

OPTIMIZATION OF TIKTOK LIVE SHOPPING TO ENHANCE BUSINESS SUSTAINABILITY AND SCALABILITY AMONG VOCATIONAL YOUNG ENTREPRENEURS

Sri Ekawulandari¹, Flora Silalahi², Melita Siagian³

Politeknik LP3I Medan

e-mail: wulan.lp3i@gmail.com

Abstract: *This study aims to analyze the potential, challenges, and optimization strategies of TikTok Live Shopping in enhancing the sustainability and scalability of vocational young entrepreneurs' businesses. Digitalization offers vast opportunities for SMEs and vocational students to market their products in real-time and interactively. However, limited digital literacy and training access remain major challenges. Using a mixed-method approach, data were collected through surveys with 50 respondents and in-depth interviews with young entrepreneurs. Findings show that 74% of respondents were vocational students, 58% had used TikTok Live Shopping, and 70% agreed that the platform effectively increases customer interaction. T-test results indicate that the ability to start Live Shopping, trend exploration, and learning openness were significant ($p < 0.05$), while training access remained neutral. The study concludes that optimizing TikTok Live Shopping can expand market reach and strengthen business sustainability when supported by digital literacy programs and effective branding strategies.*

Keywords: *TikTok Live Shopping; Digital Marketing; Young Entrepreneurs; SMEs; Business Sustainability*

Abstrak: Studi ini bertujuan untuk menganalisis potensi, tantangan, dan strategi optimasi TikTok Live Shopping dalam meningkatkan keberlanjutan dan skalabilitas bisnis wirausaha muda vokasional. Digitalisasi menawarkan peluang besar bagi UKM dan siswa vokasional untuk memasarkan produk mereka secara real-time dan interaktif. Namun, keterbatasan literasi digital dan akses pelatihan tetap menjadi tantangan utama. Dengan menggunakan pendekatan metode campuran, data dikumpulkan melalui survei dengan 50 responden dan wawancara mendalam dengan wirausahawan muda. Temuan menunjukkan bahwa 74% responden adalah siswa vokasional, 58% telah menggunakan TikTok Live Shopping, dan 70% setuju bahwa platform tersebut efektif meningkatkan interaksi pelanggan. Hasil uji-t menunjukkan bahwa kemampuan untuk memulai Live Shopping, eksplorasi tren, dan keterbukaan pembelajaran signifikan ($p < 0,05$), sementara akses pelatihan tetap netral. Studi ini menyimpulkan bahwa mengoptimalkan TikTok Live Shopping dapat memperluas jangkauan pasar dan memperkuat keberlanjutan bisnis ketika didukung oleh program literasi digital dan strategi branding yang efektif.

Kata Kunci: Belanja Langsung TikTok; Pemasaran Digital; Wirausaha Muda; UKM; Keberlanjutan Bisnis

INTRODUCTION

Digital transformation has revolutionized marketing paradigms, shifting from conventional methods to interactive, technology-based systems. TikTok Live Shopping combines entertainment elements with real-time

transactions (live commerce) and has become a rapidly growing phenomenon in digital marketing.

For vocational young entrepreneurs, the platform offers opportunities to showcase products, directly interact with audiences, and build consumer trust in real time. However,

many entrepreneurs still face barriers such as lack of content strategy, weak analytical literacy, and limited formal digital marketing training. This study addresses these gaps by developing an applicable model for TikTok Live Shopping optimization tailored to vocational entrepreneurs' characteristics.

METHODOLOGY

This research employed a mixed-method approach combining quantitative and qualitative data collection. The quantitative method involved distributing a Likert-scale questionnaire (1–5) to 50 respondents, while the qualitative method utilized semi-structured interviews and non-participant observation. Data were analyzed using descriptive statistics and a one-sample t-test with a comparison value of 3 to identify significant deviations from neutral responses.

Figure: Gender

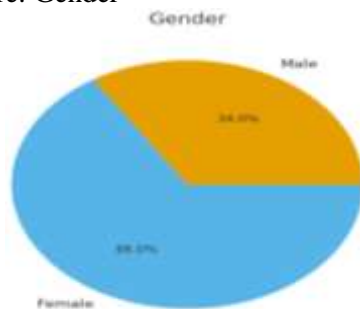


Figure: Age

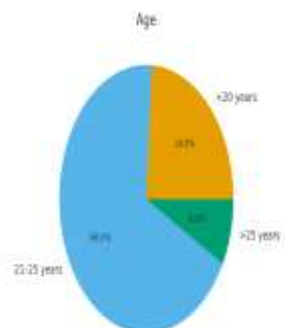


Figure: Respondent Status

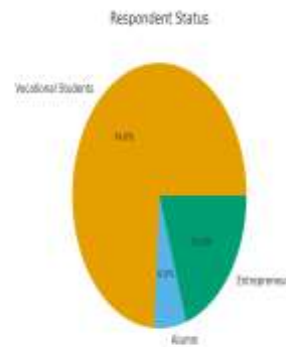


Figure: TikTok Live Experience



RESULTS AND DISCUSSION

The findings demonstrate that vocational young entrepreneurs possess strong technical competence and motivation for learning. However, digital training access and analytical literacy regarding TikTok metrics (e.g., views, engagement, conversion rate) remain limited. Statistical analysis revealed significant results for operational readiness (Q16, $t(49)=5.76, p<.001$), trend exploration (Q19, $t(49)=3.90, p<.001$), and learning adaptability (Q20, $t(49)=6.23, p<.001$), while training access (Q17) was not significant ($p=.062$). These results suggest that although motivation and adaptability are high, structured digital mentoring is still required to sustain performance.

CONCLUSION

TikTok Live Shopping demonstrates strong potential as a digital marketing strategy for vocational young entrepreneurs. It enhances consumer engagement and contributes to greater scalability of SMEs. Nevertheless, sustainable implementation requires enhanced training, analytical literacy, and policy support.

REFERENCES

- D. Chaffey, *Digital Marketing: Strategy, Implementation, and Practice*, Pearson Education, 2015.
- J. Kim, N. He, and I. Miles, “Live Commerce Platforms: A New Paradigm for E-Commerce Platform Economy,” *Journal of Theoretical and Applied Electronic Commerce Research*, vol. 18, no. 2, pp. 959–975, 2023.
- M. N. Ardiansah, A. Azizah, and A. Sadida, “Social Commerce Success Impact on Business Performance: Insight From TikTok Shop Phenomena in Indonesia,” *Accounting Analysis Journal*, vol. 13, no. 1, 2024.
- H. Zhang, “Why Are Indonesian Consumers Buying on Live Streaming Social Commerce: Perceived Trust as Mediator,” *Heliyon*, vol. 10, no. 7, e33141, 2024.
- A. S. Yasser and G. Gayatri, “The Role of Live Streaming in Building Consumer Trust, Engagement, and Purchase Intention in Indonesian Social Commerce Thrift Clothes Sellers,” *ASEAN Marketing Journal*, vol. 15, no. 2, 2023.
- M. R. M. Masitoh, H. A. Wibowo, G. T. Prihatma, and D. T. Miharja, “The Influence of Interactivity, Online Customer Reviews, and Trust on Shopee Live Streaming Users’ Impulse Buying,” *Greenomika*, vol. 6, no. 1, 2024.
- [C. Wang et al., “Streamer Interaction and Consumer Impulsive Buying in Live-Stream E-Commerce,” *Frontiers in Communication*, article 10.3389/fcomm.2025.1547639, 2025.
- M. I. F. A. Alifa and R. R. R. Roostika, “Trust and Customer Engagement With E-Commerce Sellers Through the Role of Shopee Live Streaming,” *Management and Economics Journal (MEC-J)*, 2024.
- A. Jabłoński, “Scalability of Sustainable Business Models in Hybrid Organisations,” *Sustainability*, vol. 8, no. 3, Art. 194, 2016.
- H. Bahtiar, “Digital Transformation Towards Sustainability: Challenges and Opportunities for Indonesian MSMEs,” *Jurnal Ekonomi dan Bisnis UKSW*, 2024.
- F. Ciulli, A. Kolk, and S. Boons, “Sustainable Business Model Innovation and Scaling,” *Journal of Cleaner Production*, vol. 380, 135166, 2022.
- L. T. Dung et al., “Business Model Innovation: A Key Role in the Internationalisation of SMEs in the Era of Digitalisation,” *Journal of Innovation and Entrepreneurship*, 2024.
- M. Setiawan, A. Aprianingsih, and R. Amalia, “Live Streaming Commerce in Indonesia: The Role of Reviews, Recommendations, and Communities in Building Consumer Trust,” *Business Preneur*, vol. 7, no. 1, 2025.
- D. S. Bindeeba et al., “Digital Business Process Integration and Sustainability Among SMEs: The Mediating Role of Operational Efficiency and the Moderating Role of Credit Access,” *Journal of Sustainable Business (JCSR)*, 2025.