

ANALYSIS OF MARKETING STRATEGIES THROUGH TIKTOK SHOP SOCIAL MEDIA FEATURES IN INCREASING SALES FROM AN ISLAMIC BUSINESS ETHICS PERSPECTIVE

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ABSTRACT

TikTok Shop can increase consumption, while complying with the principles of Islamic business ethics which emphasize justice, transparency and honesty This research aims to analyze marketing strategies through the TikTok Shop social media feature in increasing the number of consumers, taking into account the perspective of Islamic business ethics. In today's digital era, e-commerce platforms are increasingly utilizing social media as an effective marketing tool. TikTok, as a popular social media, has introduced the TikTok Shop feature which allows users to make purchases directly through the application. This research examines how the marketing strategy applied to the TikTok Shop can increase consumption, while complying with the principles of Islamic business ethics which emphasize justice, transparency and honesty. The research method used is descriptive qualitative with a case study approach. Data was collected through in-depth interviews with business people who use TikTok Shop, content analysis of uploaded marketing videos, and consumer surveys. The research results show that marketing strategies that utilize creative and interactive content on the TikTok Shop are able to increase consumer engagement and increase sales. In addition, the application of Islamic business ethics principles in marketing, such as no elements of usury, gharar, and promoting halal products, strengthens consumer trust and supports sustainable business practices.

INTRODUCTION

In 2020 the COVID-19 pandemic hit all countries in the world, including Indonesia. This hampers all community activities and everyone has to be isolated independently. Work activities become hampered and WFH (work from home) becomes the only solution to this problem. Behind WFH activities, many people have lost their jobs. As a result of this phenomenon, social media has become a hot trend in the era of the COVID-19 pandemic. One of the social media that is trending no. 1 in the world is the Tiktok application. Everyone is competing to be creative and show their talents on the video application. In entrepreneurship using social media or online by utilizing applications that are currently popular with the public, there have been many cases of fraud committed by sellers themselves and buyers, causing harm to one party (Asnawi 2019).

Currently, Indonesia is in a fairly rapid growth phase thanks to social media. Previously, the business sector experienced the threat of an economic crisis which resulted in a drastic decline in everything from turnover to promotional strategies. This pandemic has made humans rack their brains to continue to meet their living needs. One way is to utilize social media as a marketing strategy. Currently, many business people carry out their business activities via the internet and social media, especially since it is easy to use and does not

require any costs. (Putra, 2019) explains that one of the phenomena in muamalah in the economic field is the use of electronic media. Even though the Tiktok application has been around since 2018, recently the application has become widely used among all age groups. The Tiktok application itself initially only provided entertainment videos and then developed to have a platform for buying and selling goods in collaboration with Tokopedia. And currently the Tiktok application is starting to become famous among various groups and various businesses.

In entrepreneurship using social media or online by utilizing applications that are currently used by the public, many cases of fraud are found committed by sellers themselves and buyers, causing harm to one party (Asnawi 2019). Business ethics are morals or ethics in running entrepreneurship that are in accordance with Islamic law, so that when running a business there is no need to worry, because it can be trusted as good and right. The ethics of entrepreneurship in Islam itself is very broad and includes many things related to it. (Syaifullah 2014). When making a transaction, what the seller and buyer usually have to look at is looking for halal goods. It is also possible to obtain these goods with halal transactions (Lestanti, Syariah 2019). Islam itself has strict regulations regarding the buying and selling process or entrepreneurship as a business basis for Muslims (Nuriasari 2014).

Based on the description above, researchers can formulate the problem in this research, namely marketing strategies through the TikTok Shop social media feature in increasing consumers from an Islamic business ethics perspective. The aim of this research is to determine marketing strategies using the Tiktok Shop application media from the perspective of Islamic business ethics. With a deep understanding of the factors that influence digital interest and behavior in online shopping on TikTok Shop, it is hoped that the results of this research can provide valuable insight for e-commerce business players and marketers to better understand the preferences of Muslim consumers in shopping online. Muslims have several characteristics that influence their interest in online shopping at TikTok Shop.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

To see whether previous research scientific works have similarities with this research, a review of previous literature is needed, in this case the researcher describes a number of previous studies, namely:

First, research conducted by Nurhajijah Zulfa, Nila Nur Millah, Kartika Novitasari (2023) conducted research with the title *"The concept of Maqashid Syariah in the practice of TikTok marketing strategies on the basis of Islamic business ethics"*. The aim is to analyze the concept of Maqashid Syariah in the practice of TikTok marketing strategies on the basis of Islamic business ethics. The method used is through in-depth literature study of the Maqashid Syariah concept and analysis of TikTok marketing strategies. This research confirms that TikTok Marketing can be in line with the concept of Maqashid Syariah and Islamic business ethics, providing a holistic view of its positive contribution to society (Zulfa et Al., 2023).

Second, research conducted by Aldi Muhtadi Billah (2021) conducted research with the title *"Marketing Strategy Through Social Media and Online Exhibitions to Increase Export Sales from an Islamic Business Ethics Perspective (Case Study at Cv. Palem Craft Jogja)"*. This research aims to determine the marketing strategy at CV. Palem Craft Jogja is in line with the perspective of Islamic business ethics or not. This research is descriptive qualitative research, with data analysis carried out through interviews with marketing leaders and employees at

CV. Palem Craft Jogja, and through documents related to research. The results of this research are the marketing strategies carried out by CV. Palem Craft Jogja is considered effective for increasing export sales by utilizing various features on social media such as Instagram, while marketing strategies through online exhibitions are considered less effective for CV. Palem Craft Jogja is because it is a CV product. Palem Craft Jogja must be seen and felt directly so that its quality can be felt more. In the perspective of Islamic business ethics, CV marketing strategy. Palem Craft Jogja is in accordance with the five principles of Islamic business ethics, namely the principles of unity, balance, free will, kindness and responsibility (Billah, 2021).

Third, research conducted by Remmy Meisito Fatmanda Elvaryani (2023) conducted research with the title "*Review of Islamic Business Ethics on the Marketing Strategy of the Tiktok Shop Application (Case Study on the Kartinimu88 TikTok Shop Seller Account)*". This research aims to determine the marketing strategy in the Kartinimu88Tiktok shop seller account in terms of Islamic business ethics. The type of research used in this research is qualitative field research, namely research carried out directly in the field. The data source was obtained from the note-taking method, and supported by interviews from the Kartinimu88 account admin and buyers from the Kartinimu88 account and secondary data was obtained from books, the Qur'an and Hadith related to the problems studied. Data analysis in this research uses interactive analysis. The results of this research show that the Kartinimu88 account uses a marketing strategy (mix marketing) where the strategies used are product strategy, price strategy, place or distribution strategy, and promotion strategy. Some of the marketing strategies used are in accordance with the principles of Islamic business ethics and some are not in accordance with Islamic business ethics principles in their marketing strategies. The principles that are appropriate are the principle of unity, free will, the principles of truth, virtue and honesty, while the principles that are not appropriate are balance and responsibility (Elvaryani, 2023).

METHODS

The methodology in this research is a type of qualitative research using a literature review study approach. This approach was chosen to analyze a marketing strategy with the TikTok Shop social media feature in increasing consumers from an Islamic business ethics perspective. The main data source comes from scientific journals that are relevant to the research topic, accessed through various sources such as academic databases (Google Scholar) and the journal's official website.

The data collection technique used is documentation, where relevant information is taken from scientific journals that have been obtained through reading, understanding and recording data. Data analysis was carried out using a qualitative descriptive method using steps that involved reading and understanding all scientific journals, identifying marketing strategies in TikTok Shop social media and an Islamic business ethics perspective. Interpretation of the suitability of marketing strategies from the perspective of Islamic business ethics, and drawing conclusions from the results of data analysis.

The results of the data analysis will be presented in the form of a descriptive narrative that is easy to understand, providing a comprehensive overview of a TikTop Shop marketing strategy using an Islamic business ethics perspective.

RESULTS AND DISCUSSION

A. Overview of TikTok Shop Marketing Strategy

In the business world, marketing is a business strategy that directs the process of creating, offering and changing values from one initiator to its customers. Marketing is a comprehensive, integrated and planned activity process carried out by an institution to run a business to meet market needs by making products, setting prices, communicating and distributing through exchange activities to satisfy consumers and the company (Maryamah, 2019). Marketing is the spearhead of business success. A very delicious product with tempting packaging and perfect design will not be accepted by consumers if the marketing used is not appropriate. One of the latest marketing strategies is to utilize cyberspace as a big step to find as many consumers as possible.

With the rapid development of the internet, short videos are gradually influencing or even replacing today's mainstream media, such as magazines, newspapers, television and other media, because of the fast speed of distribution, wide distribution range, and the large number of viewers using the internet today. Moreover, the rapid development of technology has created a big push for the distribution of short videos. Since 2016, the short video platform has launched various business models such as internet advertising, ecommerce redirection, and brand communication.

It can be seen that short videos have now emerged and become a trend, with children, teenagers and adults competing to create a trend, especially on the Tiktok application, a popular application that is popular among today's teenagers because it is quickly becoming an important application in the life of someone who likes things. new things in such a short time. By carrying out marketing via social media, you have different strategies for each platform. TikTok is now widely used and offers certain benefits in the trending section, this function can be used as promotional media.

In this TikTok application, users can make videos that only last approximately 15-60 seconds, now even up to 10 minutes, providing unique and interesting special effects and having lots of music support so that users can perform with various styles or dances, and much more so encourage the user's creativity. Apart from that, the TikTok application can provide users with the ability to use a variety of background music from various famous artists in various categories and others, which can be used instantly, so that they can make the video interesting and have songs that are in sync with the situation of the video.

TikTok is a very prominent platform for various advertisers and marketers. Thousands or even millions of people are interested in the TikTok business because of its extraordinary spreading power. 4 TikTok is a social media platform that is very popular among teenagers and adults, both women and men. TikTok has an important role in online media advertising because TikTok has interesting features. TikTok has now penetrated the wider community, especially among teenagers and adults.

The existence of TikTok has indirectly produced a new generation, namely the TikTok generation. 6 The advertising displayed on TikTok is enough to attract the attention of viewers to watch it, especially for teenagers and adults who are interested in TikTok advertisements. So it can be said that social media now has the power to influence individuals to do something new, for example, increasing someone's interest in selling something on TikTok's new feature, namely TikTok Shop. Many of these sales use marketing strategies by following current trends, by attracting buyers using various marketing strategies. A practicing Muslim adheres

to Islamic standards and requirements in all aspects of life including business, there are different rules to guide different practices. In Islamic business transactions, sharia compliance transactions follow muamalat, one of the jurisprudence of commercial law in Islam.

B. PERSPECTIVE OF ISLAMIC BUSINESS ETHICS

Ethics comes from the Greek ethos (singular word) which means: residence, pasture, stable, habit, custom, character, attitude, way of thinking. The plural form is ta, etha, which means customs. In this case, the word ethics is the same as morals. According to the Webster Dictionary, etymologically, ethics is a scientific discipline that explains what is good and bad, which is a moral duty or obligation. Ethics is seen as a normative and evaluative science that only provides values for the good and bad of human behavior. So, there is no need to show facts, information, recommend and reflect. The principles of Islamic business ethics in selecting goods and services produced involve several important aspects. When carrying out activities in the business world, Islam requires that you always uphold justice, including towards parties you dislike. This is in line with Islamic teachings which correlate with harmony throughout the universe.

Muslims have a role model in carrying out business activities, namely the Prophet Muhammad SAW. His exemplary values can be used as an example in carrying out business activities, for example honesty which he always upholds. This can be seen from the hadith of the Prophet narrated by Ibn Majah, "it is not permissible for a Muslim to sell goods that have a fault unless he explains the fault." Apart from honesty, business people must also have competent knowledge skills so they can see all opportunities and can improve service to consumers. This is also in line with the words of Rasulullah SAW, "The best work is buying and selling in accordance with the Shari'a and one's work with one's own hands" (H.R. Ahmad and At Tabrani).

Currently, there are still very few business people who carry out marketing activities ethically and professionally. Business activities should be based on characteristics that are actually religious, ethical, realistic and uphold human values. This can be categorized as Islamic business ethics, namely the best marketing concept for the present and future. Sharia-based Digital Marketing believes that a person's actions will be held accountable in the future. Apart from that, Islamic business ethics prioritizes moral values and moral ethics in carrying out its activities. Modern developments accompanied by technological developments have made all activities digital, including buying and selling activities. Currently, buying and selling platforms have transformed from conventional buying and selling to digital buying and selling. One of the buying and selling platforms that is currently being widely discussed by Indonesian people is Tiktok Shop.

TikTok is currently an application that is widely used by society. Based on a report on the data.indonesia.id website, it is stated that TikTok users in Indonesia have reached 99.1 million users, which makes Indonesia the second country with the largest TikTok users in the world after the United States. TikTok itself is a type of social media application that provides features to expose oneself through uploaded videos of its users. After that, there is also a place for buying and selling features in collaboration with Tokopedia or known as the tiktok shop, where users carry out buying and selling transactions directly at attractive discounts.

The integration of Islamic business ethics principles in marketing strategies through Tiktok Shop not only increases consumer trust and loyalty but also supports more sustainable

and responsible business practices. By adhering to the values of fairness, transparency and social responsibility, businesses can create stronger relationships with consumers and contribute to the overall well-being of society. This research shows that an approach that combines modern technology with traditional ethics can provide positive and sustainable results in the e-commerce context.

CONCLUSION

Islamic business ethics are ethical norms based on the Koran and Hadith so that they must be used as a reference by anyone in carrying out all their business activities. Islam explains that any transaction and whatever its variations, as long as it does not contain things that could result in loss to one of the parties to the transaction and the goods being traded are not prohibited or prohibited by religious law (Islamic law). The development of the times followed by technological developments has made all activities become completely digital, including buying and selling activities. Currently, buying and selling platforms have transformed from conventional buying and selling to digital buying and selling. One of the buying and selling platforms that is currently being widely discussed by Indonesian people is Tiktok Shop.

In Islamic business ethics, good morals must adorn business people, both individuals and companies, in order to develop digital marketing, especially on the Tiktok Shop platform. These are the qualities exemplified by the Prophet Muhammad in business, including: Sidiq, Amanah, Tabligh, and Fathonah. The most basic thing is the application of business morals accompanied by sharia marketing ethics that are in accordance with ethical principles. The implementation of business ethics in the modern Islamic era is almost the same as business.

This research has evaluated the effectiveness of the marketing strategy implemented through the Tiktok Shop feature in increasing the number of consumers, by placing Islamic business ethics as a frame of reference. The research results show that Tiktok, as an interactive and innovative social media platform, offers great opportunities for e-commerce to reach and interact with consumers more effectively. The use of creative content, interesting short videos, as well as collaboration with influencers, has been proven to increase product visibility and consumer engagement. ethics in the traditional era.

From the perspective of Islamic business ethics, the marketing strategy implemented must comply with principles such as justice, transparency, honesty, and not contain elements of usury and gharar. This research found that the application of Islamic business ethics in the marketing strategy at Tiktok Shop not only increases consumer trust, but also supports sustainable and responsible business practices. Consumers who feel safe and confident in the halal and ethical nature of the products offered tend to be more loyal and have the potential to become repeat customers.

Overall, the combination of innovative marketing strategies in the Tiktok Shop and the application of Islamic business ethics has provided positive results in increasing the number of consumers. This emphasizes the importance of integrating modern technological approaches with ethical values in business practices, especially in an increasingly complex digital era.

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