

Systematic Literatur Review The Influence of Tiktok and Shopee Social Media Platforms on the Success of Online Business Ventures

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ABSTRAK

Social media is a digital platform that allows users to communicate, share information, and interact in real-time through text, images, video, and audio. These platforms have revolutionized the way people interact and consume information, making them a key tool in modern marketing. This research aims to analyze the influence of the social media platforms TikTok and Shopee on online business success through the Systematic Literature Review (SLR) method. In the digital era, social media has become a major marketing tool that allows businesses to increase visibility, interaction with customers and consumer loyalty. This research highlights the importance of competition and the use of special features on TikTok and Shopee in supporting online business growth. The SLR research method is carried out in three stages: planning, implementation, and reporting. Data was obtained from reputable journals in the 2019–2024 time period, using keywords related to social media and online business. The research results show that this platform plays an important role in consumer engagement, content marketing, increasing visibility, as well as the use of social media analytics. These factors contribute significantly to the success of an online business. It is hoped that these findings can provide practical insights for business people to optimize digital marketing strategies and increase competitiveness in the market.

Keywords: Social Media, Business Success, TikTok, Shopee, Systematic Literature Review.

INTRODUCTION

An information system is a framework of hardware, software, data, programs, and people that interact with each other to collect, store, manage, and disseminate necessary information within an organization. The main goals of information systems are to support decision making, improve operational efficiency, and provide users with accurate and relevant information. Through information systems, organizations can use information technology to process data effectively, improve collaboration between departments, and respond quickly to changes in the business environment. Apart from that, information systems also play an important role in supporting innovation and organizational development through the use of the latest data processing and analysis technology [1] Global development is full of vitality, and all aspects continue to show rapid progress in the field of life similar to today, known as the era. now or in recent times, has had many impacts on social changes that have occurred in society. The impact of technology has made it so dependent on its existence, especially after the advent of the internet, making it easier to obtain aggregated information. The emergence of various social media applications has brought opportunities for community fighting. Social media opportunities are not limited to product businesses. Service and tourism businesses are also starting to use social media as an attention-grabbing travel tool [2] Social media is a digital platform that allows users to create, share, and interact with content in real-time [3]. The platform includes multiple forms of communication such as text, images, video, and audio, allowing for more dynamic and personalized interactions than traditional media. Social media has revolutionized the way people communicate, interact and consume information, connecting individuals around the world in a matter of seconds. With advances in technology, social media continues to evolve and offer new features that facilitate richer and more interactive user experiences [4]

Instagram, which launched in 2010, focuses on sharing photos and videos with filter features that make it easy for users to edit their content. The platform has become a hub for visual storytelling, allowing users to express themselves creatively. Instagram Stories and IGTV add a new dimension to content sharing while shopping features make it easier for businesses to market products directly to consumers. Instagram's role in modern visual culture is enormous, becoming a key tool for personal branding and influencer marketing [5]

TikTok, which rose to popularity in the late 2010s, offers a fast and entertaining short video sharing platform. With advanced algorithms, TikTok displays content tailored to user preferences, creating a highly personalized experience. [6] The platform has changed the way people create and consume video content, with trends and challenges quickly spreading across the world. TikTok has become a space where creativity and virality meet, influencing popular culture trends and facilitating new internet phenomena every day [7]. With the wide distribution of data and the ease of accessing and processing it, this data can be used to deepen understanding or be used as a reference related to the aspect being researched. This era is known as the big data era, where data refers to a very large and growing collection of information, available in various formats, and has important value as long as the data source is clear and accurate. To analyze existing data, research methods or stages are needed that make it easier for researchers to review and review scientific articles so that they can be used for comparison or to produce new knowledge. One effective method for this purpose is a systematic literature review (SLR). The SLR process involves several steps, starting from formulating research questions, searching relevant literature, establishing inclusion and exclusion criteria, evaluating quality, and collecting and analyzing data. This method helps researchers identify, assess, and interpret all research that is relevant to a particular research question, making it possible to produce more structured and in-depth conclusions. Based on several studies above, this research was conducted to determine the influence of the social media platforms TikTok and Shopee on the success of online business people. This research uses the Systemic Literature Review (SLR) method to review research that has been conducted previously. It is hoped that this research can be used by business actors to find out what factors influence buyer

interest in supporting success in doing business on social media platforms using TikTok and Shopee.

METHOD STUDY

This research is a Systematic Literature Review which uses the literature review method to analyze, assess and identify all relevant findings to answer research questions (RQ), which will later become the basis for drawing conclusions from the results of the research conducted. This research also focuses on analyzing the significant differences between the features offered by TikTok, such as "For You Page", preference-based algorithms, and interactive promotional features, compared to Shopee features such as "Flash Sale" and "Cashback Vouchers". This focus allows for in-depth analysis of the effectiveness of each platform in supporting online business success. The stages or SLR process include several stages, including:

Research Stages

1. The first stage is planning, which is the initial process of preparing and selecting topics to be discussed or researched.
2. The second stage is implementation (Conducting), where at this stage the Systematic Literature Review (SLR) process is carried out after collecting a number of scientific articles that are appropriate to the research topic. These articles are then compared to draw conclusions and answer research questions (RQ).
3. The third stage is reporting, namely compiling a report on the results of the Systematic Literature Review. This report is expected to be able to provide answers to the questions asked in the Research Question (RQ).

Research Object

The object of this research focuses on the influence of the social media platforms TikTok and Shopee on online businesses. The aim of selecting this object is to understand the impact of these two platforms in supporting online businesses, especially for business people who previously sold traditionally in the market, and are now switching to using social media. It is hoped that business people can take advantage of available technology to develop their businesses. It is also hoped that these findings will provide considerations in implementing business through existing social media platforms.

In this research there are several points Research Question which is used as follows:

RQ1: What methods are used to analyze the influence of the social media platforms Tiktok and Shopee?

RQ2: Is there a significant difference in the effectiveness of using TikTok and Shopee in online business marketing strategies?

RQ3: How does utilizing special features on TikTok and Shopee affect the growth and sustainability of online business ventures?

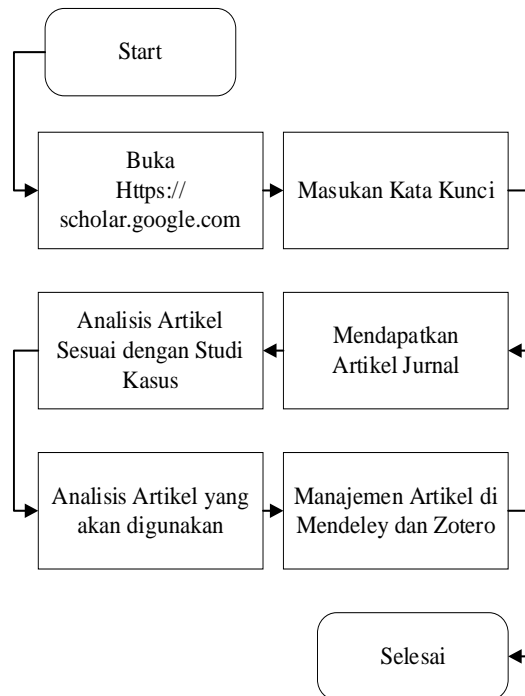
Search Process (search process) is an action taken to search for sources of information regarding the influence of social media platforms used in online business. The process of searching for scientific articles and supporting references is carried out through the following: Google Scholar

and other indexed journals. Searches use keywords such as "social media", "online business", "business success", and "digital marketing". In a Systematic Literature Review, it is important to establish criteria that serve to determine sources and data that can be used in research. Appropriate data sources must meet established criteria, as explained below:

- a. Articles published in the last 5 years (2019-2024).
- b. Google Scholar as a place to search for needed articles.
- c. Articles available in reputable journals or national and international conferences.
- d. Articles that specifically discuss the influence of social media on online business.

In the data collection process, researchers used Mendeley and Zotero tools as applications to integrate articles, so that the data was arranged more neatly and systematically. Every scientific article and research written certainly requires a framework or flow chart so that the research can be structured and proceed according to plan. The flow chart for this research can be seen as follows:

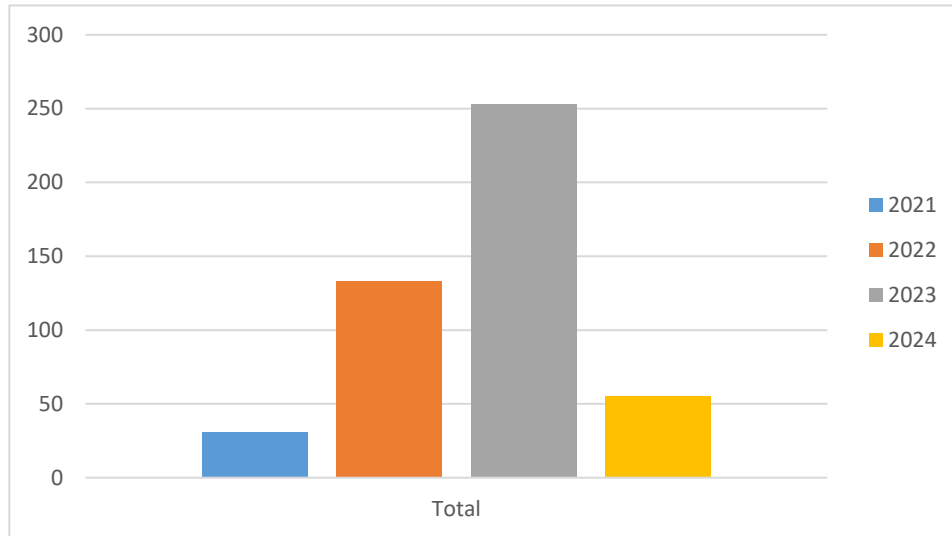
Picture. 1 SLR Flow Chart



RESULTS AND DISCUSSION

After carrying out the search process on Google Schola using Publish on Perish, then review the article titles that are relevant to the keywords used. Several journals were found that matched the keywords in the 2019-2024 time period. The results can be seen in the following diagram.

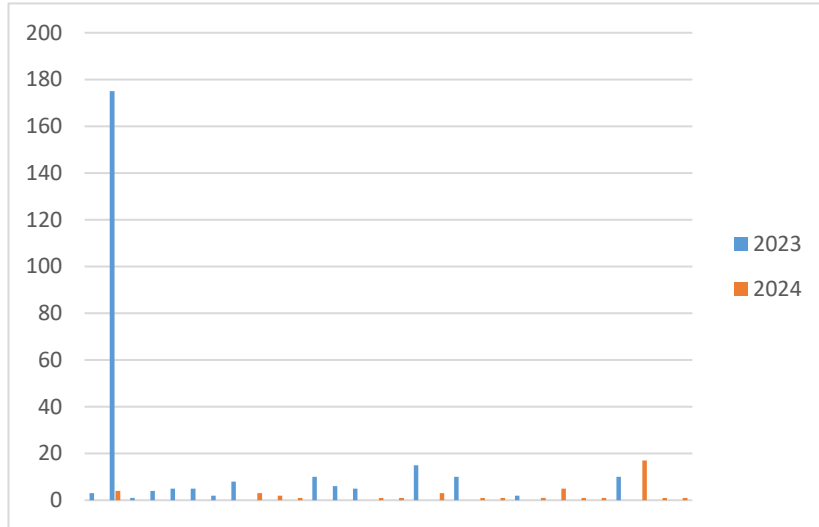
Figure 2. Graph of Publication Year



After data from relevant journals was collected, the analysis process continued by using the Covidence tool to filter relevant articles based on inclusion and exclusion criteria. This stage helps ensure that the data used truly supports the research objectives. In the data processing stage, a pivot table in Microsoft Excel was used to produce a visualization of the distribution of articles based on year of publication and publisher.

Data Publisher	Tahun Terbit		Total
	2021	2022	
academia.edu	1		1
books.google.com		3	3
Deepublish		48	48
ejournal.unitomo.ac.id		5	5
ejurnal.seminar-id.com		7	7
journal.hdgi.org		1	1
journal.unpar.ac.id		60	60
jurnal.lldikti4.or.id	31		31
ngarsa.uinkhas.ac.id		2	2
Total	32	126	158

Figure 3. Graph for Publication Year 2021-2022



The graphic data presented shows that in the 2021–2022 period, there was a significant spike in publications related to this topic compared to previous years. Of the 100 journal references analyzed, the majority of research published in that period highlighted the large influence of platforms such as TikTok and Shopee in influencing digital marketing strategies. This surge was caused by the increase in TikTok's popularity as an interactive short video-based platform as well as the strengthening of Shopee as a marketplace with attractive features such as Flash Sales and Cashback Vouchers. Research in 2021-2022 will not only address marketing effectiveness but also touch on innovative aspects such as social media analytics to understand consumer behavior and personalize user experience. This shows that researchers are starting to see social media as a strategic marketing tool capable of reaching a wide audience at relatively low costs.

Figure 4. Graph for Publication Year 2023-2024

Data Publisher	Tahun Terbit		Total
Row Labels	2023	2024	
academia.edu	3		3
books.google.com	175	4	179
digilib.unila.ac.id	1		1
ejournal.nusantaraglobal.ac.id	4		4
ejournal.unwaha.ac.id	5		5
ejournal.upnvj.ac.id	5		5
ejournal3.undip.ac.id	2		2
ejurnal.stie-trianandra.ac.id	8		8
ijc.ilearning.co		3	3
jayapanguspress.penerbit.org		2	2
jmas.unbari.ac.id		1	1
jos.unsoed.ac.id	10		10
journal.stekom.ac.id	6		6

journal.stieamkop.ac.id	5	5	
journal.ummat.ac.id		1	1
journal.umpr.ac.id		1	1
journal.unuha.ac.id	15		15
journal-laaroiba.com		3	3
jptam.org	10		10
jurnal.itscience.org		1	1
jurnal.stieganesha.ac.id		1	1
jurnal.sttw.ac.id	2		2
jurnal.universitaspurabangsa.ac.id		1	1
jurnalilmukomunikasi.uho.ac.id		5	5
jurnalisticomah.org		1	1
ojs.uajy.ac.id		1	1
ojs.unikom.ac.id	10		10
pdfs.semanticscholar.org		17	17
research.e-siber.org		1	1
sj.eastasouth-institute.com		1	1
Total	261	44	305

Research in 2023–2024, which shows significant developments in the quality and focus of research regarding the use of social media platforms for online business. The graphic data presented shows that research in this period was still stable but with a more structured and focused approach. After processing the pivot table data in Microsoft Excel, we then carried out data extraction where 97 data were entered into the convenience to look for data extraction and PRISMA as shown in Figure 3.

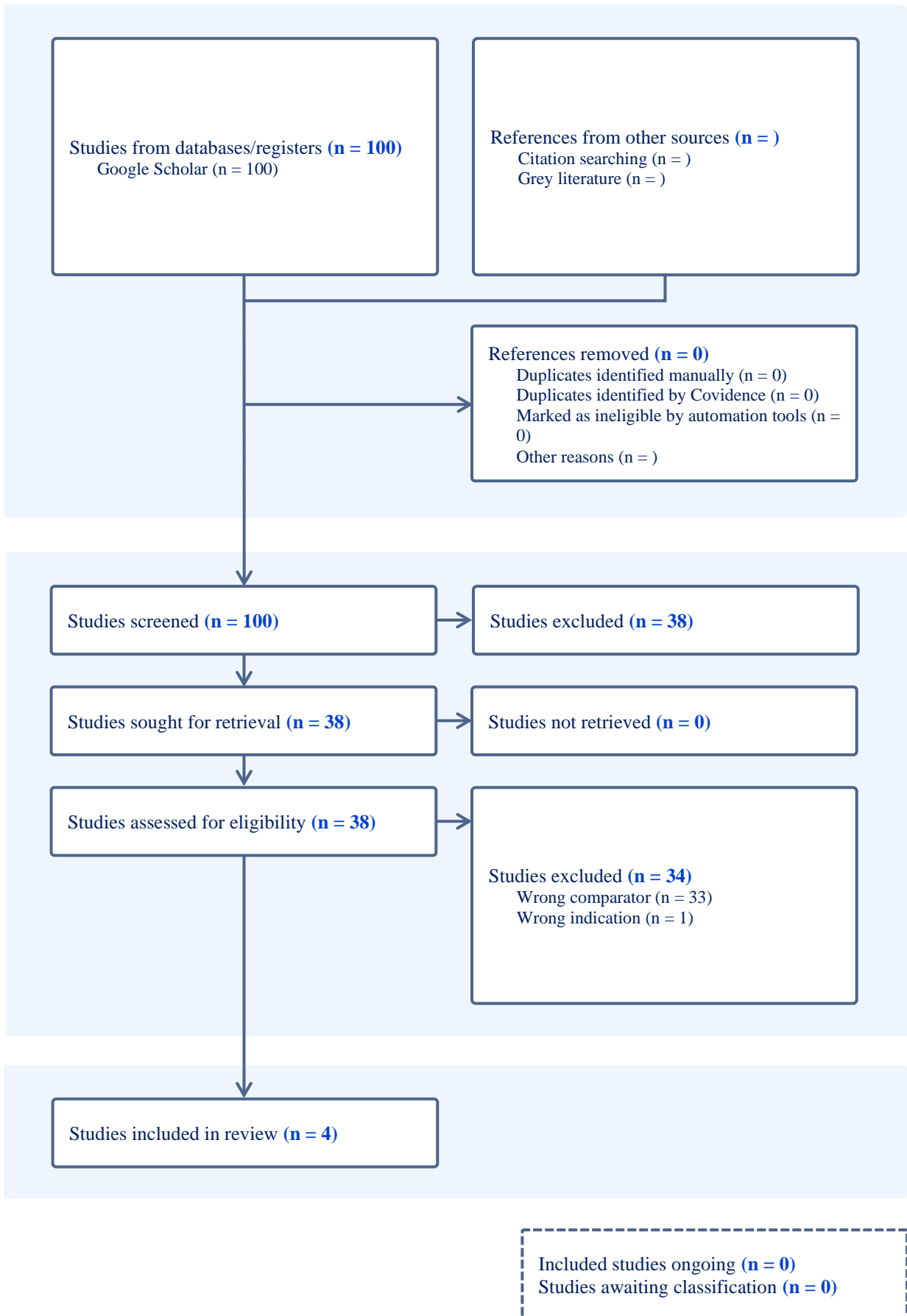


Figure 3 Prism of Convindence

From a total of 100 journals initially found through searches on Google Scholar and other databases, screening was carried out using the PRISMA tool which aims to ensure that the selected articles meet strict quality and relevance criteria. Through the stages in the PRISMA method, a total of 38 articles were used as the focus for the feasibility assessment, which were then further filtered into 4 journals that were considered the most relevant and could provide in-depth insight into the topics discussed in the Systematic Literature Review (SLR). These four journals were selected based on their suitability to the research objectives which focused on analyzing the use of TikTok and Shopee in digital marketing strategies and the success of online businesses which can be seen in table 1.

Table. 1 Journal Article Search Results

No	Name/Year	Title	Journal
1	Andrea Geissinger et all, 2023	Social media analytics for innovation management research: A systematic literature review and future research agenda	Journal of Science
2	Adriana Draganidis et all, 2024	Social media delivered mental health campaigns and public service announcements: A systematic literature review of public engagement and help-seeking behaviour	Journal of Science
3	Sara Alida Vilkmmer & Martin Meibner, 2024	The rise of social media gifting and paid memberships – A systematic literature review and future research agenda	Journal of Science
4	Dameria Esterlina Br Jabat et all, 2022	Utilization Platform E-Commerce Through the Marketplace as an Effort to Increase Sales	Journal of Economics, Business and Technology

These four journals represent studies that are relevant to the topic of online business and social media, and provide a clearer picture of how TikTok and Shopee influence business in the digital era. After sorting using PRISMA, this research succeeded in filtering out articles that were not only relevant but also had solid methodology and reliable findings to draw broader conclusions regarding the influence of social media in online business.

Table. 2 Method Mapping Results

No	Metode	Sumber
1	Method Systematic Literature Review (SLR)	Andrea Geissinger, Christofer Laurell, Christina Öberg, Christian Sandström (2023) Journal of Science
2	Method Systematic Literature Review that follows PRISMA guidelines	Adriana Draganidis, Anne Nilesni Fernando, Madeline L. West, Gemma Sharp. (2024) Journal of Science
3	Method Systematic Literature Review And bibliometric analysis	Sara Alida Volkmer and Martin Meißner, (2024) Journal of Science

The method used is Dameria Esterlina Br Jabat, Lennaria L. Tarigan, Megaria
 4 qualitative descriptive Purba, Mardaus Purba (2024) Skylandsea Professional
 Journal of Economics

After the research method mapping has been carried out, the research question (Research Question 1) can be answered using several methods, namely: Method Systematic Literature Review, Descriptive Qualitative,. Based on the analysis of journal sources, it is concluded that it is important to study, understand and analyze the development of the TikTok and Shopee social media platforms in business, not only for academic purposes but also for practical applications for the wider community in increasing success in online business using the Tikok and Shopee platforms . From the results of the analysis of the collected literature, several main factors were found that influence the success of online business through social media:

a. Interaction with Consumers

Studies show that social media platforms such as Facebook, Instagram, and Twitter play an important role in creating two-way interactions between businesses and consumers, which can strengthen customer loyalty and increase sales.

b. Content Marketing Relevant and interesting content on social media can increase consumer engagement and expand market reach.

c. A good content marketing strategy is one of the keys to success.

d. Increased Visibility

Social media provides a platform that allows small to medium businesses to compete with large companies at lower marketing costs. By optimizing the use of social media, businesses can significantly increase their visibility. and. Social Media Analytics The use of analytics tools on social media helps businesses understand consumer behavior, identify market trends, and adjust marketing strategies in real-time.

CONCLUSION

The conclusion of this research shows that the use of social media, especially TikTok and Shopee, has a significant positive impact on the success of online businesses. More personalized consumer interactions through the TikTok algorithm can increase user engagement, while Shopee features such as Flash Sales support customer loyalty and increase sales. With the right strategy, these two platforms are able to provide great opportunities for business people to expand markets and increase competitiveness in the digital era. This research provides a foundation for the development of more effective digital marketing strategies. Result of Systematic Literature Review This shows that social media has a significant influence on the success of online businesses. Further research is recommended to explore the potential synergy between these various social media and e-commerce platforms in influencing business success in various sectors and business scales.

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