

## **Temporary Prohibition of Tiktok Shops from a Pancasila Perspective**

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### **ABSTRACT**

*Pelarangan sementara Tiktok Shop oleh pemerintah bertujuan untuk menjaga kesenjangan pendapatan antara pedagang online dan pedagang offline agar tidak terjadi kesenjangan sosial. Penelitian ini merupakan penelitian Kualitatif dengan pendekatan Deskriptif. Data yang digunakan dalam penelitian ini merupakan data sekunder. Data yang didapatkan tersebut dinalisis dengan tahapan pengumpulan data, seleksi data, reduksi data, dan penarikan kesimpulan. Hasil penelitian menunjukkan 1). The ban on Tiktok shops by the Indonesian government is due to unhealthy competition because Tiktok shops are not pure e-commerce but are also social media, prices are unreasonable, large quantities of imported goods, and so on which only benefit a handful of parties. 2). The government's aim is to ban Tiktok shops so that demand and supply in offline shops remains stable and MSMEs, which are the heart of the Indonesian economy, do not die. 3). The prohibition carried out by the government is in line with the fifth principle of Pancasila values, specifically emphasizing justice and equal distribution of income for offline traders and MSMEs.*

**Keywords:** *Temporary Prohibiton, Tiktok Shop, Pancasila Perspektif*

### **INTRODUCTION**

Laudon and Laudon (Laudon, 1998) define electronic commerce as: "The process of buying and selling goods electronically by consumers and from company to company through computerized business transactions". From the definition above, there are three main points in electronic commerce, namely first, the process of both selling and purchasing electronically. Second, there are consumers or companies. Lastly, the use of online computer networks to carry out business transactions. Air pollution or also known as air pollution is a condition where there is one or more physical, chemical or biological substances in the air (atmosphere) whose amounts are at a dangerous point. In this case, air pollution can have an impact on the health of humans, plants and animals. Apart from that, air pollution also causes other dangerous impacts, because it

can damage property and also disturb the aesthetics and comfort of the environment. Air pollution is one type of environmental pollution, alongside noise pollution, water pollution, light pollution and land pollution (Achjari, 2000).

Companies use e-commerce on various levels. There are those who only use e-mail for certain areas, for example: it only applies to the sales section. But there are also those who use web pages to display company profiles and products. Some companies even use e-commerce in an integrated manner for all transactions, be it ordering, payment to product delivery (Celestino, 1999). This can all be done, especially in selling software that can be sent electronically via the internet network.

The definition of e-commerce according to Adi (Nugroho, 2006), e-commerce (electronic commerce) is a way to sell and buy goods and services via the internet network. Meanwhile, according to (Rahmati, 2009), ecommerce is an abbreviation of Electronic Commerce, which means a marketing system using or using electronic media. E-commerce includes distribution, sales, purchasing, marketing and service of a product carried out in an electronic system such as the internet or other forms of computer networks. E-commerce is not a service or a good, but is a combination of services and goods (Rehatalanit, 2021). E-commerce and related activities via the internet can be a driving force for improving the domestic economy through liberalizing domestic services and accelerating integration with global production activities. Because e-commerce will integrate domestic trade with world trade, various forms of discussion or negotiation will not only be limited to aspects of world trade, but also domestic policies regarding supervision in a country, especially in the fields of telecommunications, financial services, and shipping and distribution (Achjari, 2000).

Recently, there have been a number of e-commerce developments in Indonesia such as Shopee, Lazada, Tokopedia, Bukalapak, and what has become a hot topic of discussion recently is Tiktok shop. Tiktok Shop is a new feature of the Tiktok social media which facilitates users to sell or buy a product where the product can be advertised directly on the Tiktok account. This feature can be known as an online shop. With its multi-functional position as social media and e-commerce, Tiktok Shop is growing rapidly and has the potential to leave other e-commerce behind. According to Momentum Works, in 2022 TikTok Shop will control 4.4% of the total e-commerce market share in Southeast Asia. Then they projected that its share could increase to 13.2% in 2023. Momentum Works also believes that TikTok Shop could be a threat to the main e-commerce players in this region, such as Shopee, Lazada and Tokopedia. In such a short time, Tiktok Shop's market share is able to compete with e-commerce that has been around for a long time. Apart from that, Tiktok Shop has a number of advantages compared to a number of other e-commerce such as live video and live broadcast features, massive injection of funds from TikTok, much cheaper imported

goods and so on. This rapid development certainly has a number of drawbacks, including the weakening of buyers in traditional markets, the weakening of MSMEs and grocery traders(Annur, 2023).

Because of this, the government imposed a temporary closure and ban on Tiktok Shop so that it can adapt its business to other e-commerce such as separating social media type applications from e-commerce, aligning with Indonesian regulations, limiting imported goods, adjusting prices, and so on. can compete healthily like other e-commerce. This research aims to analyze this temporary prohibition from a Pancasila perspective, especially the 5th principle of Pancasila.

## **RESEARCH METHOD**

The temporary ban on TikTok shops is a good issue to research using qualitative methods with a descriptive approach that discusses a number of issues one by one and describes them in as much detail as possible(Sugiyono, 2019). The data used in this research is secondary data obtained from books, scientific articles, trusted websites, trusted data collections, and so on which can be trusted to be used as research material(Jonathan Sarwono, 2016). The data used in this research was analyzed using the stages of data collection, data selection, data reduction, and drawing conclusions(Lexy J. Moleong, 2018).

## **RESULT AND DISCUSSION**

### **Temporary Prohibition of Tiktok Shop By Government of Indonesia**

Laudon and Laudon (Laudon, 1998) define electronic commerce as: "The process of buying and selling goods electronically by consumers and from company to company through computerized business transactions". From the definition above, there are three main points in electronic commerce, namely first, the process of both selling and purchasing electronically. Second, there are consumers or companies. Lastly, the use of online computer networks to carry out business transactions. Air pollution or also known as air pollution is a condition where there is one or more physical, chemical or biological substances in the air (atmosphere) whose amounts are at a dangerous point. In this case, air pollution can have an impact on the health of humans, plants and animals. Apart from that, air pollution also causes other dangerous impacts, because it can damage property and also disturb the aesthetics and comfort of the environment. Air pollution is one type of environmental pollution, alongside noise pollution, water pollution, light pollution and land pollution (Achjari, 2000).

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## **Pancasila Perspective on Temporary Prohibition of Tiktok Shop**

Indonesia is a developed country and has quite good human resources, and is encouraged by adequate education and professional teaching staff. With proper education, it is hoped that it will be able to change the mindset, behavior and personal qualities of the younger generation for the better. This will certainly have a positive impact on the future of the nation and 131 Indonesian society. To support all the aspects above, the world of education remains based on Pancasila which is the basis of the Indonesian state and has very important noble values. In Pancasila education, the subject of Civic Education is also included, which is an elaboration of the five precepts accompanied by the values contained in each precept(Lestari et al., 2021).

The values contained in Pancasila include the first principle of Belief in One Almighty God, the second principle of just and civilized humanity, the third principle of Indonesian Unity, the fourth principle of Democracy which is led by wisdom in representative deliberations, and the fifth principle of social justice for all Indonesian people. According to (Regiani & Dewi, 2021), he explained that the fifth principle is related to equal prosperity for all people, all wealth and some are used for collective happiness and protecting the weak. In this study, the focus is on the fifth principle, namely social justice for all Indonesian people in learning. The values contained in Pancasila are important in life, especially in Indonesia, these values are used as a guide for Indonesian society in acting, don't forget that in learning activities it must be related to the values of justice in the school environment, this is the reason for researchers to take the fifth principle as one of the guidelines for being fair in learning activities. The aim of temporarily banning TikTok shops is to go hand in hand with the values contained in the fifth principle which is closely related to justice and income distribution, which will have a positive impact on the future of the nation. By banning TikTok shops, the government is optimistic that food shops, MSMEs, other e-commerce and so on will be more stable and produce healthy competition. The Indonesian government hopes that Tiktok Sshop can continue to exist, but it must be accompanied by more comprehensive regulations so as not to give rise to unhealthy competition like before which will harm other parties(Aminullah, 2016).

## **CONCLUSION**

Based on the results of the presentation above, the following points can be concluded:

1. The ban on Tiktok shops by the Indonesian government is due to unhealthy competition because Tiktok shops are not pure e-commerce but are also social media, prices are unreasonable, large quantities of imported goods, and so on which only benefit a handful of parties.

2. The government's aim is to ban Tiktok shops so that demand and supply in offline shops remains stable and MSMEs, which are the heart of the Indonesian economy, do not die.

3. The prohibition carried out by the government is in line with the fifth principle of Pancasila values, specifically emphasizing justice and equal distribution of income for offline traders and MSMEs.

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