

The Urgency Of Implementing Bussines Ethics In Marketing Communication Through Live Streaming On The Tiktok Affiliate Account @MancingParadise

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Abstract

The use of TikTok Affiliate as a product promotion media has been widely used, especially the use of the live streaming feature as one of the product promotion features on the TikTok platform is very beneficial for affiliates in making it easier to interact directly with consumers as an audience during live streaming. I @MancingParedise is one of the affiliate accounts that is popular with people who like fishing, who are looking for quality fishing equipment, but several times there have been violations obtained by @MancingParadise due to several things that refer to the lack of good communication, which has an impact on the security of the TikTok affiliate account @MancingParadise. This study aims to examine the use of appropriate communication ethics in digital promotional activities on the TikTok platform, especially the use of the live streaming feature, using a qualitative descriptive method that explains the urgency of the communication aspect. Data was obtained from September to November, where the results of the data showed that the use of communication ethics had a significant impact on increasing communication aspect points. So the results show Transparency (47 Points), Personalized (47 Points), Avoid fraudulent manipulation (56), Diversity and inclusion (38), Avoid providing excessive information (85) From these points, it shows an increase in communication between.

Keywords

TikTok Affiliate, Live Streaming Promotion, Communication Ethics

Introduction

According to Muslim, Moh (2017: 148) ethics is the central point in all activities, because business cannot be carried out only with transactions that are desired by legal contracts, but must also bebased on mutual trust between the parties involved with the transaction. According to Sari, Eka, A. et.al (2023: 268) companies need to pay attention to how ethics need to be implemented as a form ofresponsibility and good reputation that must be put forward. in running an ethical

business, of course, it is shown with good communication, according to Balqis communication, Adelia, Shinta, et.al (2024) by implementing ethical behaviors in carrying out the business Sale and purchase transactions will create an ethical business implementation that can produce a business Sale and purchase transactions will create an ethical business implementation that can produce a business that benefits both parties. But in fact, we often encounter when reaching an agreement in business there are some noble values that have not been applied properly, for example, coercion so that the other party does not achieve satisfaction during the transaction, there is an element of comparing with other products, providing excessive information etc. Business ethics in this case relates to communication when running a business, given that communication activities are very important in interaction activities as well as in the scope of the business of buying and selling products.

Communication activities are carried out so as to provide clear and accurate information, which will send messages both in thoughts, attention, and goals to the recipient of the message through a communication process. According to Philipus, Ngoreng (2018: 45) one of the important things in business communication is how the delivery of messages to be conveyed in business communication can provide and bring enlightenment to the communicant or the recipient of the information. The content of the message is required to contain real truth so that it does not only contain messages that fool or manipulate the communicant. It can be concluded that business communication ethics is closely related to how a person's procedures are politely and politely behaved, especially when establishing business communication. It is certainly applied both in the form of words and writing, which is done to the parties involved in a scope of business activities. In the current era, the use of social media platforms as a place for product promotion is very loved by the public, especially on the TikTok platform. TikTok provides an affiliate program so that users can promote products easily and can increase income. TikTok affiliate itself is a program created by the TikTok application for users who want to earn income in a fairly easy way, namely promoting other people's products sold by Sellers on the TikTok shop platform. By helping to promote other people's products, affiliates will get a commission.

The existence of the live streaming feature is very profitable, in addition to being able to broadcast widely if the content that is broadcast can entertain the audience, it is likely to get a gift which can later be converted into a commission. According to Lidya, Agustina. No.19 (2018) Live video streaming is part of web 2.0 which emphasizes the value of interactivity, participation, and social networking features is a form of media convergence because it has combined broadcasting media (live broadcast) and social media by using and utilizing internet technology and so that it can be accessed with mobile devices that match the lifestyle of internet users in the current era. Being a TikTok affiliate, there are things that must be considered, namely violations that can cause the account to get violation points which have an impact on the safety of the marketing account, of course this can happen. In addition to avoiding violations of my guidelines, in order to support success in the marketing process, the problem is how to apply business communication ethics when TikTok live streaming takes place as well as maintaining the security account of the TikTok affiliate account in accordance with applicable guidelines. Thus, based on the explanation of the background and the problems above, the author is interested in raising the research title "The Urgency of Applying Business Ethics in Marketing Communication through live streaming on the Tiktok Affiliate @MancingParadise Account".

Methods

1. The Urgency of Business Ethics

As social creatures, humans highly value attitude or ethics, which is considered very important from the past to the current era. Ethics are very important, so that as humans who live socially can be judged well and can be trusted by everyone through good ethics. According to Mulang, Hastuti (2022:226) ethics is a rule of association that can be accepted by certain communities, so that it becomes a norm and role model when behaving in community members who regulate every human action and attitude. A businessman, creates and conducts business by paying attention and seeing opportunities or opportunities to be able to produce a product that can bring profit in the future (Mustika, Amalia et.al 2020: 2) the definition of business ethics according to what is stated by Hermawan, Sigit (2018) is an act of doing business using aspects of norms, morality, and religion. Business ethics as a moral value that must be upheld such as integrity, , and honesty. According to Sari, Anis,. et.al (2023: 268) the main purpose of business is to achieve cumulative justice and a comparable transaction process between the various parties involved. In business activities, it is necessary to have a real implementation related to business ethics as an effort to create good business environment conditions in business activities.

2. Definition of Business Communication

Adin, Zein. et.al (2021: 34) suggest that communication is commonly used and utilized to be able to build partnerships, intellectual resources, promotional activities and create ideas for a product, organization, service that has a purpose so as to create the value of the business being run. Zein also said that internal communication consists of communicating the vision, strategy, motivation, ideas, plans, corporate culture, values and basic principles that exist in the . While according to Buulolo, Yerni Hati (2022: 19) communication is an activity carried out by business people in trading businesses to convey information related to products marketed to consumers. Based on the explanation above, it can be concluded that business communication has a very important role for a company, business communication can be interpreted as a tool to provide information related to a business value both directly and indirectly in order to obtain smoothness and norm compliance in promoting the products sold. In addition, business communication can build and add relationships to achieve market goals and targets.

3. Uses and Gratifications Theory

According to H, Hans Karunia. et.al (2021: 93) Uses and Gratification theory is a theory that emphasizes a process of receiving of course communication and an explanation of media use by individuals. In line with Oktaviani's opinion, Ade Ayu. (2022: 101) Uses and Gratification theory focuses on audiences, consumers, or media users, because audiences have reasons and obtain their goals when using the media, because it can be interpreted that the audience has its own impetus and needs to be able to achieve the expected goals. Astuti, Sri Wahyuning. et.al (2021: 86) revealed that in the Uses and Gratifications theory a user has choices to fulfill his wants and needs. Thus,

we have the ability to understand the interaction of people with the media, through the use of existing media by people as (users) and the acquisition of satisfaction obtained in the form of (gratifications). Astuti, Sri Wahyuning. et.al (2021: 87) also said that in accordance with what is in the theory of uses and gratification, that a TikTok media user in this case has a position as an active audience as a respondent and also has the right and ability to choose impressions.

4. TikTok Affiliate Business

Social media is now widely used as a marketing tool that is done online, according to Shinta Balqis et.al (2024: 2) online sales is a marketing strategy by utilizing digital platform media as a tool to promote and sell products to consumers. TikTok is a media platform that has been widely used by users to show creativity. According to Prisilia, Dwi Riska (2023: 2) the presence of TikTok with the TikTok Affiliate feature really has a role in the decision-making process at the time of consumer purchase. According to Kembaren, Nomi Claudia Br Sembiring. (2023: 3) as an affiliate program TikTok is a forum for many people so that they can promote on the TikTok shop platform by creating entertaining content and then linking product links to the yellow basket provided. on the TikTok application. With the presence of TikTok affiliate as a program and a new breakthrough to increase income on the TikTok platform, which is a way to be able to promote products on the TikTok shop platform in an efficient and easy way by simply creating interesting content, spreading product links, doing live streaming activities by including the yellow basket that has been provided on the TikTok feature.

5. Communication Ethics in TikTok Affiliate

The use of communication ethics is an important aspect, especially in the marketing business world. According to Ariansyah, Muhammad Dimas. (2023: 1253) product marketing activities by utilizing TikTok's live features are often encountered lately. With activities using the live format or live streaming feature by selling or promoting products, it helps many MSME (Micro, Small and Medium Enterprises) workers who may experience limitations in being able to carry out promotional activities. according to Suhairi. et.al (2023: 380) is a set of principles and standards that guide good, effective, and ethical communication practices in a business environment. Business communication ethics also includes several other aspects including speaking, writing, listening, moreover, collaborating with others in a business climate. The use of communication ethics is important to comply with TikTok platform policies in the affiliate program, it aims to maintain sales accounts to avoid account problems that can cause TikTok affliator accounts to be problematic and experience other problems such as restricted accounts and others.

6. Qualitative Descriptive Research Methods

According to Patmarina, Hepiana. et.al (2023: 83) a qualitative approach is an approach, where researchers provide a more complex picture in words about something to be studied,

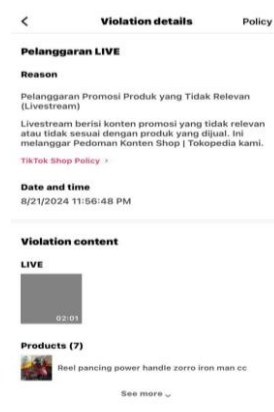
namely in the form of detailed reports through the perspective of informants and carry out study activities in an experienced condition. The existence of researchers using analysis in data with qualitative methods, qualitative methods themselves are research method to describe in detail, describe the picture both factually, accurately, and realistically about the facts of the phenomena being investigated (Dunan, Hendri. 2020: 55). Kristiyanti, Mariana (2023: 4) qualitative descriptive method is carried out to describe related to communication ethics in running an affiliate business on the TikTok @MancingParadise account. The communication ethics referred to in this case are related to the formulation of the problem in the form of how to apply ethics and proper communication during product promotion through the live streaming feature on the TikTok platform. retrieval technique This qualitative descriptive data uses observation, documentation, literature study and conclusion drawing techniques with data validity testing using triangulation.

Results and Discussion

Violation of TikTok Live streaming Feature Guidelines

The following is data on some of the violations that the @MancingParadise account received for violating the provisions in the TikTok guidelines:

Irrelevant Product Promotion

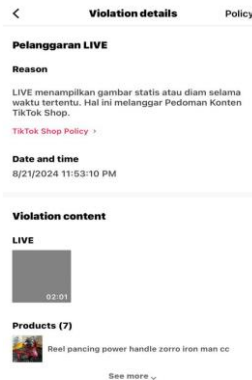


This violation is obtained because of a promotion that is not in accordance with the product being promoted or exaggerates a product so that it can be interpreted that the promotion carried out does not match the actual information or information in accordance with the specifications of the product being promoted. In line with iru, according to Patmarina, Hepiana (2016: 46) in creating excellence in products to be marketed, it should provide products in accordance with needs and expectations. However, with this, of course, it is accompanied by appropriate product specifications so that it does not seem to exaggerate the advantages of products that are not necessarily there. @MancingParadise certainly violates the guidelines in TikTok Affiliate, these violations also include violating the communication aspects that are urgent in promotion through

Source :TikTok Affiliate @Mancing Paradise digital media, namely manipulating / deception and providing excessive information. The impact is that the account is exposed to violations and gets violation points which if there is no change and continues to violate TikTok guidelines and the points are getting higher, the worst impact is to get an account blocking. Regarding consumer trust, Sagara et.al (2023) (uses and gratification theory) emphasizes the role of the audience as

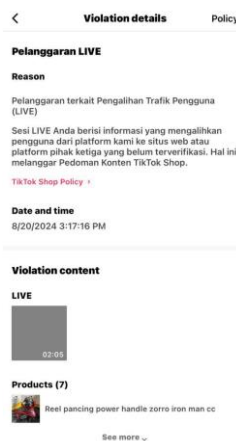
consumers/media users. Uses and Gratification also emphasizes that consumers have a goal orientation, consumers have an active role, so they can choose media with their discriminatory abilities.

Static Image Stays Still for Too Long During Live Streaming



This violation is obtained because the live streaming activity does not run properly, aka silent for a certain time or to be precise more than 2 minutes. This can be interpreted that within a certain period of time or 2 minutes there is no interaction by the seller and without setting the live streaming pause. this certainly violates the guidelines in TikTok Affiliate because it violates the function of the live streaming feature as a promotional medium. In line with Panjaitan's opinion, Yosie Gabriel (2020) communication ethics is a communication process between the two parties. The company can be conveyed as much as possible based on ethics. The existence of these violations shows that the live streaming process as a promotion is not used properly, of course it will get violation points, the impact of which can be a decrease in audience traffic Sumber :TikTok Affiliate @Mancing Paradise which will definitely harm the affiliate, so this must be avoided. Uses and Gratification is seen as a mass communication study that emphasizes audiences as consumers of a medium, of course communication activities often occur, especially in the realm of buying and selling, if the communication process does not work as in the violations committed, the rights of consumers who should get their needs in the mass media cannot be fulfilled.

Usage Traffic Diversion



Source :TikTok Affiliate @Mancing Paradise

This violation is obtained because it uses promotional media on the TikTok platform but during the promotion the account user directs the audience to buy products on other platforms by including the Oren Shop link (Shopee) this also certainly violates the intellectual rights owned by TikTok, commensurate with the opinion of Nabila, Vania Zana. (2024) which argues that the Uses and Gratification theory provides a basis for understanding how a person chooses media to be able to meet their various applied needs, thus if the consumer has chosen the media as a place to conduct online shop transactions such as TikTok Shop.

Aspects of Communication Ethics

Transparency

According to Matthew, Axel .et.al (2024: 4568) transparency in the world of marketing is defined as an openness or honesty in an aspect of communication and business practices carried out by companies to their consumers. According to Putra, Eka Aditya et.al (2022: 304) transparency in is that every human being has the right to be able to obtain information and guarantees of information obtained and this is open, which means that transparency can be enjoyed and accessed by the public at large and from various circles. According to Fauzana, Nurul Anisa (2020: 8) transparency is also an openness of information regarding social media content intended for the public and the public, this is also related to the use of transparency aspects in the promotion of fishing products in the TikTok Affiliate @MancingParadise, where in the creation of content and promotional activities carried out live promoters promote products in accordance with the actual information related to the product being promoted. So it can be concluded that transparency in the world of marketing is a principle in which there is openness and honesty during communication in business practices carried out by companies to consumers. The scope of transparency is the delivery of accurate information, information that is easily accessible to all parties, for example, such as avoiding false claims or testimonials in product promotion activities carried out.

Relevant Personalization

According to Santoso, Okky Chandara (2013: 1) personalized is a CRM strategy or commonly called Customer Relationship Management which has a characteristic that the customer's personality becomes a benchmark in establishing interactions with customers. This certainly has a purpose, namely, as a tool to be able to increase customer loyalty which will also have an impact on sales results. So that customers will care about the preferences that have been established according to personal wishes and tend to be more loyal. (Surjono, Willy. No. 27) Personalized in marketing activities is important as a marketing strategy, this is to be able to obtain information related to interests, brands, and content according to consumer desires. So that the services provided will be in accordance with the needs, behavior and preferences of consumers.

Avoid Manipulation/Fraud

According to (Sahiu & Wijaya, 2017) manipulation is an action in carrying out activities, where in carrying out these activities, the individual who carries out has never seen directly but only relies guidelines or instructions. According to L, Roger, et.al (2023: 8084) manipulation in business is a series of lies where this is done by a person to be able to influence or lead someone to want to act according to what the perpetrator does. According to Ayuningtyas, Ratna (2019: 79) argues that manipulation is an engineering process by concealing, removing, and adding to certain or all parts of the reality of real facts, this is done with a design system on a value system. so manipulation can

be defined as an action that has the aim of influencing someone through various techniques, for example by hiding, changing, or adding information, and using lies or engineering against reality.

Respect for Diversity and Inclusion

According to Tuasikal, Payakun, et.al (2024: 3859) diversity and inclusion refer to the existence of diversity in individual characteristics such as gender, race, ethnicity, religion, sexual orientation, and ability, as well as efforts to create an environment that can appreciate and utilize differences more positively. Inclusion itself focuses on how to create conditions so that each individual feels accepted, valued. According to Suhairi, Syafira, Dinda (2023) revealed that respecting diversity and inclusion in business communication in the current digital era is important to do this to respect diversity while promoting inclusion. diversity and inclusion are two concepts that are interrelated but have different focuses. Diversity refers more to differences in the characteristics of an individual while inclusion focuses on creating conditions so that individuals feel accepted, valued and respected. Diversity and inclusion in a business context are important to encourage innovation, avoid discrimination, and to ensure that everyone has equal access and respect.

Avoid Information Overload

According to Mastarni, Ni Komang Ari (2023) states that overclaim or what we can know with excessive claims is included in a statement or information that is excessively presented on a product that has not been proven, it is informed by business actors. In line with Mahayuni, ni Putu Gita (2024: 368) the delivery of excessive claims against a product such as which is advertised in a endorsement must be in accordance with the principles as regulated in the Consumer Protection Law. According to Arifin, Alfredo Juniotama, et.al (2023: 904) the delivery of information in the form of communication business actors need to do it honestly, openly without any misleading elements, emotional or psychological manipulation of consumers. excessive information or overclaim is a form of information that is conveyed in excess but not proven about the actual product with the aim of attracting consumer attention, but this can certainly violate existing regulations if the information provided is not in accordance with the truth. Business actors who make excessive claims with the aim of introducing their products, even though this is against the rules of honest promotion and in accordance with applicable regulations.

Observation Results

Observation Data Live Streaming account @MancingParadise

Interactions between Affiliates and Audiences were carried out from September 3, 2024 to November 2024, the results of interactions between Affilators and Audiences were obtained through the TikTok live streaming program when online product marketing took place. The results of the transcript of the interaction between Affiliates as sellers and Audiences as buyers as data that the form of communication ethics in the aspects of communication ethics is very necessary, as an urgency in online buying and selling activities so that buyers interested in marketed products and the security of TikTok affiliate accounts is well maintained. Here are the data points of communication ethics:

Description:

S : Subject

P : Researcher

KAEK : Communication Ethics Aspect Description

Code of Ethical Aspects of Communication:

T : Transparency, providing accurate product information to consumers.

PR : Relevant Personalization, providing product brand information that interests consumers so that the process of intense interaction discusses a particular product brand.

HMP : Avoid Manipulation / Fraud, providing product information without any elements of manipulation or fraud.

MK : Respect for Diversity, respect for every audience whether they ask questions, buy, ask for other products other than those sold by the seller.

HIB : Avoid Information Overload, do not over-inform product specifications, or compare with brands of products that are not sold.

Total Communication Aspect Data for September	
Communication Aspects	Total Number of Points
Transparency	32
Personalized	29
Avoid Manipulation Fraud	17
Diversity and Inclusion	3
Avoid Information Overload	9
Total Communication Aspect Data for October	
Communication Aspects	Total Number of Points
Transparency	46
Personalized	39
Avoid Manipulation Fraud	24
Diversity and Inclusion	2
Avoid Information Overload	10
Total Communication Aspect Data for November	
Communication Aspects	Total Number of Points
Transparency	46
Personalized	47
Avoid Manipulation Fraud	56
Diversity and Inclusion	39
Avoid Information Overload	85

Source : Dokumentasi Akun TikTok @MancingParadise

This study examines how influential the use of communication ethics is in avoiding account violation problems experienced by the @MancingParadise account. Communication can certainly encourage purchasing actions and the hope is that in the long run it can build loyalty in consumers (Pienrasmi, Hanindyalaila. Rinova, Dora. 2019: 46). The application of communication ethics in TikTok @MancingParadise account marketing has increased from September to November as evidenced by the results of the data in the previous chapter which obtained data:

- September:

the communication aspect for Transparency (T) gained 32 points, Personalized (PR) gained 29 points, Avoid Fraudulent Manipulation (HMP) gained 17 points, Respect for Diversity (MK) gained 3 points, and Avoid Information Overload (HIB) gained 9 points.

- October:

communication aspect Transparency (T) has increased by 14 points to 46 points, personalized communication aspect (PR) has increased by 10 points to 39 points, the communication spec of Avoid Fraudulent Manipulation (HMP) has increased by 7 points to 24 points, the aspect of Respecting Diversity (MK) has decreased, which must be underlined from point 3 has decreased by 1 point to only 2 points, and the aspect of Avoiding Excessive Information has increased by 1 point to 10 Points.

- November:

The communication aspect of Transparency (T) has increased by 14 points to 47 points, the aspect of personalized communication (PR) has increased by 8 points to 47 points, the communication spec of Avoid Fraudulent Manipulation (HMP) has increased by 32 points to 56 points, the aspect of Respect for Diversity (MK) has experienced a significant increase which in October was 2 points at the time of November increased 37 points to 39 points, and the aspect of Avoid Excessive Information has increased 75 points to 85 Points.

From the data in November, there has been an increase in all aspects of communication, so that in November it can be said that the communication aspects applied by the @MancingParadise account are balanced, but it needs to be increased again so that the increase is maximized so that the audience or consumers of the @MancingParadise account become crowded and account traffic improves again. Patmarina, Hepiana (2016: 47) argues that, the fulfillment of consumer needs by looking at the condition or specifications of a product, whether it has met their expectations and may even exceed what consumers expect. according to H, Hans Karunia et.al (2021: 93) Uses and Gratification is something that focuses on the acceptance process in the communication process and explains the use and usefulness of the media for individuals, here the @MancingParadise account becomes a medium for the audience to get the quality of fishing gear that consumers want. Tiara, Tria Arvina, Rinova, Dora (2021) argue that service quality is one form that can be a consumer assessment of the service received (perceived service). with the expected service level. Meanwhile, according to Haqqu, Rizca. (2019) Uses and gratification which is a theoretical model that has the view that, as an audience, the audience has an active role in using the media. In this study, the @MancingParadise account is a fishing gear marketing media that should be seen by audiences who have a hobby or are looking for fishing gear product needs as promoted by the @MancingParadise account. So that communication used becomes important in the promotional activities of fishing products, in order to attract the audience actively to meet their needs and even subscribe to the @MancingParadise account and the use of communication makes this @MancingParadise account a promotional media favored by fishing hobby lovers.

Conclusion

The urgency of applying communication ethics to the TikTok affiliate @MancingParadise account needs to be applied in promotional activities, especially digital promotions and utilizing the TikTok platform, this has a huge impact on account security in complying with the guidelines on the TikTok platform. There were violations obtained from promotional activities before this

research was conducted because of the use of inappropriate communication ethics, irrelevant product information, static images, and diversion of user traffic, some of which were very detrimental to consumers, in the Uses and Gratification theory itself it has been explained that consumers have the freedom to obtain the best possible information about the products they need, and can choose what media suits their preferences on an online shop platform. In fact, all of that can be fulfilled if the application of communication ethics can be implemented properly by the seller as an intermediary for consumers to get the products they want.

From the data points of communication ethics that have been obtained, the aspects of communication have been used well and have increased every month, but still need to be improved so that the communication aspects can be applied optimally and the account does not violate TikTok guidelines so as not to get repeated violations. In addition, when the communication aspects have been applied well and have increased, it means that the communication interaction activities between promoters and consumers are going well, so as to increase consumer loyalty and increase consumer trust and be able to increase sales, this certainly shows that the Uses and Gratification theory has been applied in the sale of @MancingParadise.

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