



Implementation Indonesian Government Policy On Sales In Tiktok Shop Application

Aldi Pangestu Wiganda^{1*}, Azhar², Alamsyah³
Master of Public Administration, Sriwijaya University
aldipangestuw06@gmail.com

Received 19 July 2025 | Revised 27 July 2025 | Accepted 05 August 2025

* Author's Correspondence

Abstract

This research aims to analyze the implementation of the Indonesian government's policy on sales at TikTok Shop, especially to reveal its overall impact. The research method used is qualitative, combining literature review and policy analysis. The results show that there is a complexity of regulations trying to balance consumer protection, business growth, and tax compliance. While efforts have been made to improve transparency and fairness in online commerce, challenges in law enforcement, adaptation to market changes, and inclusive growth of the digital economy remain key concerns. The implications of this research point to the importance of adaptive and progressive regulation to create a conducive environment for innovation and sustainable growth of the digital economy in Indonesia, as well as ensuring strong protection for consumers and fairness in business competition. As such, this research offers valuable insights for policy makers, business players, and the general public on the complexity and urgency of regulation in governing e-commerce in this digital era.

Keywords: Implementation; Government Policy; Sales; Tiktok Shop

INTRODUCTION

The implementation of the Indonesian government's policy on sales on TikTok Shop is an integral part of efforts to regulate the rapidly growing e-commerce ecosystem. The phenomenon of TikTok as a social media platform that is not only a source of entertainment but also a significant digital marketplace has prompted the Indonesian government to take proactive measures to ensure that business activities on the platform comply with applicable regulations (Afkar & Yusmaneli, 2023). The background to the implementation of this policy can be traced back to the dynamics of Indonesia's digital economic growth, which involves various parties, including businesses, consumers, and, of course, regulators.

The growth of the digital economy in Indonesia has experienced a significant surge in recent years, driven by increased internet penetration and technology adoption across all levels of society. TikTok, as one of the most popular social media platforms in Indonesia, has naturally become a place for many users to interact and shop online. However, with the development of this e-commerce ecosystem, various challenges related to security, consumer protection, and taxation have also emerged (Rizal & Wijayani, 2023).

One of the important backgrounds for the government's policy implementation regarding sales on TikTok Shop is the need to regulate commercial transactions that occur on the platform. In the context of public administration, the government is responsible for creating an environment conducive to healthy and sustainable economic growth. Therefore, efforts to regulate sales on TikTok Shop are not only aimed at protecting consumers from harmful business practices but also at ensuring that businesses comply with established rules for paying taxes correctly and contributing positively to the national economy.

Additionally, the background for implementing this policy can also be seen in the paradigm shift in how people conduct transactions. The changing behavior of consumers, who are increasingly shifting to digital platforms, requires a swift response from the government to create a regulatory



framework that aligns with the times. By taking these changes into account, the Indonesian government is striving to introduce adaptive and responsive policies to the dynamics of the digital economy, including on the TikTok Shop platform (Rizal & Wijayani, 2023).

Furthermore, global factors such as international regulatory trends related to electronic commerce can also be an important background in the implementation of government policies on sales on TikTok Shop. With cooperation between countries and the adoption of international standards in electronic commerce regulations, the Indonesian government is expected to strengthen its legal framework to increase the confidence of domestic and foreign investors and business actors (Eliya & Sumriyah, 2023).

Issues relevant to the title “Implementation of Indonesian Government Policy on Sales on TikTok Shop” include a series of complex challenges related to e-commerce regulation in this digital age. One of the main issues is the mismatch between existing regulations and the rapidly changing dynamics of online commerce, especially in the context of social media platforms such as TikTok Shop. This can lead to confusion among businesses and consumers, as well as hinder the growth of a healthy and sustainable e-commerce ecosystem. Additionally, other challenges include effective enforcement to ensure compliance with regulations, adequate consumer protection, and creating an environment that supports innovation and creativity in online businesses. By understanding and addressing these issues, the government can create a more effective and responsive regulatory framework for the current dynamics of the digital economy.

The urgency of this research is significant given the rapid escalation of e-commerce, particularly on social media platforms such as TikTok Shop, and its increasingly dominant role in the current business ecosystem. In this context, government policies are crucial for regulating online commerce activities, ensuring consumer protection, and maintaining fairness in business competition. This research is urgent because understanding the impact of policies on the business ecosystem and consumers is essential for designing effective regulations and balancing consumer protection, business innovation, and digital economic growth (Ulfiana et al., 2024). With a deeper understanding of the dynamics of policy implementation and its implications, this study has the potential to make a valuable contribution to the formulation of sustainable and responsive public policies that align with the current needs of the digital economy.

This research aims to thoroughly explore various aspects related to the Indonesian government's policy implementation concerning sales on TikTok Shop and its impact within the context of public administration. Specifically, our objective is to examine the dynamics of the policy implementation process, by identifying the challenges and obstacles that may arise during its application in the field, and by evaluating the effectiveness of the policy in practice. We also aim to understand the urgency of regulation and governance in managing sales activities on this platform, seeking to strike a proper balance between consumer protection and fostering business innovation. In addition, we intend to investigate the policy's impact on the business ecosystem and consumers, including its implications for economic inclusion, product accessibility, and tax fairness. Through an in-depth evaluation of the implemented policy and its consequences, we hope to offer useful insights for policymakers, business actors, and the public on how public policies can shape and influence Indonesia's e-commerce ecosystem.

Overall, the government's policy implementation regarding sales on TikTok Shop reflects efforts to accommodate the rapidly evolving dynamics of the digital economy, protect consumer interests, and ensure that the growth of the e-commerce sector proceeds in a sustainable and economically beneficial manner. With a clear and responsive regulatory framework, it is expected that the TikTok Shop platform can continue to thrive as a key driver of Indonesia's digital economic growth.

Research by Afkar & Yusmaneli (2023) titled “Model Bisnis TikTok Shop dan Implikasinya terhadap Ekonomi Digital di Indonesia” states that research on the TikTok Shop business model and its implications for the digital economy in Indonesia investigates the phenomenon of TikTok Shop's penetration into the Indonesian digital market. The research highlights how the TikTok Shop business model influences the digital economy ecosystem in Indonesia, including its impact on traditional e-commerce industries, consumer behavior patterns, and overall digital economic growth.

Research by Rizal & Wijayani (2023) titled “Persepsi Pedagang Konvensional Di Pasar Blauran Surabaya Terhadap Tren Implementasi E-Commerce Tiktok Shop” states that the research observes the perceptions of conventional merchants in the Blauran Market in Surabaya regarding the implementation

of TikTok Shop e-commerce. E-Commerce TikTok Shop highlights how conventional merchants in traditional markets respond and adapt to the trend of e-commerce implementation through the TikTok Shop platform. The findings of this study may illustrate the attitudes, challenges, or opportunities faced by conventional merchants in adopting or integrating this new business model into their business practices.

Research by Dhabitah & Mohd Nor (2024) titled “Analisis Pencabutan Izin Komersial Tiktok: Rekomendasi Ekonomi Digital Indonesia” suggests that Recommendations for Indonesia's Digital Economy may explore the reasons behind the revocation of TikTok's commercial license by the Indonesian government and its impact on the country's digital economy. The results of this research can provide relevant policy recommendations for the government or relevant stakeholders to improve or address issues arising from the revocation of the license, as well as strategies to build a more stable and sustainable digital economy ecosystem in Indonesia.

Ripley and Franklin introduce a comprehensive approach to understanding public policy implementation through three main dimensions, known as “Policy Implementation: Three Dimensions.” This approach emphasizes the importance of viewing policy implementation not just from one perspective, but through a series of interrelated indicators. The first dimension highlights the level of compliance with established rules and regulations. In this context, policy implementation is assessed based on the extent to which implementing actors follow the applicable legal and procedural frameworks, reflecting a seriousness in enforcing legality and a commitment to implementing policies in accordance with the normative provisions that have been designed (Oktaviani et al., 2023).

The second dimension emphasizes efficiency and effectiveness in policy operationalization. This is closely related to the ability of implementers to carry out policy functions routinely and consistently as planned in the formulation stage. Several important elements that influence the success of this dimension include the availability of adequate human and material resources, smooth communication and coordination between relevant institutions, and clarity in the division of roles and responsibilities among implementers. In other words, this dimension focuses on how policies can be executed in an organized manner with minimal structural barriers.

Meanwhile, the third dimension looks at the actual achievements of the policy, both in terms of outputs and outcomes. The assessment of policy performance and impact is carried out through indicators that can be quantitative, such as an increase in public participation or budget efficiency, or qualitative, such as public perception of improvements in public service quality or social justice. The success of policies in achieving their stated objectives indicates that the implementation process has been optimal (Fathurrahman et al., 2023).

Through these three dimensions, the analysis of policy implementation becomes more comprehensive and does not solely focus on the final results. For example, the level of compliance may be influenced by policy legitimacy, stakeholder support, and active community participation. On the other hand, the smooth running of routine operations can be greatly determined by technical factors such as staff training, internal monitoring systems, and responsiveness to administrative issues. The achievement of performance and the impact of policies are highly dependent on how the policy is designed from the outset, managed during the implementation process, and how it can adapt to changes in social, political, and economic conditions.

METHODE

This research uses an in-depth qualitative approach to analyze the implementation of Indonesian government policies on sales on TikTok Shop. The focus of the study covers various aspects of the policy, such as regulatory clarity, implementation strategies, economic impact, and user or business responses to the policy. The qualitative method was chosen because it provides a deep and contextual understanding of how government policies are implemented in the field and how they affect various stakeholders in the e-commerce ecosystem.

The research subjects consist of official policy documents, government regulations, guidelines, and other relevant sources of information related to sales policies on TikTok Shop. Data was collected through in-depth searches and analysis of these documents, existing policy studies, relevant government regulations, official reports, and news articles related to the research topic. Additionally, data collection involved a literature review to gain a broader understanding of the policy context and related issues.

Data analysis was conducted in a descriptive and comprehensive manner. The collected data was analyzed to identify patterns, trends, and the implications of government policies on sales on TikTok Shop. The qualitative approach allows researchers to explore the nuances and complexities of policy implementation, as well as to understand the perspectives of various stakeholders involved in the e-commerce ecosystem. Thus, this study is expected to make a valuable contribution to the understanding of the dynamics of public policy related to e-commerce and its impact on the development of the digital economy in Indonesia.

RESULTS AND DISCUSSION

The level of compliance with applicable regulations

In the context of the Indonesian government's policy implementation regarding sales on the TikTok Shop app, focusing on compliance with applicable regulations is highly relevant. The closure of the TikTok Shop app in Indonesia demonstrates the government's firm stance in enforcing existing regulations related to e-commerce and consumer protection. In this case, the applicable regulations include government regulations related to licensing, taxes, data security, and other aspects related to the operation of the TikTok Shop app (Sinaga & Sidauruk, 2023).

The level of compliance with applicable regulations can be evaluated from several perspectives. First, it assesses the extent to which TikTok Shop complied with the regulations and provisions set by the Indonesian government prior to the app's closure. This includes aspects of business legality, taxation, and consumer data protection. If it is found that TikTok Shop violated these provisions, the closure of the app can be considered an appropriate step in enforcing the law and regulations (Sarina & Tanniewa, 2023).

Second, the response and compliance of TikTok Shop users to the app closure policy. The level of compliance from app users can be reflected in how quickly and how widely they follow up on the closure policy, such as stopping trading activities or moving to other platforms that comply with the applicable regulations. If the majority of users actively follow the policy, this can be considered an indication of the level of public awareness and compliance with government regulations.

Additionally, it is important to consider the impact of the TikTok Shop app closure on businesses and the overall digital business ecosystem in Indonesia. While the closure aims to enforce applicable regulations, its impact must be carefully evaluated, including potential economic losses for merchants and businesses that rely on the platform to operate their businesses (Putra Pratama et al., 2024).

By examining the level of compliance with existing regulations in the implementation of government policies regarding sales on the TikTok Shop app, valuable insights can be gained into the effectiveness and relevance of such policies in regulating e-commerce and protecting consumer interests in the current digital era.

The smooth implementation of routine functions

In the context of the Indonesian government's policy implementation regarding sales on the TikTok Shop app, the focus on the smooth execution of routine functions becomes particularly relevant following the decision to shut down the TikTok Shop app in Indonesia. The smooth execution of routine functions refers to the system's and processes' ability to perform their tasks efficiently and effectively as planned. In this case, the closure of the TikTok Shop app has created a series of challenges in maintaining the smooth execution of functions involved in the e-commerce ecosystem (Wahyuningtiyas et al., 2023).

First, the closure of TikTok Shop presents challenges in terms of administrative and technical management related to the settlement of pending or ongoing transactions on the platform. Fund management, product returns, and the resolution of unresolved transactions are part of the routine functions that must be addressed appropriately to avoid uncertainty and dissatisfaction among users and merchants (Kusumawati et al., 2024).

Second, the closure of the TikTok Shop app requires good coordination among various relevant agencies, including the central government, regulatory authorities, and the app's operators. Effective coordination is necessary to ensure that the closure process runs smoothly and does not cause

unnecessary chaos or losses (Sulastri et al., 2023). In addition, coordination is also needed in developing mitigation measures for affected merchants and users.

Third, in the long term, the closure of TikTok Shop raises questions about the sustainability of government policies related to e-commerce regulation and consumer protection in Indonesia. The routine implementation of these policies will include continuous monitoring of the e-commerce ecosystem, enforcement of laws against violators, and necessary policy adjustments in line with technological developments and changes in consumer behavior (Rizal & Wijayani, 2023).

By observing the smooth implementation of routine functions in the context of the closure of the TikTok Shop application, it can be seen to what extent the government is able to address challenges and maintain stability in the e-commerce ecosystem. An evaluation of this process can provide valuable insights into the successes and shortcomings of the government's policy implementation regarding sales on the TikTok Shop application, as well as provide a basis for future policy improvements.

The achievement of desired performance and impact

In the context of the Indonesian government's policy implementation regarding sales on the TikTok Shop app, with the case study of the closure of the TikTok Shop app in Indonesia, it is important to consider the realization of the desired performance and impact of the policy. This concept highlights the desired outcomes of the implemented policy and to what extent the policy has succeeded in achieving the objectives set by the government (Afkar & Yusmaneli, 2023).

The closure of the TikTok Shop app in Indonesia is a step taken by the government with the hope of achieving several desired impacts. One of them is to enforce the provisions in the electronic commerce and consumer protection regulations (Eliya & Sumriyah, 2023). By closing the TikTok Shop app, which is suspected of violating these provisions, the government hopes to send a strong signal about law enforcement and set an example for other platforms to comply with the same regulations.

In addition, the realization of the desired performance and impact of the TikTok Shop closure policy also involves protecting consumer interests and market stability. By stopping the operations of TikTok Shop, which is suspected of violating consumer rights or posing security risks, the government is seeking to protect the interests and safety of consumers who use the platform. Furthermore, the closure of TikTok Shop may also affect the dynamics of the e-commerce market in Indonesia, both in terms of business competition and online transaction security (Dhabitah & Mohd Nor, 2024).

However, in evaluating the desired performance and impact of the TikTok Shop closure policy, it is important to consider several aspects. First, is the impact on Indonesia's digital business ecosystem, including potential losses for merchants and businesses that rely on the platform for sales. Second, is the response and adaptation of users and merchants to the policy, including the possibility of shifting to other platforms or changes in consumption patterns (Sarina & Tanniewa, 2023).

By considering the desired performance and impact of the TikTok Shop closure policy, it can be evaluated to what extent the policy has successfully achieved the objectives set by the government. This evaluation is important to identify the successes and shortcomings in the implementation of the policy, as well as to provide a basis for policy improvements in the future to achieve more optimal results in line with the needs and objectives desired.

The impact on the business ecosystem and consumers

The impact of policies on sales in TikTok Shop on the business ecosystem and consumers is a crucial aspect that needs to be carefully considered. First and foremost, the policies implemented can have a significant impact on the business dynamics of the platform. Business operators, particularly those operating on TikTok Shop, will directly feel the impact of these policies in terms of tax obligations, compliance with e-commerce regulations, and transparency regarding oversight by regulatory authorities (Sinaga & Sidauruk, 2023).

Additionally, these policies can also influence innovation and creativity within the business ecosystem. Appropriate regulations can foster an enabling environment for businesses to develop new

ideas and explore broader market potential on TikTok Shop. However, overly strict or inflexible policies may hinder innovation and business growth on the platform (Kusumawati et al., 2024).

The impact of policies will also be felt by consumers. Consumer protection is a key aspect of the regulations implemented, with the aim of ensuring that consumers are protected from harmful business practices, illegal products, or fraud. Additionally, transparent and fair policies can enhance consumer trust in TikTok Shop as a safe and reliable shopping platform.

However, it is important to note that the impact of policies is not always positive. Some implemented policies may lead to increased operational costs for businesses, which in turn may affect the prices of products offered to consumers. Furthermore, policies that are inflexible or fail to adapt to market needs may hinder business growth and innovation on TikTok Shop (Wahyuningtiyas et al., 2023).

Therefore, when designing and implementing policies related to sales on TikTok Shop, it is important for the government to carefully consider their impact on the business ecosystem and consumers. A balanced approach between consumer protection, market equilibrium, business innovation, and economic growth is key to creating an environment conducive to the development of a sustainable and highly competitive e-commerce ecosystem.

The evaluation of policies and their broader implications

Evaluating policies related to sales on TikTok Shop and their implications requires a comprehensive analysis of various aspects of the policies that have been implemented. The evaluation aims to assess the extent to which existing policies have achieved their objectives and to identify potential improvements or adjustments needed to increase their effectiveness. One important aspect to evaluate is the clarity and consistency of the regulations applied. Ambiguous or conflicting regulations can cause confusion and uncertainty among businesses and consumers, thereby hindering the growth of the e-commerce ecosystem (Putra Pratama et al., 2024).

In addition, the evaluation also needs to consider the impact of policies on various stakeholders, including businesses, consumers, and the government. Relevant questions in this evaluation include whether the policies have provided adequate protection for consumers, encouraged business growth and innovation, and ensured compliance with taxation rules and e-commerce regulations. The evaluation may also consider aspects such as fairness, equal access, and economic inclusion to ensure that the policies implemented support inclusive and sustainable development (Sarina & Tanniewa, 2023).

In addition to measuring the direct impact of the policy, the evaluation should also consider its long-term implications for the overall development of the e-commerce ecosystem. This includes taking into account changes in consumer behavior, business adaptation to new regulations, and the evolution of the TikTok Shop platform as a result of the policies implemented. Such a comprehensive evaluation enables the government to make better decisions in designing future policies, as well as to identify opportunities and challenges that may arise in regulating trade on digital platforms (Sinaga & Sidauruk, 2023).

Thus, policy evaluation and its implications not only serve as a tool to examine the performance of existing policies but also as a means for continuous learning and improvement in the process of regulating e-commerce. With a holistic and sustainable approach to policy evaluation, it is hoped that the government can create a regulatory framework that is more effective and responsive to the dynamics of the digital economy, as well as support the growth of a healthy and sustainable e-commerce ecosystem in Indonesia.

CONCLUSION

The rapid growth of the digital economy in Indonesia has been a major factor driving the emergence of various social media-based trading platforms, including TikTok Shop. The shift in consumer behavior toward digital transactions and the increasing adoption of technology in everyday life mark a new era in consumer patterns. In the context of this research, TikTok Shop serves as a reflection of the digital transformation in the commerce sector, opening up extensive opportunities for businesses, particularly UMKM, to efficiently and interactively reach a broader market.

On the other hand, this rapid development has created an urgent need for policies and regulations capable of comprehensively regulating the digital commerce ecosystem. Comprehensive and adaptive regulations are crucial to ensure consumer protection, foster fair competition, and ensure businesses comply with legal obligations such as taxes and data privacy protection. However, overly restrictive policies risk stifling innovation and growth in this sector. Therefore, a flexible yet firm policy approach is needed to maintain a balance between protection and industry development.

In practice, policy implementation faces various technical and institutional challenges. One of the main obstacles is uneven law enforcement and suboptimal coordination between the government, relevant authorities, and platform providers. Active collaboration between stakeholders, including businesses, regulators, and digital platforms, is needed to build effective oversight mechanisms. The use of technology in the monitoring and enforcement of regulations can also be a strategic solution in responding to rapidly changing market dynamics.

The policies implemented not only impact market structure but also influence the behavior of businesses and consumers. Positive impacts include stronger consumer protection and increased equality in business competition. However, there is also the potential for obstacles to creativity and innovation, especially for small businesses with limited resources. Therefore, regular evaluation of policy implementation is important to identify aspects that need to be adjusted or improved.

Finally, the formulation of policies related to trade on TikTok Shop must consider their impact on innovation and the broader entrepreneurial climate. An ideal policy is one that not only focuses on regulatory aspects but also serves as a catalyst for inclusive, fair, and sustainable digital economic growth. Building a conducive business environment and fostering the emergence of new innovations will form a strong foundation for creating a resilient and competitive e-commerce ecosystem in the digital age.

DAFTAR PUSTAKA

- Afkar, M. A., & Yusmaneli, Y. (2023). Model Bisnis TikTok Shop dan Implikasinya terhadap Ekonomi Digital di Indonesia. *Journal of Law and Economics*, 2(1), 41–51. <https://doi.org/10.56347/jle.v2i1.180>
- Dhabitah, J., & Mohd Nor, K. A. (2024). Analisis Pencabutan Izin Komersial Tiktok: Rekomendasi Ekonomi Digital Indonesia. *Jurnal Magister Ekonomi Syariah*, 2(2 Desember), 49–64. <https://doi.org/10.14421/jmes.2023.022-03>
- Eliya, A., & Sumriyah, S. (2023). Perlindungan Hukum Terhadap Penurunan Omset Penjualan UMKM di Pasar Tanah Abang. *Journal Sains Student Research*, 1(1), 1179–1185. <https://doi.org/10.61722/jssr.v1i1.450>
- Fathurrahman, A. M., Pawana, S. C., & Kurnia, K. F. (2023). Gagasan Pemisahan Pemilu Lokal Dan Nasional: Evaluasi Dan Dekonstruksi Pelaksanaan Pemilihan Umum Serentak 2019 Di Indonesia. *Viva Themis Jurnal Ilmu Hukum*, 6(1), 113–134. <https://doi.org/10.24967/vt.v6i1.2081>
- Kusumawati, N. A., Athira, Y. M., Ningsih, W. E., & Mustaqim, M. (2024). Sistem Ekonomi Pancasila Di Negara Hukum Indonesia Dalam Menjamin Hak Warganegara Atas Pembaharuan Melalui Affiliate Tiktok Shop. *Jaksa: Jurnal Kajian Ilmu Hukum Dan Politik*, 2(1), 329–336. <https://doi.org/10.51903/jaksa.v2i1.1677>
- Oktaviani, C. D., Rochim, A. I., & Rahmadanik, D. (2023). Implementasi Perwali Surabaya Nomor 29 Tahun 2011 Sebagai Upaya Penertiban Pelanggan Penyaluran Air Di PDAM Surya Sembada Kota Surabaya. *Jurnal Penelitian Administrasi Publik*, 3(1), 151–161.
- Putra Pratama, A., Irma Purnamasari, A., & Ali, I. (2024). Analisis Sentimen Tanggapan Masyarakat Di Media Sosial Twitter Mengenai Penutupan Fitur Tiktok Shop Menggunakan Algoritma Klasifikasi Naïve Bayes. *JATI (Jurnal Mahasiswa Teknik Informatika)*, 8(1), 630–637. <https://doi.org/10.36040/jati.v8i1.8367>
- Rizal, M. S., & Wijayani, Q. N. (2023). Persepsi Pedagang Konvensional di Pasar Blauran Surabaya Terhadap Tren Implementasi E-Commerce Tiktok Shop. *Jurnal Ilmu Hukum, Sosial, Dan Humaniora*, 1(5), 34–44.
- Sarina, S., & Tanniewa, A. M. (2023). Implementasi Algoritma Support Vector Learning Terhadap Analisis Sentimen Penggunaan Aplikasi Tiktok Shop Seller Center. *Prosiding SISFOTEK*, 7(1), 165–170.

- Sinaga, L. V., & Sidauruk, J. (2023). Kebijakan Peraturan Menteri Dalam Negeri Nomor 50 Tahun 2020 Dalam Mengatur Ijin Pelaku Bisnis di E-Commerce Dan Social Commerce (Tiktok Shop). *Jurnal Ilmiah Penegakan Hukum*, 10(2), 165–171. <http://ojs.uma.ac.id/index.php/gakkum>
- Sulastri, A., Tri Raharjo, M. D., Baihaki, B., Nurul Aini, Y., & Giyanto, B. (2023). Rancangan Kebijakan Mengenai Dinamika dan Dilematika Dalam Penanganan Persoalan Hadirnya Platform Social Commerce Bagi Keberlanjutan dan Kesejahteraan Para Pelaku Usaha Mikro Kecil dan Menengah (UMKM). *Jurnal Pembangunan Dan Administrasi Publik*, 5(2), 23–36.
- Ulfiana, H., Putri Safrina, D., Alfaini, N. S., & Mubarak, M. S. (2024). Respon Mahasiswa Sebagai Generasi Z Terhadap Penutupan Tiktok Shop. *Journal of Economic, Business and Engineering (JEBE)*, 5(2).
- Wahyuningtiyas, A. N., Ramadani, R. S., & Buchari, S. M. (2023). Analisis Penerapan Etika Dan Demokrasi Pada Kasus Tiktok Shop. *Jurnal Ilmu Hukum, Sosial, Dan Humaniora*, 1(3), 65–73.