



ANALYSIS OF THE COLLABORATIVE MARKETING STRATEGY OF THE TOKOPEDIA AND TIKTOK SHOP PLATFORMS IN INCREASING SALES.

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Abstract: The Tiktok application itself has developed over time along with the development of technology, so that the use of Tiktok is not just about sharing information, but has become an online shopping platform. The reason is, Tiktok also presents new innovations in its own application, namely on April 17 2021 it introduced a new feature in the form of Tiktokshop. Then in September 2023, Tiktokshop was closed due to several conflicts and allegations of poor financial performance. in markets that monitor economic activity manually. Additionally, on December 11, 2023, we partnered with Tiktok to enable product sales between Tokopedia via the Tiktok application. Tokopedia and Tiktok Shop collaborate with large shipping agents in Indonesia to make it easy to check the status of goods delivery. The research method used is a qualitative research method, where this research method does not use data in the form of numbers, but data that comes from words and also from existing images. The goal of studying the results of a merger between two or more companies is to increase profitability between companies. Combining capital and assets will increase asset growth so that company profits increase. By carrying out a merger, the financial scale of a company or economic entity also becomes larger, because the business concerned becomes more productive, stronger, efficient and effective. Companies can also increase their market share by introducing new innovations and minimizing existing risks. Based on the results and discussion of the marketing strategy for the Tokopedia and Tiktok applications, it can be concluded that Tokopedia and Tiktok are effective social media in implementing marketing strategies. Advertisements implemented in the Tokopedia and Tiktok applications include advertisements, sales content, live streaming features, and others. with the aim of offering

INTRODUCTION

In the current 5.0 era, information technology is developing very rapidly and has a lot of impact on people's lives, including in the world of business on the internet, called e-commerce. E-commerce is a type of online shopping or commerce using the Internet, with websites that offer pickup and delivery. In trade, various efforts are required so that a product is known to the wider community and this requires quite a lot of money. E-commerce opportunities are very profitable because they save time and do not require a lot of capital to sell products. E-commerce is about selling goods and services, and reducing operational costs allows anyone to grow their business and compete. (Lupi and Nuruddin, 2016).

The pace of technological progress today is very rapid. It affects many aspects of human existence. The existence of technology, especially technological advances in the internet sector, has greatly facilitated human life. Internet access, in some cases, further internet access may be required. The use of the internet makes it easier for people to access information, speeds up activities, and makes it easier for more people to meet their daily needs (Yuniarti & et al, 2020).

The Indonesian e-commerce market is still wide open, the level of contribution has not yet reached double digits. We need to consider the benefits of merging TikTok with Tokopedia, the role of small businesses, and the role of local players that best suit the benefits of these two platforms. With this agreement, TikTok and Tokopedia are expected to be able to expand their benefits for MSME users and players in Indonesia as well as expand the business of TikTok Shop and Tokopedia. TikTok and Tokopedia have agreed to expand the benefits for MSME users and players in Indonesia through collaboration. The expansion of the partnership between TikTok and Tokopedia aims to strengthen and encourage the growth of Indonesia's digital economy, with a focus on strengthening and expanding the market for domestic MSME players.

As more and more people consider the internet and social media as potential business opportunities, the potential use of these platforms is becoming increasingly clear. Social media like Facebook, YouTube, and Twitter continue to explode with new developments. The TikTok application itself is increasingly developing along with advances in technology, so that using TikTok is not only a means of sharing information, but also a forum for trading online. TikTok has around 99.1 million members from Indonesia aged 18 years and over in the first quarter of 2022. This places Indonesia in second place in active users who spend an average of 23.1 hours per month on TikTok. TikTok is very popular in various countries including Indonesia, this creates new opportunities and increases commercial potential for certain communities. It is important to note that TikTok has interesting features and a complete database. Apart from the increasing popularity of the TikTok application, business people can also benefit from using TikTok. TikTok's

purpose in the corporate world is shifting from an entertainment media platform to a business strategy tool. (Dharma and Efrianda, 2023).

Tiktok is an online platform owned by people throughout the world in general and Indonesia in particular. Based on Databoks data for November 2023, Indonesia has 106.5 million Tiktok users and is ranked second in the world. Of course, if used correctly, this can provide big profits for your product marketing business. The reason is that Tiktok is also presenting new innovations in its application and will announce new features at Tiktokshop on April 17 2021. The features offered by Tiktok are very easy to use both in terms of marketing, product presentation, buying and selling system to transactions and payments, so it is very makes it easier for the general public, especially MSMEs, to buy and sell on this application. And TikTokshop will officially close in September 2023 due to several controversies and claims due to the decline in market economic activity which carries out economic activities manually. In addition, on December 11 2023, Tokopedia plans to partner with Tiktok and combine product sales between Tokopedia and Tiktok in the Tiktok application. At first glance, it is similar to the Tiktokshop feature which was revived after being closed last September, but it is different because Tiktok has now officially collaborated with Tokopedia.

To optimize our marketing efforts, Tokopedia and Tiktok Shop collaborate with several banking institutions and other companies to make payments easier for consumers. In addition, Tokopedia and Tiktok Shop have partnered with major operators in Indonesia to make it easier to check the delivery status of your products.

Therefore, this research analyzes the Collaborative Marketing Strategy of Tokopedia and Tiktok Shop in Increasing Sales, in order to provide an overview of how to increase the effectiveness and efficiency of marketing strategies through e-commerce, and provide constructive thoughts for the business world regarding online marketing strategies that promote it.

RESEARCH METHODS

The research method used is a qualitative research method (Afrizal, 2008). This research method uses data from words such as books, documents, magazines, historical stories and existing images instead of data from numbers. This qualitative research method is usually used when conducting natural research. The difference between qualitative and quantitative research methods is that qualitative methods focus on research that focuses on words and images, while quantitative methods focus on research that uses existing numerical data.

RESULTS AND DISCUSSION

Marketing strategy is a company's way of marketing goods and services by using certain plans and strategies to increase sales. Businesses can use various marketing strategies, one of which is promotion. Promotion is part of a marketing strategy that aims to make a product, brand or service known to potential customers, thereby increasing sales. (Mumtaz & Saino. 2021).

Social media is an effective medium for promoting application activities such as TikTok and Tokopedia are examples. The market perspective, particularly from the TikTok app, centers on creating short videos that grab users' attention because they only take a short time to view. Users can also quickly recognize selected content and switch to another video if the previous video is not interesting. (Endarwati & Ekawarti, 2021).

The merger of two or more businesses aims to increase the profitability of each company. Combining capital and assets results in larger cash injections, increasing company profits. With the merger, business activities will be carried out more powerfully, powerfully, effectively and efficiently. This will also increase the economic scale of the business. By incorporating new innovations and reducing existing risks, companies can expand their market share.

Tiktok and Tokopedia's collaborative marketing strategies include the following;

Live streaming

Live online broadcasts that facilitate communication between businesses and consumers (B to C) or between businesses and other businesses (B to B) are known as live streaming marketing. Zhang et al. (2020) stated that by fostering close relationships with customers, e-retailers who display videos of events in real time can increase sales. Information technology and social interaction are included in this service (Ginting & Harahap, 2022).

Even though users can get involved directly through the direct comments feature on TikTok, businesses can use this feature to promote sales indirectly. Customers can ask the live host to try the product and ask about the size, model and color.

Tiktok offers a number of features that enable its users to market and sell goods and services, including the following (Ranti, Nuraini, and Firmansyah, 2022).

- A. To sell to useful partners to help your client development
- B. For sellers to develop their business.
- C. Regarding the author for those who produce content
- D. For associations, it is useful to establish relationships between producers and sellers

When live streaming is available, this can increase the trust of online buyers. Building trust is critical because online media cannot replicate the atmosphere and merchandise found in a physical store. However, the Live Streaming feature allows business people to carry out demonstrations, have in-depth conversations, and directly answer potential customers' questions (Saputra & Fadhilah, 2022). Live streaming has developed into a type of advertising that is used as part of a marketing strategy to introduce a product to the general public. The platform which is a component of the trading feature that combines social media interactions in real time for digital marketing is called live streaming.

Sales Marketing Content

Content marketing drives the digital economy in the modern era. One application that allows marketing commercial content bundled with entertainment tailored to the latest trends is Tiktok. New trends emerge every day due to the rapid changes in these trends, this is clearly visible on the global economic TikTok platform.

This resulted in major changes in society. Many business owners, especially MSMEs, use the Tiktok application to promote their merchandise. Moreover, the platform is currently launching Tiktokshop on April 17 2021, a feature that is of great interest to economists who carry out digital economic activities on the platform. After that, Tokopedia and Tiktok partnered on GOTO. Thanks to this collaboration, Tiktokshop reopened by collaborating with Tokopedia on the Tiktokshop feature which connects sales of products sold on TikTok with products made on the Tokopedia application. The "Buy Local" campaign carried out by both of them aims to sell local products from Indonesia as well as promote various goods.

The ultimate goal of content marketing is to increase revenue for companies by producing and disseminating valuable, timely, and consistent content that attracts a sizable audience (Komalasari et al., 2021). According to Raquel and Milhinhos (2015) in Tabelessy et al., (2022), there are six indicators to measure content marketing:

1. Relevance
2. Accuracy
3. Value
4. Easy to understand
5. Easy to find.
6. Maintain consistency.

TikTok Affiliate

As a way to connect creators and sellers, TikTok developed the TikTok Affiliate program. Through affiliate programs, users can offer links from TikTok videos to purchase goods or products from sellers. Simply put, those who sign up as TikTok Affiliates can advertise sellers' goods. However, this benefits more than just sellers. If you sign up for an affiliate program, you as the creator can also earn commissions.

By becoming a product marketer, affiliates gain profits from sales of goods made by the company or organization. Typically, affiliates receive payment for product sales through links they share on social media. The yellow train feature is an affiliate program offered by TikTok. Now affiliates, sellers and buyers can more easily practice buying and selling goods thanks to this feature. When affiliates want to upload videos, they can use TikTok Shop to register their account and then include product links in the video. If a viewer buys something from an affiliate's yellow basket, TikTok will pay the affiliate. All three parties felt things became easier as a result of this process.

Tokopedia Advertising

(Kotler, 2012) defines advertising as any type of paid, non-personal presentation and promotion of a concept, product or service by a particular sponsor. Bearden and Ingram (2007: 393) define advertising as an effective and impersonal form of marketing communication funded by sponsors and disseminated through mass media platforms to encourage the use of products or services. Television is a popular advertising medium because of its wide appeal. Therefore, Tokopedia uses this media as part of its marketing plan to increase brand awareness and expand its customers.

Because television can reach a large audience due to its wide distribution throughout the world, television is considered the most effective advertising medium when

compared to other media (Kotler Keller, 2009, p. 541). Moving images and sound are combined to produce television (Suryanto, 2005). Despite the fact that television is much more expensive than other forms of advertising, it is still considered the most effective advertising medium.

Advertisers can take advantage of the significant opportunities provided by technological advances to meet the needs of their target audiences. Producers want the public, especially television viewers, to know their products and at the same time form attitudes and behavioral patterns that can help them in choosing the products that are broadcast. Therefore, they place advertisements in the mass media, especially television. In contrast, on television, advertising exists only for commercial reasons; that is, television gets paid or other compensation for showing the advertisement. Advertisements convey messages about the superiority of a particular good or service. The fact that more people use advertised goods and services than unadvertised goods and services is not surprising. One of the well-known manufacturers that offers online buying and selling services is Tokopedia, which is famous for placing advertisements in various media, including television. The Tokopedia WIB (Indonesian Shopping Time) advertisement is one of them.

Advantages and disadvantages of the Tokopedia and Tiktok platforms

Even though Tokopedia (e-commerce) is still one of the most popular buying and selling platforms, that doesn't mean it doesn't have its drawbacks. Here are some of the benefits, including the following.

- A. Have a larger sales territory. We can use this media to reach certain locations that are far from the actual location or local targets.
- B. Increase the number of sales. Because Tokopedia can reach target consumers outside the areas where we operate, thereby helping to increase sales.
- C. Offers a feeling of security. There is a sense of security in transactions because the buyer will automatically receive his money back if the ordered goods do not arrive at their destination at the specified time.
- D. Ease of purchase. Customers can buy products on Tokopedia easily because they don't need to go to the store to look for them—all they need is a smartphone or computer.
- E. Helping customers in online and offline purchases, especially for those who are lazy about shopping.
- F. It is considered to be a very interesting TikTok shop.
- G. The service is fast.
- H. The price set is very low—even lower than the prevailing price. When making transactions, don't fall into fraud.

Apart from the many advantages offered by TikTok Shop and Tokopedia, the TikTok application has a relatively high level of engagement when compared to other social media platforms. With the development of TikTok Shop and Tokopedia, there are disadvantages besides the advantages offered by these platforms. Of course, these advantages are also accompanied by disadvantages, such as:

A. Delivery Time

When we buy something online, we still have to wait for the product to be sent after the transaction, different from when we buy directly and can receive it immediately.

B. Mentoring

Because customers may exceed the administrator's capacity to handle product purchases, service may become very slow.

C. Errors in the Product

Even now, there are still many delivery errors that can occur, such as delays, lost products, or even products sent that do not match our orders.

D. Theft

Of course, there was no way to ensure that the number of sellers there was safe. Unfortunately, Tokopedia is currently unable to fully control which stores are able to trick their own potential customers, so those of us who still need to be careful when making purchases should avoid becoming victims of this fraud.

CONCLUSION

Based on the results of the marketing strategy and discussion regarding the Tokopedia and Tiktok applications, it can be concluded that Tokopedia and Tiktok are effective social media in implementing marketing strategies. Promotions run on the Tokopedia and Tiktok applications take the form of advertisements, sales content, live streaming features, and so on. The purpose of promotion is to attract the attention of potential buyers of a product or service, stimulate purchase intentions, encourage purchase transactions, and increase sales.

All businesses, regardless of size, need to find creative ways to sell their products and services. One of them is by using the Tokopedia application with Tiktok, such as making interesting videos and collaborating with artists and celebrities. Tokopedia and Tiktok have a wide range of users, from teenagers, parents, to celebrities, making it easier for corporate brands to be seen by potential consumers. However, it is very important for business people to comply with the regulations and guidelines that apply to Tokopedia and Tiktok regarding advertising activities to avoid legal and ethical problems.

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