

RINGKASAN

Tiktok muncul dalam perdagangan online di Indonesia menimbulkan isu terkait ijin Tiktok, isu *predatory pricing* dan dominasi barang impor. Hal ini menimbulkan gejolak protes dari pedagang tradisional seperti di Pasar Tanah Abang. Pemerintah merespon dengan menerbitkan Peraturan Menteri Perdagangan (Permendag) No. 31 Tahun 2023 tentang Perdagangan Melalui Sistem Elektronik (PSME) mengatur pemisahan aktivitas jual beli langsung di media sosial untuk melindungi ekosistem perdagangan digital nasional. Setelah penerapan regulasi tersebut diperlukan evaluasi melalui kacamata publik apakah kebutuhan masyarakat khususnya pelaku usaha telah terpenuhi dengan adanya regulasi ini.

Opini publik dalam ruang digital dapat digambarkan melalui analisis sentimen dari komentar yang ada di media sosial dalam hal ini adalah Tiktok. Sentimen analisis dinilai dari ungkapan kata, ekspresi, sarkastik, makna kalimat, dan emoji yang dituangkan dalam bentuk bahasa tulis diposting di media sosial. Penelitian ini melihat dinamika opini publik sebelum dan sesudah penerapan regulasi *e-commerce* di Indonesia melalui aplikasi Tiktok,

Penelitian ini menggunakan pendekatan kuantitatif deskriptif. Sebanyak 1.000 komentar dari akun *influencer* maupun *non-influencer*, dengan analisa deskriptif dengan rata-rata dan analisis t-test. Penelitian ini dilakukan dalam dua periode sebelum dan sesudah penerapan untuk melihat dinamika opini publik yang berkembang di masyarakat khususnya di aplikasi Tiktok.

Hasil penelitian menunjukkan periode sebelum kebijakan opini publik cenderung positif (rata-rata skor sentimen 0,104), dengan komentar yang mendukung dan harapan terhadap solusi yang lebih baik dari pemerintah. Namun, setelah kebijakan diterapkan opini berubah menjadi negatif (skor rata-rata -0,085), menunjukkan kekecewaan terhadap penutupan TiktokShop. Hipotesis bahwa *influencer* dapat membentuk opini publik tidak terbukti, meskipun konten mereka memiliki tingkat interaksi tinggi. Hal ini dikarenakan algoritma Tiktok menampilkan konten sesuai preferensi pengguna. Sehingga penilaian evaluasi kebijakan berdasar pada opini yang berkembang di media sosial harus disertai dengan analisis tradisional dalam mencegah adanya filterisasi algoritma.

Kata kunci : Opini publik, *Social Commerce*, *E-Commerce*, Permendag 31 Tahun 2023, Tiktok.

SUMMARY

TikTok's emergence in online commerce in Indonesia has raised issues related to TikTok's licensing, predatory pricing, and the dominance of imported goods. This sparked protests from traditional merchants, such as those at Tanah Abang Market. The government responded by issuing Minister of Trade Regulation (Permendag) No. 31 of 2023 concerning Trade Through Electronic Systems (PSME), which regulates the separation of direct buying and selling activities on social media to protect the national digital commerce ecosystem. Following the implementation of this regulation, a public evaluation is needed to determine whether the needs of the community, particularly businesses, have been met.

This study analyzes public opinion on TikTok regarding this policy using a descriptive quantitative approach. A total of 1,000 comments from influencer and non-influencer accounts were analyzed using the Octoparse-8 data mining tool, and sentiment classification was performed using AI and human input. This study was conducted over two periods, before and after the implementation to observe the dynamics of public opinion within the community, particularly on the TikTok app.

This research uses a descriptive quantitative approach. A total of 1,000 comments from both influencer and non-influencer accounts were analyzed descriptively with averages and t-test analysis. The study was conducted in two periods before and after the implementation to observe the dynamics of public opinion that developed in society, especially on the TikTok application.

The results indicate that the period before the policy had a tendency for public opinion to be positive (average sentiment score of 0.104), with comments that supported and expressed hope for better solutions from the government. However, after the policy was implemented, the opinion shifted to negative (average score of -0.085), reflecting disappointment regarding the closure of TikTokShop. The hypothesis that influencers can shape public opinion was not proven, even though their content had a high engagement level. The TikTok algorithm displays content according to user preferences. Therefore, the evaluation of policy assessments based on opinions circulating on social media must be accompanied by traditional analysis to prevent algorithmic filtering.

Keywords : *Public Opinion, Social Commerce, E-Commerce, Minister of Trade Regulation 31 of 2023, Tiktok*