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ANALYSIS OF THE INFLUENCE OF ONLINE APPLICATION USE ON THE MARKETABILITY OF TRADITIONAL MARKETS

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Abstract: *Traditional markets are places where sellers and buyers meet and are accompanied by direct buying and selling transactions and usually there is a bargaining process, buildings usually consist of stalls or outlets, stalls and open bases opened by sellers and a market manager. But along with the development of technology and science, the existence of online shopping applications makes activities in the market increasingly quiet, the income of market traders decreases, and customers turn to online shopping because they are looking for goods at more reasonable prices with better quality. This research uses qualitative research methods, with a phenomenological approach Qualitative research methods are used to test whether the phenomenon obtained is in accordance with the theory that has been chosen. The approach used is a phenomenological approach. The result of the study is that the average traditional trader experiences difficulties and decreases in the marketability of traditional traders.*
Keyword: Government Response, Cassava Trade Governance, Lampung, From Price Crisis To Policy Orchestration.

INTRODUCTION

The market in Indonesia existed before the formation of the Republic of Indonesia. The market arises because of the conditions and factors that affect the economic and trading activity in a market. This includes factors such as supply and demand, the length of the economic cycle, business trends, economic politics and policies, and the macroeconomic environment. An important factor in a market is demand and supply. Demand is the desire of consumers to buy goods or services, while supply is the desire of producers to sell goods or services. If the demand exceeds the supply, then the quantity of goods will tend to rise. On the other hand, if supply exceeds demand, the price of goods will tend to fall. Business trends are also an important factor in the market background. For example, if an industry is experiencing rapid growth, then the market for products or services in that industry will increase. Conversely, if an industry is declining, then the market for products or services in that industry will decline. Political factors and government policies can also affect the market background. Political events such as elections or government policies such as changes in tariffs or regulations can have a significant impact on the market. For example, government policies that reduce taxes or remove trade barriers can boost economic activity and drive market growth. The macroeconomic environment can also affect the market background. For example, strong or low economic growth, inflation, interest rates, and currency exchange rates can affect investor perception and confidence, which in turn can affect market activity. By understanding the market background, market participants can make smarter and more effective decisions in investing and trading so that they can take advantage of opportunities and minimize risk.

Traditional markets are places where buying and selling occur by sellers and buyers. Traditional markets are also the basic foundation of the economy in a region and their existence is very helpful, not only for the local or central government but also for people who depend on trading activities in the market, be it traders, buyers, pelvic workers, and so on. Traditional markets have many factors that have significance and seek to maintain the existence of traditional markets. In traditional markets there are many interactions that are not found in modern markets.

As the modern era develops, science and technology have also experienced rapid progress. In the era of globalization like today, everything is demanded to be fast-paced along with the increasingly unstoppable pace of technological development for people faced with the choice of whether to keep up with the times or not. In the midst of society as a tool that provides benefits and convenience in daily life, the internet is one of them. The Internet is a global computer network that connects computers around the world. The Internet allows for the efficient transmission and exchange of information through a standard communication protocol called TCP/IP. One of the uses of the internet is to do online marketing. Online marketing is an alternative form used to offer products or services to consumers because it is considered that through this facility the cost is cheaper and easier to do. Online marketing is a form of modern marketing, at first this modern market did not threaten the traditional market because its presence was only enjoyed by those who have followed the times where they no longer need to make buying and selling transactions directly but can be done via the internet network.

Online sales also have advantages and disadvantages, among the advantages are global accessibility where *online* sales allow businesses to reach the capital market without geographical restrictions, low operational costs where online sales can reduce operational costs related to physical businesses, ease of marketing with the presence of online marketing, buying and selling activities are easier, customer satisfaction is more high where *online* sales provide customers with convenience in making purchases anytime and anywhere. In addition to the advantages of *online* sales, online sales also have disadvantages such as inconvenience and lack of personal touch because *online* sales customers cannot see or try directly the goods they are going to buy, the security and privacy risks of online sales can create security and privacy risks for businesses and consumers, dependence on internet connectivity where *online* sales Completely dependent on stable internet connectivity. Based on the above background, the problem formulation can be compiled as follows:

1. How have traditional merchants responded to the rapid development of *online sales*?
2. What do traditional merchants think of the development of *online sales*?

Research Objectives

1. Knowing how traditional traders are; l in response to the very rapid development of online selling.
2. Knowing how traditional merchants are responding to the development of *online sales*.

Research Methods

The method used in this study is a qualitative research method, with a phenomenological approach. Qualitative research methods are used to test whether the phenomena obtained are in accordance with the selected theory. The approach used is a phenomenological approach. Phenomenology is the general meaning of a number of individuals to their various life experiences related to concepts or phenomena. This phenomenological approach focuses on understanding the experiences experienced by several individuals related to the phenomenon that occurs, including their social interaction with the surrounding environment.

Receiving data collection is a very important stage. In this study, a data collection technique is used, namely observation by conducting internal interviews which aims not only to collect data but to reveal the meaning contained in the research setting. According to (Yunus, 2010: 358) in order for the interview to be effective, there are several stages that must be passed, namely self-introduction, explaining the purpose of the arrival, explaining the interview material, and asking questions.

According to (sugionto, 2018: 138), in determining a source of information (informant) uses *the purposive sampling* technique which is sampling using several considerations according to the desired criteria to determine the number of samples to be studied. The informants we interviewed were traditional market people who carried out trading activities who had more than one year of selling experience so that researchers could multiply the experience of sellers more deeply.

Data analysis refers to the process of collecting, cleaning, analyzing, and interpreting data to gain a deeper understanding of a phenomenon or problem being studied. In a business context, data analytics is often used to identify trends, patterns, and insights that can help with better decision-making. Data analysis involves several stages, including data collection, data processing, data exploration, statistical analysis, data visualization, and interpretation of results. Through data analysis, we can find information that is hidden or hidden in the data, identify relationships between variables and make decisions based on those findings.

Results and Discussion

The response of traditional merchants in response to online shopping apps

From the data that we have dug up about how traditional traders respond to this *online* application , we obtained data, namely that there are several responses and it is divided into two opinions, namely some agree and some do not. They argue that as a traditional merchant, online shopping apps are an unavoidable phenomenon in today's modern trading world. Among some of their responses to the existence of online shopping applications.

1. Opportunities and Challenges

   According to them, from the questions we asked, they argued that *online* applications are an opportunity to increase cooperation with the platform. Therefore, we strive to adapt by offering online services or working with online shopping applications to still be able to reach our consumers.

   But we also face challenges in terms of competition with these online merchants . We have to compete with lower prices and more efficient freight delivery speeds. We strive to find creative ways to retain customers and offer a shopping experience that is different from the advantages that our physical stores have.

2. Advantages of traditional traders

   According to them, when we asked what advantages they got from the existence of this *online application* , they gave their opinion, namely, although online shopping applications offer convenience and convenience in shopping, traditional merchants have advantages that cannot be favored by *online* shopping applications. We realize that many customers are still looking for a direct shopping experience by seeing and experiencing products firsthand before buying them. We strive to maintain the quality of the products we offer and provide personalized service to our customers.

   In addition, we also have the advantage of maintaining interpersonal relationships with customers. We can provide advice, information, or recommendations directly to customers based on their needs and preferences.

1. Collaboration

When we asked about what their collaboration with their online app answered, we realized that not all of the products and services we offer can be effectively marketed through *an online* shopping app. Therefore, we see opportunities for working with *online* merchants in the form of collaboration or collaboration. We can sell our products through online shopping platforms that are specifically for other products we still offer through our physical koto.

In the face of the development of online shopping applications, we strive to stay relevant and adapt by optimizing the advantages that traditional merchants have. We see this change as an opportunity to innovate and improve the quality of our services to meet the needs of our customers.

2. Tighter competition

Merchants have to face stiffer competition with *the* existence of online shopping applications. The app provides a large selection of products and more competitive prices, which makes customers prefer to shop online rather than go to a physical store.

3. Decline in sales

With the existence of online shopping applications , it can make traditional merchants' sales decrease. Many customers choose to shop *online* because of its convenience and convenience. Traditional merchants have had to look for new ways to entice customers to stay shopping in physical stores.

1. New opportunities

While there is still competition and declining sales, traditional merchants can also see new opportunities by using online shopping apps. Many traditional merchants also open their own online stores and use these apps as an additional marketing medium. Through online shopping apps, they can reach a wider range of customers and expand their market.

1. Strategy adjustments

Traditional merchants need to adapt their business strategies to the existence of online shopping applications. They should think about innovation and provide a different and more engaging shopping experience compared to shopping online. For example, they can present unique products or provide more personalized customer service.

2. Advantages of communication and interaction

Although online shopping applications make it easier for consumers to shop, they still face obstacles in interacting with sellers. This is where traditional traders can take advantage of their advantages. With direct interaction, traditional merchants can provide a better quality of service and more personalized to customers.

Traditional merchants' opinion on the development of online sales

From the data we have obtained about the opinions of traditional traders regarding this *online* application , we obtained data, namely, there are several opinions that may appear, including:

1. Pessimistic

Some traditional merchants are worried about the development of *online sales* because they will be afraid of losing customers. They may feel that their business will be threatened by online competitors who offer convenience and cheaper prices.

2. Positive

However, there are also traditional merchants who see the development of *online* sales as an opportunity that can be used to boost their business. They may see it as a way to reach new customers and expand their market without having to open additional physical stores.

3. Compete

Some traditional merchants may see *online* sales as a must to stay competitive with their competitors who are already selling online. They may feel the need to get on board with online sales trends so they don't fall behind and stay relevant in an increasingly connected market.

4. Unaffected

There are also traditional merchants who may feel that *online* sales won't have much impact on their business. They may argue that the quality of the products and personal services they offer cannot be replaced by *online transactions*.

1. Advantages

Some traditional merchants may see the development of *online* sales as an opportunity to increase their sales. By selling *online*, they can reach a wider market share and reach consumers across regions without being limited by geographical restrictions. This can help increase their income.

2. Greater competition

There are also traditional merchants who may feel threatened by the development of *online* sales. They may feel that competition with online sellers who can offer lower prices or more sophisticated promotional equipment will make them lose customers. They worry that they can't compete with the efficiency and appeal offered by online sales.

3. Discomfort:

For some traditional merchants, selling *online* may be considered an obligation rather than an option. They may be unfamiliar or uncomfortable with the use of technology or *online platforms*. The process of learning and adapting to the *online world* may be considered troublesome or complicated by them.

Conclusions and Suggestions

Conclusion

Based on the results of the above research, several things can be concluded, namely the following: Traditional traders are aware that the changing times cannot be hindered by anyone, but they also have difficulties with this rapid technological change. Because some of the traditional traders, according to some of the places we have data, most or the average of traditional traders are over 40 years old. Of course, this can be one of the obstacles for them because they do not know or will only know one form of the changing times, namely the existence of *mobile phones*, which are one of the tools to make *online sales*. If it is related to how traditional traders respond to the existence of *online* traders. On average, traditional traders are experiencing great difficulties and experiencing a decline in the marketability of their goods. Because with *online* shopping , buyers will certainly choose things that are easy and practical without them realizing that they have eliminated one of the Indonesian cultures..

Suggestions

Based on the discussion and conclusions that we have described, we as the author propose several suggestions, including: Traditional traders must be able to keep up with rapid technological changes, Traditional traders must be able to use the internet to be able to make online buying and selling transactions , We also advise market supervisory bodies to train traditional traders to be able to take advantage of technological advances so that they do not feel difficulties and do not lose their customers, For the market development councils, they must often conduct . counseling to traditional traders,And also conducted research on merchants who had difficulty using online shopping applications

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