
Meaning Of Trade Digitalization For Dinoyo Traditional Market Traders, Malang City

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Abstract

Technological developments have an impact on the world of education, economy, social, culture and development in Indonesia. This change is the reaction of each individual in an effort to understand the various changes that occur and their consequences. The influence of technological advances introduces a new terminology about the digital economy as a new economic era. The government together with traditional market managers are intensifying trade digitization for traditional market traders. This study aims to determine the meaning of trade digitization for traditional market traders. This study uses a qualitative research method with the type of phenomenology. The number of informants in this study amounted to six traders in the Dinoyo traditional market. The selection of research subjects using purposive sampling method. The technique used in data collection in this study used the technique of observation, in-depth interviews, and documentation. The data analysis technique in this study uses data analysis stages from Creswell which include: raw data, processing and preparing data, reading all data, coding data, connecting themes, interpreting themes. Then to check the validity of the data, the researchers used source and technique triangulation. The results of this study indicate that the attitude of market traders with the digitalization of trade shows a positive and enthusiastic attitude towards trade digitization, market traders gain knowledge about trade digitization through non-formal education by participating in training held by market managers. Digital technology provides convenience and benefits for market traders in carrying out their business activities. Future researchers are expected to be able to develop further related to the research subject and expand the research area in order to obtain comprehensive results.

Keywords: *Meaning, Trade Digitization, Market Traders*

INTRODUCTION

Technological developments have an impact on the world of education, economy, social, culture, and also development in Indonesia (Prasetyo and Trisyanti, 2018). Experts argue that technological change has created rationalization in various work processes, the order of people's lives. The influence of technological progress on economic activity was predicted by Tapscott, who first introduced the term digitalization of the economy as a new economic era. (Nizar and Sholeh, 2021).

The digital economy is an economy based on electronic goods and services produced by electronic businesses and traded through electronic sales. That is, businesses with electronic production and management processes that interact with partners and customers who conduct transactions via the internet or web technology (Sianturi, 2017). With the growing use of the internet in the business sector, there has been a change in the culture of doing business, such as the disappearance or reduction of intermediaries in business, thereby shortening distribution channels. (Wijoyo and Ariyanto, 2021).

The development of the digital economy in the country cannot be doubted, especially in big cities such as Jakarta, Surabaya, Bandung, Medan and Makassar.(Nurhayati and Falah,). Basic goods that were originally only traded in conventional transactions, can now be in the form of digital trade (Wirabrata, 2016). Micro, small and medium enterprises (MSMEs) are part of the tourism sector and the creative economy. MSMEs in Indonesia are one of the business sectors that are quite dominant in being run by business actors. With the large number of MSME actors, this illustrates that this sector has quite good potential in supporting the economy(Idah and Choose, 2020). This is what underlies the increase in the capacity of MSMEs, especially in facing the industrial era 4.0. The industrial era 4.0 has also made business people have to adapt to information technology(Nurhayati and Ardianingsih, 2021).

SMEs have the advantage of owning retail and using technology as marketing. This can increase consumer confidence in buying products online where business actors can use marketing media in the form of websites(Yanuar, 2018). The level of knowledge in the use of technology as a marketing medium in marketing MSME products can be influenced by several factors, including age, education, marketing scope, level of effectiveness and efficiency. Lack of knowledge about information and communication technology as well as good ways to use and utilize social media, impatient to get results, and lack of understanding to create interesting posts(Purwana, Rahmi and Aditya, 2017).

The market is a place for MSME actors to carry out buying and selling activities of the goods they have. In its development, the market is classified into two forms, namely traditional and modern markets(Santosa and Suharjo,). Social capital is found in traditional markets, this can be seen from the absence of boundaries between traders, in the market family relations play an important role. This kind of relationship illustrates that the market can be seen as a social organization or so-called department store whose relationship is based on a togetherness where each individual has a share of social capital based on that relationship.(Muzdalifah, Sukidin and Suharso, 2019).

The creation of digitalization of economic activities in the form of compiling and strengthening marketing and distribution technology is absolutely necessary to move market traders who have fallen due to the Covid-19 pandemic crisis. Some business actors thought to provide convenience to consumers. this also makes the digital economy often referred to as the "sharing economy" which helps MSMEs continue to compete healthily in the business world and international economic trade. MSME actors feel helped by using the internet. Indeed, not all can use technology to sell. But the majority have switched and can even combine online and offline marketing(Wijoyo et al., 2020).

Many studies similar to this research have been carried out as in the research conducted by(Reniati and Fauzi, 2022)about the role of social capital and digitalization of trade online trading studies by FKIP students at Sultan Ageng Tirtayasa University, in addition to research from(Diningrat, Maulana and Gultom, 2017)on the digitization of healthy food SMEs, further related research from(Sari, 2019)about the influence of digital economic development on the income of MSME business actors in the city of Makassar in research, then research from(Purwana, Rahmi and Aditya, 2017)Utilization of Digital Marketing for Micro, Small and Medium Enterprises (MSMEs) in Malaka Sari Village, Duren Sawit, then research from(Handayani, 2021)which explains that government training has a significant positive effect

on electronic commerce, meaning that the better the training provided, the better the electronic trading carried out by traditional market traders. Research from (Rahendra Farean, Abdi and Baining, 2020) which explains that training, coaching, and mentoring have a positive and significant effect simultaneously on the development of UMKM in Jambi City.

The research above is only an assumption and is not in accordance with the reality. The research mentioned above presents research that is almost similar to one another. These studies talk about a trading system, digitalization of trade, the use of digital marketing, and the influence of the development of the digital economy. Almost the same as the previous research, which discusses the digitalization of trade, but in this study using qualitative research, the researcher focuses more on how the meaning of digitizing trade in traditional markets is. Then the focus in this research is (a) what is the meaning of trade digitization for traditional market traders in Dinoyo, (b) how are the attitudes of traditional market traders in Dinoyo with the digitalization of trade, (c) how dinoyo market traders get knowledge about trade digitization, (d) why dinoyo market traders use technology. Malang City is one of the areas that intensify economic digitization. One of the sectors to be intensified is the trade sector. One of the markets in Malang City that implements online marketing is the Dinoyo traditional market in Malang City. The market is recorded to have 800 traders and is classified as a complete traditional market in Malang City. The head of the market manager revealed that since the government imposed physical distancing, buying and selling activities in the Dinoyo market have decreased. So that makes management look for alternatives to keep the market alive. (d) why the traders in the dinoyo market use technology. Malang City is one of the areas that intensify economic digitization. One of the sectors to be intensified is the trade sector. One of the markets in Malang City that implements online marketing is the Dinoyo traditional market in Malang City. The market is recorded to have 800 traders and is classified as a complete traditional market in Malang City. The head of the market manager revealed that since the government imposed physical distancing, buying and selling activities in the Dinoyo market have decreased. So that makes management look for alternatives to keep the market alive. (d) why the traders in the dinoyo market use technology. Malang City is one of the areas that intensify economic digitization. One of the sectors to be intensified is the trade sector. One of the markets in Malang City that implements online marketing is the Dinoyo traditional market in Malang City. The market is recorded to have 800 traders and is classified as a complete traditional market in Malang City. The head of the market manager revealed that since the government imposed physical distancing, buying and selling activities in the Dinoyo market have decreased. So that makes management look for alternatives to keep the market alive. One of the markets in Malang City that implements online marketing is the Dinoyo traditional market in Malang City. The market is recorded to have 800 traders and is classified as a complete traditional market in Malang City. The head of the market manager revealed that since the government imposed physical distancing, buying and selling activities in the Dinoyo market have decreased. So that makes management look for alternatives to keep the market alive. One of the markets in Malang City that implements online marketing is the Dinoyo traditional market in Malang City. The market is recorded to have 800 traders and is classified as a complete traditional market in Malang City. The head of the market manager revealed that since the government imposed physical distancing, buying and selling activities in the Dinoyo market have decreased. So that makes management look for alternatives to keep the market alive.

RESEARCH METHODS

This study uses a qualitative research approach with the type of phenomenological research. The use of a qualitative approach is used to obtain complete and appropriate information in accordance with the actual situation regarding the meaning of trade digitization for market traders, the attitude of market traders with the digitalization of the economy, where to get knowledge about digitalization and the use of technology for traditional market traders in Dinoyo. The selection of research subjects is based on market traders who take advantage of economic digitization.

The selection of research subjects used a purposive sampling method, where the selected informants were Dinoyo market traders who digitized trade. This research is considered complete if the researcher has obtained the necessary data that can explain the meaning of trade digitization for market traders. The number of informants in this study amounted to six informants. The technique used in this research data collection using observation techniques, in-depth interviews, and documentation. The data analysis technique in this study uses data analysis stages from Creswell (2016: 264) which include: raw data, processing and preparing data, reading all data, coding data, connecting themes, interpreting themes. Then to check the validity of the data, researchers used source and technique triangulation, source triangulation in this study was by asking the market head to check the informants' answers, while technical triangulation was carried out by comparing the results of interviews conducted by researchers with informants with various supporting media. The results of this study indicate that the attitude of market traders with the digitalization of trade shows a positive attitude, market traders gain knowledge about trade digitization through non-formal education in the form of participating in training held by the market manager. Technology provides convenience and benefits for market traders. Triangulation of sources in this study is by asking the head of the market to check the answers of the informants, while technical triangulation is done by comparing the results of interviews conducted by researchers with informants with various supporting media. The results of this study indicate that the attitude of market traders with the digitalization of trade shows a positive attitude, market traders gain knowledge about trade digitization through non-formal education in the form of participating in training held by the market manager. Technology provides convenience and benefits for market traders. Triangulation of sources in this study is by asking the head of the market to check the answers of the informants, while technical triangulation is done by comparing the results of interviews conducted by researchers with informants with various supporting media. The results of this study indicate that the attitude of market traders with the digitalization of trade shows a positive attitude, market traders gain knowledge about trade digitization through non-formal education in the form of participating in training held by the market manager. Technology provides convenience and benefits for market traders. The results of this study indicate that the attitude of market traders with the digitalization of trade shows a positive attitude, market traders gain knowledge about trade digitization through non-formal education in the form of participating in training held by the market manager. Technology provides convenience and benefits for market traders. The results of this study indicate that the attitude of market traders with the digitalization of trade shows a positive attitude, market traders gain knowledge about trade digitization through non-formal education in the form of participating in training held by the market manager. Technology provides convenience and benefits for market traders.

RESULTS AND DISCUSSION

Based on data collection through observation, in-depth interviews, and documentation. Several findings were obtained regarding the meaning of digitization for traditional market traders in Dinoyo. These findings indicate that: based on the results of the research, market traders described from informants who define trade digitization as trading online, there are several traders who explain that trade digitization is the use of technology to trade. The following is a snippet of the results of the interview with informant JM "trading online, sis". This is supported by Hargittai in (Reniaty and Fauzi, 2022) which explains that the development of digital technology has led to the establishment of broad/global connectivity using various electronic media. The rapid development of technology brings various changes in society, such as changes in interaction and communication activities that change towards the virtual. The presence of digitalization offers a variety of interesting network sites that can be used by individuals and communities to develop, one of which is in trade. From the results above, it shows that traders already know the definition of trade digitization, in line with the understanding of the digital economy by (Karim et al., 2021) which states that trade digitization is part of the digital economy which includes various economic activities. This shows that digitalization as a new medium used in (Reniaty and Fauzi, 2022) stated that with the above the emergence of the concept of digital trading or the internet and the use of information and communication technology. Previous research conducted by (Nurangaeni, 2018) revealing how the conditions of traditional markets are in the era of globalization and technological progress, where the research explains how important the digital era is in traditional markets, for the sustainability of the driving wheels of traditional markets.

Based on the results of research on the attitudes of market traders, it shows that market traders describe a positive attitude with the digitalization of trade. The positive attitude of the informant shows that the informant has high enthusiasm and interest in the digitalization of trade. This is supported by excerpts from interviews with informants "since there was training here, Ms. from the office regarding online sales in this market, I continued to join", the market trader was able to accept the digitalization of trade in the market. This statement is in accordance with what was said by Potter who stated that the interests, attitudes, and abilities of individuals in using digital technology to access, manage, build new knowledge, and be able to communicate with others. But apart from a positive attitude, there are some traders who reflect a negative attitude that is not having an interest in using trade digitization because they find it burdensome for them. This is in line with the Theory of Reasoned Action (Fishbein and Ajzen, 1973; Siregar, 1993: 17), among the variables of attitude and behavior (action) there is a variable that mediates it, namely intention (disposition). Someone who will perform an action based on a specific purpose. This theory places attitudes in a central place in relation to human actions, they say attitudes are a function of beliefs. Someone who believes that the action to be taken will have a positive impact on him, he will tend to take the action. Vice versa if he believes the action to be taken will have a negative impact on him, he is refusing to take the action. This is called behavior belief.

Based on the results of research on knowledge, market traders get knowledge about trade digitization, some informants get it through formal education where traders get it in

college on trade digitization. In line with research from (Rezky et al., 2019a) which states that formal human resource development is assigned by the institution to attend education or training, whether carried out by the institution or the training institution. This shows that with formal education, traders can improve their skills and can know the development of the world of trade digitization. In addition, several traders claimed that knowledge about trade digitization was obtained through informal education, namely within the family scope, traders claimed that traders also got knowledge from their children. In accordance with the HR development theory proposed by Hasibuan in (Rezky et al., 2019) which states that informal human resource development is development in accordance with the awareness of each individual and his own desire to improve self-quality. In general, traders gain knowledge about trade digitization from non-formal education, namely through training provided by the government through market managers. Where is the snippet from the interview with the informant who revealed that "If you sell online, you know, but you don't really understand, sis, then it turns out that the market is also being encouraged or intensified to participate in selling online, so there is training from the market". The results of this study are in line with the opinion of Erlanitasari (2020) which states that the digital literacy program must always be pursued by the government because through this program it can be directed to strengthen the ability of business actors how to utilize digital technology in conducting business activities. In this regard, non-formal education from the training is expected to increase the capabilities of market traders to be able to utilize technology to support their business activities. Human resource development in the digitalization era is something that needs to be considered, the strategies used other than through formal education and skills development, there are still several ways to develop them, including digital learning/training either through webinar simulations, (Utami and Kusumawati, 2021). However, some traders also stated that traders were confused and did not know how to gain knowledge about trade digitization, so it can be explained that informal and non-formal education were not obtained by these traders so that traders did not have good knowledge about trade digitization.

Based on the results of research which states that some market traders with digital technology bring many benefits for the progress of their business. Supported by excerpts from interviews with informants who revealed that "Customers don't just come, but there are those who order online and they will be delivered by a courier that has been provided from here". This shows that the better the knowledge about digital technology, the better it is expected to be able to use it in their business activities. This research is in line with the results of research from (Nurcahya and Dewi, 2019) which has revealed that the existence of fintech helps the process of developing MSMEs. However, some traders stated that they did not benefit from using technology to support their business. This is in accordance with the TAM model as proposed by Davis (1989) the model suggests that the influence of the variables in TAM is influenced by individual beliefs about the benefits of technology. In addition, convenience is also the cause of the use of technology. Some traders stated that with the technology, it is easier to get customers, expand marketing reach, and traders are also easy to make buying and selling transactions. This is in accordance with the opinion (Lewis, 2003). User acceptance of a technology system can be defined as the apparent willingness in the user group to apply the technology system in their work.

CONCLUSION

Based on the results and discussion in this study, it can be concluded that market traders define trade digitization as trading online. The attitude of traders with the digitalization of trade reflects a positive attitude where traders have high interest and enthusiasm to follow it. Market traders' knowledge about trade digitization as a whole is obtained through non-formal education, namely by attending training from the government through market managers. In terms of the use of digital technology, the traders claim to get many benefits, especially in the buying and selling process and expanding their sales. Traders also get convenience, especially in online buying and selling interactions

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