

## INTISARI

### **Strategi Pemasaran Fitur TikTok Shop di Indonesia: Perspektif Utilitarianisme John Stuart Mill**

Penelitian ini mengangkat permasalahan mengenai fenomena *social commerce* TikTok Shop yang kerap dinilai mengancam produk lokal serta pasar konvensional dalam negeri bergabung dengan aplikasi *e-commerce* lokal Tokopedia. Tujuan dari penelitian ini adalah menganalisis secara kritis bagaimana strategi pemasaran fitur TikTok Shop di Indonesia menurut pendekatan utilitarianisme John Stuart Mill dalam etika bisnis.

Penelitian ini memiliki objek material strategi pemasaran fitur TikTok Shop di Indonesia dengan objek formalnya adalah utilitarianisme John Stuart Mill sebagai pendekatan dalam etika bisnis. Penelitian ini bersifat kualitatif berkenaan dengan fenomena aktual. Data-data diperoleh melalui studi pustaka dengan tahapan inventarisasi data, klasifikasi, analisis, serta pengolahan data. Analisis hasil meliputi tahap deskripsi, interpretasi, holistik, dan refleksi kritis. Penelitian ini berusaha menguraikan strategi pemasaran fitur TikTok Shop di Indonesia dan menganalisisnya secara kritis melalui pendekatan utilitarianisme John Stuart Mill.

Hasil dari penelitian ini pertama, strategi pemasaran yang dilakukan TikTok Shop x Tokopedia yaitu integrasi fitur TikTok Shop dengan platform Tokopedia, strategi pemasaran viral yang mencakup kampanye kreatif serta promosi harga dan ongkos kirim, dan strategi perluasan target pengguna. Kedua, strategi pemasaran yang dilakukan TikTok Shop x Tokopedia belum sepenuhnya memenuhi prinsip-prinsip utilitarianisme John Stuart Mill, terutama prinsip utilitas yang lebih tinggi. Hal ini dikarenakan strategi pemasaran TikTok Shop x Tokopedia masih berfokus pada kebutuhan fisik.

**Kata Kunci:** strategi pemasaran, *social commerce*, TikTok Shop, utilitarianisme, etika bisnis.

## ABSTRACT

### **Marketing Strategy for the TikTok Shop Feature in Indonesia According to John Stuart Mill's Utilitarianism Approach**

The problem in this research concerns the social commerce phenomenon TikTok Shop which is often seen as threatening local products and domestic conventional markets by joining the local e-commerce application Tokopedia. The aim of this research is to critically analyze the marketing strategy for the TikTok Shop feature in Indonesia according to John Stuart Mill's utilitarian approach to business ethics.

The material object of this research is TikTok Shop's marketing strategy in Indonesia with the formal object being John Stuart Mill's utilitarianism as an approach to business ethics. This research is qualitative research on actual phenomena. The data used is obtained using a literature study which begins with data inventory, classification, analysis, and data processing. The result analysis stage is in the form of description, interpretation, holistic, and critical reflection. This research outlines the marketing strategy of TikTok Shop in Indonesia and analyzes it critically through John Stuart Mill's utilitarianism approach.

The results of this research are first, the marketing strategy carried out by TikTok Shop x Tokopedia, namely the integration of TikTok Shop features with the Tokopedia platform, a viral marketing strategy that includes creative campaigns as well as price and shipping cost promotions, and a strategy to expand target users. Second, the marketing strategy implemented by TikTok Shop x Tokopedia does not fully comply with the principles of John Stuart Mill's utilitarianism, especially the principle of higher utility. This is because the TikTok Shop x Tokopedia marketing strategy still focuses on physical needs.

**Keywords:** marketing strategy, social commerce, TikTok Shop, utilitarianism, business ethics.