



Articles

ANALYSIS OF THE APPLICATION OF MARKET DIGITALIZATION AT KAMPUNG BARU PUBLIC MARKET MAKASSAR CITY

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Abstract

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A marketing process that uses media features as a sales facility starts with product branding and ends with expanding sales reach is referred to as digital marketing or digitization capabilities. This research aims to find out what market digitalization applications used. Then, this research considered of implementation digitalization in selling transactions, payment systems, and market management, it also discussed the impact of market digitalization in carrying out selling activities and payment transaction in Kampung Baru Public Market Makassar. Descriptive qualitative method has been used in this research. Interviews were conducted with traders and a staff using purposive technique. Observations were made in the field as well as observing objects through the application platform. This study found the types of applications used in the market area are divided into sales applications, payment transactions, and market management applications. The use of this application originated from the COVID-19 pandemic which required activities to be carried out from home. Some of the impacts felt for traders include escalate sales, enlarge sales channels, improving promotion of the products and services, effective time and sales, and accelerate the processing of billing, verification, and payment.

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1. Introduction

Digital marketing or digitization capabilities indicate a marketing process by using media features as a sales facility that starts from product branding to expanding sales reach. Moreover, the technology used is able to control finance, system and management of trusted sales transactions more securely and easily to store various documents. Digitality is one of the useful transformations to go in a more modern direction for various fields, one of which is in the marketing sphere by using the concept of business intelligence which explains the

steps to collect, organize, reshape, store, summarize data, and present information in the form of data about business activities (Ode et al., 2021).

In addition to the ease of digitization that can be found for anyone, the application of the use of digitalization among the middle class allows for confusion or the process of mutual delivery between two subjects that leads to differences of understanding. In obtaining profits for example, digital marketing must pay attention to its existence and position online. This will be a benchmark in determining the right digital strategy, so that users are helped in comparing the results

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obtained from the initial situation (Piñero-Otero & Martínez-Rolán, 2016). In addition, the main challenge of digitalization of trade is cyber security. People who are still out of reach of technology and information literacy will of course avoid various things that they rarely find in the surrounding environment. Various cases of fraud as a result of e-commerce and digital payments are a scourge of concern in operating the digital economy. Therefore, it is important for governments to be able to create high-level Internet security systems to protect transactions and investments in the digital economy.

This research is meant to find out what the types of application that are used in Kampung Baru, how the implementation of digitalization in Kampung Baru, Makassar and find out how the market digitalization effect in carrying out buying, market management, and selling transaction activities in Kampung Baru, Makassar. For some of the reasons stated above, the researcher took the title “**Analysis of Application Market Digitalization at Kampung Baru Public Market, Makassar City**” for research.

2. Method

Mason (2010) points out that the most common sample sizes were 20 and 30. The significantly high proportion of studies utilizing multiples of ten as their sample is the most important finding from analysis. Dworkin (2012) identified that samples of 5 to 50 in qualitative research, he also reminds that having 25 to 30 participant is a minimum to reach saturation.

To start the collection, I was first socialized the application of market digitization and an overview of market digitization, after that I have been the time for digitizing implementation will be carried out according to a schedule agreed with traders, customers, and managers. After making observations in the field, researchers collect data and managers who will be used as sources of respondents and provide responses to media equipment in the form of recording equipment that will be used to support the interview process and evidence. Observations will be carried out in October-December 2022 to determine the significant impact that occurs.

2.1. Data Analysis

Data analysis technique is the process of systematically compiling data obtained from interviews, notes, documents, results, and observations of all things obtained from sources, then the data will be described and presented in the form of data interpretation. To analyze the effect of market digitization Referring to Miles & Huberman (1994) Data analysis in qualitative research has three stages in analyzing data: data reduction, data display, and conclusion drawing/verification.

3. Result

1. Types of digital applications used in the Kampung Baru Makassar Public Market

Based on the results of in-depth interviews conducted with informants as well as making direct observations regarding the type of online buying and selling transaction applications, the dominant merchants chose the WhatsApp application as a place

to market their merchandise both through WhatsApp status accompanied by merchandise images and embedding promotional words or receive orders via personal chat or WA group. In their daily sales, business actors in the Kampung Baru Makassar market provide payment services via transfer. Looking at the background of customers who buy merchandise in the market, it turns out that buyers generally use the services of Bank Mandiri and BCA.

In terms of the application used, the Kampung Baru public market manager utilizes the website platform provided by Perumda Pasar Makassar which is called the “MAKKITA” program as Market Traditional Digital Transformation. On the channel, readers can find a new kampung folk market and some information related to other market activities

2. Implementation of market digitalization in Kampung Baru Market Makassar

Sales and buying applications are software or trading business models that can help business actors and customers in order to fulfill the transaction process, either in the form of purchases or services that are carried out anytime and anywhere without having to meet face-to-face, in addition to buying and selling applications for merchants aiming to open marketing opportunities through the internet and electronic media.

Overall, in the application of transactions in the form of interbank transfers, MI and L did not find difficulties and confusion, especially if the transaction process was carried out directly in front of buyers and sellers. The two informants do not need to re-explain the procedure for using the payroll transaction to the customer. However, when it first used digital payment applications, especially for electronic payments QRIS.

In addition to the use of digitalization on administrative management, the market environment also stipulates levy or market tax in accordance with the decision of the authorities intended for traders who sell by using places in the form of kiosks, shops, stalls, and delivery. In Kampung Baru Market itself there are 2 types of tax payments, namely daily for tariffs and selling services with different nominal taxes adjusted to the type of place, then there are also taxes for security, cleanliness, and daily.

3. The impact of Market Digitalization in the aspects of sales transactions, payment transactions, and market management in Kampung Baru, Makassar.

The strategy implemented to increase sales for L is carried out by placing banners and store names in the front area of the kiosk by providing a description of the types of applications that can be used at his kiosk. L revealed that the turnover obtained is quite helpful in increasing income from the proceeds of offline sales. Often, he checks the account used to see the progress of his income.

The use of market digitization through the use of e-commerce applications through Grab, Shopee, and WhatsApp such as those used by L and MI is also accessible to the public so that the chances of goods being sold are greater. L said that maximizing sales display images and providing product descriptions on Grab to make them look neat and in demand by the public.

For consumers, especially if sales have been sold a lot. MI also used the WhatsApp Group's social media as a selling promotion event, he joined the City Hall group, a group formed by Bank Mandiri, to the tax office. Not infrequently also the two informants post their sales on WA status so that the audience can know and notice the sale.

Market digitalization maximizes sales time more efficiently and shortly because consumers check, plan, or purchase decisions through sales applications anywhere according to the market operational schedule starting from morning to evening.

Customers who have made a bank transfer will confirm to the merchant by sending proof of transaction via WA, while for those who place an order through an application such as Grab, customers will be given payment options both in the form of OVO e-wallets and cash, in accordance with the provisions that have been offered by the Grab application for merchants who want to withdraw money to a personal account must take 1x24 hours.

4. Discussion

This research has presented data on the digitalization application used, the process of implementing digitalization on sales transactions, payment transactions, and market management, along with the impact of market digitization for business stakeholders in the Kampung Baru Makassar public market. Furthermore, researcher will first discuss the findings about the type of digitalization used in the Kampung Baru Public Market. Based on the results of the study, it was found that there are several applications and devices that are used to support the course of business information sharing activities and support management through communication media. This finding confirms that the use of digitalization for businesses has relatively the same purpose as a tool that can be used to facilitate their activities (Yustiani & Yunanto, 2017).

In general, in the Kampung Baru Makassar Public Market, the digitalization grouping is divided into 3 parts, namely sales transaction applications, payment transactions, and market management for market managers. First, the types of applications used for sales transactions include: WhatsApp, Grab Indonesia, GoFood, Instagram, and Shopee Indonesia. Second, payment transaction applications include: Bank transfers (Mandiri, BCA, and BRI), Quick Response Code Indonesia Standard (QRIS), and transactions via e-money (OVO, Gopay, or ShopeePay). Third, applications for market management use hardware and software as well as the MAKKITA and KUDAGANG website platforms. This finding supports (Nafisa & Sa, 2021) (Sihaloho et al., 2020) This finding supports by Choerudin et al. (2018).

Furthermore, this research has also found the implementation process of utilizing market digitalization in the Kampung Baru Makassar Public Market. The process is sequential as follows: Application of aspects of buying and selling transactions, payment transactions, and market management.

This research also seeks to reveal how the impact of market digitization in sales transactions and payment transactions for merchants can be seen in the following description:

1. Increase sales

Merchants feel an increase in sales and revenue after using the Grab and QRIS applications even though there are discounted fees given when making withdrawals compared to sales results offline in the market. Merchants use a strategy in the form of installing banners accompanied by the name of the online store.

2. Expands sales channels

Sales through marketplace applications are able to be accessed by the public so that the chances of goods being sold are greater with merchant efforts to maximize sales display images and provide product descriptions in the application and improving the quality of goods

3. Promotes the product and services

Online sales application platforms are able to promote and introduce products for the audience. One of the benefits that merchants get when their goods have been sold a lot is promotions in the form of discounts from the Grab marketplace for consumers. Merchants also join WA groups to promote their sales and post on WA status so that the audience can find out the available goods.

4. Reduce time and sale

Sales time is more efficient because consumers can order anywhere according to the market operational schedule, besides the chat feature makes it easier for merchants to have conversations with buyers, so pros sales between merchants and buyers does not require face-to-face interaction and if there is an order, then a notification will appear over the phone, any activity that occurs will Informed consumers start from driver selection to order tracking to the destination.

5. Accelerates processing billing, verification, and payment

The process of billing, verification, and payment received by customers is said to be fast and in general has no problems in its use, customers who have made the payment process will confirm to the trader by sending proof of the transaction.

3.2. Figure

In the results of observations in the market area, 28 data were obtained, the results of the information collected contained the number of traders who used and did not use digitization for the buying and selling process and payment system as well as the types of applications used to support activities.

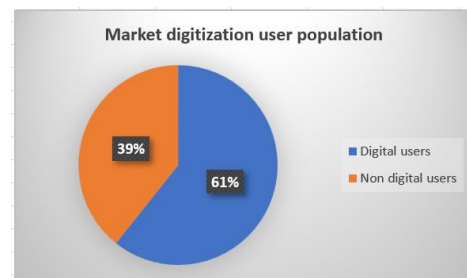


Figure 3.2.1. Graphical user visualization digitized by merchants

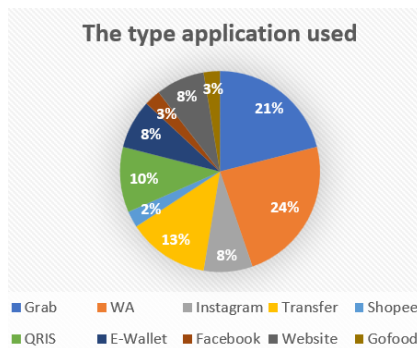


Figure 3.2.2. Graph visualization of the types of applications used by traders

Seeing that the phenomenon of market visitors was not as busy as it was before the Covid-19 pandemic, MI took the initiative to join the Grab Indonesia Merchant and registered its stalls in the Grabfood program under the name “Gray Buah Mail” as an effort so that the merchandise he ran could still be reached by the public without having to meet face to face. The display of MI sales after completing the Grab Merchant registration stage and successfully creating an account on Grabfood can be seen in figure 3.2.2.

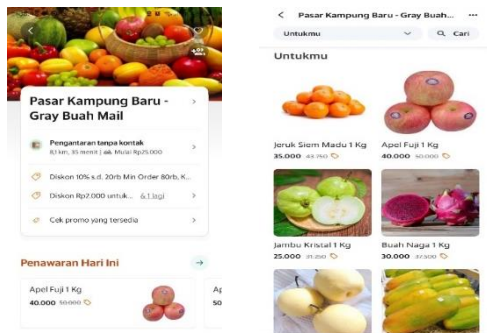


Figure 3.2.3. sales display on Grab Indonesia app

5. Conclusion

Based on the results of the research and discussion carried out, can It is summed up as follows:

Based on the results of observations and interviews, merchants use the WhatsApp marketplace application, Grab Indonesia, and Shopee Indonesia as an alternative place to sell. In the aspect of payment transactions, merchants implement the QR Code Indonesian Standard (QRIS) payment system, transfer via Mandiri, BCA, and BRI banks, and accept payments via e-wallets from both Grab services, namely OVO and ShopeePay. by Shopee Indonesia. Meanwhile, in terms of market management, market managers contribute to the MAKKITA website provided by Perumda Pasar Makassar and a platform from the Ministry of Trade known as KUDAGANG. Then the use of administrative governance facilities using hardware including computers, printers, mice, keyboards, pendrives and software such as Microsoft Excel, Microsoft Word, and various applications tailored to the need users. Also use WhatsApp as a communication medium to exchange text, send photos, videos, videos, and even documents.

The application of digitalization of buying and selling, payment transactions, and market management in Pasar Kampung Baru is

seen from daily activities during operation in the market with the initiative of the merchant himself registering his store into marketplace to fulfill the transaction process carried out without having to meet face to face and as an effort so that sales can still be reached by consumers and create QRIS accounts and Register an account in accordance with the dominant ownership of the consumer so that transactions can occur through m-banking. This started since the pandemic which required all activities to be carried out through the house so that the market was increasingly empty of visitors. In addition, in market management, managers use a website platform in presenting commodity prices and market profiles of Kampung Baru Makassar and using technological means. hardware and software information for administration and archiving.

Digital marketing implemented by Kampung Baru market traders has an impact on increasing sales, expanding sales channels, promoting the products and services, reducing time and sales, and accelerating processing of billing, verification, and payment.

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