs actors to – advertise product them. This thing also naturally can help they in reach market consumer in a way more wide.

That thing is proof that presence tiktok shop helps SMEs to – – reach more consumers – wide with method expansion market consumer. Presence tiktok shop

⁶ Alifah, Eni Nur, Ajeng Retno Kinasih, Najwa Dian Aulia, and Annisa Larasati Sumali. "Online Shop as an Effort to Help the Family Economy in the Pandemic Era." *Journal of Educational Research* 4, no. 1 (2023): 37-46.

becomes alternative for SMEs actors who do not have the capital to open outlet in a way straight away .

b. Sale Increase

Marketing SMEs products that become more effective , of course will impact Also on amount sale products that . Increasing marketing _ massive And reach market more consumers _ wide give more exposure _ tall Also to products that . Enhancement exposure This Then make amount consumer increases . Enhancement amount consumer Of course Also impact on enhancement amount production , which means sale And income for SMEs players too follow increase along enhancement amount consumer .

Presence Tiktok Shop online No direct give enhancement sale And income for every SMEs actors . They get very profitable _ significant from presence tiktok shop.

c. Enhancement Branding Value

One _ feature Excellent that can used by SMEs players is endorsement and _ promotion paid . SMEs actors in general can do strategy marketing with more creative , that is with intertwine partner business or collaboration with content creators on Tiktok . The perpetrators can do collaboration with content creators form promotion combined SMEs products with characteristic typical video content for content creators . This thing naturally can increase branding image of the SMEs product And Also expand range market consumer .

d. Impact Tiktok Shop against Trader Conventional

Impact Negative

• Sale Decrease

Presence tiktok shop in fact No give positive impact _ for traders _ conventional . Traders _ generally conventional _ own offline outlets and Also do activity sell buy offline , make they No Can compete with traders in online stores in particular tiktok shop. They are the real ones realized beginning of course do activity sell buy offline , feel unmatched with presence tiktok shop.

Tiktok shop is coming with features that make things easier for consumers For do activity sell buy with very flexible . Different with shop at the market , in tiktokshop for consumers No need queue especially jostling . In their tiktok shop can do all over activity sell buy via a smartphone that allows it they do it anywhere And anytime . They No need

far away to the market For buy something , because Can do his from House with easy on tiktok shop. As a result , customers trader Many people have switched to conventional ones to tiktok shop.

This thing naturally make traders _ Conventional overwhelmed . They No Can match superiority tiktok shop for seize the traders returned . Sale they decrease And impact Also on income them . On Finally presence tiktok in fact bring disaster for traders _ conventional ⁷.

- Uncertainty Business

Competition between trader market with sellers in online stores causes _ exists change behavior original consumer _ more Like shopping at the market But Then turn away to tiktok shop. This thing naturally cause Lots loss for traders _ conventional , start from decline sales , decline income And loss of consumers . This thing Then cause uncertainty of the future business them , no exists income Of course make economy they decreased . Whereas trade that's what it is source livelihood main them . On finally the traders Confused in operate business his Because constrained problem economy .

Impact Positive

- Chance For Increase Sale

Regardless from all impact negative that appears from presence tiktok shop, in fact tiktok shop can give impact positive Also for traders _ conventional . Actually tiktok Shop is here For make it easier activity sell buy what's available . Features tiktok shop from beginning launched That addressed For public wider to make it more easy in transaction . However , reality his presence tiktok shop instead make enmity among trader conventional . This thing caused by behavior they themselves , they No Want to accept change And follow developments over time. Actually traders ' products conventional This No lost Far

⁷ *Turnover Drops Drastically, Tanah Abang Market Traders Ask Minister of Cooperatives to Close TikTok Shop* . <https://money.kompas.com/read/2023/09/19/182000926/omzet-turun-drastis-pedagang-pasar-tanah-abang-minta-menkop-lukis-tiktok-shop?page=all> accessed on tuesday at 16.20 pm

with products trader online store , however convenience in transaction This is what causes consumers more choose shopping at tiktok shop ⁸ .

On finally , presence tiktok shop is results from developments over time can We accept And take advantage . Existing losses _ from party trader conventional no other reason those who don't Want to changed And compete . They too complacent with their long - standing safe zone shut up . As a result No their benefits _ can from developments over time, however loss .

CONCLUSIONS

With results our research about impacts tiktok Shop to SMEs actors and Trader Conventional **(1)** With the presence of an Online Shop , namely form tiktok Shop, lots SMEs actors who take the initiative follow developments over time , that is with innovate become sell goods the sale to the Online Shop too . In matter this , no all SMEs actors in total do sale use tiktok Shop, yes Also SMEs actors who implement it sale online and offline , which are the SMEs actors still accept sell buy in a way stare advance or direct And they Also accept online order . **(2)** Actually presence tiktok Shop brings prosperity economy SMEs actors because with presence tiktok Shop helps marketing product sales SMEs actors , p This background with excess tiktok Shop ie own number of users Lots And No own limitation age . **(3)** Economy Indonesia very benefited with presence tiktok Shop. Reason behind matter This is creation economy creative , which makes things easier for SMEs For sell products local . Besides that's an increase economy significant local , with _ points plus tiktok Shop is a global online shop , p This support SMEs actors who have business sale products local For introduce And promote product typical Indonesian to audience outside Indonesia. **(4)** Behind with impacts positive presence tiktok Shop, no close possibility that's it tiktok Shop has impact negative too . Inaugurated tiktok Shop in Indonesia is reaping Lots controversy Because Lots complaint from trader conventional that's it existence tiktok Shop got rid of trader conventional . Due matter this , a lot trader conventional ones are not capable adaptation with developments over time bankruptcy

⁸ *Onslaught of eCommerce, Should Tanah Abang Market Traders Switch to Online Sales?*
<https://ketik.co.id/berita/gempuran-ecommerce-perlukah-pedagang-pasar-tanah-abang-beralih-ke-penjualan-online> accessed on tuesday at 16.15 pm

with high number . _ (5) tiktok Shop is presented accompanied with Lots useful features _ For support continuity tiktok Shop. One of them is the products sold in tiktok Shop has relative price _ more cheap than products sold Offline Shop . Supported with many users , the sold out phenomenon is deep period short time _ Already normal thing _ happen in tiktok Shop. Phenomenon the pushed by good quality _ And friendly prices _ wallet . (6) Because people have used to use the Online Shop for shopping , attendance tiktok Shop does not forever profitable Lots party . One of them often happen fraud . Fraud in matter This is products that don't in accordance with desired order . _ For example , a person tiktok named Veve Once share experience shop on his account . He buy A bag branded on tiktok Shop. Price quoted _ That reached 20 million . However when the goods has accepted , apparently the goods very No in accordance expectations .From p This can concluded , that when shopping at the Online Shop is great needed accuracy so that the incident occurs like This No happened . The method with see And poking around all testimonial on column existing comments .

Suggestion

Presence tiktok shop delivers Lots significant impact _ to economy public Indonesia . The impacts vary , starting with _ from impact positive until impact negative . In matter This is the result our research shows that the traders conventional more tend affected by impact negative , which p This Compare backwards with more SMEs players _ Lots caught impact positive .

However , on the other hand side results our research too explain about Why tiktok shop can give rise to impact negative . Actually tiktok shop designed For make it easier for users in do activity sell buy . Incompetence of traders conventional For adapt with developments over time and inability in innovate , is factor main Why they affected by impact negative tiktok shop.

In matter this , researcher hope in the future public Indonesia can more open with developments over time, for Then can realize more Indonesia _ forward . In matter this, researcher feel that government is actor main responsible _ in realize matter this.

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