

SOCIO CULTURAL FACTORS INFLUENCING HOUSEWIVES' SHOPPING TENDENCIES ON TIKTOK SHOP (A STUDY OF SOCIAL STRUCTURE IN TERNATE CITY)

FAKTOR SOSIAL BUDAYA YANG MEMPENGARUHI KECENDERUNGAN IBU RUMAH TANGGA BERBELANJA DI TIKTOK SHOP (SUATU KAJIAN STRUKTURAL DI KOTA TERNATE)

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ABSTRACT

This study aims to understand how socio-cultural factors influence the tendency of housewives to shop on TikTok Shop, using a case study in Makassar Barat Subdistrict, Ternate City. The research employed a descriptive qualitative method with a case study approach. Data were collected through participant observation, in-depth interviews, and documentation. The findings indicate that the consumption behavior of housewives is not solely influenced by economic factors but also by social and cultural structures that shape their perspectives on digital consumption. Using Anthony Giddens' structuration theory, this behavior is understood as the result of a dialectical relationship between agency (housewives as social actors) and structure (digital media, social norms, and local economic policies). Furthermore, this study connects field findings with the context of regional policies that have not yet fully adapted to the development of the digital economy, as highlighted by Ibnu (2023) in Analysis of the Implementation of Regional Regulations Concerning Building Licenses. The research also expands the application of the social structuration approach in the digital context, as discussed by Ibnu (2024) in Exploring Political Socialization through the Lens of Giddens' Structuration Theory. Thus, this study enriches the literature on digital anthropology and provides policy recommendations related to women's household economic empowerment in the era of the digital creative economy.

Keywords: social structuration, housewives, TikTok Shop, consumer behavior, digital economic policy.

ABSTRAK

Penelitian ini bertujuan untuk memahami bagaimana faktor sosial budaya mempengaruhi kecenderungan ibu rumah tangga berbelanja di TikTok Shop, dengan studi kasus di Kelurahan Makassar Barat, Kota Ternate. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan pendekatan studi kasus. Data diperoleh melalui observasi partisipatif, wawancara mendalam, dan dokumentasi. Hasil penelitian menunjukkan bahwa perilaku konsumsi ibu rumah tangga tidak hanya dipengaruhi oleh faktor ekonomi, tetapi juga oleh struktur sosial dan budaya yang membentuk cara pandang mereka terhadap konsumsi digital. Dengan menggunakan teori strukturasi Anthony Giddens, perilaku tersebut dipahami sebagai hasil dari dialektika antara agensi (ibu rumah tangga sebagai pelaku sosial) dan struktur (media digital, norma sosial, serta kebijakan ekonomi lokal). Selain itu, penelitian ini mengaitkan temuan lapangan dengan konteks kebijakan daerah yang belum sepenuhnya responsif terhadap perkembangan ekonomi digital, sebagaimana ditunjukkan oleh Ibnu (2023) dalam kajian Analysis of the Implementation of Regional Regulations Concerning Building Licenses. Penelitian ini juga memperluas pendekatan strukturasi sosial dalam konteks digital sebagaimana dijelaskan Ibnu (2024) dalam Exploring Political Socialization through the Lens of Giddens' Structuration Theory. Dengan demikian, penelitian ini memperkaya literatur antropologi digital dan memberikan rekomendasi kebijakan terkait pemberdayaan ekonomi rumah tangga perempuan di era ekonomi kreatif digital.

Kata Kunci: strukturasi sosial, ibu rumah tangga, TikTok Shop, perilaku konsumsi, kebijakan ekonomi digital.

1. INTRODUCTION

The development of digital technology has transformed the face of social and economic interactions in Indonesian society. Social media-based applications like TikTok Shop are no longer just entertainment, but also new economic arenas where people, especially housewives, can conduct transactions and build their social identities.

This phenomenon demonstrates that digital consumption is not merely an economic activity but also a reflection of changing social structures. According to Giddens (1984), modern society is shaped by a dialectical relationship between structure and agency. In this context, housewives are not merely passive users of TikTok Shop, but active agents reshaping social structures through digital consumption practices.

Previous studies, such as Miller (2013) and Susanti (2020), show that online consumption has become a cultural practice imbued with symbolic meaning. This encompasses everything from self-image, the formation of social solidarity, to the negotiation of class identity. In Ternate, this shift is evident when housewives use TikTok Shop not only for household needs but also as a means of expanding social networks and strengthening their families' economic standing.

However, these social changes have not been fully accompanied by local policy adaptations. As Ibnu (2023) notes, regional regulations, such as business permits and digital protection, have not been able to adapt to the rapid transformation of the online economy. This imbalance between social change and policy responses is a crucial element of social structuration analysis.

Thus, this article seeks to understand how the consumer behavior of housewives in Ternate is formed through the interaction between socio-cultural factors, digital technology, and local policy contexts.

Two main questions are formulated:

1. What are the forms of socio-cultural behavior of housewives in West Makassar Subdistrict?influence tendency to shop on TikTok Shop?
2. What socio-cultural factors influence housewives' preference for shopping at TikTok Shop?

2. METHODS

This research uses a descriptive qualitative approach with a case study method, because the main objective is to understand the meaning and social processes behind the consumption behavior of housewives.

2.1. Research Location and Subjects

The research location was in West Makassar Village, Ternate City, known as an urban area with high social media penetration. The informants consisted of 12 housewives of varying ages, educational backgrounds, and economic statuses, selected using a purposive sampling technique.

2.2. Data Collection Techniques

1. Participatory observation: Researchers were involved in the daily activities of housewives, observing their social interactions with digital media and shopping habits.
2. In-depth interviews: Exploring the motivations, perceptions, and cultural values behind shopping decisions through TikTok Shop.
3. Documentation: Includes secondary data from literature, statistical reports, transaction screenshots, and regional regulations.

2.3. Data Analysis

Data was analyzed through analysis (Braun & Clarke, 2006) by identifying major themes such as social solidarity, status symbols, trust, and household economics. Each theme is interpreted within a theoretical framework. Giddens structure, namely the dynamic interaction between agency and social structure.

3. RESULT AND DISCUSSION

3.1. Sociocultural Behavior in Digital Consumption

Research shows that housewives use TikTok Shop not only for shopping, but also as a space for social interaction and entertainment. Activities such as live shopping, following viral trends, and sharing product recommendations show that digital consumption has become part of the new lifestyle.

In view of Giddens (1984), the action reflects reflexive monitoring of action, where individuals consciously assess and adjust their actions based on social norms and images. Here, housewives not only consume products, but also the social meaning behind them, such as modernity, stability, and recognition.

As Ibnu (2024) points out, digital social structures create new forms of political and cultural socialization, where individuals learn, imitate, and adapt social values through online platforms. TikTok, with its features the algorithm, indirectly forming a "structuration space" that mediates consumption behavior.

3.2. Background Socio-Cultural Factors

Thematic analysis revealed four main factors that drive housewives to shop at TikTok Shop:

1. Social factors: The solidarity of social gathering groups, friendship interactions, and the influence of online communities create social pressure to follow trends.
2. Cultural factors: The shift in consumption values from function to status symbol. Online shopping has become a means of building a modern image and joining the globalization of consumer culture.
3. Trust factor: Positive reviews and live *review creating* new forms of trust based on algorithms, not face-to-face interactions.
4. Economic factors: Discounts, promotions, and ease of transactions make TikTok Shop a rational choice in the context of a middle-class household economy.

These findings confirm that digital consumption is both rational and symbolic. Within the context of social structuration, housewives utilize digital resources to strengthen their agency, yet remain bound by existing social norms and structures.

3.3. Social Structuring and Local Policy

This research also found tensions between social change and regional policies. Local governments lack adequate regulations to support digital economy actors, both in terms of consumer protection and empowering MSMEs. As Ibnu (2023) explains in his study of regional regulation implementation, local bureaucracy is often slower than social dynamics. In the Ternate context, policy structures act as a "structural constraint" that limits the expansion of women's creative economy. However, housewives are able to negotiate these limitations through social innovation, for example by utilizing live selling to help sell local products and expand the household economic network.

4. CONCLUSION

This study concludes that housewives' shopping behavior on TikTok Shop is a concrete manifestation of the social structuration process in the digital era. TikTok Shop functions as a new social space that mediates between structures (norms, policies, technology) and agency

(housewives as social actors). Changes in consumption values reflect a cultural shift from necessities to lifestyles, from the domestic economy to the digital economy. Conversely, the lack of adaptive regional policies underscores the importance of synergy between government, digital platforms, and communities to build an inclusive creative economy ecosystem.

Theoretically, this article extends Giddens' structuration theory into the realm of digital anthropology and household economics, while practically providing policy recommendations:

1. Local governments need to create regulations that support a gender-based digital economy.
2. Digital literacy programs and MSME training need to be targeted at housewives so they can utilize platforms like TikTok Shop productively.
3. There is a need for collaborative policies between educational institutions and the government to strengthen women's social capacity in the era of economic digitalization.

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