

## ABSTRAK

### RESPON PEMERINTAH INDONESIA TERHADAP KEHADIRAN PLATFORM *SOCIAL-COMMERCE* TIKTOK SHOP DALAM UPAYA MELINDUNGI UMKM

Oleh  
MELY ARYANDA

Perkembangan *social-commerce* telah mengubah pola perdagangan digital di Indonesia melalui kehadiran TikTok Shop. Platform ini menggabungkan fungsi media sosial, promosi, dan transaksi jual beli dalam satu aplikasi. Di satu sisi, TikTok Shop memberikan peluang bagi pelaku Usaha Mikro, Kecil, dan Menengah (UMKM) untuk memperluas pasar melalui konten digital, algoritma, dan fitur siaran langsung. Namun, di sisi lain, kehadirannya juga menimbulkan persoalan seperti persaingan harga tidak seimbang, masuknya produk impor murah, serta ketidakjelasan regulasi antara media sosial dan *e-commerce*. Kondisi tersebut mendorong pemerintah Indonesia memberikan respons melalui kebijakan dan pengawasan untuk melindungi UMKM lokal.

Penelitian ini menggunakan konsep *public policy* untuk menganalisis respons pemerintah Indonesia terhadap kehadiran TikTok Shop melalui lima tahapan, yaitu *problem identification, policy formulation, policy adoption, policy implementation, dan policy evaluation*. Metode yang digunakan adalah pendekatan kualitatif deskriptif analitis, dengan teknik pengumpulan data melalui studi dokumen. Sumber data yang digunakan berupa data sekunder. Teknik analisis data meliputi kondensasi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa kehadiran TikTok Shop tidak hanya mendorong pemerintah Indonesia untuk membatasi aktivitas *social commerce*, melainkan juga menata ulang regulasi perdagangan digital agar lebih adaptif terhadap perkembangan platform digital. Melalui tahapan *problem identification, policy formulation, policy adoption, policy implementation, dan policy evaluation*, pemerintah merespons persoalan TikTok Shop melalui penerbitan Permendag Nomor 31 Tahun 2023, pemisahan fungsi media sosial dan *e-commerce*, pembatasan barang impor, serta pengawasan terhadap integrasi TikTok dengan Tokopedia. Secara keseluruhan, respons pemerintah menunjukkan pergeseran dari pengawasan perdagangan elektronik konvensional menuju penataan ekosistem *social-commerce* yang lebih terkontrol sebagai upaya melindungi UMKM lokal di tengah perkembangan ekonomi digital.

**Kata kunci:** TikTok Shop, *social commerce*, pemerintah Indonesia, UMKM, kebijakan publik.

## ABSTRACT

### THE INDONESIAN GOVERNMENT'S RESPONSE TO THE PRESENCE OF TIKTOK SHOP AS A SOCIAL-COMMERCE PLATFORM IN PROTECTING MSMEs

By  
**MELY ARYANDA**

The development of *social commerce* has transformed the pattern of digital trade in Indonesia through the presence of TikTok Shop. This platform combines the functions of social media, promotion, and buying and selling transactions within a single application. On the one hand, TikTok Shop provides opportunities for Micro, Small, and Medium Enterprises (MSMEs) to expand their market through digital content, algorithms, and *live shopping* features. On the other hand, its presence has also created several problems, such as unequal price competition, the influx of cheap imported products, and regulatory uncertainty between social media and e-commerce. These conditions encouraged the Indonesian government to respond through policies and supervision in order to protect local MSMEs. This research uses the concept of *public policy* to analyze the Indonesian government's response to the presence of TikTok Shop through five stages, namely *problem identification*, *policy formulation*, *policy adoption*, *policy implementation*, and *policy evaluation*. The method used in this research is a qualitative descriptive analytical approach, with data collected through document study. The data used in this research are secondary data. The data analysis techniques include data condensation, data display, and conclusion drawing. The findings show that the presence of TikTok Shop not only encouraged the Indonesian government to limit *social commerce* activities, but also to reorganize digital trade regulations to become more adaptive to the development of digital platforms. Through the stages of *problem identification*, *policy formulation*, *policy adoption*, *policy implementation*, and *policy evaluation*, the government responded to the TikTok Shop issue through the issuance of Minister of Trade Regulation Number 31 of 2023, the separation of social media and e-commerce functions, restrictions on imported goods, and supervision of TikTok's integration with Tokopedia. Overall, the government's response indicates a shift from conventional e-commerce supervision toward the arrangement of a more controlled *social commerce* ecosystem as an effort to protect local MSMEs amid the development of the digital economy.

**Keywords:** TikTok Shop, social commerce, Indonesian government, MSMEs, public policy