



## ANALYSIS OF THE ADAPTATION OF TRADITIONAL MARKET TRADERS IN THE DIGITAL EVOLUTION

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### ABSTRACT

Traditional markets that used to be the center of buying and selling activities are now facing major changes due to the emergence of digital markets. Because the presence of e-commerce platforms and social media offers convenience for consumers and sellers, such as wider accessibility, fast transactions, and efficient payment systems. Changes in digital marketing methods are also felt by clothing sellers in one of the traditional markets in Medan City, namely Petisah Market. This research method is qualitative with the research subjects in this study being market players who make transactions at the Petisah market. This study uses data collection techniques such as interviews and observations. Based on the results of an interview with one of the shop owners in the Petisah market, it was revealed that the problems experienced by Petisah market traders were such as high price levels which caused a lack of consumer interest in shopping. Several shops in Petisah tax also market online stores on the Shopee application via Instagram to attract the attention of online shopping enthusiasts with the potential for friendly service, friendly service is an important potential possessed by traditional markets in order to excel over modern markets and e-commerce. The main recommendation to ensure the success of Petisah Market traders' adaptation in facing digitalization is to combine conventional and digital methods

**Keywords:** adaptation, digital, market

## 1. INTRODUCTION

The development of digital technology has changed various aspects of life, including the trade sector. Where markets used to be centered in one place and buyers and sellers met directly, now transactions are online with the internet network without direct face-to-face contact. Moreover, based on a survey conducted by the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia reached 215.63 million in 2022-2023. This figure increased by 2.67% compared to the previous period,

this shows that the internet has an important role in everyday life. The rapid development of the internet and digitalization today makes a difference. And the trade sector also feels this difference, one of which is in traditional markets.

Traditional markets that used to be the center of buying and selling activities are now facing major changes due to the emergence of digital markets. Because the presence of e-commerce platforms, social media, and online sales applications offers convenience for consumers and sellers, such as wider accessibility, fast transactions, and efficient payment systems. This condition certainly requires traders in traditional markets to adapt in order to remain relevant in the ever-changing economic landscape (Sulistiyani, 2024).

The growth of the digital market has increased quite significantly because its existence has spread to small areas, so that this has caused several traditional market players to experience a decline in existence, where most business owners who experience this have failed to adapt to existing technological developments. According to (Pamelang et al., 2024) it is necessary to develop an application that connects traders and buyers. Which even though the presence of the digital market brings its own challenges for traditional markets, these traditional business actors can adapt easily. This change in digital marketing methods has also been felt by clothing sellers in one of the traditional markets in the city of Medan, namely Pasar Petisah. Pasar Petisah is one of the iconic traditional markets in Medan, this market is known as a market that sells various models of clothing with good quality and prices tend to be expensive. According to the Medan Market website, this Petisah Tax has been established since 1996 and it was recorded that in 2023 there were 1789 kiosks in this Petisah Tax (Pasar Petisah Phase II, n.d.).

Based on the results of temporary observations, it was found that several shops in Petisah Market have utilized online platforms in their sales, but there are many challenges faced by sellers in this digital era. This study focuses on clothing stores in Petisah Market to analyze how traders adapt to digitalization, comparison of sales in traditional and digital markets, and social changes that occur in trading patterns. This study aims to provide an overview of the extent to which the adoption of digital technology helps traders maintain or improve the sustainability of their businesses amidst increasingly competitive market competition by comparing the level of sales of shops in Petisah Market both in traditional and digital methods and analyzing the obstacles and social changes felt by business actors in Petisah Market, Medan City.

According to the Big Indonesian Dictionary (KBBI), adaptation is adjusting oneself to the environment, work, or lessons (Ach. Faqih Supandi, 2024) As explained by Marzari in his book, adaptive strategies broadly refer to socially, socially, and environmentally correct choices that allow the use of the resources needed to deal with various problems of action and action. Social situations. Cultural environment and environment. Ecology of the place of residence On the other hand, Bannet (1996:28) states that adaptation is an adaptive mechanism used by humans throughout their lives. Meanwhile, according to Bannet (1996:28) states that adaptation is an adjustment mechanism used by humans throughout their lives (Komalasari et al., 2023). Social adaptation is a process in which groups or individuals adjust their behavior to suit the social environment (Ahmad Usman et al., 2023). Discussing self-adjustment, according to Schneiders (in Ali, 2006) can be viewed from three perspectives, namely:

1. Self-adjustment as adaptation. Self-adjustment is seen as an adaptation process, which involves the individual's ability to adjust to physical conditions and the

surrounding environment. This adaptation does not only include physical changes, such as biological or physiological needs, but also psychological aspects. (Riofita et al., 2024). Thus, self-adjustment does not simply mean maintaining a stable body condition, but also involves personality adjustments in dealing with a dynamic social and emotional environment.

2. Self-adjustment as a form of conformity. Self-adjustment also means the individual's ability to comply with social norms, rules, and values that apply in society. Individuals are expected to adjust their behavior to comply with accepted social standards. Failure to conform can cause individuals to be considered deviant from social rules, both morally, emotionally, and socially.
3. Self-adjustment as an effort at mastery. In this context, self-adjustment is defined as the ability to control and regulate responses to various challenges, conflicts, and obstacles that arise in life. Individuals who are able to master themselves can manage their emotions, needs, and behavior effectively so that they can interact with their environment positively. This mastery involves the ability to harness one's potential and change the environment to better suit one's needs. Overall, according to Schneiders' story (part of Ali and Asrori, 2006), adjustment includes a series of mental and behavioral processes that enable individuals to respond to pressures, challenges, and changes in the internal and external environment in an effective and balanced manner.

## **2. RESEARCH METHOD**

The object of this study is market players who make transactions at Petisah tax. There are 2 types of informants from traders in the Petisah market. This study uses interview techniques, Interviews are interactions between two people that aim to exchange information and ideas through a question and answer process, so that they can create understanding in a particular topic. Observation, Observation is a method of data collection carried out by directly observing various activities or activities that are taking place. This technique allows researchers to obtain real information from the events or processes observed. And documentation, Documentation is a recording of events that have occurred. In qualitative research, document studies are used to complement observation and interview methods (Nova Ariyanti, Marleni<sup>2</sup>, 2022).

The technical analysis of this research data is reduction, reduction is Reducing data is the process of filtering and summarizing information by selecting the main aspects, focusing on important things, identifying themes and patterns. Data presentation, This presentation can be in the form of a brief description, a diagram of relationships between categories, or other similar forms. And drawing conclusions or verifying conclusions drawn at the initial stage is temporary and can change if there is not enough strong evidence to support it at the next stage of data collection, or if new findings are found that did not previously exist (Nova Ariyanti, Marleni<sup>2</sup>, 2022).

## **3. RESULT AND DISCUSSION**

Traditional markets are locations where sellers and buyers interact directly, usually marked by a bargaining process. This market is built by the government, private sector, cooperatives, or the community independently, with facilities in the form of kiosks, shops, stalls, or tents. It is managed by small traders, medium traders, and cooperatives, who generally run small-scale businesses with limited capital, using transaction methods that involve price negotiation. (Yuni et al., 2024).

Digitalization has updated consumer behavior, where the internet, social media, mobile applications, and many other digital communication technologies are an inseparable part of people's daily lives. (Ardani, 2022).

The potential of human resources owned by traditional markets. Improving the quality of human resources that can adapt to the changes offered by digital marketing. Digitalization has updated consumer behavior, where the internet, social media, mobile applications, and many other digital communication technologies are an inseparable part of people's daily lives (Ramadhani et al., 2024). Digital marketing through online media not only expands market reach, but also makes it easier for entrepreneurs and customers to choose and obtain information related to the products they need.

Comparison of the level of sales of clothing stores in the Petisah market with traditional sales can be seen from the sales volume, in traditional markets it tends to be the number of physical visitors and has high sales levels only at certain times such as holidays, weekends and during the shopping season (Prastika et al., 2024). Meanwhile, sales through digital platforms can be done without time and location limits, but the success of digital market sales is highly dependent on promotion, product quality and customer reviews.

Based on the results of an interview with one of the shop owners in the Petisah market, various perspectives were revealed regarding the challenges they face. These opinions provide insight into how online markets affect traditional store operations and traders' efforts to deal with these conditions.

The problem faced by traders in the Petisah Traditional Market is the high level of competition between traditional market traders and modern markets. Therefore, the most frequently used strategy to attract purchases is to use the market potential of the traditional market. And not only that, clothing stores in the petisah market also have other obstacles such as high price levels which cause a lack of consumer interest in shopping. Several shops in the petisah market also market online stores on the shopee application via Instagram to attract the attention of online shopping enthusiasts with the potential for friendly service, friendly service is an important potential possessed by traditional markets in order to excel over modern markets and e-commerce (Riofita et al., 2024). Friendly service is one of the potentials possessed by traditional markets compared to modern markets and e-commerce. With polite and friendly service, it will attract buyers to make repeat purchases in traditional and digital markets.

In addition to maintaining the cleanliness of the place, traders also need to pay attention to other important things, namely improving the quality of service to create consumer satisfaction (Sutiani, 2023). The traditional market of Asahan Regency has good and friendly service, this can be used to attract consumers to shop at traditional markets.

Adoption of digital technology can help traders in the petisah market by increasing market reach from national to international locations by using e-commerce platforms. In addition, digital technology can carry out more effective promotions by conducting digital

advertising, discounts, and online campaigns so that traders can attract more customers by increasing sales volume.

Based on the discussion above, the digital market has several advantages. This means, 1) having a wider reach than traditional markets, 2) online marketing provides information about a product or service faster, saving consumers' time, and 3) business: You can do it. Keep doing this as long as possible so that your sales increase. 4) By determining the target group, you can make your marketing more targeted. However, the digital market also has weaknesses and challenges, including: 1) Easy to copy or imitate; 2) Tight competition requires economic actors to be more creative and innovative; 3) Consumers need to be careful because: Vulnerable to fraud and 4) Customer dissatisfaction with the quality of products and services can cause losses for a company. reputation deteriorates rapidly.

#### 4. CONCLUSION

Digitalization affects traders in Petisah Market, changing work patterns, social interactions, and business sustainability. Conventional sales are declining as consumers shift to digital platforms, although traditional markets remain relevant for customers who value direct experiences. Barriers to digitalization, such as technical and resource limitations, require external support in the form of training and technology subsidies. Digitalization changes traders' work patterns, with a focus on digital platforms, but reduces emotional connections with customers. Traders who can leverage digital technology will have greater opportunities, while those who cannot will lose relevance. The main recommendation is to combine conventional and digital methods to retain loyal customers and attract new consumers, supported by the government and digital platform providers.

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