

Innovative Disruption: Navigating the Impact of TikTok's E-commerce Evolution on Indonesian Markets = Disrupsi Inovatif: Menavigasi Dampak Evolusi E-commerce TikTok di Pasar Indonesia

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920550853&lokasi=lokal>

Abstrak

TikTok, platform media sosial yang terkenal dengan konten video pendeknya, telah mengubah metode e-commerce tradisional secara signifikan melalui fitur inovatif barunya, TikTok Shop. Makalah akademis ini menganalisis dampak ekspansi e-commerce TikTok terhadap pasar Indonesia, dengan fokus pada perilaku konsumen, dinamika pasar, dan ekosistem e-commerce secara keseluruhan. Penelitian ini menerapkan analisis menggunakan teori disruptive innovation oleh Christensen dan konsep discontinuous technology oleh Schilling. Temuan utama menunjukkan kemampuan TikTok Shop dalam menggabungkan hiburan dengan belanja, mengubah perilaku pembelian konsumen, dan menghadirkan ancaman terhadap platform e-commerce tradisional. Studi ini juga membahas implikasi terhadap UKM lokal, respons peraturan, dan dampak ekonomi, serta menekankan perlunya perusahaan mengadopsi inisiatif proaktif dalam menghadapi disrupsi digital. Laporan ini juga mengeksplorasi kemungkinan tren masa depan dan menawarkan rekomendasi agar berhasil mengelola ekosistem digital yang terus berkembang.TikTok, a social media platform known for its short video content, has significantly disrupted traditional e-commerce methods through its new innovative feature, TikTok Shop. This academic paper analyzes the impact of TikTok's e-commerce expansion on the Indonesian market, focusing on consumer behaviors, market dynamics, and the overall e-commerce ecosystem. The research applies the analysis using Christensen's theory of disruptive innovation and Schilling's concept of discontinuous technology. Key findings show TikTok Shop's ability to combine entertainment with shopping, changing consumer purchasing behaviors and presenting threats to traditional e-commerce platforms. The study also discusses the implications for local SMEs, regulatory responses, and the economic impact, emphasizing the need for companies adopting proactive initiatives in the face of digital disruption. This report also explores possible future trends and offers recommendations to successfully manage the evolving digital ecosystem.