
The Role of Digital Literature on The Sustainability of Clothing Traders in The Butung Market, Makassar City

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Abstract

With the restrictions on community activities outside the home many people are affected, one of which is clothing traders who are in the Butung market in Makassar. Where the market is vulnerable to the potential risk of spreading COVID-19 so that some consumers decide to shop online so that buying and selling activities in the market do not run smoothly, different market conditions due to reduced visitors so that traders experience a decrease in income which will certainly affect business continuity. This study uses qualitative research using a phenomenological approach. In this study the data used were obtained from observation, in-depth interviews, and documentation, the results of the data findings were analyzed using eidetic reduction. The results show that (1) Digital literacy owned by clothing traders in the Makassar Butung market by finding the advantages of using digital media in marketing has felt the convenience provided, and is a new opportunity to increase the number of sales that do not only focus on direct sales. (offline) but also online sales. (2) Clothing traders in the Makassar Butung market who do marketing through social media have also imposed separate rules and carried out evaluations to minimize all the shortcomings that exist in marketing through their social media. (3) Utilization of social media as a support for business sustainability by providing convenience in the promotion and buying and selling process carried out by clothing traders in the Makassar Butung market who use social media to market their products and can minimize costs. (4) Clothing traders in the Makassar Butung market adapt to current technological developments in their business in the form of using social media to support the sustainability of their business and can also browse information to find what trends are now developing and can then be applied in their business.

Keywords: Digital Literacy; Business Sustainability

INTRODUCTION

Economic problems in developing countries such as Indonesia cannot be separated from the high number of unemployed. This happens because Indonesia is a country with a fairly high population growth rate that affects competition for jobs. The number of workers is more than the available jobs and the growth rate of the two is not balanced from time to time which results in many people of working age who do not find work.

Based on data from the Central Statistics Agency (BPS), the number of unemployed in Indonesia reached 8.75 million people in February 2021. This number increased by 1.82 million people compared to the same period last year of 6.93 million people. The total workforce in February 2021 was 139.81 million people, an increase of 1.59 million people compared to August 2020. The number of unemployed is higher than in February last year because last year Covid-19 still didn't exist in Indonesia.

One way that is considered quite effective to overcome the problem of the increasing number of unemployed is by creating or increasing the number of entrepreneurs. Economic growth in developing countries such as Indonesia is strongly influenced by entrepreneurship according to literacy sources (Suryana & Bayu, 2012). Currently, entrepreneurs improve the quality of human resources (HR) who will compete in the world of work and have good competencies that can turn obstacles into opportunities (Kemendikbud, 2018).

Entrepreneurship is believed to be one of the factors driving the progress of a country. This is understandable because entrepreneurs can create jobs for job seekers so that they have a positive impact on the economy. However, before someone starts or builds a business, it is necessary and obligatory for him to improve his entrepreneurial understanding regarding what business to start, how to manage it, what strategies are needed to support success, and how to anticipate and overcome problems that arise and others. This is where the importance of entrepreneurial knowledge can be one of the provisions before or after starting a business.

Entrepreneurship is the ability to be more creative and innovative, keen to see the opportunities that exist, and always open to any input and positive changes that can bring the business to continue to grow and have value. However, entrepreneurial knowledge is not the only factor that determines whether or not the management of entrepreneurship is effective, knowledge is important to prepare prospective entrepreneurs, but knowledge does not necessarily give birth to an entrepreneur. This shows that other factors can support the effectiveness of entrepreneurship management, namely the use of digital infrastructure in entrepreneurship.

Various digital businesses are growing very rapidly in the world, including Indonesia (Tayibnapi et al., 2018). Digital entrepreneurship developed by the younger generation is a growing startup so it is important to learn (Reis et al., 2018). Digital literacy is the ability to understand and use information from various digital sources. Digital literacy competence serves to deal with the explosion of information due to the emergence of the internet, the use of the internet in society generally varies. However, in adolescents, the internet is not only used to find academic information but also to build relationships through social networking sites.

Digital literacy is the ability to use information and communication technology (ICT), to find, evaluate, utilize, create and communicate content or information with cognitive and technical skills (Reis et al., 2018). Digital literacy is a person's interests, attitudes, and abilities in using digital and communication tools with others to make it easier to participate effectively in society.

According to Akbar & Anggaraeni (2017), digital literacy is defined as the individual's ability to apply functional skills on digital devices so that they can find and select information, think critically, be creative, collaborate with others, communicate effectively and still ignore electronic security and developing socio-culture.

Digital technology includes a variety of computing hardware and software, such as mobile devices, web tools, application software, communication and storage services, and others (Mohammadyari & Singh, 2015). People who have a lot of literacy to apply digital technology efficiently and effectively are considered digitally literate.

An individual can be said to be digitally literate if he has four core competencies, including internet search (Internet Searching), hypertext navigation (Hypertext Navigation), Information Content evaluation (Content Evaluation), and Knowledge Assembly (Dewi & Faricin, 2020).

In today's fast digital era, it can encourage entrepreneurship to open entrepreneurship easily with various advantages and conveniences that are obtained. The Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM) in the field of creative economy empowerment, currently the number of MSMEs that have been onboarding in the digital ecosystem has only reached 19 percent or around 12 million MSMEs. This number is relatively larger than in 2020, which was still 13 percent or around 8 million MSMEs.

According to (Aulia et al., 2021), trade or exchange in economics is defined as a transaction process based on the voluntary will of each party. Trade like this can bring benefits to both parties, or in other words, trade increases utility for the parties involved. Trading is a very simple choice for people to earn a living. Starting from a relatively small capital with

sufficient expertise, they can already trade so that from the results of trading their needs can be met.

Indonesia is one of the countries where most of the population works as traders, both wholesalers, and small traders. The population in Indonesia who work as traders, both wholesalers, and retailers, recorded from 2011 to February 2016 was in the second position, namely as many as 28.5 million people from the total population of Indonesia around 255 million people (accessed December 4, 2021).

All traders in Eastern Indonesia flocked to the largest wholesale center in the city of Makassar. The shopping area is the Makassar Butung Market, a building consisting of four floors and a wide range of clothing options ranging from the cheapest to the most expensive. The location of Butung Market is on Jalan Pasar Butung which is not far from the Soekarno-Hatta port. Therefore Makassar is one of the transit cities visited by many traders from outside the South Sulawesi area. Makassar Butung Market is one of the places where shopping is so crowded every day, not only Makassar people who shop at this place before the Covid-19 pandemic.

With the restrictions on community activities outside the home many people are affected, one of which is clothing traders who are in the Butung market in Makassar. Where the market is vulnerable to the potential risk of spreading Covid-19 so that some consumers decide to shop online so that buying and selling activities in the market do not run smoothly, and different market conditions due to reduced visitors so that traders experience a decrease in income which will certainly affect business continuity.

Thus, digital literacy is the right tool for marketing clothing traders in the Butung market in Makassar. The media will describe the types of clothing being sold, materials, sizes, and available color choices so that they will be easily accessed by consumers. Digital literacy can develop individual skills in grammar, writing, and typing on platforms, such as social media and blog sites (Maphosa & Bhebhe, 2019). Digital literacy does not replace traditional forms of literacy but builds skills that form the basis of traditional forms of literacy (James et al., 2019).

(Perez et al., 2018) revealed that, “digital literacy means having the skills you need to live, study, and work in a society where communication and access to information are increasing through digital technologies such as internet platforms, social media, and mobile devices”. The reality found by researchers in the field is about clothing traders in the Butung market in Makassar City that some of the traders have used social media to promote their wares. However, some traders have not used the online platform as a medium to provide information to the public, while the advantages of using social media are very good because they can access information about the products being sold and can carry out the buying and selling process easier. So the researcher wants to reveal "The Role of Digital Literacy on the Sustainability of Clothing Traders in Butung Market Makassar City”.

RESEARCH METHODS

This study uses a qualitative research type. As for the approach, this research uses a phenomenological approach. Phenomenology is a study that seeks to find the "essence" of the meaning of a phenomenon experienced by several individuals (Creswell, 2015). This approach was chosen because researchers want to understand the phenomenon that exists today, namely the shift in lifestyle. As for the data collection technique, non-participant observation and interview techniques were used, because in this study the researcher did not need a very active involvement to stay and reside in the market, but rather to provide assistance and observations

several times to clothing traders at the Butung market in Makassar. leave it for some time while you see the developments that occur.

The type of data used in this study is qualitative data. Sources of data in this study are primary data sources and secondary data. Primary data were obtained directly from observations and interviews with clothing traders in the Butung market in Makassar. While secondary data sources are obtained from records, evidence, and historical reports in the form of documentation, archives, literature studies, articles, and books related to the problems discussed.

Qualitative research will involve key informants as resource persons who have information and knowledge or insight about the information needed by researchers. In this study, the key informants are traders who use digital media in marketing at the Butung market, Wajo District, Makassar City, South Sulawesi.

RESULTS AND DISCUSSION

Based on the results of data analysis obtained in the field, several important points were found related to the first sub-focus of research which discussed finding advantages in marketing using digital media, these findings include:

- a. The perceived advantage of using digital media in marketing is that it is very helpful in promoting the products being sold.
- b. The form of opportunities that traders take advantage of so that their market reach is wider.
- c. Increase the number of sales that are not only focused on direct or offline sales.
- d. There is no limited time and place for marketing through social media.

Based on the results of the interpretation of the data found in the field, several important points were found related to the sub-focus of the second study evaluating the shortcomings of using digital media in marketing, these findings include:

- a. There are many competitors, so you must be consistent in marketing on social media.
- b. It is not easy to gain consumer trust because of the rampant fraud on social media.
- c. There are still consumers who suddenly cancel orders unilaterally, so they don't apply a payment system on the spot.
- d. Consumers who want to buy online cannot see and hold directly the goods being sold, so there are still many buyers who are hesitant because they do not see the goods directly.

Based on the findings in the field, several points were obtained that answered the third sub focus in the study, namely utilizing digital media in marketing, these findings include:

- a. Reducing the impact of Covid-19 transmission because without having to meet in person, you can still make transactions.
- b. Can be the right solution to make shopping easier, because buyers want something more instant.
- c. Reaching more potential buyers, even though there are still quite a lot of buyers who come directly to the store.

Based on the results of the interpretation of the data found in the field, it was found that several important points related to the fourth sub-focus of research were creating and communicating content or information about the clothes being sold:

- a. Provide information that is following the clothes being sold, by completing clear and detailed descriptions both in terms of available color choices, sizes, and materials used.
- b. Always create creative content for the goods sold, so that it attracts consumer interest.

Discussion

Finding advantages in marketing using digital media

Based on the findings in the field, it shows that technological developments have helped clothing traders who have switched to using social media (facebook, instagram, and whatsapp) to market the goods they sell. This sophistication of technology provides good opportunities in terms of marketing for clothing merchants. Because the role of marketing is very important to increase awareness of a product, increase sales, and determine the success of a business. With various advantages felt by clothing traders by making it easier to promote the goods being sold so as to provide increased sales. (Potter, 2005) states that there is a positive trend, which means that the more often business actors do marketing on social media, the higher the business profits they get.

Findings in the field related to finding advantages in marketing using digital media, namely marketing on social media can expand the market and accelerate business in achieving its goals. With easier access to the internet today, the number of internet users is also increasing and the more often users spend their time using social media. So that it becomes a good opportunity to market products sold through social media. According to Achmad et al, (2020) digital marketing is an opportunity that can be developed to achieve maximum business profits during the COVID-19 pandemic.

Evaluating the disadvantages of using digital media in marketing

In addition to providing many advantages in marketing through social media, some disadvantages must always be considered. Moreover, with the current condition where almost all activities have shifted to digital media, it is possible for many competitors with similar businesses to do marketing on social media and easily imitate the products being sold and provide cheaper prices. To overcome this, consistency in marketing on social media is needed. Weaknesses and challenges of digital marketing are vulnerable to plagiarism (easy to imitate), business people must be creative and innovative because there are more competitors, consumers must be careful because they are vulnerable to fraud, and cases of misuse of data that harm consumers often occur, reducing consumer confidence to do something. digital transactions Ardani, (2022).

The rules imposed by clothing merchants who use social media in marketing are not applying to on-site payments due to rampant acts of fraud against irresponsible accounts and anticipating unilateral cancellation of orders. So traders minimize the shortcomings in using social media in marketing.

Findings in the field are related to other shortcomings felt by clothing traders in marketing through social media with limited consumers who cannot see directly the goods being sold which has implications for it is not easy to get consumer trust. Before deciding to purchase, consumers compare the product quality and service quality by reading reviews from customers who have already purchased the same product in the comments column contained in Ardani's online store, (2022).

Utilizing digital media in marketing

Utilization of social media as a support for business development by providing convenience in the promotion and buying and selling process carried out by traders to market their products and can minimize costs. Online services have the benefits of quick adjustment to market conditions so that companies can quickly add products to their offerings and change prices, lower costs because there are no store management fees, rent, and insurance costs, and a large measurement of market interest so this information can help marketers increase their offerings and advertisements Munajat et al., (2018).

From the findings in the field, it shows that clothing traders in the Makassar Butung market who have used digital media in their marketing are implementing adjustments to

changing market conditions as a result of the impact of the spread of Covid-19 in Makassar in early 2020. Through a digital marketing system or system, online marketing of products from merchants will be known by the public, orders can be made online. So that it can make it easier for buyers and sellers to make buying and selling transactions during the current covid-19 pandemic Helmalia & Afrinawati, (2018).

The results of this scientific study are in line with the findings in the field, where clothing traders in the Makassar Butung market, especially those who use digital media in marketing, have felt the many benefits of marketing through social media because it has implications for the sustainability of their business. (Setiawan, 2017) in his research related to the digital era and its challenges, where one of the points explained that the positive impact of digitalization as one of the products of globalization is the growth of innovation from various fields oriented to digital technology which is considered to be able to facilitate the process in every job, especially those that move. in the business world.

Create and communicate content or information about clothes being sold

The data found in the field show that clothing traders in the Makassar Butung market have been able to adjust the information needs needed by consumers and the time it takes is not long because their ability to adapt tends to be faster.

From the findings in the field regarding creating and communicating content or information about clothes being sold, the results show that the content or content of a social media account is a priority because the content is a feature or identity of the account. This is of course what consumers need such as pictures of merchandise along with information that can be information by consumers when visiting the trading account. So the thing that needs to be considered is the appearance of the account which must also be creative and innovative so that it attracts consumers' buying interest.

After having an account on social media such as Facebook, the next step is to manage the account used for marketing, it must be managed properly. Many ways can be used, namely by creating attractive promotional content and providing clear information about the goods being sold so that it does not raise many questions by consumers about prices, materials used in clothes being sold, and available sizes. Consumers transacting in the era of internet technology want practicality, and convenience that is personalized without having to go to places where products or services are sold in real-time or can be done anywhere and anytime (Yiga and Cha, (2014).

From the results of the analysis of data findings in the field, other important things are felt by clothing traders who use the services of Makassar influencers or celebrities to create promotional content that is used to attract consumer buying interest by uploading them to Facebook and Instagram stories owned by the merchant. The internet allows for a more effective marketing process, faster response, and cheaper costs so that product marketing is more helpful Hermawan, (2012).

CONCLUSION

This research concludes that clothing traders in the Makassar Butung market adapt to current technological developments in their business in the form of using social media to support the sustainability of their business and can also browse information to find out what trends are now developing and can then be applied in their business. Clothing traders in the Makassar Butung market who do marketing through social media have also imposed their own rules and carried out evaluations to minimize all the shortcomings that exist in marketing through their social media.

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