

## The Use of Information Technology in Improving the Tiktokshop Online Business

Wina Andriyani<sup>1</sup>, Abdul Muizz Wadud<sup>2</sup>

<sup>1</sup>Islamic Economics, Faculty of Islamic Economics & Business, IAIN Syekh Nurjati Cirebon  
Email: [winaandriyani03@gmail.com](mailto:winaandriyani03@gmail.com)

<sup>2</sup>Islamic Economics, Faculty of Islamic Economics & Business, IAIN Syekh Nurjati Cirebon  
Email: [muizzaw20@syekhnurjati.ac.id](mailto:muizzaw20@syekhnurjati.ac.id)

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### ABSTRACT

*This research was conducted to find out the benefits of information technology in improving online business in TikTok. In the corporate world, information technology has developed rapidly. This company uses information technology to increase the growth of the company itself. Looking at the current information technology has been used by various fields, including in the economic field. As we know that currently, TikTok is one of the applications that is frequently visited by the public, in 2022 the number of TikTok visitors will reach 62.52% or 1.46 billion visitors, this figure has increased compared to last year. With advances in technology, nowadays many people make purchases, one of which is through the tiktok application. Tiktok is not just for entertainment, but now Tiktok has launched the Tiktokshop feature. The research method used in this study is a qualitative method with literature study data collection techniques, so that data can be obtained through related journals, books, or other reference materials. Tiktok is one of the e-commerce platforms in Indonesia which has become a business opportunity by developing into a popular digital marketing tool. Through tiktok, someone can sell the desired item by using various digital marketing strategies. The marketing strategy commonly used in TikTok is through advertising and video content.*

**Keywords:** Information Technology, Online Business, Tiktokshop

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### INTRODUCTION

In companies or corporate entities, information technology has been widely used. Incorporated or private organizations and other institutions have made extensive use of information technology. Even in the commercial field, where today's entrepreneurs use these technologies for the growth of their own companies, the growth of information technology has opened new opportunities in society. The number of disciplines that need to be developed is increasing along with advances in technology. Information technology is currently developing very rapidly in all fields, especially in Indonesia. The main purpose of information technology is to facilitate human activities. This information technology has been widely used to process data, manage data, analyze data, and provide data or information that is timely, accurate, clear, and relevant (Lisma Yana Siregar., 2020).

Social media has the potential to get lots of people easily and for free. Thus, social media is now a trend in the implementation of business activities. For young and novice business people, starting an online business, especially in marketing, it is necessary to consider several things, including the availability of technology such as gadgets/smartphones/laptops, utilizing commonly used social media, experience and IT skills (Lisma Yana Siregar., 2020).

Businesses using social media and technology can improve the competitiveness of MSMEs, online media is the key to this strategy. Key digital business processes include research and development, marketing, manufacturing, and inbound and outbound logistics (Tri et al., 2019). Changes that occur will not be as sophisticated as information technology, in understanding information technology in general it is important to use software-based technologies that are currently developing. Information technology is not just ordinary technology, information technology is an

important tool that every company must have as a way to organize and store important records (Murti et al., 2021).

To increase production and save costs, many industrial companies have used information technology, in this case the information technology used by companies, namely computer technology (Purba, 2019). With advances in technology, consumers can now buy online from the comfort of their homes. In addition, thanks to advances in social media technology, we can now carry out online transactions like what is done on Tiktok. Compared to other online marketplaces, TikTok is currently introducing new features to simplify and provide more affordable product offerings (Rosma et al., 2022).

Many people use the Tiktok application for entertainment or to be creative, but there are also people who use the Tiktok application to sell or run a business through the Tiktokshop feature. Especially millennials who can carry out promotions in various ways that can attract consumers to buy the products offered. The development of information technology can make it easier for consumers to purchase any product through online stores or on other social media. Tiktok Shop not only makes it easy for consumers, but Tiktok shop also makes it easy for people who want to sell, either through Tiktok, such as doing live streaming, or you can also include product links in a video (Rosma et al., 2022).

So based on this, the researcher intends to conduct research, namely, to find out how information technology benefits in improving the Tiktok Shop online business.

## **LITERATURE REVIEW**

In research conducted by (Purba, 2019) with the title Utilization of Information Technology in the Automotive Industry. The results show that from the various definitions of information technology experts, both implicitly and explicitly, it is not just computer technology, but also includes telecommunications technology. In other words, what is called information technology is a combination of computer technology and telecommunications technology. Differences in research: research is only focused on the use of technology in the automotive industry.

In research conducted by (Lisma Yana Siregar., 2020) with the title Development of Information Technology Against Online Business Improvement. Disclosing information technology can affect the increase in a business product. Entrepreneurs can do their business more easily with the help of information technology in the form of the internet and social media used. Differences in research: this research was conducted on all online businesses, not focusing on one online business.

Then the research conducted by (Tri et al., 2019) with the article title Digital Business Touch (Information Technology) in UMKM Case Study: Adi Upakara Product Marketing. Revealed that with the digital touch of the information technology business in helping PKM partners to market their products well and produce outputs in the form of social media accounts (Facebook and Instagram). Differences in research: research is only conducted on MSME partners.

## **RESEARCH METHODS**

This research uses qualitative methods, qualitative methods are research methods that are carried out in certain settings in real (natural) life with the intention of investigating and understanding phenomena: what happened, why it happened, and how it happened (Fadli, 2021). Data collection technique is done by literature study. Literature study is a data collection technique that is carried out by collecting information or material obtained through scientific journals, reference books and publication materials available in the library. And the second is using Internet searching, data

collection is obtained through literature books and other library sources. Seeing the ease and speed of data or theoretical information obtained, the authors can utilize information data online.

## **RESULTS AND DISCUSSION**

### **Information Technology:**

Information technology, namely the design from obtaining data to processing data and analyzing the data until it is stored in various ways to create and produce quality information. The development of information technology is currently spreading in society, including in the business world. Now many entrepreneurs who take advantage of information technology. Information technology provides many functions within a company to manage automated processes and management systems (Lisma Yana Siregar., 2020). Information technology strategy planning in business is the first step of an enterprise information system process and guidelines and implementation of enterprise information systems. Information technology is developing in the era of the knowledge economy, making information technology more competitive and an effective way to help companies survive in modern society and gain broader development effects (Ashshidiqy & Ali, 2019).

### **Tiktok**

The Tiktok application, one of the many e-commerce platforms in Indonesia, is seizing business opportunities by developing into a popular digital marketing tool. This tiktok application is not a new application in Indonesia; actually there was already 2018 but it had to be blocked by the Ministry of Communication and Information (KOMINFO) because of its content (Ant & Dbs., 2019) ) (in Ulfa et al., 2022). Tiktok is a Chinese social network and music video platform launched in September 2016. This tiktok app allows users to create videos with short music. Throughout the first quarter (Q1) of 2018, TikTok strengthened itself as the most downloaded application, reaching 45.8 million. This number beat other popular applications such as YouTube, WhatsApp, Facebook Messenger, and Instagram. The majority of tiktok users in Indonesia are millennial, school-age children or better known as generation Z (Handy & Wijaya, 2020).

### **Utilization of Information Technology in Improving Business**

It can be seen that information technology is currently very advanced and developing. Information technology is one of the tools used to help a business, a company is required to make updates to the systems used in doing business so that it can compete with other companies. The internet is one of the information technologies used in doing business. Currently, many companies have used the internet as a tool to market their products. What is currently booming is TikTok, Instagram, Facebook, line, YouTube and others. With the existence of information technology, it cannot be denied that it can increase product expansion because everyone, especially in Indonesia, can easily access whenever and wherever they are to carry out transactions with the desired product. The Internet also has a major influence in the world of online business. Namely to make it easy for companies to communicate with consumers either directly or indirectly.

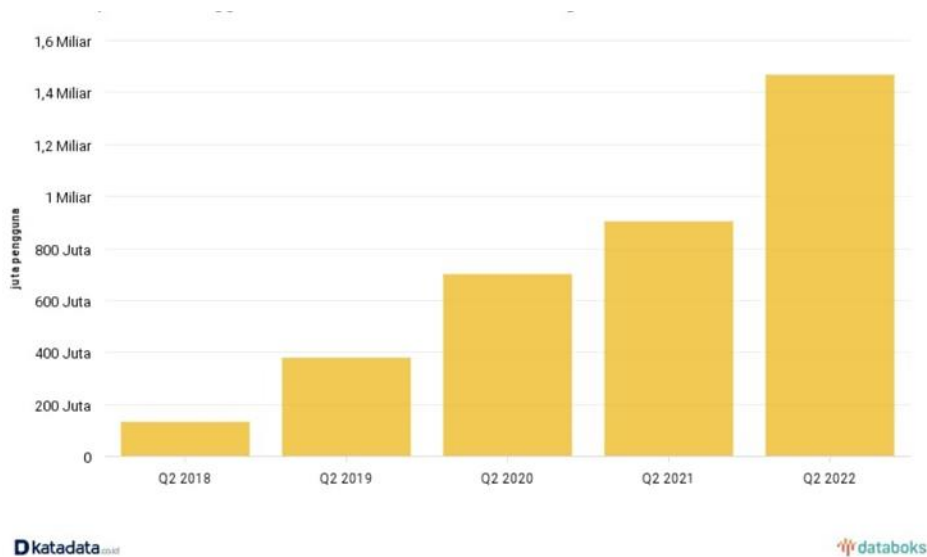
Currently, many beginner e-commerce businesses, both online and digital start-ups, provide good and innovative ideas that do not yet have access or funding to expand their business. So, the government will support the growth of new technopreneurs, both by cooperating with leading technopreneurs mentors, technoparks, data centers, and providing funding. For SME business

actors, the government expects them to be able to level up to become big business actors. With the rapid development of online business, Indonesian people can obtain positive benefits in the economy such as growth in welfare and growth in new jobs. So in this way Indonesia will not only become a target for the international business market, but can become a qualified e-commerce entrepreneur to reach foreign markets (Dermawan et al., 2021).

One of the social media platforms currently used for digital marketing is Tiktok. Bulele Y.N (in Ulfa, 2022) revealed that the public can use the tiktok application to become a digital marketing strategy by creating interesting video content so that businesses can make buying and selling transactions directly through the link provided. Through tiktok, someone can share the products they want to sell using various digital marketing strategies. One promotion strategy that is usually used to mobilize persuasive communications to target consumers is advertising, and the presentation style is impersonal. This is one of the methods used by the tiktok account, tiktok is one of the social media that is currently widely used by the public. The use of social media as a business strategy can be said to be quite effective and efficient. The most tangible benefit is the communication between sellers and consumers. Communication can happen anytime and anywhere through social media.

## Table

Table 1 Number of Tiktok Global Monthly Active Users per Quarter II (2018-2022)



Source: <https://databoks.katadata.co.id> accessed on 12 December 2022 at 20.05

Based on the Business of Apps results report, in the second quarter of 2022 the Tiktok application already has 1.46 billion monthly active users worldwide. This figure increased by 62.52% when compared to the same period last year. In the second quarter of 2021, there were still 546 million active users of the TikTok application.

## CONCLUSION

Currently, information technology has developed in the economic era. Information technology is one of the most effective ways to help companies improve their business. This information technology provides quite a lot of functions to the company. Tiktok is a form of advancement in information technology. The TikTok application is an e-commerce platform that helps companies improve their business strategy. Through tiktok, someone can make sales using various marketing strategies that are carried out. One strategy that can be done in marketing through the tiktok application is advertising. With a digital marketing or advertising strategy through TikTok, it can be said to be an effective and efficient way to improve online business, because currently, TikTok is an application that is quite widely used by the public.

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