

USERS OPINION MINING OF TIKTOK SHOP SOCIAL MEDIA COMMERCE TO FIND BUSINESS OPPORTUNITIES FOR SMALL BUSINESSES

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ABSTRACT

Social media commerce rapidly grew during the world-changing of covid 19. The long duration of using social media provokes users to make purchases online through social media. TikTok - the most popular social media downloaded - provides their user a social media commerce experience, namely TikTokShop. The TikTok shop opened the window of opportunity for small business growth. Small business owners could maximize the potential use of TikTok shops by understanding more about TikTokShop. This research is concern to analyze the strengths and weaknesses of TikTok shop as a social media commerce platform by applying data mining. Opinion data is collected from Twitter and processed using the Naïve Bayes algorithm to test the sentiment of TikTok shop users. These positive and negative opinions are then classified and transformed with a SWOT analysis to find out the strengths and weaknesses of Tiktok Shop. This research contributes to analyzing the strengths and weaknesses of the social media commerce platform Tiktok Shop as a reference for users and platform developers. Users can see and position themselves using the platform to get optimal benefits. For platform developers, the results of this research contribute to providing insights for maximizing the features that meet the user's expectations.

Keywords: *Data Mining, Tiktok Shop, Sentiment Analysis, Social Media Commerce*

1. INTRODUCTION

Technological advances and digital changes are very revolutionary today. There have been many changes in various aspects of the business. During the long pandemic (covid 19), digital has become a significant foundation for business continuity and development. There are many things that entrepreneurs and prospective entrepreneurs need to understand, especially in utilizing digital data. Much data in the digital world can be used to develop a business and find business opportunities. When a brand launches a new product or wants to make product development, opinions from the public or potential customers are very important. The current development of social media platforms makes it easy to learn behavioral patterns and market perspectives on products. We can collect public feedback on a product, brand, or event through social media. Social media, in the digital era, is a place for people to express their feelings about various things. They ranged from general

things to those that touched the personal realm. This is certainly an opportunity for businesses or entrepreneurs to understand trends, hear consumers' voices, and know what they think and expect from a product. Social media analytics is a potential tool for mining the public's or customers' opinions. Social media enables open digital communication through tools, techniques, and technologies on the internet platform. In order to analyze the social media data, analysis is applied by collecting and extracting existing data, then formulating it in certain patterns to make a prediction[1].

One of the business phenomena that wants to be investigated in this research is the new existence of TikTok Shop. TikTok is the social media app that has become the most downloaded social media platform. The popularity of the platforms incredibly increased since the pandemic of covid19 widely spread out in 2020. People have to stay home and make social distancing. The condition made people look for new activities to keep them mentally

healthy. As a social media platform that is easy to use and allows making an organic engagement, TikTok became popular during that time. In line with the popularity of the TikTok platform. The most popular social media platform TikTok has added an e-commerce function in their app, well known as TikTokShop.

TikTokShop has the uniqueness that comes from the unique characteristics of the TikTok platform itself. TikTokShop is an online shopping platform that combines social media experiences and e-commerce. They provide new lifestyle shopping. TikTokShop is a revolutionary new shopping service that enables merchants, brands, and creators to promote and sell things directly on TikTok apps. Sale activity is available via in-feed videos, live streaming, and a product showcase tab. The user experience and interaction given to their use are completely innovative. The innovation and the differences that TikTok brought to their users is the new model that is beneficial for small business users. This paper's purpose is to analyze the TikTok shop from the user's perspective to see the opinion towards the existence of the Tiktok Shop. This research explores the Strength and weaknesses of this platform through the user perspective in a frame of Indonesian cultural background. The primary objective of this paper is to contribute sentiment analysis work in business fields to look for business opportunities for small entrepreneurs. Opinion data was collected from social media Twitter. This paper organizes as follows: section 2 explains the related work on the analysis of TikTok Shop. Section 3 consists of an explanation of the TikTokShop sentiment analysis process. Section 4 consists of the result of the analysis. And section 5 describes the conclusion and the implementation of the result for the business fields

2. RELATED WORK

2.1 Social Media Commerce

The rapid growth of e-commerce shows the need and opportunity of today's customers. Especially from 2020 until now, e-commerce has had the maximum growth. This trend is supported by the covid situation that changes people's shopping behavior and preference. Based on the data of Statista (update by Jun 2022), shows the growth of e-commerce revenue. The data confirms the significant growth that happened from 2020 to 2022. The COVID-19 pandemic influences customer decision-making, online shopping behavior, and motivations for online shopping[2]. E-commerce is growing very rapidly during the

COVID-19 pandemic. Rapid growth takes a lot of effort for small businesses, especially in maintaining their online store and other supporting content. Many of them are unfamiliar with the online platform. For many small business owners who are unfamiliar with online, social media is becoming an option for them to sell their products. Social media have various benefits, such as improved communication with other people, good marketing tools, and the right platform for collaboration and knowledge sharing[3]

Social media as commerce started popular several years ago. Social media commerce was first introduced by Yahoo in 2005 and adopted formally by flower com at 2009 when it made its first online store on Facebook[4]. In social commerce, social media plays significant roles in commercial activities such as buying and selling activities, reviewing and buying advice from trusted people, and online collaboration for many brands, sellers, and potential buyers. Social media e-commerce users use their social media to generate information and share it with other users as much as they can, such as prices, product quality, seller reputation, and customer services[5].

Social media commerce's specific uniqueness and characteristics are in communication and interaction, building a strong engagement environment[6]. Social media commerce let their customers to share their experience and feeling about product widely. User could share the experience, not only in the buyer community but also for other that doesn't have any intention to buy. Social media commerce allows potential buyers to easily find the recommendation, feedback, and another review about the target product. Through search navigation, users easily compare the price and find the best prices. Social media commerce allowed interaction to be built openly. The interaction occurs between customers, businesses, brands, sellers, and the public. This makes some information, such as good or bad reviews, quick to spread out and hard to block. Nowadays, social media opens up opportunities for small businesses to increase business popularity, brand awareness, sales, promotion, and social interaction[5]. Social media can build trust and influence customers' intention to buy.

2.2 TikTok And TikTok Shop

TikTok platforms become were founded by Zhang Yiming in 2016, namely as musical.ly. The platform was acquired by Beijing Bytedance

Technology in 2017 and renamed TikTok. The fast growth of TikTok happened globally in 2019 when people around the world faced covid-19 pandemic. TikTok provides a place for people to creatively create videos shared and live shared with many tools to help creators easier in building content. The platform gives an endless user experience with its infinite scrolling model, likes, and "For Your Page" futures[7]. TikTok, as social media, gives many experiences and benefits to its users. At the first stage of the platforms, TikTok identified with the dances. The most popular human activity on the platform is dancing[8]. Almost all the activities and video sharing are related to dance activities. Recently, the content and image of the platform have varied greatly without eliminating the fun.

The big user communities in TikTok draw brand attention to this platform. TikTok has unique values that combine many of the essential functions of other social media apps. The most competitive advantage provided by TikTok is its user-friendly features. The reason for TikTok popularity is several things, such as the algorithm technology, the effectiveness of marketing strategy, and the match of user needs [9], [10]. Many brands recently have official TikTok accounts, from small to big and famous brands. The apps facilitate using TikTok for business with new features, namely TikTok shop. TikTok has serious intentions and fully supports its new product line. They fully support the TikTok shop by giving many discount vouchers to users. Not only for buyers. TikTok also fully supports sellers with many benefits, such as video promotion, live selling, and many more. The results of previous studies state that social media platforms such as Tiktok have a large influence in shaping patterns of social media behavior[11]. Tiktok is the most addictive social media and is also supported by a sophisticated algorithm [12]. The presence of the TikTok apps and their algorithm triggers a new social media-addicted behavior. The users tend to be driven to be distorted and tend to influence individual behavior. In terms of shopping behavior, research shows that there is a tendency for TikTok users to be influenced to spend more[13].

In line with the explanation above, this research analyzes the TikTok shop from the customers' perspective. This research tries to see how the opinion of users in Indonesia tends towards the existence of the Tiktok platform, especially the Tiktok Shop. This study uses user sentiment analysis to see small business opportunities for small entrepreneurs. The results of this study are

expected to provide an overview for small business owners regarding the opportunities and challenges of using the Tiktok shop as a social media platform

3. METHOD

This research analyzes TikTok shop as one of the social media commerce that is growing fast, especially in Indonesia. The research focuses on analyzing the TikTok shop from the customers' perspective. This study uses data sources from Twitter to collect public opinion about TikTok Shop. The opinions collected are related to the shopping experience or emotions related to TikTok shop platform. About 1.186 twitter data is collected using keywords relevant to the TikTok shop. This Twitter data retrieval has limitations related to API access provided by the developer. This paper uses the Naive Bayes machine learning algorithm using Rapidminer.

To be able to provide solutions to business problems and their implementation, this research applies the CRISP-DM standard process. The research flow of this study is as below:

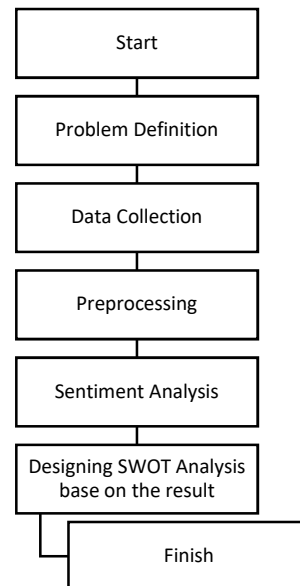


Figure 1: Research Flow Chart

This research's problem is to analyze the opportunity of TikTokShop for small businesses. for this need, the data collection was collected through Twitter mining using Rapidminer. Before the data is used in the sentiment analysis process, the data goes through several preprocessing stages.

Using Naïve Bayes sentiment analysis, the collective response process proceeded for SWOT analysis. SWOT Analysis is built based on the user perspective and how this platform could give opportunities for small businesses. The result of this analysis can be implemented for small business growth as the user of the apps. SWOT analysis uses to identify the future possibility for small businesses. SWOT analysis is a simple analytical method that can provide a realistic business picture to see the actual future and the competitiveness of the business. This study uses Data mining and SWOT analysis to clarify how the TikTok shop's Strengths and weaknesses can be matched with the TikTok shop's opportunities and threats.

4. RESULT

Data collection in the form of Twitter opinion collection is done using the Twitter API, which is provided free of charge. The results in limited data that can be retrieved. The data that can be collected related to the keyword "TikTok shop" is 1186. Following the purpose of this study, to collect opinions that can be used for small businesses in Indonesia, the data taken is Indonesian language twitter data. The select attributes operator was performed to crawl text only on Twitter.



Figure 2: Crawling Data Processing on Rapidminer

The next stage is preprocessing the data, where at this stage, the data obtained is cleaned first and prepared. Data cleaning is a very important step in Rapidminer to obtain accurate results. There are quite long steps in the process of cleaning the data. The data pulled from Twitter is unstructured data. There are many words that we do not need in processing. We need to clean these words that we don't need so they don't interfere with the process. Words that need to be cleaned include RT (retweet), hashtags, mentions, embedded links, and emoticons or symbols. In the cleaning step using Rapidminer, several operators are applied at this step. The operators used are the replace and trim operators. Replace operators are used to cleaning tweet data from RT words, hashtags, URLs at the beginning/middle of sentences, URLs at the end of sentences, mentions, and symbols. A Trim operator is applied to remove unnecessary whitespace.

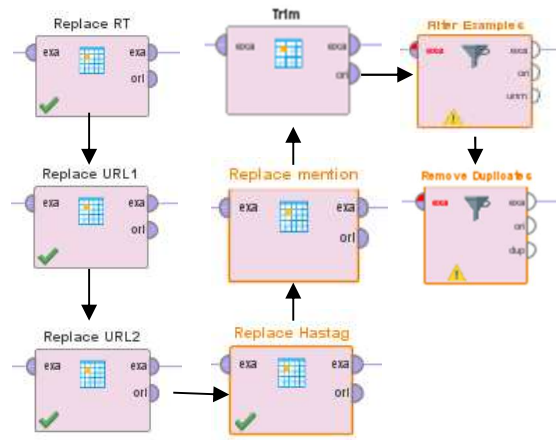


Figure 3: The Preprocessing Data Operators in Rapidminer

Besides using replace operator, the data preprocessing implement a filter example to handle missing values. Meanwhile, The remove duplicated operator is used to remove duplicate tweets. The next step in processing data is performing sentiment analysis with Naive Bayes. The training data must first be carried out, and the data used in the training data must be labeled first. In conducting sentiment analysis, the researcher's subjectivity becomes one of the considerations in determining whether a tweet contains a negative or positive meaning. In this case, tweets classified in the positive category represent a sense of satisfaction, a sense of wanting to use, loyalty, liking, preferring the TikTok shop platform over other social commerce, and invitations to use. While tweets that are classified as negative are tweets that represent disappointment, the desire to stop using, curses, complaints, and compare negatively with other social commerce.

Table 1: sample of sentiment labeled

Tweet	sentiment
The "orange" shop is stingy. Switch to TikTok shop because it's free shipping	positif
Lifetime shopping on TikTok shop	positif
Not interested in shopping at the TikTok shop, the delivery is long	negative

After the training data is done, the next step is to perform sentiment analysis on the data using the Naive Bayes algorithm. The processing results with Naive Bayes show an accuracy rate of 100% with a positive class distribution of 0.821 and a negative class distribution of 0.179.

Table 2. Simple Distribution of Naïve bayes

Simple distribution	
Class positif	0.821
Class negatif	0.179

The sentiment distribution shows that there are more positive opinions regarding the use of TikTokshop, which is 0.821.

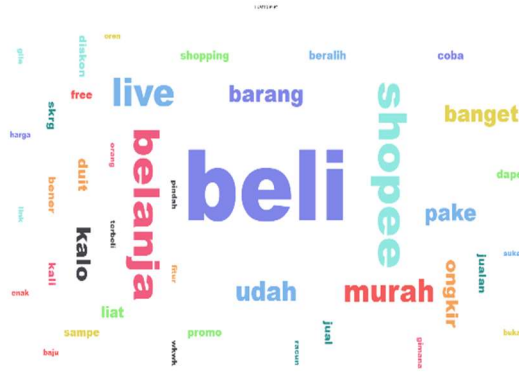


Figure 4: Word Cloud of Sentiment Keywords

For mapping the sentiment analysis result into a swot matrix, it is necessary to map the keywords that often appear in tweets. The results of keyword mapping are visualized using word cloud in the following image in figure 4.

Keywords that emerge from the analysis results need to be explained first so that the meaning can be drawn. A word can have different meanings. In order to clarify the meaning, the context of the sentence in opinion is analyzed again. The results of the analysis and review are detailed in the following table.

Table 3: Keywords Description

Word	Description
Beli (buy)	Related to buying activity on TikTokshop
Shopee (name shopping app)	Related to switching action of the user from Shopee to TikTokshop
Belanja (shopping)	Related to shopping activity on TikTokshop
Live	Related to live feature and the activity on TikTok shop
Murah (cheap)	Related to the feedback of users who bought the product from TikTokshop
Udah (done)	Related to user activity that was already using TikTok shop
Banget (so much)	Related to the user feeling about the TikTok shop
Barang (goods)	Related to shopping object
Pake (using)	Related to user activity in using TikTok shop
Kalo (if)	Related to user expectations of several conditions

Ongkir (delivery fee)	Related to user feedback about the delivery fee on TikTok shop
Duit (money)	Related to user activity in spending money on TikTokshop
Liat (watching)	Related to user activity joining live on TikTokshop
free	Related to the promotion activity of TikTok shop that gives a free delivery fee for users
Jualan , jual (sale)	Related to user knowledge about products for sale on TikTok
Bener (right)	related to agreeing with other users' opinions about TikTokshop
Promo	Related to the promotion activity of TikTok shop that gives a discount to users
Sampe (arrived)	Related to delivery product duration
Skrng= Sekarang (today)	Related to the current situation that users prefer to use TikTokshop
Beralih (move to)	Related to the activity that users prefer to use TikTok shop
Diskon	Related to the promotion activity of TikTok shop that gives a discount to users
Shopping	Related to shopping activity on TikTokshop
Coba (Tried)	Related to the activity of a user using TikTok shop
Dapat (get)	Related to user activity related with getting discounts, getting a free delivery fee, getting desired product
Fitur (feature)	Related with TikTokshop live fitur
Pindah (moved to)	Related to the activity that users prefer to use TikTokshop
Suka (like)	Related with preferensi of using TikTokshop
Baju (shirt)	Related to shopping object
Buka (open)	Related to user activity in open TikTok shop on apps
Enak (good)	Related to user feedback of TikTokshop
Gimana (How)	Related to user feelings that express their impressiveness
Racun (poison)	Related to the term used to express something that is too excessive, addictive
Terbeli (bought)	Related to buying activity
Gila (crazy)	Related to the term used to express something that is too excessive, addictive
Harga (price)	Related to goods prices on TikTok shop
“Oren”	Related to switching action of the user from Shopee to TikTokshop

The SWOT analysis for the TikTok shop for this study, following the rule of the analysis, identified internal and external factors from the user's point of view. The keyword results that appear will be used to map the strengths and weaknesses of the TikTok shop, using SWOT analysis as shown in table 4.

A. Strength analysis

TikTok shops bring a new shopping experience for their user by selling products. TikTok shop is a new feature provided by TikTok. TikTok users can carry out buying and selling / e-commerce activities without leaving the TikTok application. This e-commerce feature is supported by other features

belonging to TikTok. TikTok offers video features with a duration of 15 seconds to 3 minutes, which is equipped with various filters and music. For the TikTok shop itself, sellers can take advantage of the sales feature through video feeds, promote videos, and direct sales with the live feature. One of the advantages of the TikTok platform itself that makes TikTok popular in various circles, not just Generation Z, is the convenience for its users. Recently, TikTok is not only become popular among Generation Z; there are more senior generations who are the population of TikTok users, especially in Indonesia. In Indonesia, TikTok users come from many circles, from children to the elderly. In Indonesia, TikTok users come from many circles, from children to the elderly. One of the attractions of TikTok is its convenience. Everyone can become a content creator easily. No special skills are needed for users to do video editing. The TikTok feature also allows users to react to each other's video content or even recreate and lip-sync.

Even though the content creation features have been provided in full, sometimes content ideas are still difficult to find. In response to this, TikTok provides a communication and insight forum for small businesses. TikTok provides video inspiration and education about creating quality content. TikTok has a special program to support small businesses, namely the small business resource center. This resource can be accessed on the special TikTok website for business, namely TikTok for business. On this page, there are various inspirations, tips, and trends that small business owners can learn to support the creation of content that can reach their potential consumers.

The convenience that is the main attraction provided by the TikTok shop is the existence of a complete payment system. The payments offered by TikTok range from payments via electronic and manual payments. Electronic payments are facilitated through bank transfers, e-banking, credit cards, and e-wallet. Manual payments can be made by visiting mini market outlets or COD (Cash on Delivery).

TikTok shop in Indonesia, based on direct observations made by researchers, focuses its sales activities on live shopping. This live feature enhances seller and buyer interaction. Through live sales, buyers can immediately see the product they are going to buy, ask for a full description, and also see a product demo. In Indonesia, most stores maximize their sales on live streaming. Although buyers can visit shop windows at any time, many sellers do not display all the products they sell in their shop windows. It seems that this is indeed the difference that TikTok carries. Buying and selling activities are directed and focused on live sales, where TikTok itself provides various discount vouchers that can be used for live purchases.

TikTok shop provides a live notification feature that can be activated or deactivated by prospective buyers who have become followers of a shop account. The feature helps shop owners when doing live streaming. Every follower will get a notification to increase the possibility of a sale. Live streaming is equipped with various features such as features, shares, and gifts. The like feature allows live visitors to give lots of likes. This number of likes helps to increase the likelihood that their live streaming will appear on other users' homepages.

Internal Factors	
Strength (+)	Weaknesses (-)
1.Price related to cheap 2.features live on TikTok shop 3.free delivery fee and discount 4.user friendly	1.Product beautification 2.No option for delivery courier services- slow in delivery
External Factors	
Opportunities (+)	Threats (-)
Switching shopping habits	1.Requirement for seller 2.Less/no live viewers because of limited liked and limited interested

Table 4: SWOT Analysis

TikTok allows for a more intense and close relationship between sellers and buyers. In accordance with the characteristics of TikTok, namely, users can interact with each other through videos, comment fields, and live chat, as well as for interaction in selling. Small businesses can make videos about their products; when the video that is made passes on the homepage of potential consumers (according to consumer interest), then potential consumers who are interested in the products offered can directly click on the link in the form of a shopping cart on the video to make a purchase

TikTok seems to realize that building content is not easy, especially for those who are not used to it.

The share feature helps sellers to directly share information about the live streaming that is being done. Sellers can also ask their audience for help in sharing their live information with their circle. The gifting feature provides additional benefits to shop owners. Viewers who feel empathetic to the seller can send gifts as stickers. These stickers have a denomination that can be converted into a rupiah.

TikTok recently launched an affiliate program. This program helps do business for the small business side. This program allows sellers to find and connect their products with several content creators of their choice. Then a commission system is applied when the product is sold. As a popular social media app, TikTok has a special algorithm which seems to be one of the advantages of this platform. This algorithm is also an advantage in TikTok shops. The TikTok algorithm allows video content to be sent to the user's homepage according to the user's interest. The video system that appears on the homepage is referred to as FYP (for your page). This algorithm helps sellers promote their product video content to the right target. The things that have been reviewed above are the advantages that become the Strength of the TikTok shop that is useful for small business owners. Looking at the Strength of this TikTok shop, TikTok builds an environment that supports small businesses to grow.

From keyword mapping, it is known that price is a significant factor. Keywords related to price, cheap, and discount show that price is a matter for the user to consider. Users use the TikTokShop to shop because of the image that the prices offered by-products on the TikTok platform tend to be cheap. The low price of products on the TikTok platform is inseparable from the discounts that TikTok provides. TikTok distributes lots of discount vouchers for users who shop through live shopping. In addition to the prices and discounts that TikTokShop often shares, the main attraction is the free delivery that is provided. Some users compare the free delivery provided by TikTok with other stores which are often referred to as orange shops. This orange shop refers to the marketplace with an orange look, namely Shopee

B. Weakness analysis

TikTok shop, which adapts various features and characters of the TikTok application, has a different commerce format from other e-commerce or social media commerce platforms. TikTok shop does not display a list of products or shops. This causes no

division of store or product categories. But TikTok shop provides a product search feature that integrates with the TikTok search feature

TikTok has features that make it easy for users to create video content easily. These existing features support the video display to be beautiful and beautiful. This also affects the products sold. When the seller displays his product on a live streaming video, the beautification feature on TikTok or the default on the seller's gadget can display the product differ from the original. The products displayed become more beautiful and look more attractive. For sellers or business owners, this can increase buyers' expectations for the products offered. Buyers can be disappointed when the product they receive is not as beautiful as it is displayed live.

Until now, TikTok Shop does not provide delivery courier options. TikTok only works with one partner for delivery. This courier company handles shipping throughout Indonesia. The weakness occurs when at certain times, such as Eid al-Fitr. Eid al-Fitr is the biggest celebration in Indonesia. At this moment, everyone is hectic shopping for various kinds of needs, so transactions soared sharply. At that time, there was a delay in delivery to certain areas, which was enough to make the seller get various complaints from buyers.

C. Opportunity analysis

As the most download app from 2019 to 2022, TikTok provides a large number of users as potential customers. In Indonesia, TikTok ranks first among the most downloaded applications. This reality allows small businesses to use the TikTok platform to promote and sell their products. The data show that the demographic of TikTok users varies. The various types of potential customers available on TikTok. Supported by the algorithm from TikTok, enabling shops or small businesses to reach potential customers who have the match interests.

The Indonesian people's shopping habits and consumptive shopping behavior also open up opportunities for TikTok shops and small business people. TikTok, through its FYP feature, presents products or product live-streaming promotions that suit users' interests. This often makes people who were originally not interested in buying make a purchase. Plus, the existence of a competitive culture in shopping. It seems that TikTok has learned the culture of its app users, especially in

Indonesia. People are encouraged to shop when a handful of people seize the goods they are interested in. Through live streaming and goods that seem to be limited, making people are more consumptive in shopping. For business owners, this certainly creates better opportunities for their businesses. Indonesian shopping habits become opportunities for more outstanding sales transactions

D. Threats analysis

Selling on a TikTok shop is certainly not free from risks or threats. Things that can be a risk for sellers include the openness of social media platforms. Buyers have the flexibility to compare prices. Thus, the seller cannot freely determine the price. The price offered must be competitive to attract buyers. Another threat that often occurs is ghosting buyers. A ghosting buyer is a buyer who has placed an order but refuses to make a payment. This happens in the COD payment system. There are so many sellers who often get returns from the products they have sent. Many shoppers are driven by the desire to shop for various reasons, such as insufficient purchasing ability and feeling they don't really need it; then, when the courier delivers the goods, they refuse them. This is certainly very detrimental for business owners. The losses that arise include packaging costs, time, and the opportunity to sell the product to serious buyers. From the results of opinion mining, small business owners know that there are a number of requirements that need to be met by the seller. This requirement is also a negative opinion, where the user (seller) finds it difficult due to the requirement.

Another threat that business owners need to think about when using a TikTok shop is the lack of live audiences. The lack of live audiences has a massive impact on sales. The effects themselves are cyclical. The seller will get no likes if there are no viewers or low viewers. While the likes itself is one of the tools that is used to increase the possibility of live streaming appearing on the FYP homepage to attract people's interest to watch. In addition, sales boosted by TikTok Shop is a sales feature via live streaming. Selling via live events has risks for the seller, which is sometimes difficult to get viewers. Like selling conventionally, it seems that this is also what happened to the virtual stall on TikTokShop. It's not always an interesting shop to watch, so the lack of an audience can be a threat that business owners need to pay attention to.

5. CONCLUSION

This paper's purpose is to analyze the TikTok shop from the user's perspective to see how the opinion towards the existence of the Tiktok Shop. This research explores the Strength and weaknesses of this platform through the user perspective in a frame of Indonesian cultural background. The primary objective of this paper is to contribute sentiment analysis work in business fields to look for business opportunities for small entrepreneurs.

Data collected form of Twitter using the Twitter API. The data related to the keyword "TikTok shop" is about 1186. The collective response process, using Naïve Bayes sentiment analysis. Then proceeded to SWOT analysis. SWOT analysis is a simple analytical method that can provide a realistic business picture to see the actual future and the competitiveness of the business. This study uses Data mining and SWOT analysis to clarify how the TikTok shop's Strengths and weaknesses can be matched with the TikTok shop's opportunities and threats. The result shows the Strength, weaknesses, opportunities, and threats of the TikTokShop.

TikTok shop has some strengths that are very beneficial for business owners. Using the TikTok shop will increase the opportunities for small business owners. However, in using the TikTok shop, small business owners must be prepared for the existing risks. To be able to take full advantage of the strengths and advantages of this TikTok shop, small business owners must create strategies and content that increase engagement. By taking advantage of the various features and information provided by TikTok, small business owners will be assisted in creating content according to user interests. The point is that business owners must continue to learn and be willing to put in more effort to be able to achieve appropriate engagement on this platform.

This research is expected to be useful for TikTok users, especially small business owners, who want to take advantage of this TikTok shop. In addition, this research can also be a recommendation for future research. This research has limitations in terms of data access; a study with a larger amount of data can provide a more comprehensive picture of the research results. The researcher suggests that future research can confirm the results of this study by using more comprehensive data

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