

Pasa Ateh Traders' Strategies for Increasing Sales Amidst the Rise of Online Shops

Rila Purnama Sari, Selvi Kasman, Yurisman

Institut Seni Indonesia Padangpanjang

ABSTRACT

This research discusses the strategies of market traders in increasing sales amidst the rise of online shops. The aim of this research is to explain the obstacles faced by Pasa Ateh traders amidst the proliferation of online shops as well as the strategies of Pasa Ateh traders in increasing their sales amidst the current proliferation of online shops. The research method used is qualitative research. Data collected through field observations, interviews and documentation. The theory used is Modernization Theory by Walt Rostow. The findings of this research are that market traders experience obstacles in increasing their business amidst the current rise of online shops. Online shops have had an impact on sales in the market. Technological advances have brought major changes in the marketing realm which has resulted in people preferring to shop online with all the convenience it offers, thus making market traders face obstacles in the form of intense competition, lack of promotion and marketing, changes in consumer habits, limited product availability and product variations. Therefore, market traders must maintain their business and create strategies by updating business models, loyalty and discount programs, improving customer service and increasing products and product variations.

Keywords: , Strategy, Traders, Online Shop

Corresponding author

Name: Rila Purnama Sari

Email: rilapurnama12@gmail.com

INTRODUCTION

Online shop is a form of business that operates online via the internet. Through an online shop, customers can explore, select and purchase products online using the website. Technological developments have made it easier for people to carry out online shopping transactions, such as the development of the online shop industry in Indonesia which is experiencing rapid growth. In the past, people usually held direct meetings between sellers and buyers, which then continued with price negotiations before the transaction took place.

In the modern era, market traders have been faced with the need to adapt to technology, especially when it comes to online marketing. Technological advances have resulted in major changes in the world of marketing. The growth of this technology has encouraged society to adapt and adopt change, thereby creating new business opportunities and influencing the way we shop. In this regard, online shops make a development for a country's economic growth.

Growth and changes in technology encourage people to learn and utilize various knowledge and resources that are more easily accessible. Online shops can cover all groups, from

old to young and a wider marketing area, because consumers can come from various places throughout the world. However, merchants face obstacles in adopting this online business model. Lack of knowledge or resources needed to operate online, so you face the risk of losing business opportunities.

Competition among traders is increasing, in terms of marketing, which previously only used advertising and media as promotional tools which required high costs, can now be done practically through social media. Changes in behavior not only occur in traders, but also in consumers. If previously they preferred to shop at the market, now they prefer to shop online, because it is easier to make transactions using just a cellphone. This change in consumer behavior has an impact on merchant income.

Pasa Ateh Bukittinggi is one of the markets in Bukittinggi. Pasa Ateh is located next to Jam Gadang, like markets in general, Pasa Ateh Bukittinggi also sells a variety of community needs. The presence of pasa ateh makes it easier for the people of Bukittinggi to meet their needs. There are so many different needs and types of merchandise provided at the market, such as women's clothing, men's clothing, shoes, bags and various other products. They are traders who choose trading as a livelihood. Market traders. have a background that can reflect the local culture or needs in which they operate.

Markets play an important role in the economy, because they create business opportunities and influence economic policy. Although there are differences between shopping at the market and shopping online, like markets in general, consumers can see, select and check the condition of goods directly and can make offers for the goods to be purchased, whereas when consumers shop online, consumers can only see the product. which is only displayed on the glass screen and includes product information. Many customers are turning to online shopping because of the convenience and variety of choices. This trend reduces the number of customers who come to Pasar Ateh.

The rise of online shops is part of a global trend that is encouraging business digitalization. Merchants who are unable to adapt to this trend may face difficulties in maintaining the continuity of their business. The existence of this online shop influences and impacts market traders from various aspects, such as tighter competition where traders have to compete with bigger and more efficient online businesses. The rise of online shops has resulted in a decrease in customers shopping, which has an impact on their buying and selling. Different operational costs including shipping costs and online advertising mean that market traders have to recalculate their budgets to cope with these changes.

Based on the background above, the author is interested in conducting this research and wants to know more about the strategies of Pasa Ateh traders in increasing sales amidst the rise of online shops as well as analyzing the obstacles faced by Pasa Ateh traders and looking further at how they maintain their business and create strategies. in order to survive in the midst of the rise of online shops.

METHOD

This research was conducted using qualitative research. The object of research in this research is market traders who sell clothes, shoes and bags. This research was carried out at the Pasa Ateh Building, Bukittinggi City. Primary data in this research is data collected directly through research from the first source or the research object itself at the Pasa Ateh Building.

Secondary data in this research is data obtained from existing sources in the form of books, journals, theses and also the results of previous research, which relate to traders and online stores. The next data collection that the author carried out was observation that focused on interviews with informants and taking documentary evidence where the researcher observed and interpreted the strategies of Pasa Ateh traders in increasing sales amidst the rise of online stores. Data analysis includes: data collection, data reduction, data presentation, and drawing conclusions

FINDING AND DISCUSSION

A. Obstacles Faced By Market Traders Amidst The Rise Of Online Shops

The market is a place where direct transactions occur between sellers and buyers. Market buildings usually consist of booths opened by sellers or market managers and kiosks. Most markets sell daily necessities such as meat, fish, fruit, vegetables, eggs, cloth, clothing, electronic goods, services and others. Traditional markets are often associated with shabby, smelly and dirty places. The market is also full of pickpockets and traffic jams. Markets have economic power, through supply-demand mechanisms that shape prices. If demand is high while supply is constant, prices will rise, conversely, if demand is low while supply is constant, prices will tend to fall. (Damsar, 2022;35)

Pasa Ateh is a shopping tourist destination in Bukittinggi City. This is because this market is one of the largest trade centers in West Sumatra. This market is also the largest wholesale center on the island of Sumatra. Thus, this huge buying and selling activity has the potential to continue to grow and develop at an extraordinary rate. Pasa Ateh is the pride of the Minangkabau people, especially for Bukittinggi residents who are always crowded with people. Not only that, this market which has historical value for the community is also located directly opposite the Jam Gadang tourist attraction. Trading is a type of business that can employ many people, one of which is a pasa ateh trader who can make their business their main source of income and have a side job. In general, pasa ateh traders get their merchandise from producers, but there are also traders who produce their own merchandise.

Pasa Ateh traders who were interviewed said that trading in Pasa Ateh was their main job because they could trade every day and earn money from their sales to pay for their families' needs. Not all market traders have a side job; A small number of them said that they could not provide for their families by trading at Pasa Ateh alone, so they looked for side jobs. The businesses involved are growing, especially in the world of trade, where starting a new business is the easiest thing to do, the number of existing traders will not decrease and will even continue to increase. As a result, traders' welfare can be measured by how much they earn. The greater their income, the greater the profits they get. Currently online shopping is very popular with the public, to the point that the market has become quiet. The market is quiet for various reasons related to economic conditions, social factors, and changes in consumer behavior. Economic instability or a decline in people's purchasing power can result in a reduction in consumer spending. This could have an impact on the activities of market traders. The existence of online shopping centers can reduce market traders' income, with the convenience and comfort they offer. Changes in people's lifestyles can make the market less relevant for some people.

As a result of trading, which is the main job of traders, traders get income or money which they use to meet their family's living needs. Based on interviews with several traders who

sell clothes, bags and shoes, it can be seen that the income of traders in the Ateh market is from trading results. The lowest income obtained by traders in the ateh market is less than IDR 300-700 because traders think that their buying and selling is uncertain, sometimes there is no buying and selling or income for a day, it could be called less pacah talua. When it's busy, it can be estimated that the highest income earned by market traders is more than Rp. 1,000,000.00 This income range is seen from traders who sell clothes, shoes and bags.

The amount of income received by traders, some are able to provide for themselves and their families and there are those who can only meet their own living needs from the results of trading. For traders who receive low income from trading, it requires them to look for side jobs to be able to meet their living needs and those of their families.

Market traders face a number of significant obstacles amidst the rise of online shopping. These obstacles involve changes in consumer behavior, increasingly fierce competition, lack of promotion and marketing, limited product availability and product variety. Markets that do not follow the latest trends or do not offer interesting and innovative products will lose their appeal in the eyes of consumers. Markets that do not provide products or services in accordance with consumer needs will experience a decline in attractiveness.

Below we will describe the obstacles faced by market traders;

1. Intense Competition

The existence of this online shop influences and impacts market traders from various aspects, such as tighter competition where traders have to compete with bigger and more efficient online businesses. The rise of online shops has resulted in a decrease in customers shopping, which has an impact on their buying and selling. The extent to which traders can compete on price levels, marketing methods, and the quality of products marketed affects traders' income. Market traders who offer cheaper prices will be hunted by buyers. Traders assume that profits are small, but will often promise greater income, rather than offering products at high prices. Economic activities, including in the market, require healthy and fair competition so that it is not possible for "the strong to eat the weak, the weak to cheat the strong". Healthy and fair competition is necessary for economic development, including markets.

This intense competition from prices and discounts creates a business environment where both must continually change to meet customer expectations and remain competitive. Merchants can create pricing strategies that suit their respective business models by understanding these differences. Pasa ateh traders require customers to visit several stores to compare product prices, a process that may take time. Additionally, it is difficult to directly compare product selection between stores, especially in far-flung locations.

Traders still compete, they just adjust their prices. This could include discount offers, special promotions, or price adjustments. If operational costs increase, traders tend to increase their selling prices to maintain profits. On the other hand, if they want to attract customers, they can hold back on price increases or look for ways to reduce costs.

2. Lack Of Promotion And Marketing

The comparison between promotions in marketing is that market traders tend to have a local reach. Promotions focus more on customers who are around the location. The promotional costs offered are also high, traders in Ateh markets only allow direct interaction with customers in the shop. Customer service can be provided face to face, in contrast to online shops which only have the potential for global reach. Promotions can be targeted to a wider audience and can

reach consumers in various locations. Online shops utilize digital marketing at more affordable costs, such as online advertising and social media. Online shops can quickly adjust to changes in prices, promotions or marketing strategies that are carried out instantly. Ability to utilize social media to build communities, obtain direct feedback, and interact with customers online.

The type of product or service, target market, and local market conditions are several factors that can determine how effective the marketing patterns used by market traders and online shops are. Traders in Pasa Ateh are taking advantage of local advantages and building relationships with local communities, such as sponsoring local activities, or collaborating with local businesses. Through direct interactions, customers tend to build trust. Good customer service can become a pattern in marketing. Online shops have the potential for a wider reach, allowing access to markets around the world. The advantage of using digital tools is that they track customer behavior and make changes in real-time. With the convenience of online shopping, such as a simple ordering and payment process, you can expand your customer base.

3. Changes In Consumer Habits

Consumer habit change is a process in which consumer behavior undergoes transformation over time. This change can be influenced by various factors, including technological developments. One of them is caused by modernization. Modernization often affects consumer lifestyles; Due to convenience and diversity, consumers are more likely to shop online. Modernization also brings new opportunities, although conventional traders in this market face difficulties. Market traders must understand changes in their business environment and try to adapt to them. They can adapt to changes and provide different types of goods or services. The adoption of technology has changed the way consumers shop. Online purchases via e-commerce platforms are becoming more common, especially in the era of the rise of online shops. Changes in consumer shopping patterns that shift from offline to online shopping can put additional pressure on market traders. Consumers who prefer the convenience of online shopping can reduce the number of customers who come directly to the market. Consumers always prioritize experience in shopping. Even though online shopping currently has many advantages and is widely popular in the modern era, it is important to remember that there are still consumers who choose to shop directly in stores for certain reasons such as direct experience, product testing, or social encouragement. Shopping online customers cannot have any preconceived notions about the products they see on the internet (looking, touching, tasting, smelling and listening). Consumers can develop low trust and feel high risk due to a lack of face-to-face communication.

4. Limited Products And Product Variations

Pasa Ateh traders face problems in product availability and limited product variations. This is because market traders are limited by physical store space and limited stock, depending on product availability at the store location. The available products make customers feel at home shopping, especially with a larger product variety. Each product sold has something unique, and customers often see a wide variety of products. Pasa ateh traders have limited space depending on the physical space of the store, which can result in limitations on the number and variety of products that can be displayed. Limited physical space and storage capacity, which may limit the variety of products offered. Inventory management by market traders involves inventory management methods that are more manual and require time. Online shops always offer a wide selection of products without being limited by the physical boundaries of the shop. Inventory can

be updated in real-time, and a wider range of products can be accessed by consumers. The advantage of shopping online is that there is always a lot of stock, there are no limitations, especially in terms of space. In terms of product variety, online shops offer a wide selection of products without being limited by the boundaries of a physical store, allowing consumers to explore a wider selection. Good product availability is a key factor in maintaining customer satisfaction and increasing loyalty. Traders need to pay attention to their inventory management to ensure optimal product availability according to consumer needs.

Along with these obstacles, there are also opportunities for merchants to leverage their online presence to reach new customers and increase revenue. A good understanding of the market and adapting strategies can help merchants overcome the challenges faced in the era of online shopping.

B. Pasa Ateh Traders' Strategies For Increasing Sales Amidst The Rise Of Online Shops

1. Business Model Renewal

Traders in the market are increasing their sales with updated business models. Different models make consumers interested in exploring the store. Renewing this business model will help increase buying and selling, because consumers are always interested in new models. In this model update, traders can choose from a variety of models provided. The business model carried out by traders in the Ateh market is to buy products from suppliers to offer to consumers. Every product purchased is always different and does not always follow trends. According to market traders, the quality and materials that are not available on the market make consumers interested in shopping. Introducing innovations in products or services to meet evolving customer needs. Even though there are challenges from online competitors, market traders must be able to adapt to market changes and understand customer needs to still be successful.

2. Loyalty And Discount Programs

Loyalty and discount programs are strategies designed to build positive relationships with customers, encourage customer loyalty and retention, for example by providing discounts or free products to customers who loyally shop at the store. Market traders take advantage of this loyalty and discount program to increase their sales. Through discounts, consumers always want to stop by to shop.

3. Improved Customer Service

This customer service includes increasing sales of merchandise by retaining customers through a good attitude that makes customers comfortable when shopping. Using good communication and knowledge is one of the keys to serving customers. Traders at Pasa Ateh are always friendly in serving customers who visit their shop, even if the customer is just looking at the goods, but by being friendly the trader still serves them well in order to create a good view for customers regarding the shop's reputation.

Using good customer service makes customers comfortable shopping, even if some are just looking, they are still served with good service skills. Providing superior customer service, direct interaction and attention to customer needs can be advantages that are difficult for online stores to match.

4. Product Improvement And Product Variety

Product improvement and product variety are important strategies for traders to gain a competitive advantage in the market. Product improvement refers to the process of improving

or improving the characteristics, features, or quality of a product. The goal of product improvement is to meet or exceed customer expectations, increase competitiveness in the marketplace, and achieve better results overall. Each trader makes product improvements by understanding customer needs and desires. Analyze products to determine market trends and competitive strengths. Carrying out research and development to determine new innovations. It should be understood that market traders have an important role in the supply chain and product distribution. They can contribute to increasing sales and product popularity, by creating strategic layouts to highlight featured or promoted products.

Product improvements and product variations carried out by market traders include ensuring that product stock is always available and sufficient to meet customer demand. Collaborate with suppliers to get the latest information about products and current trends. Each trader also ensures that the relationship with suppliers is going well to get support in marketing the product. Provide quality customer service to help customers understand the product.

CONCLUSION

The increasingly rapid development of technology is bringing society towards modernity. So that it changes the way people live and carry out their activities. In this modern era, people tend to use something practical to meet their needs. This technology has brought developments in the world of marketing. This change marks a major shift in marketing. The presence of this online shopping center brings a new culture to consumer society. There is a new culture emerging in shopping, namely online shops. Through an online shop, customers can explore, select and purchase products online using the website. Technological developments have made it easier for people to carry out shopping transactions online.

Changes in marketing often trigger or are a response to intense competition. Changes in the economy or other environmental factors can trigger a company to evaluate and change their business strategy in order to compete. Changes in behavior do not only occur in traders, but also in consumers. This change in consumer behavior has an impact on the income of market traders.

The obstacles faced by traders amidst the rise of online shops are; intense competition, lack of promotion and marketing, changes in consumer behavior, limited product availability and product variety. The changes that occur from both traders and consumers lead them to continue to adapt and follow developments. Every trader tries to find a way out in facing the changes brought about by modernization, because their job as a trader is the main source of income. Pasa Ateh traders can take several steps to increase their business sales amidst the rise of online shops, by updating business models, loyalty and discount programs, and improving customer service, and increasing products and product variations.

REFERENCES

- Be Sugiyono. 2014. Metode Penelitian Pendidikan Pendekatan Kuantitatif, dan R&D. Alfabeta: Bandung.
- Damsar, D., & Indrayani, I. (2018). Pengantar Sosiologi Pasar. Kencana Prenada Media Group. Jakarta.
- Fandy Tjiptono, 2008. Strategi Pemasaran, Edisi III, Andi Offset CV. Yogyakarta.

Laksana, M. F. 2019. *Praktis Memahami Manajemen Pemasaran*. CVAI Fath Zumar. Sukabumi.

nnett, J. W. 1976. Anticipation, adaptation, and the concept of culture in anthropology. *Science*, 192(4242,) 847-853.