

- Abdulghani, R. (1980). The Bandung Connection: The Asia Africa Conference in Bandung in 1955. Jakarta: Gunung Agung
- Allison CR, Saint-Martin D (2011) Half a century of muddling: are we there yet? *Polic Soc* 30:1–8
- Amirin, M. Tatang. (1995). Menyusun Rencana Penelitian. Jakarta: PT Raja Grafindo Persada.
- Andal-Ancion, A., Catwright, P. A., & YIP, G. S. (2003). The digital transformation of traditional business. *MIT Sloan Management Review*, 44(3), 34-41.
- Wibowo, A., Alawiyah, W., & Azriadi. (2024). The importance of personal data protection in Indonesia's economic development. *Cogent Social Sciences*, 10(1). <https://doi.org/10.1080/23311886.2024.2306751>
- Saleh, A.1 & Winata, M.D. (2023) 'Indonesia's Cyber Security Strategy: Problems and Challenges', *Advances in Social Science, Education and Humanities Research/Advances in social science, education and humanities research*, pp. 1675–1696. Available at: https://doi.org/10.2991/978-2-38476-152-4_169.
- Archibald, K. A. (1970). Three views of the expert's role in policymaking: Systems analysis, incrementalism, and the clinical approach. *Policy Sciences*, 1(1), 73-86. <https://www.jstor.org/stable/4531373>
- Atkinson, M. M. (2011). Lindblom's lament: incrementalism and the persistent pull on the status quo. *Polic Sci*, 30, 9–18. <https://doi.org/10.1016/j.polsoc.2010.12.002>
- Ayunda, R. (2022). Personal Data Protection to E-Commerce Consumer: What Are the Legal Challenges and Certainties?. *LAW REFORM*, 18(2), 144-163. <https://doi.org/10.14710/lr.v18i2.43307>
- Badan Pusat Statistik. (2019). Statistik E-commerce 2019. Jakarta: Badan Pusat Statistik. <https://www.bps.go.id/publication/2019/12/18/fd1e96b05342e479a83917c6/statistik-e-commerce-2019.html>
- Badan Pusat Statistik Indonesia. (2017). Statistik Kesejahteraan Rakyat 2017. Diakses pada 21 April 2024, dari <https://www.bps.go.id/id/publication/2017/12/28/5dc3593b43f3d4ac1fb77324/statistik-kesejahteraan-rakyat-2017.html>

- Baxter, P. & Jack, S. (2008). Quantitative Case Study Methodology: Study Design and Implementation for Novice Researchers. *The Qualitative Report*, 544-559.
- Beach, L. R. (1997). *The psychology of decision making: people in organizations*. Sage Publications, Thousand Oaks.
- Bendor, J. (2015). Incrementalism: Dead yet flourishing. *Public Administration Review*, 75(2), 194-205. <https://doi.org/10.1111/puar.12333>
- Berman, S. J. (2012). Digital transformation: Opportunities to create new business models. *Strategy & Leadership*, 40(2), 16–24. <https://doi.org/10.1108/10878571211209314>.
- Bogdan, R. C., & Biklen Kopp, S. (1982). *Qualitative Research for Education: An Introduction to Theory and Methods*. Allyn and Bacon, Inc.: Boston London.
- Bryson, J. M., Crosby, B. C., & Bloomberg, L. (2014). Public Value Governance: Moving beyond Traditional Public Administration and the New Public Management. *Public Administration Review*, 74(4), 445–456. <http://www.jstor.org/stable/24029426>
- Butarbutar, R. (2020). Initiating New Regulations on Personal Data Protection: Challenges for Personal Data Protection in Indonesia. 10.2991/aebmr.k.200321.020.
- CNN Indonesia. (2022, October 20). Transaksi Uang Elektronik Melesat 35,79 Persen Kuartal III 2022. CNN Indonesia. Retrieved April 21, 2024, from <https://www.cnnindonesia.com/ekonomi/20221020202701-78-863406/transaksi-uang-elektronik-melesat-3579-persen-kuartal-iii-2022>
- CNBC Indonesia. (2023, December 11). TikTok Shop Kembali Buka di RI, Menkominfo Buka Suara. CNBC Indonesia. Retrieved May 29, 2024, from <https://www.cnbcindonesia.com/news/20231211183643-4-496281/tiktok-shop-kembali-buka-di-ri-menkominfo-buka-suara>
- Creswell, J. W. (2008). *Educational Research, planning, conducting, and evaluating qualitative dan quantitative approaches*. London: Sage Publications.
- Dahl, A., Robert, Charles E. Lindblom. (1953). *Politics, economics, and welfare: planning and politico-economic systems resolved into basic social processes*. New York: Harper.
- Dahniar, S., Anugra, W., Sakinah, A., & Febrianti, W. (2023). Utilization of TikTok Shop Interactive Features and Their Impact on Consumer Purchasing Decisions. *International*

<http://dx.doi.org/10.55927/ijabm.v2i6.6891>

- Damuri, Y. R. (2020). E-commerce in Indonesia: The Rise of Online Commerce and its Impact on Firms' Performance and Consumers. CSIS Working Paper. Jakarta: CSIS Indonesia.
- Deegan, J. (2017). An evaluation of both the 'rational' and the 'incremental' approaches to policy-making. ResearchGate. <https://doi.org/10.13140/RG.2.2.10710.96327>
- Deloitte. (2023). What is the digital economy? Deloitte. Retrieved April 20, 2024, from <https://www2.deloitte.com/mt/en/pages/technology/articles/mt-what-is-digital-economy.html>
- Deny, S. (2023, Desember 13). HomeBisnisEkonomi TikTok Shop Kembali Buka di Indonesia, Seller Siap-Siap Raup Cuan Lagi. Liputan 6: Bisnis. Retrieved May 29, 2024, from <https://www.liputan6.com/bisnis/read/5480461/tiktok-shop-kembali-buka-di-indonesia-seller-siap-siap-raup-cuan-lagi?page=4>
- DSInnovate. (2023, March 30). MSME Empowerment Report 2022. DailySocial.id. Retrieved April 21, 2024, from <https://dailysocial.id/research/msme-report-2022>
- Dye, T. R. (2013). Understanding public policy (14th ed.). Pearson, Boston.
- Dunleavy, P., Margetts, H., Bastow, S., & Tinkler, J. (2006). New public management is dead—Long live digital-era governance. *Journal of Public Administration Research and Theory*, 16(3), 467–494. <https://doi.org/10.1093/jopart/mui057>
- Dunleavy, P., Margetts, H., Tinkler, J., & Bastow, S. (2006). Digital era governance: IT corporations, the state, and e-government. Oxford University Press.
- Emerald Insight. (2023). The State of Personal Data Protection in Indonesia: Current Practices and Future Directions. Retrieved from Emerald Insight.
- Forbes Advisor. (2024). What is e-commerce? Forbes. Retrieved July 19, 2024, from <https://www.forbes.com/advisor/business/what-is-ecommerce/>
- Fossey, E., Harvey, C., McDermott, F., & Davidson, L. (2002). Understanding and evaluating qualitative research. *Australian and New Zealand Journal of Psychiatry*, 36, 717-732. <http://dx.doi.org/10.1046/j.1440-1614.2002.01100.x>

- Faller, J., Jawecki, G., & Mumbacher, H. (2007). Innovation creation by online basketball communities. *Journal of Business Research*, 60, 60–71.
- Ginee. (2021, October 19). Sejarah Shopee di Indonesia: Marketplace Sukses di Tanah Air - Ginee. Ginee Indonesia. Retrieved May 3, 2024, from <https://ginee.com/id/insights/sejarah-shopee-indonesia/>
- Google, Temasek, Bain & Company. (2020). E-Conomy SEA 2020: At full velocity: Resilient and Racing ahead.
- Hadi, S. (2018). Bridging Indonesia's Digital Divide: Rural-Urban Linkages. *Jurnal Ilmu Sosial dan Ilmu Politik*, 21(3), 243-256. <https://doi.org/10.22146/jsp.31835>
- Hajli, N. (2015a). Social commerce constructs and consumer's intention to buy. *International Journal of Information Management*, 35, 183–191.
- Hanum, L., Saputri, R., Ningsih, Y., Armayanti, N., & Nofirda, F. (2023). Evaluating the Impact of TikTok Promotions on Online Shops: Literature Study Approach. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1287–1292. <https://doi.org/10.37641/jimkes.v11i3.2271>
- Hansson-Forman, K., Reimerson, E., Bjärstig, T., & Sandström, C. (2021). A view through the lens of policy formulation: the struggle to formulate Swedish moose policy. *Journal of Environmental Policy & Planning*, 23(4), 528–542. <https://doi.org/10.1080/1523908X.2021.1888700>
- Hening, P., & Kumara, G. H. (2021). Understanding Indonesia's cyber security policies: Opportunities and challenges in the digitalization transformation era. *Journal of Cyber Policy*, 3(2), 217-235. <https://doi.org/10.1080/23738871.2018.1487987>
- Howlett, M. (2019). *Designing public policies: Principles and instruments*. Routledge.
- Howlett, M., Mukherjee, I., & Koppenjan, J. (2017). Policy learning and policy networks in theory and practice: the role of policy brokers in the Indonesian biodiesel policy network. *Policy and Society*, 36(2), 233–250. <https://doi.org/10.1080/14494035.2017.1321230>
- International Monetary Fund. (2018, Mei). Prospek ekonomi di kawasan Asia Pasifik: Ringkasan Eksekutif. International Monetary Fund. Retrieved March 13, 2024, from <https://www.imf.org/id/Publications/REO/APAC/Issues/2018/04/16/areo0509>

- Yendra, Y., Sutisna, E., Marini, L., Mardanihan, M., & Soelistya, D. (2024). Digital inequality and digital entrepreneurship in Indonesia. *Jurnal Aplikasi Manajemen*, 22(1), 45-56. <https://doi.org/10.21776/ub.jam.2024.022.01.05>
- Irmawati, Dewi. 2011. Pemanfaatan ECommerce Dalam Dunia Bisnis. *Jurnal Ilmiah Orasi Bisnis-ISSN : 2085-1375*. Edidi Ke-VI, November 2011.
- Jayani, D. H. (2019, October 10). Tren Pengguna E-Commerce Terus Tumbuh. *Databoks*. Retrieved April 27, 2024, from <https://databoks.katadata.co.id/datapublish/2019/10/10/tren-pengguna-e-commerce-2017-2023>
- Jones, B. D., & Baumgartner, F. R. (2005). A model of choice for public policy. *Journal of Public Administration Research and Theory*, 15(3), 325-351. <https://doi.org/10.1093/jopart/mui018>
- Jordan, A. J., & Turnpenney, J. (Eds.). (2015). *The Tools of Policy Formulation: Actors, Capacities, Venues and Effects*. Edward Elgar Publishing. <https://doi.org/10.4337/9781783477043>
- Kaligis, J. N., Baderan, U. S., Sumerli, A. C. H., Mardiah, A., & Mahmudin, T. (2023). The existence of TikTok Shop for MSMEs (From opportunities to challenges). *Edunomika*, 8(1), 1-6.
- Kartiasih, F., Nachrowi, N. D., Wisana, I. D. G. K., & Handayani, D. (2023). Inequalities of Indonesia's regional digital development and its association with socioeconomic characteristics: A spatial and multivariate analysis. *Information Technology for Development*, 29(2-3), 299-328. <https://doi.org/10.1080/02681102.2022.2110556>
- Kedah, Z. (2023). Use of E-Commerce in The World of Business. *Startupreneur Business Digital (SABDA Journal)*, 2(1), 51–60. <https://doi.org/10.33050/sabda.v2i1.273>
- Kementerian Perdagangan. (2023). Peraturan Menteri Perdagangan No. 31 Tahun 2023 tentang Pengaturan Social Commerce. Retrieved from <https://www.kemendag.go.id/permendag-31-2023>
- Kementrian Keuangan. (2019, September 13). Berita :: E-Commerce untuk UMKM Dan Pertumbuhan Ekonomi Indonesia. BPPK Kemenkeu. Retrieved March 15, 2024, from

Kingdon, J. W. (2014). *Agendas, Alternatives and Public Policies* (2nd ed.). Pearson.

Kominfo. (2022). Kementerian Komunikasi dan Informatika. Retrieved April 27, 2024, from <https://www.kominfo.go.id/content/detail/40915/transformasi-digital-umkm-jadi-prioritas-penguatan-fondasi-ekonomi/0/berita>

Kuipers, B. S., Higgs, M., Kicket, W., Tummers, L., Grandia, J., & van der Voet, J. (2014). The management of change in public organizations: A literature review. *Public Administration*, 92, 1-20. <https://doi.org/10.1111/padm.12040>

Laudon, K. C., & Traver, C. G. (2020). *E-commerce: Business, Technology, Society*. Pearson.

Liang, T.-P., Ho, Y.-T., Li, Y.-W., & Turban, E. (2011). What drives social commerce: the role of social support and relationship quality. *International Journal of Electronic Commerce*, 16, 69–90.

Lin, S. (2022, June 23). Potensi Keunggulan Ekonomi Digital di Asia Pasifik. Katadata. Retrieved March 13, 2024, from <https://katadata.co.id/indepth/opini/62b458d362c38/potensi-keunggulan-ekonomi-digital-di-asia-pasifik>

Lin, X., Li, Y., & Wang, X. (2016). Social commerce research: Definition, research themes and the trends. *International Journal of Information Management*. doi:10.1016/j.ijinfomgt.2016.06.006

Lindblom, C. E. (1959). The science of “Muddling Through”. *Public Adm Rev*, 19(2), 79–88.

Liputan6. (2023). TikTok Shop buka lagi di Indonesia tanpa izin e-commerce, Mendag bilang begini. Liputan6. <https://www.liputan6.com/bisnis/read/5479165/tiktok-shop-buka-lagi-di-indonesia-tanpa-izin-e-commerce-mendag-bilang-begini?page=3>

Malter, A.J. and Rindfleisch, A. (2019), "Transitioning to a Digital World", *Marketing in a Digital World* (Review of Marketing Research, Vol. 16), Emerald Publishing Limited, Leeds, pp. 1-11. <https://doi.org/10.1108/S1548-643520190000016001>

Mangku, D.G.S. et al. (2021) ‘The Personal Data Protection of Internet Users in Indonesia’, *Journal of Southwest Jiaotong University*, 56(1). Available at: <https://doi.org/10.35741/issn.0258-2724.56.1.23>.



Margetts, H., Bastow, S., & Pinker, J. (2006). Digital era governance: IT corporations, the state, and e-government. Oxford University Press.

Maria, V., & Janah, R. (2024). Analisis Peran TikTok Shop dalam Mendorong Ekonomi UMKM di Indonesia. SAMMAJIVA: Jurnal Penelitian Bisnis dan Manajemen, 2(2), 138-146. <https://doi.org/10.47861/sammajiva.v2i2.992>

Marune, A., & Hartanto, B. (2021). Strengthening personal data protection, cyber security, and improving public awareness in Indonesia: Progressive legal perspective. International Journal of Business, Economics, and Social Development, 2(4), 143-152. <https://doi.org/10.46336/ijbesd.v2i4.170>

Mergel, I., Edelman, N., & Haug, N. (2019). Defining digital transformation, Result from expert interviews. Government Information Quarterly, 36(4), 101385. <https://doi.org/10.1016/j.giq.2019.06.002>

Miles, M. B., Huberman, A. M., & Saldana, J. (2014). Qualitative Data Analysis, A Methods Sourcebook (3rd ed.). USA: Sage Publications. Terjemahan Tjetjep Rohindi Rohidi, UI-Press.

M. Syarif and W. Nugraha, "Pemodelan diagram uml sistem pembayaran tunai pada transaksi e-commerce," JTIK (Jurnal Teknik Informatika Kaputama), vol. 4, no. 1, pp. 64–70, 2020.

Nugroho, M. R. A. (2024, March 7). Sri Mulyani: 97% Lapangan Kerja Diciptakan UMKM. CNBC Indonesia. Retrieved April 27, 2024, from <https://www.cnbcindonesia.com/market/20240307111610-17-520374/sri-mulyani-97-lapangan-kerja-diciptakan-umkm>

Nur Sutrisno, V. P. (2023, Desember 13). TikTok Shop Buka Lagi di Indonesia Tanpa Izin E-Commerce, Mendag Bilang Begini. Liputan 6: Bisnis. Retrieved May 29, 2024, from <https://www.liputan6.com/bisnis/read/5479165/tiktok-shop-buka-lagi-di-indonesia-tanpa-izin-e-commerce-mendag-bilang-begini?page=4>

Nurcaya, I. N., Rahyuda, I. K., Giantari, G. A. K., & Ekawati, N. W. (2022). The Effect of Information Technology on The Performance of MSMEs During the Covid-19 Pandemic. International Journal of Social Science and Business, 6(2), 262–267. <https://doi.org/10.23887/ijssb.v6i2.44260>



- Olivia, A. M. (2021, April 5). Empat Pilar Ekonomi Digital untuk Kejar Pertumbuhan Berkelanjutan. Katadata. Retrieved April 30, 2024, from <https://katadata.co.id/finansial/makro/606a9af80eb53/empat-pilar-ekonomi-digital-untuk-kejar-pertumbuhan-berkelanjutan>
- Pal, L. A. (2011). Assessing incrementalism: Formative assumptions, contemporary realities. *Policy and Society*, 30(1), 29-39. <https://doi.org/10.1016/j.polsoc.2010.12.004>
- Paterson, T. (2019). Indonesian cyberspace expansion: a double-edged sword. *Journal of Cyber Policy*, 4(2), 216–234. <https://doi.org/10.1080/23738871.2019.1627476>
- Patton, M. Q. (2002). Two Decades of Developments in Qualitative Inquiry: A Personal, Experiential Perspective. *Qualitative Social Work*, 1(3), 261-283. <https://doi.org/10.1177/1473325002001003636>
- Payne, A., & Frow, P. (2005). A Strategic Framework for Customer Relationship Management. *Journal of Marketing*, 69(4), 167-176. <https://doi.org/10.1509/jmkg.2005.69.4.167>
- Raco, J. R. (2010). Metode Penelitian Kualitatif Jenis, Karakter, dan Keunggulannya. Jakarta: PT Gramedia Widiasarana Indonesia.
- Sapulette, M. S., & Muchtar, P. A. (2023, January). Redefining Indonesia's Digital Economy. Economic Research Institute for ASEAN and East Asia, 06. ISSN: 2086-8154.
- Satori, D. (2013). Metode penelitian kualitatif / Djam'an Satori, Aan Komariah. Bandung: Alfabeta.
- Schneider, A. L., & Ingram, H. M. (1997). Policy design for democracy. University Press of Kansas.
- Schneider, A., & Ingram, H. (1990). Behavioral Assumptions of Policy Tools. *The Journal of Politics*, 52(2), 510–529. <https://doi.org/10.2307/2131904>
- Statista. (August 29, 2023). TikTok advertising revenue worldwide from 2020 to 2027 (in billion U.S. dollars) [Graph]. In Statista. Retrieved July 20, 2024, from <https://www-statista-com.ezproxy.ugm.ac.id/statistics/1305708/tiktok-ad-revenue/>
- Stephen, A. T., & Toubia, O. (2010). Deriving value from social commerce networks. *Journal of Marketing Research*, 47, 215–228.
- Stone, D. A. (2023). Evaluating Incremental Policy in Education.

- Strehlener, H., Richter-Sundberg, E., Nystrom, M. E., & Hasson, H. (2015). Evidence-informed policy formulation and implementation: A comparative case study of two national policies for improving health and social care in Sweden. *Implementation Science*, 10(1). <https://doi.org/10.1186/s13012-015-0359-1>
- Sujud, A., & Ivan, M. (2022). Strategic Policy Directions of Micro Small Medium Business in The Digital Economy Era. *Jurnal Bisnis Strategi*, 31(2), 138-144. <https://ejournal.undip.ac.id/index.php/jbs/article/download/51404/23188>
- Tim detikinet. (2023, December 11). TikTok Shop Kembali Buka di Indonesia. Detikcom. Retrieved May 29, 2024, from <https://www.detik.com/jabar/bisnis/d-7082900/tiktok-shop-kembali-buka-di-indonesia>
- TikTok News. (2023, May 17). TikTok bermitra dengan DS/innovate untuk membantu UMKM lokal hadapi tantangan dan peluang di tengah iklim ekonomi Indonesia saat ini. Newsroom | TikTok. Retrieved March 15, 2024, from <https://newsroom.tiktok.com/in-id/tiktok-bermitra-dengan-ds-innovate-untuk-membantu-umkm-lokal-hadapi-tantangan-dan-peluang-di-tengah-iklim-ekonomi-indonesia-saat-ini>
- Tran Dai, C., & Gomez, M. A. (2018). Challenges and opportunities for cyber norms in ASEAN. *Journal of Cyber Policy*, 3(2), 217–235. <https://doi.org/10.1080/23738871.2018.1487987>
- Trusov, M., Bucklin, R. E., & Pauwels, K. (2009). Effects of word-of-mouth versus traditional marketing: findings from an internet social networking site. *Journal of Marketing*, 73, 90–102.
- Uhegbu, A. N. (2004). Constraints on the Formulation and Implementation of National Information Policy for Nigeria. *Journal of Information Science*, 30(1), 41-47. <https://doi-org.ezproxy.ugm.ac.id/10.1177/0165551504041677>
- Venkatraman, N. (2017). The digital matrix: New rules for business transformation through technology. *International Journal of Information Management*, 37(1), 293-296. https://doi.org/10.2991/978-2-38476-152-4_169
- Wang, C., & Zhang, P. (2012). The evolution of social commerce: the people, management, technology: and information dimensions. *Communications of the Association for Information Systems*, 31, 1–23.

- Wegrich, K., & Jahn, W. (2007). Theories of the policy cycle. In F. Fischer & G. J. Miller (Eds.), *Handbook of public policy analysis: Theory, politics, and methods* (pp. 69–88). Routledge.
- Weible, C. M., & Sabatier, P. A. (2018). *Theories of the policy process* (4th ed.). Westview Press.
- Wicaksono, A., & Syahrina, A. (2023). *Antara Transformasi Digital dan Watak Pembuatan Kebijakan Publik: Mencari Titik Temu* (1st ed.). Gadjah Mada University Press.
- Wijaya, O. T. H. (2023, Juli). E-Commerce: Perkembangan, Tren, dan Peraturan Perundang-Undangan. *Jurnal Ilmiah Ekonomi dan Bisnis*, 16(1), 41-47. <https://doi.org/10.51903/e-bisnis.v16i1>
- Wilson, R. D. (1996). [Review of *Research Design: Qualitative and Quantitative Approaches*, by J. W. Creswell]. *Journal of Marketing Research*, 33(2), 252–255. <https://doi.org/10.2307/3152153>
- Yong, A. (2024). TikTok: A powerhouse for social commerce. NBorder. <https://nborder.global/learn/tiktok-a-powerhouse-for-social-commerce/>
- Yuliantari, Ni P. Y., & Pramuki, Ni M. W. A. (2022). The Role of Competitive Advantage in Mediating the Relationship Between Digital Transformation and MSME Performance in Bali. *Jagaditha*, 9(1), 66-75. <https://dx.doi.org/10.22225/jj.9.1.2022.66-75>
- Zhang, H., Lu, Y., Gupta, S., & Zhao, L. (2014). What motivates customers to participate in social commerce? The impact of technological environments and virtual customer experiences. *Information & Management*, 51, 1017–1030.