

Investigating Public Sentiment towards TikTok Shop's Resurgence: A Twitter Analysis

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Abstract:

This study aims to determine public sentiment towards the phenomenon of TikTok Shop's closure and return in Indonesia. The research data was collected from Twitter (X) using Google Colabs tools. In addition to Google Colabs, the researcher also used the Orange Data Mining application to process the obtained data. The data was collected between December 1, 2023, and December 12, 2023, resulting in a total of 7920 tweets. The study's results show that 68% of the tweets were neutral, equivalent to 5373 tweets, while positive data accounted for 18% with a total of 1435 tweets. Meanwhile, negative data accounted for 14% with a total of 1112 tweets. During the data collection period, the highest spike in tweets occurred on December 12, which was the day of TikTok Shop's official return on the Tokopedia platform. At that moment, positive sentiment was 16% or 490 tweets, negative sentiment was 10% or 299 tweets, and neutral sentiment was 74% or 2186 tweets.

Keywords: sentiment analysis; tiktok shop; twitter; public sentiment.

Introduction

The closure of TikTok Shop in Indonesia refers to the Indonesian government's action to stop or regulate business activities that use the TikTok platform to sell products or services. According to Trade Minister Zulkifli Hasan, social commerce platforms are only allowed to promote goods or services, but users are not permitted to open facilities for transactions.¹ As a result of these issues, the government revised Minister of Trade Regulation No. 50 of 2020 with Minister of Trade Regulation No. 31 of 2023 regarding business licensing, advertising, guidance, and supervision of business actors in electronic trading systems.² The change in government regulations covers several aspects. The Government can issue regulations that require online

¹ agustin setyo Wardani, "Ini Alasan Kenapa Tiktok Shop Ditutup Pukul 4 Oktober 2023 Pukul 17.00 WIB," *Liputan 6*, 2023.

² Menteri Perdagangan Republik Indonesia, "PERATURAN MENTERI PERDAGANGAN REPUBLIK INDONESIA NOMOR 31 TAHUN 2023 TENTANG PERIZINAN BERUSAHA, PERIKLANAN, PEMBINAAN, DAN PENGAWASAN PELAKU USAHA DALAM PERDAGANGAN MELALUI SISTEM ELEKTRONIK," no. 3 (2023): 31-41.

businesses, including TikTok Shop, to obtain the necessary business licenses.³ Taxation and tax obligations for online businesses can be regulated more strictly to avoid tax evasion. The government can issue regulations related to the type of content allowed and not allowed on platforms like TikTok to maintain social and religious ethics. The government may strengthen regulations that protect consumers from fraud or harmful business practices.⁴

TikTok agrees and respects the regulations made by the Indonesian government regarding electronic commerce, and therefore TikTok has stopped the e-commerce transaction feature of TikTok Shop, which was discontinued starting at 17:00 WIB on October 4, 2023.⁵ TikTok Shop plays an important role in the economy and MSMEs (Micro, Small, and Medium Enterprises) in Indonesia.⁶ It functions as a digital marketing platform that enables business actors, especially MSMEs, to promote and sell their products online. With the increasing popularity of TikTok and the growing number of users in Indonesia, TikTok Shop provides a valuable opportunity for businesses to reach a wider audience and increase their sales.⁷ For MSMEs, TikTok Shop offers a cost-effective way to showcase their products and attract potential customers.⁸

This allows them to create attractive and visually appealing content in the form of videos, which can effectively grab users' attention. By utilizing TikTok Shop's features, MSMEs can increase their brand visibility, build customer trust, and ultimately boost their sales. Moreover, TikTok Shop also contributes to the growth of Indonesia's digital economy by providing a platform for entrepreneurs and individuals to start their online businesses and generate income.⁹ The convenience and accessibility of TikTok Shop make it easy for people to become sellers and reach a larger customer base. Overall, TikTok Shop plays a crucial role in empowering

³ N R Febriandika, A P Utami, and A N Millatina, "Online Impulse Buying on TikTok Platform: Evidence from Indonesia," *Innovative Marketing* 19, no. 3 (2023): 197–210, [https://doi.org/10.21511/im.19\(3\).2023.17](https://doi.org/10.21511/im.19(3).2023.17); Tian Chen, "The use of social networks as marketing tools and its impact on online shopping among university students in the Chinese city of Nanjing, 2020," *Revista Latina de Comunicacion Social* 2022, no. 80 (2022): 389–401, <https://doi.org/10.4185/RLCS-2022-1740>.

⁴ Wardani, "Ini Alasan Kenapa Tiktok Shop Ditutup Pukul 4 Oktober 2023 Pukul 17.00 WIB."

⁵ Wardani.

⁶ F Vellamy et al., "The Role of Social Media on Purchase Decisions in Indonesia: Perspective of Z Generation," in *2023 IEEE Symposium on Industrial Electronics and Applications, ISIEA 2023* (Institute of Electrical and Electronics Engineers Inc., 2023), <https://doi.org/10.1109/ISIEA58478.2023.10212148>.

⁷ A Yusuf, R A Harum, and J Gultom, "The Influence Factors of Short Video Advertising in Social Electronic Commerce Shop Based on Customer Brand Engagement Model," in *ICCoSITE 2023 - International Conference on Computer Science, Information Technology and Engineering: Digital Transformation Strategy in Facing the VUCA and TUNA Era* (Institute of Electrical and Electronics Engineers Inc., 2023), 123–28, <https://doi.org/10.1109/ICCoSITE57641.2023.10127848>.

⁸ Y D Nugraha, R M T Permana, and D Hadiarti, "Impulsive Purchase Behaviour of Z Generation of Muslim Women on TikTok Shop: The Application of S-O-R Framework," *Journal of Islamic Marketing*, 2023, <https://doi.org/10.1108/JIMA-06-2022-0182>.

⁹ ALJAZEERA, "Indonesia's TikTok Shop Ban Reveals Mixed Feelings on e-Commerce Revolution," *AL-JAZEERA*, 2023.

MSMEs, driving economic growth, and fostering entrepreneurship in Indonesia's digital landscape.¹⁰

TikTok Shop can also have a negative impact on MSMEs (Micro, Small, and Medium Enterprises) if not managed properly. Some of the negative impacts include increased competition with many companies emerging on TikTok Shop, making it difficult for MSMEs to stand out and be noticed amidst the flood of content and products.¹¹ Additionally, there are promotional costs to achieve good visibility on TikTok, and companies may need to spend extra on advertising and collaborate with influential users, which can be an additional financial burden for MSMEs. The uncertainty of the platform also affects efforts to improve service quality, as TikTok and other social media can suddenly change their algorithms, policies, and popularity. MSMEs must be prepared to face this uncertainty and adapt quickly. Dependence on external platforms also has an impact on MSMEs, making their businesses reliant on external platforms like TikTok Shop for sales and marketing.¹²

This study aims to investigate the re-emergence of TikTok Shop on the Tokopedia application. After being shut down a few months ago, TikTok Shop is now back in the first week of December. This certainly invites both positive and negative perceptions from the public. Therefore, the researcher is interested in looking further through sentiment analysis research to see how the public perceives the return of TikTok Shop. This research is a qualitative study with a descriptive approach using statistical data from Twitter users, now referred to as "X", who express their opinions related to TikTok Shop in Indonesia. Twitter users' or "X" tweets can be in the form of sentences, photos, and videos.¹³ In this study, the researcher only uses tweet data in the form of sentences.¹⁴ This study uses sentiment analysis to determine the sentiment of Twitter users (X) regarding TikTok Shop.¹⁵

Data collection was obtained through the scraping method using a script in Google Colabs. Scraping is the process of extracting data from a target, which can be

¹⁰ Muhammad Bintang - Dian Permata Sari Priyono, "Dampak Aplikasi Tiktok Dan Tiktok Shop Terhadap UMKM Di Indonesia Muhammad Bintang Priyono 1 , Dian Permata Sari 2 1,2 Universitas Pendidikan Indonesia" 9, no. September (2023): 497–506.

¹¹ Fatiya Aulia Abida, "Dampak Tiktok Shop Pada UMKM (Usaha Mikro Kecil Dan Menengah) Hingga Pasar Anjlok," October 2023.

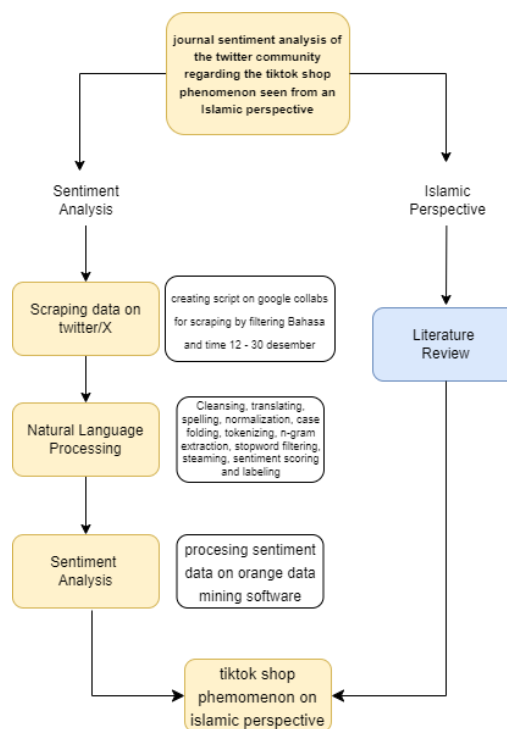
¹² Konitatu Rahmah, "Dampak Negatif Tiktok Shop Bagi UMKM, KUR BRI 2023 Bisa Jadi Solusi Untuk Mengembangkan Usaha," *Inforadar.Id*, September 2023; Wardani, "Ini Alasan Kenapa Tiktok Shop Ditutup Pukul 4 Oktober 2023 Pukul 17.00 WIB."

¹³ Rindu Hafil Muhammadi, Tri Ginanjar Laksana, and Amalia Beladonna Arifa, "Combination of Support Vector Machine and Lexicon-Based Algorithm in Twitter Sentiment Analysis," *Khazanah Informatika: Jurnal Ilmu Komputer Dan Informatika* 8, no. 1 (2022): 59–71, <https://doi.org/10.23917/khif.v8i1.15213>.

¹⁴ Cicilia Afrilia Damayanti Simbolon, "Penggunaan Komunikasi Media Sosial Twitter Di Kalangan Remaja Di Kecamatan Cibinong, Kabupaten Bogor," *JISIP: Jurnal Ilmu Sosial Dan Ilmu Politik* 10, no. 3 (2021): 219–26, <https://doi.org/10.33366/jisip.v10i3.2356>.

¹⁵ Irwansyah Saputra et al., "Analisis Sentimen Pengguna Marketplace Bukalapak Dan Tokopedia Di Twitter Menggunakan Machine Learning," *Faktor Exacta* 13, no. 4 (2021): 200, <https://doi.org/10.30998/faktorexacta.v13i4.7074>.

a website.¹⁶ Google Colabs is one of Google Research's products, written in Python and based on the cloud, which can be accessed for free.¹⁷ The designed script is useful for extracting tweets that discuss TikTok Shop, with a limitation on the Indonesian language, from December 1-12, 2023. The obtained tweet data was then processed through several stages, such as cleaning tweets that are not in Indonesian, removing hashtags and links using a different script in Google Colabs. This cleaning process is commonly known as NLP (Natural Language Processing).¹⁸ After the cleaning process, the data was re-processed using Orange software. Orange software is one of the tools that can be used to process data with simplified Python programming in the form of software.¹⁹ Through Orange software, the tweets were categorized based on sentiment analysis into three categories: positive, neutral, and negative. Here is the diagram of the research:



Result and Discussion

¹⁶ Mehul Jain et al., "Data Extraction and Sentimental Analysis from 'Twitter' Using Web Scrapping," *International Journal of Engineering and Advanced Technology* 9, no. 1 (2019): 6451–55, <https://doi.org/10.35940/ijeat.A2226.109119>.

¹⁷ Kalée Tock, "Google CoLaboratory as a Platform for Python Coding with Students" 2, no. 1 (2020): 1–13, <https://doi.org/10.32374/rtsre.2019.013>.

¹⁸ Diksha Khurana et al., "Natural Language Processing: State of the Art, Current Trends and Challenges," *Multimedia Tools and Applications* 82, no. 3 (2023): 3713–44, <https://doi.org/10.1007/s11042-022-13428-4>.

¹⁹ Aulia Ishak et al., "Orange Software Usage in Data Mining Classification Method on the Dataset Lenses," *IOP Conference Series: Materials Science and Engineering* 1003, no. 1 (2020), <https://doi.org/10.1088/1757-899X/1003/1/012113>.

E-commerce has been growing rapidly worldwide since the 2000s. This has led many business owners and traditional stores to open online stores, bringing about a change in the business world. Initially, business transactions took place traditionally, with a direct relationship between sellers and buyers. However, with the emergence of e-commerce, this relationship has shifted to online platforms. The increasing trust of consumers and changes in online shopping habits have supported the growth of e-commerce. In 2010, the number of social media users increased significantly worldwide, marking the beginning of social business.²⁰ Social commerce combines online markets and social media, reflecting a change in how businesses operate and interact with consumers. This change has had a significant impact, creating value for both customers and sellers. Public procurement has enabled businesses to reach a wider target audience, thanks to its ease of use.²¹

Social commerce, also known as social trading, is a combination of e-commerce and social media that enables transactions to take place on both e-commerce platforms and social media platforms like TikTok, which has a feature called TikTok Shop. With social commerce, consumers can buy products or services from trusted sellers through the social media platforms they use daily. Sales in social commerce occur through social media features such as links to online stores, business nuances, product reviews, and instant shopping features.²² Additionally, social commerce serves as a marketing platform where businesses can promote their products and reach potential customers through paid advertising or social listening. This type of social commerce has proven to be effective in increasing sales and user engagement.²³

Currently, TikTok Shop has become a primary solution in the modern business world because of its relatively cheaper and more profitable prices for both sellers and buyers. Over time, TikTok Shop has developed its innovation to enable users to sell and purchase products within live videos they display. This feature was just launched in March 2021 and is now available in several countries. TikTok Shop offers a wide range of products from various categories, such as fashion, beauty, electronics, and more.²⁴ The desire to buy occurs when there is interest and enthusiasm towards a particular object, ultimately leading to the purchase of the desired object.²⁵ It is

²⁰ Tutik Mustajibah, "Dinamika E-Commerce Di Indonesia Tahun 1999-2015," *E-Journal Pendidikan Sejarah* 10, no. 3 (2021): 3–11.

²¹ A.A.G.B. Udayana et al., "Investigating the Role of E-Commerce Application and Digital Marketing Implementation on the Financial and Sustainability Performance: An Empirical Study on Indonesian SMEs," *International Journal of Data and Network Science* 8, no. 1 (2024): 167–78, <https://doi.org/10.5267/j.ijdns.2023.10.007>.

²² Jacquiline Zote, "What Is Social Commerce? Stats, Trends and Tips Marketers Should Know for 2023," 2023.

²³ M A Virgananda, I Budi, and R R Suryono, "Purchase Intention and Sentiment Analysis on Twitter Related to Social Commerce," *International Journal of Advanced Computer Science and Applications* 14, no. 7 (2023): 543–50, <https://doi.org/10.14569/IJACSA.2023.0140760>.

²⁴ Atina Nuzulia, "濟無No Title No Title No Title," *Angewandte Chemie International Edition*, 6(11), 951–952., 1967.

²⁵ Aysha AlKoheji, Allam Hamdan, and Assma Hakami, "The Impact of Social Media Influencer Marketing on Purchase Intention in Bahrain," in *Studies in Systems, Decision and Control*, vol. 487 (Ahlia

stated that the marketing field has rapidly developed with the advancement of the internet and social media platforms. As a result, new digital marketing tools are being used, such as social media influencer marketing. An influencer is an individual who shapes customer preferences and opinions by sharing photos and videos related to a specific product, thereby attracting interest to buy a product among social media users.

The closure of TikTok Shop by the government has had a significant impact on the Indonesian economy, particularly for Micro, Small, and Medium Enterprises (MSMEs) that exist on the online platform.²⁶ The closure of TikTok Shop has hindered the growth of MSMEs, causing them to lose access to a wider market, and a 30% decrease in online sales within 1 month.²⁷ The closure of TikTok Shop sparked various opinions from the public, and eventually, TikTok Shop was reopened in Indonesia after acquiring GoTo. This acquisition allowed TikTok to own more than 75% of Tokopedia's shares and integrate TikTok Shop's business with Tokopedia. The reopening of TikTok Shop received mixed reactions, with some parties hoping that TikTok Shop would not be closed again. The Indonesian government has set strict requirements for TikTok Shop to operate, including separating social commerce and social media in accordance with the Ministry of Trade Regulation No. 31 of 2023. TikTok Shop is still in its early stages and does not yet have an in-app purchasing system.²⁸

The phenomenon of TikTok Shop from a sharia perspective has not been extensively studied. However, there is research that discusses the Islamic legal review of online buying and selling practices on live TikTok Shop and the fiqh muamalah review related to TikTok Shop. In this research, it is explained that online buying and selling practices must fulfill sharia principles, such as honesty, justice, and not harming others.²⁹ The phenomenon related to TikTok Shop emerged in society at the beginning of September 2021, and therefore, studies about TikTok Shop are very limited in reputable international journals, specifically Scopus. The phenomenon related to sentiment analysis of TikTok Shop from a sharia perspective itself has not been published much in journals or articles, so the author needs to show the distribution of research data from Scopus that discusses TikTok Shop.

University, Manama, Bahrain: Springer Science and Business Media Deutschland GmbH, 2024), 113–19, https://doi.org/10.1007/978-3-031-35828-9_11.

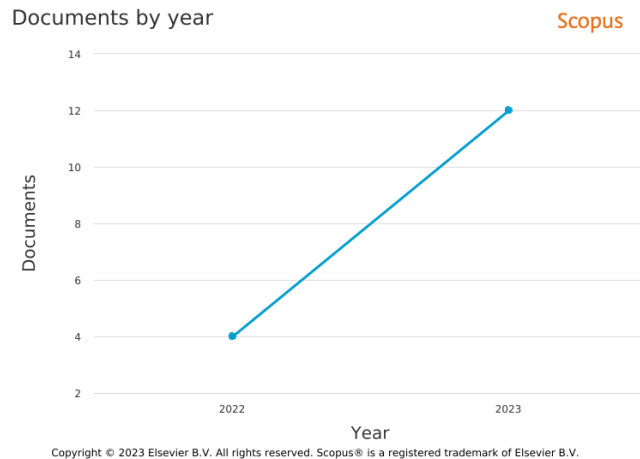
²⁶ Bayu Samudra, "Penutupan TikTok Shop Dan Dampaknya Bagi UMKM Dan Ekonomi Indonesia," *kompas.com*, 2023.

²⁷ Evlis Erliyani and Aida Nur Afiaf, "KONTROVERSI PENGHAPUSAN TIKTOK SHOP: BAGAIMANAKAH PRO DAN KONTRANYA?," *egsaugm*, 2023.

²⁸ BBC News, "TikTok Shop Buka Lagi Setelah Akuisisi Tokopedia, Pedagang Dan Afiliator Berharap 'Jangan Sampai Ditutup Lagi,'" *BBC News Indonesia*, December 2023.

²⁹ Yovita Risnawati, "TINJAUAN HUKUM ISLAM TERHADAP PRAKTIK JUAL BELI ONLINE SEROK PADA LIVE TIKTOK SHOP (Studi Kasus Pada Toko Qiansoto Di Tiktok)," 2022; Dita Natasia, *Tinjauan Fiqih Muamalah Terhadap Jual Beli Baju Pada Aplikasi Tiktok Di Fitur Tiktok Shop*, 2022; Iffah Febri Anti Fitriyatul Lailiyah and Achmad Fageh, "Jual Beli Online Melalui Market Place Tiktok Shop Dalam Perspektif Qowaid Fiqqiyah," *Bussman Journal: Indonesian Journal of Business and Management* 3, no. 2 (2023): 658–76.

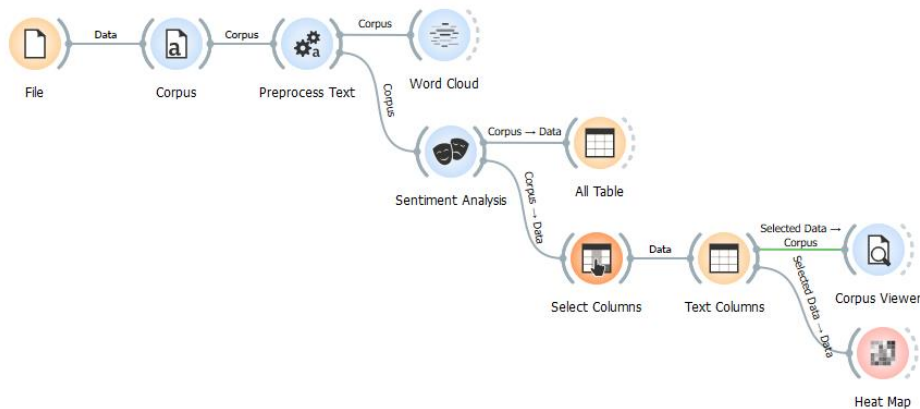
Figure : 1 Document diagram based on the year of publication of journals about TikTok Shop



Source : Scopus, accessed on November 24, 2023 at 23:00

The initial creation of TikTok Shop was in September 2021, so the publication data related to TikTok Shop is very limited, with only 4 journal publications in 2022 and 12 journal publications in 2023. The researcher used the Outlier function in the Orange program to transform the data. Outlier refers to unusual or abnormal data that needs to be corrected before proceeding to the next scenario.³⁰ To provide a clearer picture of the scenario, the researcher provides a scenario diagram as shown in Figure 2 below.

Figure 2: Research Scenario



³⁰ Lukman Irawan, Liyando Hermawan Hasibuan, and Fauzi Fauzi, “Analisa Prediksi Efek Kerusakan Gempa Dari Magnitudo (Skala Richter) Dengan Metode Algoritma Id3 Menggunakan Aplikasi Data Mining Orange,” *Jurnal Teknologi Informasi: Jurnal Keilmuan Dan Aplikasi Bidang Teknik Informatika* 14, no. 2 (2020): 189–201, <https://doi.org/10.47111/jti.v14i2.1079>.

In this research, the researcher obtained data through the method of data crawling using a Google Colabs script. The collected data was then downloaded and formatted into a CSV file, and the Orange Data Mining software was used to process the data.

Figure 3: Crawling data using google colabs

```

data = 'tiktok shop desember.csv'
search_keyword = 'tiktok shop lang:id since:2023-12-01 until:2023-12-10'
limit = 10000

!npx --yes tweet-harvest@2.2.8 -o "{data}" -s "{search_keyword}" -l {limit} --token "9024a7bb5e95sdfg45sg3e47d8c1bf61ec8"

Your tweets saved to: /content/tweets-data/tiktok_shop_desember.csv
Total tweets saved: 552

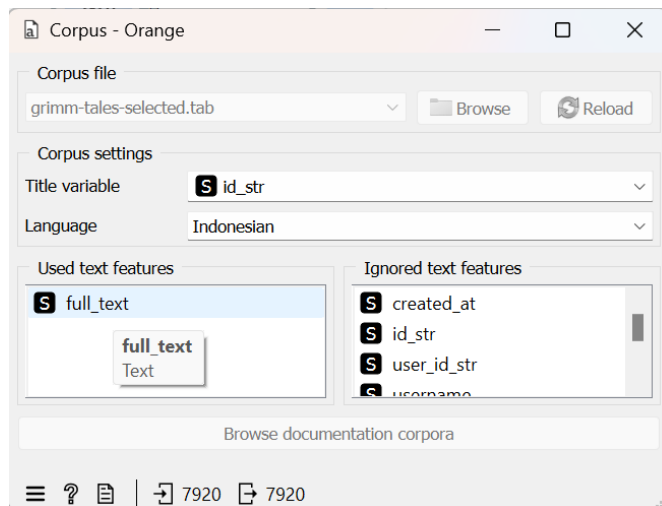
Got some tweets, saving to file..
Your tweets saved to: /content/tweets-data/tiktok_shop_desember.csv
Total tweets saved: 566

Got some tweets, saving to file..
Your tweets saved to: /content/tweets-data/tiktok_shop_desember.csv
Total tweets saved: 578

Got some tweets, saving to file..
Your tweets saved to: /content/tweets-data/tiktok_shop_desember.csv
Total tweets saved: 591
  
```

It seems that before moving on to the text preprocessing stage, the researcher added a Corpus widget to select the column containing the tweet text for analysis. This widget ignores other columns, such as the username, tweet link, and the date the tweet was posted. The image below shows the Corpus widget added by the researcher.

Figure 4: Corpus



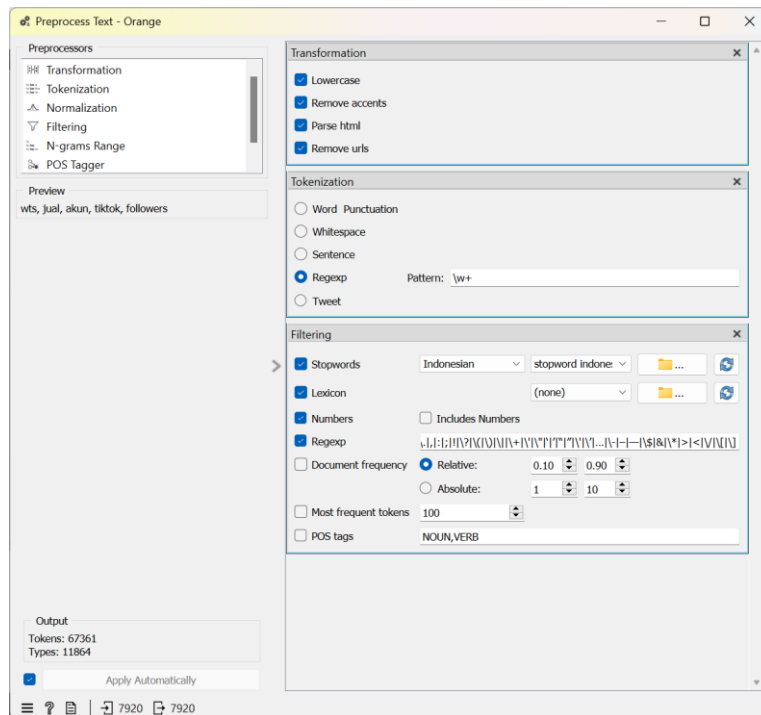
The next step is Preprocess Text. Preprocess Text generally involves processing data by removing unsuitable data or transforming data to facilitate data analysis. The text is divided into tokens, or small units, and then undergoes transformation, tokenization, normalization, and filtering. Below are the steps taken in Preprocess Text before analysis using Orange Data Mining:

1. *Case Folding*, Performing lowercase conversion to simplify the analysis process in

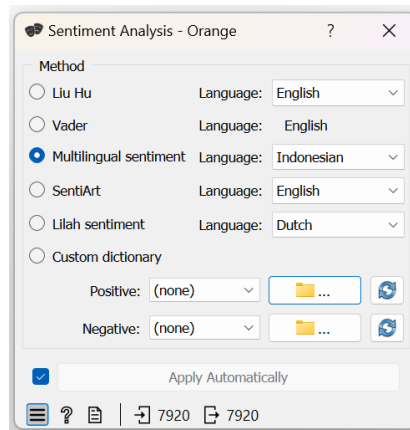
Orange Data Mining.

2. *Tokenization*, Tokenization refers to the process of segmenting sentences or paragraphs into distinct units. During this phase, the text is divided into sentences using spaces and punctuation marks as delimiters, enabling more advanced text analysis.
3. *Translating and Spelling Normalization*, Changing the language in Tweets that use local dialects and replacing short forms of words with full words.
4. *Cleansing and Stopwords*, Steps taken to remove punctuation and irrelevant characters from the research. Characters that were removed include emoticons, URL links, and stopwords, which were used to filter out the provided keywords.
5. *Sentiment Scoring and Labeling*, It is used to give a sentiment score value and assign a label to the resulting score.

Figure 5: Preprocessing Text

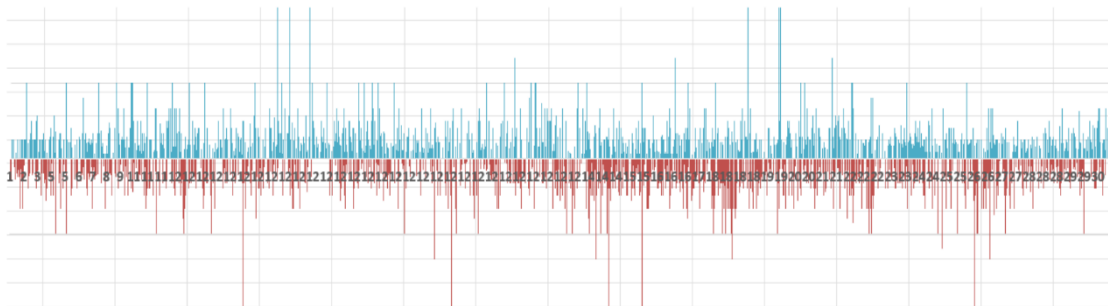


The data was then converted into frequently used keywords in the form of a word cloud in Orange Data Mining after going through the Preprocess Text stage. The following is an image of the word cloud. In the image, it can be seen that the dominant keywords are derived from the collected data of 7920, with the most dominant keyword being 'TikTok' with 5446 occurrences, and 'shop' with 4332 occurrences, indicating that the 'TikTok' keyword has a significant influence on the development of TikTok Shop itself. Furthermore, the 'live' keyword is mentioned 836 times, where TikTok uses the live feature as a medium to introduce and offer products



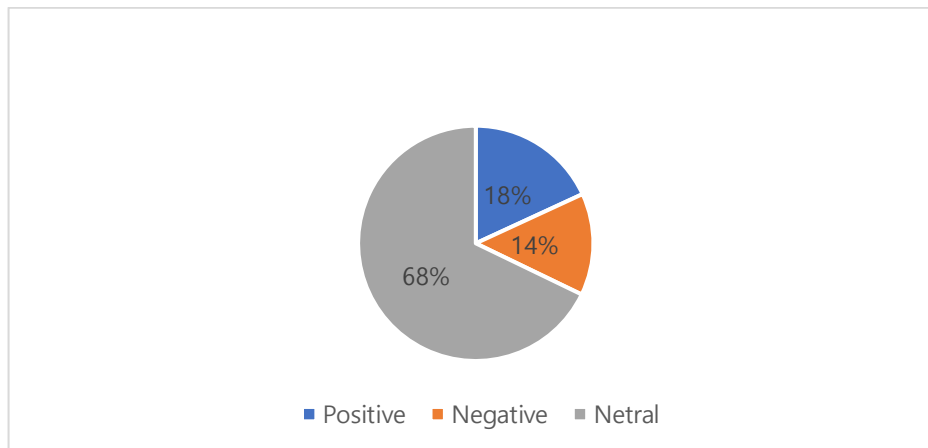
The diagram in Figure 8 below shows the daily sentiment diagram for December. The numbers in the middle of the diagram indicate the date when the sentiment or tweet was created by social media Twitter (X) users. This shows that at the beginning of December, there were not many sentiments because the discussion about the opening of TikTok Shop had not yet gained traction. However, in the early middle of December, specifically on the 12th, there was an increase in tweets, which coincided with the launch of TikTok Shop on the Tokopedia platform. The sentiment scores on that day were 490 for positive sentiments, 2186 for neutral sentiments, and 299 for negative sentiments, which is also reflected in the diagram where the number 12 stands out more than the other numbers.

Figure 8: Diagram sentiment overtime



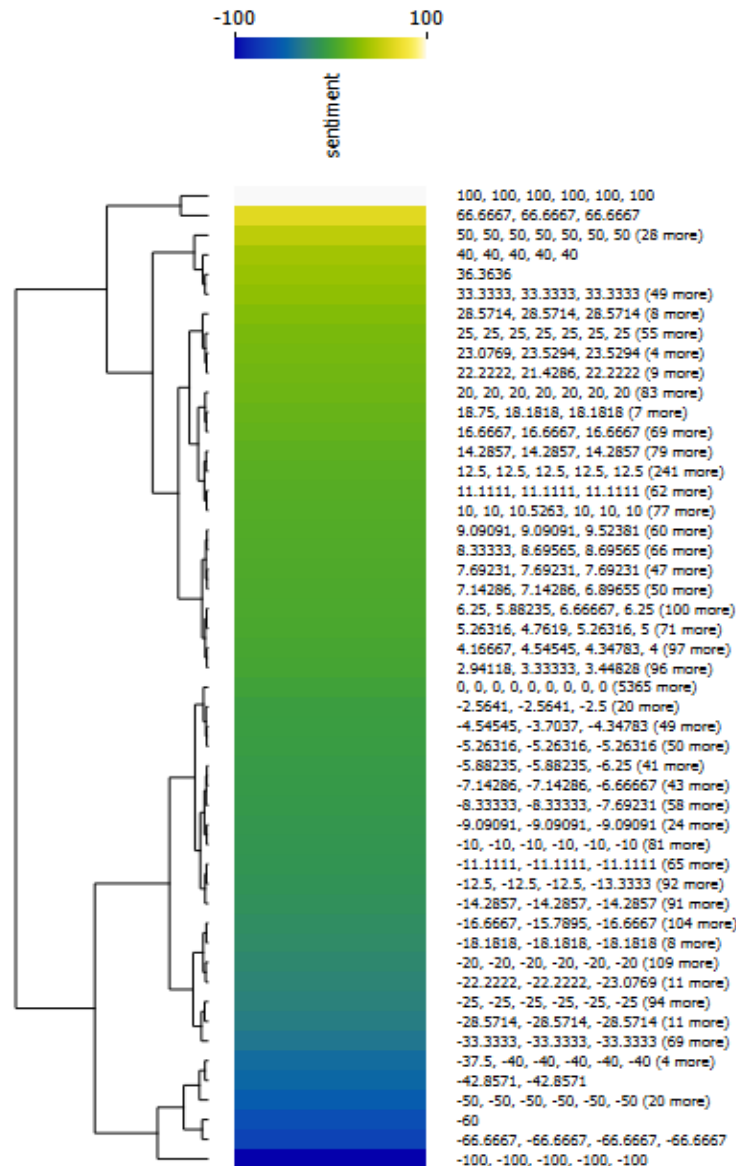
As for the comparison of sentiment percentages in this study, the neutral data shows a percentage of 68% with a total of 5373 data, while the positive data shows 18% with a total of 1435, and the negative data shows 14% with a total of 1112. Therefore, neutral sentiment dominates in this study, followed by positive sentiment. Meanwhile, negative sentiment receives the smallest percentage, which is only 14%.

Figure 9: Comparison of Sentiment Percentages



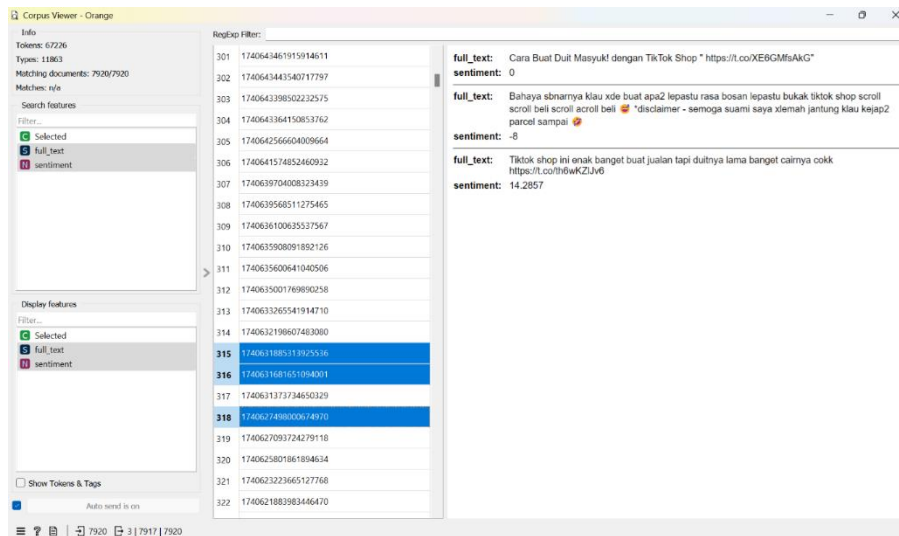
The visible results come from two matrices chosen in the form of numerical data provided by the Heat Map widget. To identify the sentiment of the tweet data used, the values and colors indicate the strength of each attribute. Based on the Heat Map values, the sentiment of the tweet data group used is more positive if the value is higher or greater than 0.00, and conversely, the sentiment obtained is more negative if the value is lower or less than 0.00. Color can also be used to evaluate the sentiment value displayed by the Heat Map widget. A yellowish-green color indicates a positive sentiment value, while a bluish-green color indicates a negative sentiment value. The Heat Map visualization result shown in Figure 14 shows that neutral sentiment dominates with 5373 tweets. As shown by the distribution of yellowish-green colors, which indicates a sentiment value of 0.00. Followed by the positive sentiment result with 1435 tweets, which shows an average value above 0.00, and 1112 tweets with negative sentiment results, which shows an average sentiment value below 0.00.

Figure 10: Heat Map Visualization



"Besides displaying the heat map visualization results, the researcher also added a Corpus Viewer widget to display some examples of the sentiments that have been obtained and studied through the Orange Data Mining software. The following is an example of each sentiment, as shown in Figure 11 below.

Figure 11: Corpus Viewer



The table below mentions that there are several types of counts that influence this research. The types of counts consist of 4 counts, namely quote count, reply count, retweet count, and favorite count. The explanation for each type of count is as follows: *Quote count*: Refers to the number of times a tweet is quoted or retweeted with an added comment from the user who quoted it. Users can quote someone else's tweet to express their opinion or provide a response. *Reply count*: Refers to the number of responses received by a tweet. When a user replies to a tweet, they provide a direct response or comment on the tweet. *Retweet count*: Refers to the number of times a tweet is retweeted. When a user retweets, they share the tweet with their followers, often to show agreement or support. *Favorite count*: Refers to the number of times a tweet is marked as a favorite by a user. When a user likes or favorites a tweet, it indicates that they enjoy or agree with the content..

The highest Quote count and Reply count were achieved by the Kompascom media account, with 50 quotes and 194 replies, respectively. This is because Kompascom released news about the trial of TikTok Shop, which recently partnered with Tokopedia by acquiring GoTo shares, resulting in many Twitter users quoting and replying to the comments on Kompascom's post. The tweet with the highest Retweet count was from the kaptanAmercia account, with 181 retweets. This is because the account discussed the return of TikTok Shop. The Favorite count with the highest number was 1277, with the username cudble. The account discussed its longing for the return of TikTok Shop, accompanied by a screenshot of TikTok Shop itself. This triggered other Twitter users who were happy about the return of TikTok Shop, resulting in the post having the highest number of tweets.

Tabel 1 : The most influential posts

Category	Number of Tweets	Username	url
Quote count	50	kompascom	https://twitter.com/kompascom

			m/status/1734431271777194420
Reply count	194	kompascom	https://twitter.com/kompascom/status/1734431271777194420
Retweet count	181	kaptenAmericia	https://twitter.com/kaptenAmericia/status/1732728891645825305
Favorite count	1277	cudble	https://twitter.com/cudble/status/1734362063441731719

The phenomenon related to TikTok Shop has a significant impact on both online and offline merchants, resulting in unique problems for each group. Therefore, the closure of TikTok Shop can have a negative impact on merchants who have stalls on the TikTok Shop platform, similar to evicting vendors from a traditional market. At a certain point, offline merchants feel the impact of online shops, but this can be addressed if offline merchants are willing to learn about technological developments.³² This explains that technological advancements will provide knowledge to many people, ensuring the comfort and safety of society in their transactions and promoting economic growth.

Conclusion

The results of the sentiment analysis research related to the phenomenon of the closure and return of TikTok Shop in Indonesia, analyzed from 7920 tweets on Twitter between December 1-12, 2023, show that neutral sentiment dominates with a percentage of 68% or equivalent to 5373 tweets. Meanwhile, positive sentiment accounts for 18% or equivalent to 1435 tweets. The negative sentiment is the smallest, with a total of 1112 tweets, accounting for 14% of the total data. During this period, December 12, 2023, experienced the highest surge in tweets, with 2975 tweets or 37% of the total collected data. At the moment of TikTok Shop's reopening, positive sentiment accounted for 16% or 490 tweets. Negative sentiment accounted for 10% or 299 tweets. Meanwhile, neutral sentiment accounted for 74% or 2186 tweets.

³² Afief El Ashfahany et al., "How Zakat Affects Economic Growth In Three Islamic Countries," *Journal of Islamic Economic Laws* 6, no. 1 (2023): 45–61, <https://doi.org/10.23917/jisel.v6i1.21242>.

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