

# PERCEPTION OF BUSINESS ENGLISH COMMUNICATION STUDENTS TOWARDS ONLINE SHOPPING ON TIKTOK SOCIAL MEDIA

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## **Abstract**

*TikTok is a social media platform that is popular around the world. The TikTok app allows users to create, share, and watch short videos that last 15 to 60 seconds. TikTok introduced a new feature, TikTok shop, which is an e-commerce feature that allows TikTok users to sell and buy products directly in the TikTok application. Research data analysis uses descriptive qualitative and is collected through questionnaires and interviews. This research was conducted at the Faculty of Language and Literature, Business English Communication study program. In this study, the object of research was Business English Communication study program students totaling 5 people. The results of this study indicate that the perception of the influence and effectiveness of TikTok social media for students is easy to access, implicit purchases made, inspiration and product information special offers and discounts, can save time. The obstacles faced by students when shopping online at TikTok are slow delivery of products and fraudulent purchases but do not reduce the desire of students to shop online through TikTok because of the many benefits that can be obtained.*

**Keywords** — Student Perceptions, Online Shopping, TikTok Social Media.

## **INTRODUCTION**

The use of the internet is one of the users of information and communication technology, which is now increasing in Indonesia and becoming an important part of the economy and meeting human needs, especially among students who really need technology and can access the Internet. The internet, as a product of information and communication technology, can be easily accessed via mobile devices. This technology allows students to carry out various communication activities through social media such as Facebook, Instagram, TikTok, and Twitter, and even to search for or load various information more efficiently. The advancement of technology in society cannot be divided into roles or students. In particular, one student is

an agent of change, indirectly playing an important role in change. Students occupy the elite layer of those who are thought and who can show their status through a certain lifestyle. The most visible change is the shift in lifestyle.

From village to city. When students who had previously been unfamiliar with a lifestyle such as going to a mall, shopping there, and getting out of the mall moved to the city, many of them changed their lifestyle. Starting from the way you talk, dress, have habits, etc. Students often spend their time gathering together. Such conditions are found in various students. Students who come from the area start to know a lot about life in the city and tend to consume. One is if this student wears a well-known brand and unique items that can change a person's view or status, and other student who are interested in having similar items want to wear those of urban society, but so is their way of life. Then, they bought it all through online shop because they were interested in what was displayed in the media. Literature review can be placed in the next section or integrated in background and problem statements.

Now, online shop has plunged into social media in the direction of growing business and increasing needs in society. Currently, the online shop is located in the middle of the community, especially in the student countryside. Online shop is a company that uses technology, specifically the internet, as a marketing medium for a product or service that it provides. You just need to be connected to the internet to make online sales transactions. With technological advancements such as today's gadgets or smartphones, can be used to access the internet anytime and anywhere. Products marketed through social media are goods, digital products, and services. Examples of goods are clothes, food, electronics, and so on. As for digital products, there are e-books, videos, software, and so on.

Priya (2016) examined "Student Perceptions of Online Stores in Sivakasi" Empirical results show that consumers prefer online shopping portals for their shopping whenever they feel that they like the products they like through each purchase portal, different portal choices and the convenience of online shopping and according to their preferences. It is also very convenient for customers to buy goods online instead of going to the store through the computer. Research shows that in today's fast-paced world, people do not have time to travel to buy things, and other factors like distance, and traffic make it difficult for a person to go to the store and buy things manually and that is why people have started using online shopping for purchases and since payment methods like delivery accounts are rapidly increasing the number of online shoppers, and this list keeps growing. The project revealed that most of the students

prefer online shopping among students flip karts preferred by most of the students for the best services. Most customers are satisfied with the online store, but it is the only obstacle that they are not so sure of. Recommendation: The government should improve website security laws to ensure that customers can safely make bank payments, credit cards, or online payments. The method used in this research is quantitative and the analysis technique used is the random convenience method.

By employing the internet network and a social media application whenever and wherever we choose, we can operate a variety of online stores, where anyone may advertise and sell a variety of goods, and customers can purchase whatever they wish. Because of this, social media users who operate wherever an online store can make money quickly and without a physical location. The benefit of an online company using social media sites like Facebook, Instagram, TikTok, and others is the rapidity with which user-generated product content is shared on these networks. Additionally, it will be simple for people to learn as they won't need to visit establishments that offer comparable.

Like one of the social media namely TikTok, there are a lot of buying and selling accounts promoting products around the city of Makassar and there are several popular accounts on TikTok that cover buying and selling in Makassar, one of which is the "Jims Honey" account that sells fashion products for women's need such as bags, wallets, etc. Subscriptions for women who find the fashion needs of TikTok users easily see what items are being sold in the account, and also with the TikTok application, you can use hashtags so that potential customers can more easily find the products they are looking for and want. Sellers who have an online business need effective marketing media in order to expand the reach of their business among potential buyers. One part of marketing is how the seller promotes the products he sells. In the promotion process, the seller must be able to convey persuasive information so that the product information that he wants to sell is well conveyed to everyone who sees the product post. When the promotion process goes well, the purchase rate also increases. Good communication between sellers and potential customers helps the online buying and selling process run smoothly.

Hafidzah, Wulandari, and Mufidah (2014) online shopping is one of the facilities on the Internet that is widely used as a place to shop for goods effectively. Because every online shop seller service provided to customers results in customer perceptions of online shop products, Universitas Jember (UNEJ) students from the Faculty of Economics conduct research on online

shop customer perceptions. This research examines the perception of online shop customers in Jember, focusing on the internet, online shopping, customer perception, and customer trust, the secondary data is an overview of online shopping and the phenomenon of online business in Jember. Using purposive sampling method. The results of the research by Universitas Jember students obtained positive perceptions, as evidenced by 81% of customers being satisfied and trusting online shop services and 19% feeling disappointed with online shop services. The average customer purchases online four times a year. On the online shop site, negotiations can be made between the seller and the customer until a purchase transaction is reached. In addition, a testimonial or recommendation from a friend on social media is often used as a consideration for customers when shopping online. However, the results of this positive perception do not necessarily influence customers to make purchases online because the goods needed can still be fulfilled in real terms at regular shops or malls around the residence. Besides, there are customers' concerns about goods ordered online. Quality goods, attractive pictures, and low prices were not necessarily promised after the goods were received by the customer, so they preferred to make direct buying and selling transactions.

The development of online business through social media, like through one of the apps, TikTok, has grown rapidly among students and is already well known by the public. A lot of ease in shopping and various types of products offered at cheaper prices than those offered in offline stores encourage the community to use the online shop directly in the store. Making an online business that offers products or services to attract consumer interest will help the smoothness of the online business. There are many social media apps that can be used online, such as Facebook, Instagram, Twitter, Whatsapp, TikTok, and so on. Of the numerous online business that has spread and continue to grow, online business partners in social media can, with a consistent spirit, grow an online business rapidly on social media. Based on the development of online business on social media, the writer knows how the prescription of students to online businesses is developing on social media.

From the background already explained above, the formula for the problem in this study:

1. What is students' perception towards the online shop on TikTok social media?
2. Is online shopping on TikTok social media effective and influential for university students?

## **METHODS**

### **1. Research Design**

This type of research was descriptive and qualitative in nature. It provided factual and systematic proposals and an overview of events concerning the relationships between factors, characteristics, and phenomena necessary to carry out its basic underpinnings. Descriptive data were presented in this study in the form of written or verbal information provided by respondents and behaviors observed, as the researchers wanted to provide a complete and detailed insight into the study subject.

### **2. Data Analysis**

In the data analysis stage, to complete the data the researcher interview which is carried out by asking a number of questions or statements made by the researcher and submitted to students to obtain complete information. In research questions or statements to see student perceptions of online shop technique in research to make measurements with the aim of producing accurate data.

## **RESULTS**

The results of this study were obtained from questionnaires and interviews. This study shows the results of a questionnaire regarding student perceptions of online shopping on TikTok social media. In the questionnaire, there are ten questions that the researcher provides for Business English Communication students class of 2020, 2021, and 2022. Researchers provide questionnaires via Microsoft form and there are criteria for filling out the questionnaire the criteria are students from the Business English Communication study program, who have ever shopped online.

### **1. TikTok shop usage**

TikTok Shop is a feature within the TikTok app that allows users to purchase products directly from the platform. The use of TikTok Shop aims to bring an easier and more direct shopping experience within the TikTok app so that users can find and buy the products they see in TikTok video content.

Table 1. TikTok shop usage

| Topic             | Item   | SA (%) | A (%) | D (%) | SD (%) |
|-------------------|--|--------|-------|-------|--------|
| TikTok shop usage | The product offered by online shop account via TikTok are interesting and innovative.  | 33.3%  | 62.9% | 2.9%  | 1%     |
|                   | I feel more comfortable shopping on social media platforms (TikTok, Instagram) than on other platforms such as e-commerce (Shopee, Lazada, Tokopedia). | 16%    | 47.2% | 32.1% | 4.7%   |

Shows that most respondents choose to have used TikTok shop and most of them strongly agree with the products in TikTok shop, as very interesting and innovative and make respondents feel comfortable shopping at TikTok shop.

## 2. TikTok shop product

TikTok Shop refers to a feature within the TikTok app that allows users to sell their products directly to other TikTok users. TikTok users who own businesses or sell products can utilize TikTok Shop as a platform to expand their reach and sell their products to a wider audience.

Table 2. TikTok shop product

| Topic               | Item   | SA (%) | A (%) | D (%) | SD (%) |
|---------------------|--|--------|-------|-------|--------|
| TikTok shop product | Shipping costs and discount vouchers provided by TikTok shop make me interested.   | 29.2%  | 51.9% | 16%   | 2.8%   |
|                     | TikTok shop delivers products in a timely manner.                                  | 20.6%  | 58.9% | 18.7% | 1.9%   |
|                     | The price of products available on TikTok shop is cheaper than on other platforms. | 18.9%  | 58.5% | 20.8% | 1.9%   |
|                     | I feel that TikTok shop provides enough product options to fulfill my need.        | 26.2%  | 59.8% | 12.1% | 1.9%   |

Shows that most respondents agreed with statements regarding products such as discount vouchers, delivery of goods, product prices, and more affordable prices are also considered important by respondents. And also, the selection of products in the TikTok store makes respondents fulfilled.

### 3. Reasons shopping at TikTok shop

TikTok shop is an online store that provides various types of products at competitive prices. There are several reasons people want to shop at TikTok shop such as ease of access, TikTok can be accessed anytime and anywhere. Large selection of products, TikTok shop provides various types of products ranging from electronics, clothing, household appliances, food, and many more. And TikTok also often offers discounts and special offers to customers. Those are some of the reasons that make people want to shop.

Table 3. Reasons shopping at TikTok shop

| Topic                           | Item  | SA (%) | A (%) | D (%) | SD (%) |
|---------------------------------|---|--------|-------|-------|--------|
| Reasons shopping at TikTok shop | Shopping through TikTok shop gets many benefits.                                      | 17.9%  | 56.6% | 25.5% | -      |
|                                 | I get more value when shopping at TikTok shop compared to other e-commerce platforms. | 16.8%  | 52.3% | 28%   | 2.8%   |
|                                 | I think shopping at TikTok, shop the packaging is less secure and sends goods slowly  | 10.4%  | 28.3% | 51.9% | 9.4%   |

Based on the table 3 above the respondents agree that shopping at TikTok shops gets many benefits and also value is the main reason for respondents.

### 4. Problem experienced

Shopping through the TikTok store or through advertisements on TikTok can sometimes involve some problems that may be experienced by users. Delayed shipments making it long in the delivery process or even items getting lost during the delivery process and also insecure packaging of items sometimes making them damaged when they arrive are common problems in shopping online, including through TikTok stores. It is important to check the shipping policy and reputation of the seller before buying.

Table 4. Problem experienced

| Topic                | Item  | SA (%) | A (%) | D (%) | SD (%) |
|----------------------|---|--------|-------|-------|--------|
| Problems experienced | I think shopping at TikTok shop the packaging is less secure and sends goods slowly | 10.4%  | 28.3% | 51.9% | 9.4%   |

Shows that most respondents disagree about shopping at TikTok shop the packaging is less secure and sends good slowly, is the main problem respondents experience when shopping.

Which means that shopping online through TikTok shop respondents feel safe with the products sent and also fast delivery.

## DISCUSSIONS

Based on the results of the questionnaire, it shows that students use and are interested in shopping at TikTok because of several things such as the products offered on TikTok attract students because of innovative product promotion videos, discount vouchers, and relatively cheap shipping costs make it profitable for students so they don't spend more money, shipping products on TikTok is fast and on time, various kinds of products on TikTok can feel inspired and interested in the products provided, especially if students have an interest in beauty or unique product products that are often promoted on TikTok and make students feel fulfilled with what they want, and there are many benefits that students get if they shop through TikTok.

This result is supported by Sufa (2021) part of promotion is advertising, advertising is a medium of information created to gain and attract the attention of the audience, is persuasive in nature, and has a distinctive character or characteristic. Get and attract the attention of the audience, is persuasive in nature, and has its own character or characteristics so that the audience is happy to take an action as desired. It is so that the audience is happy to take action according to what is desired by the advertiser. By the ad maker. The company must be able to position its products in the minds of consumers, so it must be reliable in promoting its products to get new consumers and maintain old or existing consumers.

## CONCLUSIONS

Based on the findings and discussion of student perceptions of online shopping on TikTok social media. Researchers concluded that student perceptions are as follows:

1. TikTok usage

Students feel comfortable using TikTok to shop online because the promotional videos on TikTok are innovative and make students interested in buying products on TikTok.

2. TikTok product

Shopping at TikTok has many advantages and saves money for students because there are many discount vouchers and product prices that are cheap, making students interested also the products available at TikTok are enough to meet student needs. Product delivery



is also fast. From the research results, the conclusion is that the perception of students on TikTok is positive.

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