

A COMPARATIVE ANALYSIS OF E-COMMERCE SALES STRATEGIES: A CASE STUDY OF PASAR IKAN LAMA TRADITIONAL MARKET

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ABSTRAK

In today's digital age, the traditional market sector is facing significant challenges due to the rapid growth of e-commerce. This study aims to compare the sales strategies of traditional market traders, specifically at the Old Fish Market, with those of e-commerce players. By examining the strengths, weaknesses, and challenges of both models, this research seeks to understand how these two approaches can complement each other in the face of increasing market competition. The research employed a qualitative approach, involving interviews with traders, observations, and a review of relevant literature. The findings revealed that while traditional markets offer unique advantages such as personal relationships and product freshness, e-commerce provides wider reach and convenience. To remain competitive, traditional market traders need to adopt a hybrid approach, combining the best of both worlds. This study contributes to the literature on the digital transformation of traditional markets and provides practical insights for policymakers and market stakeholders.

Keywords: E-commerce, Traditional Market, Sales Strategy, Digital Transformation

1. INTRODUCTION

In today's rapidly evolving digital era, the trade sector has undergone a significant transformation with the emergence of e-commerce platforms that facilitate online transactions. E-commerce not only encompasses the sale of modern goods but has also penetrated various traditional sectors, including traditional markets that previously relied more on face-to-face transactions. This opens up opportunities for traders in traditional markets to expand their market reach and compete with other e-commerce businesses.

Traditional markets in Indonesia, such as Pasar Ikan Lama located in strategic areas, have been the center of local economic circulation for a long time. However, these markets face significant challenges, especially with the development of digital technology that allows consumers to make transactions without having to come to a physical location. Therefore, adapting to technology and the right sales strategy is crucial for the sustainability and competitiveness of traditional market traders.

It is important to understand how e-commerce sales strategies can be applied in the context of traditional markets, especially considering the differences in characteristics between the two types of markets. Traditional markets, such as Pasar Ikan Lama, have unique features in terms of direct interaction between sellers and buyers, as well as trust built through personal relationships. On the other hand, e-commerce offers convenience and ease in shopping, as well as the potential for wider market reach.

This research aims to analyze the comparison between sales strategies implemented by traditional market traders, especially Pasar Ikan Lama, and sales strategies used by e-commerce players. Through this case study, it is hoped that insights can be found regarding the advantages, disadvantages, and challenges faced in both sales models, as well as how the two approaches can complement each other in facing increasingly dynamic market competition.

Thus, this research is not only relevant for traditional market traders who want to develop their businesses through e-commerce platforms but also for stakeholders involved in developing policies and marketing strategies that support the integration of digital technology in traditional markets.

The scope of this study is focused on Muslim clothing and Arabic souvenirs shop owners in Pasar Ikan Lama who already have an online sales platform. Traders who sell traditionally and do not use e-commerce are also included in this research. The main objective of this case study is to analyze and compare the e-commerce sales strategies implemented by traders in Pasar Ikan Lama Traditional Market with the aim of increasing their sales and competitiveness in the digital era.

E-Commerce

E-commerce, or electronic commerce, refers to all forms of commercial transactions conducted electronically, primarily over the internet. According to Laudon and Traver (2018), e-commerce is the process of buying, selling, and exchanging products, services, and information through computer systems connected to a global network, such as the internet. E-commerce allows consumers to access a wider range of products and services more easily, quickly, and efficiently without having to meet with the seller in person. In a business context, e-commerce is also frequently used to improve operational efficiency and expand market reach (Kotler & Keller, 2016).

Turban et al. (2018) emphasize that e-commerce is not limited to the transaction of goods or services but also encompasses various interactions between customers and companies through digital platforms. E-commerce can be divided into several categories, including B2B (Business to Business), B2C (Business to Consumer), and C2C (Consumer to Consumer), each with distinct characteristics and business models. One of the primary advantages of e-commerce is its ability to create opportunities for small businesses,

including traditional market traders, to compete in a broader market at a lower cost compared to conventional methods.

Chaffey (2020) argues that the success of e-commerce is heavily influenced by the digital marketing strategies implemented by companies. This includes the use of social media, search engine optimization (SEO), digital advertising, and effective user experience management. Implementing the right marketing strategies allows e-commerce businesses to attract more customers, increase loyalty, and accelerate the transaction process. Thus, adapting to e-commerce is essential, especially for traditional market traders who want to access a broader market and increase their sales volume.

This digital transformation also presents unique challenges, particularly for traditional market traders accustomed to face-to-face transactions. Zhu et al. (2019) explain that one of the main obstacles to the adoption of e-commerce by traditional businesses is a lack of technological knowledge and the inability to manage the necessary digital infrastructure. Nevertheless, the implementation of e-commerce in traditional markets is believed to open up new opportunities, both in terms of improving operational efficiency and expanding market accessibility.

In conclusion, while e-commerce offers various opportunities, its implementation in traditional markets like Pasar Ikan Lama requires a deep understanding of market characteristics and appropriate sales strategies to be able to compete in the digital world.

Traditional Market

Traditional markets are shopping centers that have been an essential part of the economy in many countries, including Indonesia. Traditional markets not only serve as places for the transaction of goods and services but also as social spaces where traders and consumers meet face-to-face. According to Rohman (2015), traditional markets have characteristics that distinguish them from modern markets, namely intense face-to-face interactions between traders and buyers, as well as more personal transactions. This creates a mutual trust between the two, which is often a crucial factor in the success of sales in traditional markets.

In the Indonesian context, traditional markets also play a significant role in providing basic necessities at relatively affordable prices, especially for the lower and middle classes. Supriyadi (2017) explains that traditional markets in Indonesia often serve as meeting places for various segments of society, both to meet daily needs and as a forum for exchanging social information. However, traditional markets face various challenges, particularly related to infrastructure issues, convenience, and competition from more modern and comfortable modern markets or shopping centers.

Aminah (2018) notes that traditional markets in Indonesia are often viewed as symbols of the local economy that is still tied to tradition and conventional trading practices. Nevertheless, these markets are not immune to the influence of globalization and technological development, which has encouraged some traditional market traders to adapt to new ways of selling goods, including by utilizing digital technology and e-commerce platforms. However, the adoption of this technology is still hindered by several factors, such as limited access to the internet, a lack of understanding of technology, and a reliance on long-standing traditional practices.

Overall, traditional markets continue to have a strong appeal and relevance, despite facing various challenges in competing with modern markets. Therefore, understanding

the characteristics of traditional markets and innovative ways to integrate digital technology into trading activities in traditional markets is a crucial key to maintaining the sustainability and competitiveness of traditional markets in the modern era.

Beyond helping to position the research and demonstrate its originality, previous research represents an effort by researchers to find analogies and subsequently discover new inspirations for future research. Researchers summarize both published and unpublished research, incorporating a number of previous findings relevant to the research topic at hand.

Firstly, the research titled "The Effectiveness of E-commerce and Social Media in Improving the Marketing Performance of Traditional Market Trade" (Deddy Prihadi, 2019) is likely to focus on how the use of e-commerce platforms and social media can support traditional market traders in increasing sales and expanding their market reach. This research is likely to examine which e-commerce platforms are most effective for traditional market traders, such as large marketplaces (Tokopedia, Bukalapak, etc.), specialized platforms, or even creating their own online stores. Additionally, this research may also investigate how traders can utilize social media, such as Instagram, Facebook, and WhatsApp, to promote their products, build relationships with customers, and increase more personal and direct interactions. The appropriate use of social media can help traders introduce their products to a wider audience and increase interactions with loyal customers.

This research measures the impact of using e-commerce and social media on the marketing performance of traditional market traders. Several indicators that will be evaluated include increased sales, increased customer numbers, market reach expansion, and increased brand awareness among consumers. In addition, the challenges and obstacles faced by traders in adopting e-commerce and social media, such as limited technological knowledge or infrastructure constraints, will also be identified. This research also has the potential to explore opportunities that can be utilized by traditional market traders to optimize the use of these two channels, so that they can be more competitive in a market that is increasingly dominated by digital technology.

Secondly, research on "The Impact of the E-commerce Phenomenon on Sales Levels in Traditional Markets Viewed from Psychology and Islamic Economics" (MH Ainulyaqin, 2024) This research discusses the impact of the e-commerce phenomenon on sales levels in traditional markets from a psychological and Islamic economic perspective. One of the main aspects that will be examined is the change in consumer behavior due to the emergence of e-commerce, including shifts in preferences, motivations, and shopping habits that are more inclined towards the convenience of online transactions. This research will also explore the psychological factors that influence the adoption of e-commerce by traders and consumers, such as risk perception, trust, and ease of use of digital platforms. For example, how consumers feel more secure or more confident in making transactions online compared to buying directly from traditional markets. This psychological aspect is important to understand how traditional market traders can respond to changes in consumer behavior and modify their sales strategies.

In addition, this research will also explore the impact of e-commerce from an Islamic economic perspective, by assessing the extent to which principles such as justice, transparency, and the prohibition of riba are applied in e-commerce transactions. This

research will analyze whether the e-commerce phenomenon creates healthy competition in traditional markets or harms small traders who rely on conventional sales methods. In this context, this research will also look at the socio-economic impact of e-commerce adoption on the traditional market community, including changes in traders' income, its impact on employment, and changes in social interaction between sellers and buyers. Thus, this research seeks to provide a holistic picture of how e-commerce affects traditional markets, not only from an economic perspective but also from psychological and social perspectives, while still prioritizing the principles of equitable Islamic economics.

Thirdly, the research "Comparative Analysis of Online and Offline Marketing Strategies at Alea Store, Modern Traditional Market (PTM) of Bengkulu City, Viewed from Islamic Economics" (Tria Anggraini, 2017) This research aims to compare the effectiveness of online and offline marketing strategies in the context of Modern Traditional Markets (PTM), with a focus on achieving marketing goals such as increasing sales, market share, and profitability. One important point that will be discussed is how both strategies produce different results in terms of cost, reach, and interaction with customers. Online marketing strategies, with their advantages in wider reach and relatively lower costs, offer ease in attracting new customers. On the other hand, offline marketing strategies, which prioritize direct interaction between sellers and buyers, provide opportunities for traders to build more personal relationships and create customer loyalty. This research will also assess the advantages and disadvantages of each approach in the context of sustainability and market resource management.

In addition, this research will examine the comparison of online and offline marketing strategies from the perspective of Islamic economics, considering principles such as honesty, justice, and social responsibility in every business activity. This is important to ensure that both marketing strategies implemented are not only financially beneficial but also in line with the values promoted in Islamic economics. As a case study, this research will analyze the implementation of marketing strategies carried out by Toko Alea, which uses both marketing methods. This research aims to provide insights into how Toko Alea integrates online and offline marketing to improve their business performance, and how the results obtained are in line with the principles of Islamic economics in business.

2. RESEARCH METHOD

Different from experimental research, this study uses a qualitative and descriptive approach to examine various things in their natural setting. Qualitative research is believed to uncover facts or phenomena after going through several important and scientific steps. This process involves direct observation in the field, which is then analyzed to reach conclusions.

The research was conducted at a traditional market, specifically Pasar Ikan Lama, located in Medan Kota District, Medan City. The research was carried out during the Odd Semester of the 2024/2025 Academic Year.

The research subjects in this study are the market actors in Pasar Ikan Lama. There are two types of informants in this research. The primary informants are the traders who own one of the shops in Pasar Ikan Lama, while the additional informants are the buyers who make transactions at Pasar Ikan Lama.

Name (initials)	Age	Information
SR	35	Trader
NS	60	Trader
NA	45	Buyer
LS	52	Buyer

Qualitative data analysis was used in this study. Information gathered from field notes, interviews, and other sources was organized as part of this data processing. The aim is to facilitate understanding of the data and to effectively communicate the findings to others. Data Reduction The process of sifting and summarizing information by selecting significant details, focusing on what is important, looking for patterns and themes, and discarding irrelevant information is known as data reduction. This procedure facilitates a clearer presentation of data, makes it easier for researchers to collect more data, and makes it easier to find information later if needed. Data Display After the data reduction phase, the data is presented in a more structured format in the data display stage. Concise summaries, diagrams showing relationships between categories, or comparable formats can be used for this presentation. The most popular technique for presenting data in qualitative research is narrative writing. Conclusion Drawing Making conclusions and verifying them is the next step. Initial findings are tentative and can change if additional or better descriptions of a previously poorly understood finding are found, and can reveal causal or interactive relationships, hypotheses, or theories.

3. RESULT AND DISCUSSION

Most Effective E-commerce Sales Strategies Implemented by Traders in the Traditional Pajak Ikan Lama Market

Based on the research, there are several effective e-commerce sales strategies implemented by traders in the Traditional Pajak Ikan Lama Market. The majority of traders who have adopted e-commerce choose large marketplace platforms such as Tokopedia, Bukalapak, and Shopee. The main reasons for choosing these platforms are easy accessibility, low costs, and wider market reach. In addition, some traders have also started developing their own online stores using personal websites or Instagram to promote products more personally and directly to consumers. One strategy that has proven effective is marketing through social media where traders use Instagram and Facebook to display products, provide information about prices and promotions, and interact directly with consumers.

This research shows that a marketing strategy that combines the use of marketplaces and social media can have a significant impact on increasing sales and expanding the market reach of traders in the Traditional Pajak Ikan Lama Market.

Comparison of Sales Performance between Traders Using E-commerce and Traders Still Using Conventional Sales Methods

A comparison of sales performance between traders using e-commerce and those still relying on conventional methods shows a significant difference. Traders who have adopted e-commerce have experienced a substantial increase in sales, averaging 30%-40% higher than traders who still use conventional methods, which rely solely on direct sales in the market. Traders using e-commerce benefit from a wider market reach, not only at the local level but also with the potential for national and even international markets, depending on the platform used.

However, although online sales show an increase, the personal interaction that occurs in the conventional market still provides added value in terms of customer loyalty. Traders who still rely on conventional methods are more easily able to build personal relationships with regular customers, making them more likely to be loyal in the long term. However, the analysis shows that in terms of transaction volume and speed of sales, traders using e-commerce are far superior. One of the main reasons is the ease of online transactions and more efficient payment systems, such as bank transfers, e-wallets, and COD (cash on delivery).

Factors Influencing the Success of E-commerce Sales Strategies in the Traditional Pajak Ikan Lama Market

There are several factors that influence the success of e-commerce sales strategies in the Traditional Pajak Ikan Lama Market. Based on the research, the following factors are the main keys:

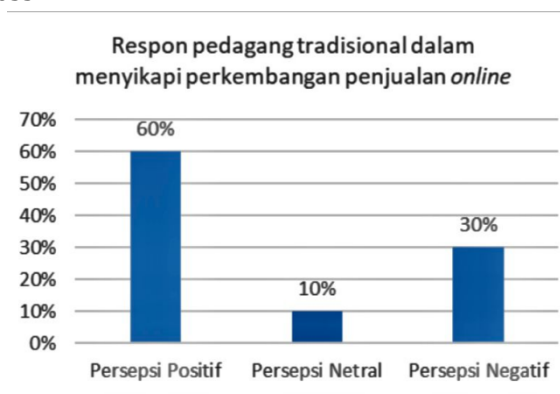
1. **Digital Education and Skills** Traders who have knowledge and skills in operating e-commerce platforms, and who are able to utilize social media well, tend to be more successful in implementing e-commerce strategies. Conversely, traders who do not have digital skills often have difficulty managing their online accounts and utilizing the available features.
2. **Customer Trust and Perception** Customer trust in online transactions also plays a big role. Traders who are able to build a positive reputation on e-commerce platforms and social media, and who provide good service, tend to find it easier to build loyal customers. Conversely, some traders face challenges in terms of risk perception from consumers who prefer to buy goods directly.
3. **Technology Infrastructure and Internet Connection** The success of using e-commerce is highly dependent on the quality of technology infrastructure, including a stable internet connection. Some traders in the Traditional Pajak Ikan Lama Market complain about difficulties in accessing smooth internet, which hinders their efforts to run online businesses optimally.
4. **Promotion and Brand Management** The use of social media to promote products, as well as effective brand management, has a significant impact on the success of online sales. Traders who utilize creative promotional strategies through Instagram, Facebook, and WhatsApp, and who have good brand awareness, tend to experience significant sales increases.
5. **Product Suitability for the Platform** Not all types of products are suitable for marketing online. Products with high visual value, such as handicrafts or other local products, are easier to market online using attractive photos and videos.

Conversely, products that are more difficult to introduce visually require a more careful and targeted marketing approach.

Overall, although there are challenges in implementing e-commerce in traditional markets, the factors above show that with digital education, adequate infrastructure, and the right promotional strategies, traders in the Traditional Pajak Ikan Lama Market can optimize the use of e-commerce to improve their sales performance.

Discussion

It can be concluded that 60% of traditional traders have a positive perception. This means that they understand that the shift towards e-commerce is inevitable and have started to adapt by implementing competitive strategies, including online sales. On the other hand, 30% have a negative perception, believing that online sales have detrimental effects on their business.



Tabel data 4.1

Comparison of Sales Performance between Traders Using E-commerce and Traders Still Using Conventional Sales Methods

Advantages	Disadvantages
<ol style="list-style-type: none"> 1. Not bound by time and place, especially for busy people who don't have time to go shopping at the store. 2. Saves time and energy, you don't need to go around malls or stores, you just need to spend a little time opening the internet and of course you will avoid traffic jams. 3. You can compare products and prices with other online stores, so there are more choices. 4. The shopping process is easy, just order the goods, and payment can usually be made through internet/mobile banking or ATM and just wait for the goods to be sent. 	<ol style="list-style-type: none"> 1. Often there is fraud where the goods are not sent after payment is made. 2. The physical and quality of the goods are not as expected, because we can only see through the photos on the website. 3. Additional transportation costs are incurred. 4. Cannot see and try the goods ordered directly. 5. It takes time for the goods to arrive at your place because of the shipping process.

 Conventional non-e-commerce sales

Advantages	Disadvantages
1. Buyers feel more confident because they usually come directly to the store so they can choose products that suit their needs. 2. Can directly know the quality of the goods. 3. The goods to be purchased can be tried directly. 4. Can directly transact bargaining for the price of goods.	1. The time required for offline shopping is very long. 2. Dependent on the weather.

4. CONCLUSION

The rapid development of e-commerce has had a significant impact on Muslim clothing and Arab souvenir traders. The main impact felt is a decrease in the number of buyers and income. This indicates that competition with e-commerce platforms has diverted some consumers from traditional markets.

Despite facing challenges, traders in the Nagari Ujung Gading Market have shown fairly good adaptive efforts. Some of the strategies they have implemented include: By continuously updating clothing collections according to the latest trends, traders hope to attract the interest of younger consumers. Discount strategies have proven to be an effective way to attract consumer purchasing interest and compete with the prices offered by e-commerce platforms. By maintaining product quality, traders strive to build consumer trust and encourage them to continue shopping in person. Good and friendly service can be the difference between shopping in a traditional market and on an e-commerce platform. Through installment payment schemes, traders seek to maintain customer loyalty.

Implementation of Islamic Economic Principles In addition to business strategies, traders also apply the principles of Islamic economics in running their businesses. Principles such as tawhid (unity of God), honesty, responsibility, and justice are expected to provide added value to their business and build consumer trust.

The primary recommendation to ensure the sustainability of traditional trade in the Pajak Ikan Lama market in the face of the development of e-commerce is to combine conventional and digital methods. This approach aims to retain loyal customers and expand the customer base. With the support of the government and e-commerce providers, this can be a sustainable solution for the traditional market of Pajak Ikan Lama.

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