

THE IMPACT OF TIKTOK SHOP CLOSURE HAS RESULTED IN A DECREASE IN INCOME FOR TIKTOK SHOP USERS

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Abstract

This article discusses the closure of Tik Tok Shop, an e-commerce company that was once a major player in the industry, describing a journey rich in lessons and reflections on the dynamics of the e-commerce market. This article reveals the chronology of Tik Tok Shop's business journey, highlights the key factors that forced them to close their operations, and analyzes the impact. In the context of increasing competition and rapidly changing consumer behavior, these closure stories contain valuable lessons about how e-commerce businesses can adapt, survive, or face a profound end.

Keywords: information technology, internet, e-commerce business

INTRODUCTION

The world of e-commerce is a battlefield full of competition and ever-changing dynamics. One of the astonishing stories is the story of an e-commerce company called Tik Tok Shop, which at one time was one of the leading players in the industry, but had to shut down its business abruptly. This article will detail the Tik Tok Shop business journey, identify the factors that led to the closure, and analyze the impact and lessons that can be learned from this experience.

Business Travel Chronology

Tok Tik Shop started its journey in 2015 with a vision to bring a unique and high-quality fashion shopping experience to the world. Founded by a group of passionate young entrepreneurs, they managed to build an e-commerce platform that offers a wide range of fashion products with exclusive designs. Within a few years, Tik Tok Shop was able to grow rapidly and expand its market share to include several international markets. They have managed to build a loyal community of customers who are fascinated by their high-quality products and excellent customer service. However, on Wednesday, October 04, 2023, the