

Research Article

Study on Marketing Transformation through the Adoption of Artificial Intelligence in Communication Sustainability: A Case Study on e-Commerce TikTok Shop

Suci Awwalya Mahardini*, Yosephin Sandy Cristy

Department of Communication Studies, LSPR Institute of Communication and Business, Jakarta, Indonesia, 10220

*Corresponding Author: 25375010004@lspr.edu | Phone: +6281349328463

ABSTRACT

The purpose of this research is to assist the authors in analyzing the role of artificial intelligence in transforming marketing communication on the TikTok Shop platform, assessing the influence of artificial intelligence on sustainable communication so as to formulate well-digitalized and effective marketing strategies, and analyzing ethical challenges in the use of artificial intelligence aimed at transforming marketing communication. The results of this study indicate that the presence of TikTok Shop, which acts as an e-commerce platform, has successfully adopted sophisticated technology. AI enables TikTok Shop to analyze consumer behavior data in real time, such as products viewed, purchased, and user interactions with content presented on the platform. Based on this data analysis, AI on TikTok Shop can estimate consumer preferences and present more relevant product recommendations.

Keywords: Transformation; Marketing; Communication; AI; TikTok Shop

1. INTRODUCTION

The global digital transformation, which has also had a major impact on Indonesia, has significantly influenced the development of information and communication technology, thereby opening new opportunities for companies to enhance competitiveness and resilience in the market. One of the key points of the current digital era is marketing supported by technology, or in other words, digitalized marketing. By utilizing available digital platforms, companies are able to reach consumers more easily. Changes over the past decade have certainly provided a strong impetus for business actors to continuously adapt to increasingly dynamic market trends (Ardiansyah, 2023). Business development in recent years has not only encompassed buying and selling transactions, but also corporate strategies in managing operational systems within the field of digital technology (Rofa & Lestari, 2024). In this phenomenon, digital marketing plays a crucial role as the primary tool used by companies to build brands, increase customer loyalty, and expand market reach. By considering these aspects, the integration of digital marketing can create opportunities for companies to optimize their marketing strategies effectively and efficiently (Syahrani & Fasa, 2024).

Marketing communication has now become a very important point in business strategies with the aim of interacting with target customers. The transformation of communication occurring in this era of digitalization is strongly influenced by significant changes in audience media consumption patterns. According to Minh et al. (2025), marketing on TikTok Shop is no longer one-way, but has evolved into interactive communication that combines entertainment, product information, and transactions simultaneously. Le et al. (2025) explain that TikTok Shop represents a new form of e-commerce that integrates video content, live streaming, and artificial intelligence-based recommendations within a single digital marketing ecosystem. Marketing communication today includes digital channels such as social media, websites, email, and e-commerce platforms, enabling two-way communication between companies and consumers. Thus, in short, communication wrapped in digital marketing is more easily conveyed compared to conventional communication (Kamil et al., 2024).

Globally, e-commerce continues to show positive growth trends, which increased drastically since the COVID-19 pandemic, making e-commerce continue to grow and stabilize. This increase is driven by internet penetration, the surge in smartphone adoption, and changes in consumer behavior as key drivers. Indonesia is one of the fastest-growing e-commerce markets in the world. Indonesian society is increasingly accustomed to and comfortable with conducting buying and selling transactions through e-commerce. In the context of this research, the authors intend to examine in depth the Tokopedia e-commerce platform integrated with TikTok, which is known by the public as TikTok Shop.

Several previous studies have also highlighted similar phenomena indicating that artificial intelligence plays an important role, particularly in the transformation of marketing related to communication. Research by Aulia (2024) explains that the presence of artificial intelligence plays a crucial role in facilitating marketing communication efforts in today's evolving digital era. Artificial intelligence is intended to continuously create harmony in business strategies to help users expand their business reach. This is supported by Syahrani & Fitri (2025), who explain that the implementation of digital marketing has proven effective and efficient and contributes significantly to business growth, market expansion and retention, as well as customer retention itself. Bhardwaj et al. (2024) explain that artificial intelligence enables more accurate marketing personalization through the analysis of consumer behavior data, allowing companies to deliver relevant messages according to individual needs. Luo et al. (2022) explain that TikTok's success is determined not only by technology, but by its ability to orchestrate social interaction, entertainment, and consumption through artificial intelligence; the use of AI in TikTok demonstrates a shift in marketing strategy from a one-way approach to a participatory and sustainable communication ecosystem, and the TikTok model shows that future digital marketing will increasingly rely on artificial intelligence in shaping consumer experiences, preferences, and behaviors.

However, in facing challenges such as algorithm-driven competition and cybersecurity risks, the formation of optimal strategies is required so that digital marketing in the field of e-business can utilize artificial intelligence to demonstrate competitiveness in an ever-evolving digital landscape. The concept of the research conducted by the authors concerns how artificial intelligence can be integrated by TikTok Shop into a sustainable marketing communication mix to address challenges in the context of modern e-commerce. Thus, it can be concluded that there are differences from previous studies, where prior research only provided insights into the application of artificial intelligence in digital marketing that reviewed communication transformation, without directly discussing concrete evidence in the field, while the research to be examined by the authors will be more complex and demonstrate real evidence. The purpose of this research is to assist the authors in analyzing the role of artificial intelligence in transforming marketing communication on the TikTok Shop platform, assessing the influence of artificial intelligence on sustainable communication to formulate well-digitalized and effective marketing strategies, and analyzing ethical challenges in the use of artificial intelligence aimed at transforming marketing communication.

2. RESEARCH METHOD

This study employs a descriptive qualitative research method using secondary data sources (Creswell & Poth, 2018). The descriptive qualitative approach is used because it aims to deeply understand the processes and dynamics of digital marketing communication transformation integrated with artificial intelligence. The qualitative approach allows researchers to interpret meanings, patterns, and social contexts that cannot be explained through statistical calculations. The descriptive method is used to systematically and factually describe phenomena based on available data, without hypothesis testing or quantitative analysis (Sugiyono, 2020). Data collection techniques involve document studies of secondary data by reviewing articles, books, websites, and credible previous research. The data sources used in this study are secondary data obtained through document studies, such as scientific articles, academic books, official reports, and trusted websites. The use of secondary data is considered relevant because it allows researchers to gain a comprehensive understanding of the phenomenon under study without conducting primary data collection (Johnston, 2014). Descriptive qualitative research does not use numerical calculations or statistical data processing because the method aims to examine and understand communication transformation in digital marketing integrated with artificial intelligence, particularly in TikTok Shop e-commerce in Indonesia.

3. RESULTS AND DISCUSSION

3.1 The Role of Artificial Intelligence in Transforming Marketing in Sustainable Communication on the TikTok Shop Platform

It is known that e-commerce, as a medium for people to make purchases, has also experienced a surge in demand due to rapid digitalization. This is supported by data obtained from the Ministry's PSDI (2024), which indicates that the number of e-commerce platforms in Indonesia continues to increase significantly from year to year. From 2020 to 2024, the number of e-commerce users in Indonesia reached 65.65 million, and is projected to continue growing rapidly until 2029, reaching 99.1 million users.

The presence of technology and communication driven by artificial intelligence facilities has great potential as an effective tool in creating content intended for marketing communication mixes. In a conducted study, each uploaded advertisement provides evaluations and results that can be used as material to analyze preferences, consumer behavior, and engagement history (Senyapar, 2024). By implementing artificial intelligence as a marketing communication strategy, companies can utilize available data effectively to reach audiences with relevance and ease in buying and selling activities (Haleem et al., 2022).

TikTok is currently a social media platform highly favored by all segments of society. TikTok initially carried functions not far different from Instagram, serving as a tool facilitating users to create content in the form of photos or videos to

express creativity. Additionally, TikTok's features have continued to evolve by presenting an e-commerce feature within the application called TikTok Shop. This feature can be used by both sellers and buyers, thus encouraging marketing actors to continuously develop business strategies to remain competitive in a market that offers limitless creative challenges and can attract potential buyers to become actual buyers.



Figure 1. Example image or illustration (Taufiq, 2025)

Based on the data above, TikTok is one of the most popular social media platforms today due to its large number of users. In fact, TikTok is not an application born from Indonesia's mainstream culture. Between 2016 and 2019, TikTok grew rapidly and significantly in Indonesia. In Indonesia, TikTok has become a role model as part of popular culture used for various functions. The flow of TikTok usage was not as smooth as its current development might suggest. The Ministry of Communication and Informatics once blocked TikTok access due to existing controversies. However, TikTok was perceived as facilitating easy information dissemination, leading the public to flock back to TikTok as a productive commercial platform.

Moreover, sustainability is an important aspect of AI adoption in TikTok Shop. In many cases, sustainability does not only refer to environmental aspects, but also social and economic sustainability. TikTok, through its partnership with Scope3, seeks to reduce the carbon impact of advertising campaigns run on its platform. This demonstrates that TikTok Shop does not only focus on financial gains but also supports more environmentally friendly business practices. In this context, AI plays an important role in measuring the carbon footprint of marketing activities and providing insights that advertisers can use to minimize environmental impacts. However, AI implementation for sustainability is not without challenges. There are gaps in technology access and differences in capabilities among various TikTok advertisers. Large advertisers with higher budgets may be better positioned to leverage AI technology for sustainability goals, while smaller advertisers may struggle to access necessary technology and analytics to reduce their carbon footprint. Therefore, it is important for TikTok to create equitable access and ensure sustainability tools are accessible to all advertisers, regardless of size or budget.

AI in TikTok Shop also has the potential to revolutionize marketing communication, as beyond personalization and sustainability, AI enables two-way communication between brands and consumers. AI-based chatbots can provide instant responses to consumers, creating more efficient and user-friendly interactions. These chatbots can assist customers during purchasing processes, provide product information directly, or answer frequently asked questions. Thus, they not only simplify the purchasing process but also enhance customer satisfaction and reduce operational burdens on sales staff.

In line with research reviewed by Cahyani et al. (2024), which emphasizes the importance of utilizing consumer data to build relevant shopping experiences, this study shows that AI adoption in TikTok Shop enables real-time consumer behavior analysis, making product recommendations more personal and effective in maintaining sustainable marketing communication. Further analysis by Waja & Kustina (2026) indicates that AI-powered product recommendations on TikTok Shop have a positive and significant effect on consumer trust levels. AI-based recommendations allow for more relevant and personalized product presentations, leading consumers to perceive that the platform understands their needs and preferences more accurately. This condition strengthens the relationship between consumers and the platform and encourages trust in purchase decision-making.

Thus, artificial intelligence can be considered the most significant development in communication and digital marketing contexts. AI now plays a crucial role in personalizing shopping experiences and communicating with audiences. TikTok Shop, acting as an e-commerce platform, has successfully adopted advanced technology. AI enables TikTok Shop to analyze real-time consumer behavior data, such as viewed and purchased products and interactions with platform content. Based

on this analysis, AI can estimate consumer preferences and present more relevant product recommendations. This process ensures that each user receives ads tailored to their needs and interests, unlike traditional advertising, which tends to be generic and untargeted. For example, TikTok Shop can display products relevant to consumer shopping activities or even offer products likely to be searched based on previous searches. Thus, AI not only optimizes shopping experiences but also increases the likelihood of conversion from visitors to buyers. Research shows that personalized shopping experiences can increase conversion rates by up to 70% and enhance user loyalty (Alqurashi et al., 2023). Users who feel understood by the platform tend to return and make repeat purchases.

Additionally, AI-driven content technology in TikTok Shop plays a role in analyzing and ensuring content relevance and attractiveness, correlating with enhanced digital marketing efforts by content creators competing in digital content creation that integrates advertisements. Most TikTok video content uploaded involves affiliation with certain brands, embedding implicit product or service information. Users leverage TikTok's machine learning algorithms, enabling optimized ad delivery to targeted audiences, making TikTok Shop marketing increasingly popular across society. The efficiency offered by TikTok Shop benefits both buyers and sellers, with many businesses successfully generating sales without high advertising costs (Fitrianto, 2025).

AI adoption in TikTok Shop also significantly contributes to advertising optimization, enabling dynamic ad creation that adapts automatically to market changes and user behavior. This reduces time and cost while minimizing human errors in targeting strategies. TikTok Shop algorithms continuously improve from received data, facilitating both sellers and buyers in maximizing information use. Accurate recommendations influence consumer decisions, enhance comfort, and build trust in online transactions, requiring adaptive, data-driven, user-oriented digital marketing strategies (Cahyani et al., 2024).

Nevertheless, TikTok Shop faces challenges related to consumer privacy and algorithmic fairness. Studies show high consumer concern over personal data collection by AI-supported e-commerce platforms, affecting consumer security. TikTok Shop thus plays a vital role as a bridge in digital marketing transformation integrated with AI and sustainable marketing. Rapid technological and communication developments facilitate operational efficiency, exemplified by TikTok Shop's evolution from entertainment-focused short-video platform to integrated e-commerce ecosystem. AI adoption accelerates this transformation, strengthening audience appeal.

3.2 The Impact of Artificial Intelligence in Transforming Marketing Communication on the TikTok Shop Platform

Major changes in modern communication patterns are strongly influenced by the shift in media from text to audiovisual formats. It is known that at the beginning of the introduction of information technology supported by the internet, communication was more dominated by text due to technological limitations and minimal network access. However, with increasing smartphone penetration supported by the ease and speed of cameras and internet access, video-based social media such as TikTok easily became the dominant communication medium. In the context of the interactivity theory proposed by McMillan & Hwang (2002), modern digital communication demands two-way and real-time feedback. To fulfill this function, TikTok provides a direct comment feature on live broadcasts, as well as interactive features such as stitch and duet, which make TikTok users not only message receivers, but also able to interact directly with creators, thereby activating the digital communication flow. With this convergence, a space can be created for simultaneous social dialogue and can combine interpersonal communication and mass communication occurring within one platform (Hayatunupus, 2025).

With the increasingly rapid and massive development of information and communication technology, this brings good news for the world of marketing communication. However, this rapid development does not solely bring good news, because it also presents major challenges for every audience to determine whether they will become part of technological development or the opposite. If in the past marketing strategies tended to be one-way and focused on delivering messages from producers to consumers, now in the digital era dominated by data and artificial intelligence (AI), marketing communication has evolved into dynamic, interactive, and sustainable forms. One platform that has successfully leveraged this transformation is TikTok Shop, which not only functions as an online buying-and-selling platform, but also as a digital communication ecosystem oriented toward business and social sustainability. This transformation becomes even more interesting because in this context artificial intelligence does not only play a role as a technical tool, but becomes the main actor capable of shaping communication strategies that can help users build brand image, thereby strengthening long-term relationships between consumers and companies (Brobbe et al., 2021).

In line with Madanchian (2024), artificial intelligence has transformed digital marketing communication from conventional approaches into a system that is dynamic, adaptive, and data-driven. In the context of TikTok Shop, AI enables the delivery of marketing messages that are more relevant, personal, and interactive, thereby increasing engagement, trust, and consumer purchasing decisions in a sustainable manner. Sustainability does not only refer to environmental aspects, but also to social and economic sustainability in marketing communication. In the context of TikTok Shop, marketing sustainability can be seen from two sides: social sustainability which involves fairness in marketing interactions and environmental sustainability which measures the impact of every advertising campaign. Social sustainability in AI-based

marketing communication aims to ensure that every advertisement and communication is not only efficient but also fair and inclusive. TikTok Shop strives to create marketing communication free from bias and discrimination. For example, the AI algorithm used by TikTok must ensure that it does not have a tendency to only display products or services to certain audience segments based on race, gender, or other demographics. In addition, TikTok Shop also focuses on environmental sustainability through its partnership with Scope3, which allows advertisers to measure the carbon footprint of their advertisements. This indicates that TikTok Shop introduces the concept of sustainable marketing that does not only pursue short-term profits, but also considers long-term impacts on the environment. For example, TikTok uses AI to optimize ad distribution to be more efficient, reduce energy waste from irrelevant ads, and help advertisers minimize their carbon footprint (Nia & Shafei, 2025).

In the automated digital era, AI has taken a major role in managing how marketing messages are sent, received, and understood by consumers (Senyapar, 2024). However, along with AI's presence also arises new responsibilities, namely ensuring that marketing communication remains fair, inclusive, and ethical. In line with Bhardwaj et al. (2024), AI-based personalization enables e-commerce platforms to present recommendations that are more relevant and contextual, thereby strengthening user experience, increasing consumer trust, and supporting the sustainability of digital marketing communication. Social sustainability in this context means maintaining marketing communication that is not only technically efficient, but also socially fair. TikTok Shop, through its AI-based recommendation system, has the ability to determine what products are displayed to whom. AI-based recommendations increase the perceived usefulness of TikTok Shop because consumers feel the system can understand their needs and preferences accurately (Le et al., 2025).

This system can shape consumer perceptions of brands and even influence the economic behavior of society. Therefore, it is important to ensure that TikTok's algorithm does not introduce hidden bias or discrimination. For example, the AI algorithm should not be directed to only display certain products to audience groups based on gender, age, race, or economic background. To maintain this fairness principle, TikTok Shop strives to improve algorithmic transparency by ensuring that the selection process for advertising content and product recommendations remains objective and user-oriented. The concept of social sustainability becomes important because AI is no longer only a promotional tool, but also a mass communication tool capable of influencing the behavior and consumption culture of the broader society. Besides social fairness, social sustainability is also reflected in two-way interactions between brands and consumers. Through features such as live shopping and AI chatbots, TikTok Shop creates a communication space that is more equal between sellers and buyers. Consumers can now directly provide feedback, ask for product information, or even submit complaints in real time. This form of communication shows that AI not only accelerates transaction processes, but also strengthens social relationships between producers and consumers, which is an important aspect of sustainable marketing.

3.3 Ethical Challenges in the Use of Artificial Intelligence in the Transformation of Marketing Communication (Multiple Linear Regression Analysis)

The ability of artificial intelligence to personalize audience experiences, collect data, and analyze it in real time to optimize marketing campaigns brings various dilemmas referring to fairness, transparency, privacy, and social responsibility. One of the main challenges faced by AI-based platforms such as TikTok Shop is the processing of users' personal data, which in digital marketing communication often involves collecting large amounts of data, shopping preferences, location, content interactions, and so on. Although this data collection aims to improve the shopping experience, it raises concerns about how the data is collected, stored, and used. TikTok Shop must ensure that users are given clear explanations regarding how their data is collected and processed in the context of personalized advertising. Providing clear and open information about how AI influences their shopping experience can increase consumer trust and strengthen customer loyalty. In addition, TikTok Shop must also be prepared to be accountable if the algorithm used does not provide the results desired by users or even harms them.

Indeed, AI can enable TikTok Shop to facilitate users, especially sellers, in mapping advertisements according to intended target audiences, which is suspected to have a significant impact on consumption behavior and purchase decisions of potential buyers. Although this offers various benefits for companies in increasing sales, it also has negative tendencies in the form of overconsumption that can affect consumers' financial decisions. From an ethical perspective, TikTok Shop must pay serious attention to the long-term impacts of marketing communication integrated with artificial intelligence, with the aim of considering consumer well-being. The use of AI must align with the initial vision and mission, namely to optimize conversions optimally. For example, impulsive product advertisements that continuously appear without considering users' real needs can cause wasteful spending and even worsen consumers' economic conditions. TikTok Shop has a responsibility to use AI in ways that promote consumer well-being and avoid misuse of technology for short-term gains. This includes more ethical ad filtering and supporting marketing policies that are more aware of their impacts on consumers' social and financial well-being (Manullang et al., 2024).

In addition, within marketing communication itself, this development indeed brings significant benefits in the form of effectiveness, efficiency, and personalization that results in interactions between brands and audiences or buyers. However, even though blended intelligence technology has emerged, the challenges that arise become increasingly complex in the use

of this technology, especially in the context of communication ethics, privacy, and equal access to remain sustainable. In line with Le et al. (2025), TikTok Shop adoption is strengthened by the synergy between AI-based recommendations and the role of Key Opinion Consumers who function as trust mediators in digital marketing communication. In this context, as a social media-based e-commerce platform, the challenges become more complex because they relate directly to interactions between consumers and brands, making them highly dynamic. One of the main advantages of using AI in marketing is the ability to personalize user experiences, so that each displayed advertisement becomes more relevant to consumer preferences and behavior. On TikTok Shop, AI algorithms can analyze user data such as search history, content interactions, and purchased products to target advertisements more precisely. However, ethical challenges arise when this personalization becomes excessive or involves non-transparent manipulation.

Thus, it can be concluded that digital marketing communication carried out by TikTok Shop can be delivered to the public more quickly, effectively, and efficiently, especially to audiences or consumers of certain products or services because it is supported by fast algorithms compared to traditional communication tools. Advertisements launched by brands affiliated with TikTok Shop have more flexible space in cyberspace to convey information to their customers with relatively low advertising costs. Therefore, the effectiveness of online marketing communication can continue to increase along with the development of data-oriented digital marketing so that it is more focused and directly related to business outcomes. Advertising offers are increasingly personalized in real time to customers, becoming the basis for business actors to retain their markets through digital content that also functions as advertising media (Aulia, 2024).

4. CONCLUSION

The presence of technology and communication driven by artificial intelligence facilities has great potential as an effective tool in creating content intended as a marketing communication mix. TikTok is currently a social media platform that is highly favored by all segments of society. TikTok has become a role model as part of popular culture used in various functions. TikTok Shop has more flexible space in cyberspace to convey information to customers with relatively low advertising costs. Therefore, the effectiveness of online marketing communication can continue to increase along with the development of data-oriented digital marketing so that it is more focused and directly related to business outcomes. Advertising offers are increasingly personalized in real time to customers, forming the basis for business actors to retain their markets because digital content also functions as advertising media.

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