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Traders' Activities in The Kertak Hanyar Sunday Market Banjar District

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ABSTRACT

The market is a place of economic activity for the local community. Traditional markets are synonymous with the buying and selling process which is carried out through bargaining. Trader activities at the Kertak Hanyar Sunday Market occur every day and are still occurring today. However, the development of digital technology has now brought changes to society in making buying and selling easier. Of course, this threatens and disturbs the Kertak Hanyar Sunday Market traders in Banjar Regency. This article aims to describe the activities of traders at the Kertak Hanyar Sunday Market, Banjar Regency. The research method used is qualitative, and structured descriptively. The data collection techniques were carried out using observation, interviews, documentation, recording, and literature study. The results of this research describe that trader activities at the Kertak Hanyar Sunday Market are open from 08.00-16.00 WITA. Traders sell directly in the market every day, but because of the sophistication of digital technology, they are now starting to use it, such as *e-commerce* (electronic marketing), *e-money* (digital payments), and social media. Of course, this has both positive and negative impacts on traders. Therefore, there are several strategic concepts in their efforts to deal with this.

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1. INTRODUCTION

The market is where the communication process of buying and selling goods or services, both producers and consumers, is established. There are several market classifications such as market by form of activity, market according to freedom of distribution, market in terms of transaction methods, and market in terms of types of goods. Traditional markets do not have mandatory regulations, but there are only rules between traders and buyers. This way traders and buyers can easily get in and out of the place. Traditional markets themselves have been around for decades and before Christ. Initially, transactions occurred in the market using a barter system (exchanging necessary goods) (Ariani & Nurcahyo, 2019).

Markets are indeed a place of economic activity for local communities (Putri, Abbas, Jumriani, Subiyakto, & Putra, 2022). In Banjar Regency itself, there are various traditional markets that still exist today, one of which is the Kertak Hanyar Sunday Market on Jl. A. Yani Km.07, External Management, Kertak Hanyar District, Banjar Regency, South Kalimantan. From the results of the researcher's observations, the location of the market is quite strategic because it is located on the edge of a city road

which makes it easy for people to find it. The Kertak Hanyar Sunday Market is not only open on Sundays (Sundays) but is also open every day (Abbas et al., 2022). But the most visited day and people flock to shop on Sunday (Sunday). There are many various sales at the Kertak Hanyar Sunday Market, such as selling fish, vegetables, clothes, basic commodities, livestock, and other necessities. Pasar Ahad Kertak Hanyar is one of the traditional markets in Banjar Regency which is quite famous for its existence and the continued activity of traders at the market (Susanto & Prihatminingtyas, 2016).

Kertak Hanyar Sunday Market traders are synonymous with the bargaining process which has become a habit among the people to get a price that is in accordance with the agreement. Trading in traditional markets does not have strict regulations, only a like-for-like transaction process (Amanda et al., 2024). This activity ensures good communication between traders and buyers, thereby enabling the establishment of kinship relationships, and triggering buyers to subscribe (Muzdalifah, Sukidin, & Suharso, 2019).

The development of the current era of digitalization has brought about many changes in people's lives and needs (Aniah et al., 2024). Moreover, we have now entered the Industrial Era 4.0, which is increasingly creating significant developments and increasing transformation. Advances in information technology are a sign that the digitalization era is now experiencing changes in society and creating dependency (Susanto & Prihatminingtyas, 2016). In today's digital era, the market has become indispensable for society to meet life's needs. The market provides many basic materials and goods that people need. A market is a place where traders and buyers meet as a form of economic activity and transactions for goods or services (Hidayati, 2022).

In this digital era, it will become an easier alternative for people to buy and sell, who can shop through online marketplaces, online shops, and e-commerce. These various online platforms can certainly threaten the existence of traditional markets (Munawarah, Janah, Oktarini, & Khatimah, 2022). Thus, this becomes a concern among the people who are still very dependent on traditional markets (Habibah, 2018). In fact, at the Kertak Hanyar Sunday Market, Banjar Regency, researchers made observations on October 28, 2023, then on September 30 2023, and October 1 2023 at the Kertak Hanyar Sunday Market, many people came to the market to buy various necessities. Starting from buying vegetables, clothes, basic commodities and other livestock (Apriani et al., 2023). In this way, the Kertak Hanyar Sunday Market is able to exist even in the current digital era and economic activity is still occurring. Of course, this requires encouragement from the parties involved for comfortable and orderly market management so that consumers do not immediately abandon traditional markets. Not only that, with advances in technology, it can really be used to revive the existence of the Kertak Hanyar Sunday Market in this digital era to facilitate information and communication widely (Handiko, Hakim, & Bagaskara, 2023). Based on observations made by the author and the background of the existing problems. So, the author is interested in studying it, as for the title "Traders' Activities at the Kertak Hanyar Sunday Market, Banjar Regency".

2. METHODS

The research method used in research on traders' activities at the Kertak Hanyar Ahad Market, Banjar Regency is the qualitative research method, structured descriptively (Cahya et al., 2024). The qualitative approach aims to describe and analyze individual events and phenomena, which are included in society (Sugiyono, 2017). The research location is the traditional market, Pasar Ahad Kertak Hanyar. The subjects of this research were market traders and managers of the Ahad Kertak Hanyar market. Data was collected using observation, interviews, and documentation. The researcher himself, observation and interview guidelines became the research instruments. Data analysis techniques use data reduction techniques, data presentation, and finally conclusion. Then triangulate sources, techniques, and time as a validity test.

3. FINDINGS AND DISCUSSION

Kertak Hanyar Sunday Market is a place to fulfill the necessities of life for the local community. Merchant selling activities start at 08.00 – 16.00 WITA. It's just that traders can also determine their return time according to their wishes. Kertak Hanyar Sunday Market itself is still classified as a traditional market because the bargaining process still exists between sellers and buyers so that the goods needed by buyers can be fulfilled and occur directly. The goods sold at the market include Fruit, vegetables, meat (beef/chicken), fish, clothes, necessities, snacks, and others. Of course, the types of commodities sold at the Kertak Hanyar Sunday Market are:

Table. 1 Type of Commodity Trader

No.	Commodity Type	Active number
1.	Necessities (rice, food, grated coconut, eggs, vegetables, etc.)	40
2.	Sewing services	4
3.	Glassware	4
4.	Apparel	28
5.	Haircut services	2
6.	Dental services	2
7.	Gold/silver	7
8.	Headscarf	7
9.	Building tools	3
10.	Pancerekenan	7
11.	Plastic	3
12.	Electronic	4
13.	Toy	3
14.	Cosmetics	6
15.	Stationery	5
16.	Accessories	5
17.	Glasses	2
18.	Drugstore	2
19.	Shoes/sandals/bags	10

Source: Kertak Hanyar Sunday Market Management Archives, 2023

The activities of Kertak Hanyar Sunday Market traders occur every day. They carry out buying and selling activities directly in the market to fulfill their needs. Direct trading activities face to face, either traders or sellers, through the process of bargaining and mutual agreement. Traders' activities occur as usual, starting from offering goods for sale and providing services to consumers to the process of buying and selling directly to consumers.

In their daily lives, traders in Kertak Hanyar Sunday Market, Banjar Regency, carry out buying and selling transactions using the Banjar language and a mixture of Indonesian. During the process, there is a cultural value that is carried out by traders and buyers, good communication which indirectly will be established well, which is why the merchant's shop subscribes to it. However, some time now traders at Kertak Hanyar Sunday Market have begun to take advantage of sophisticated digital technology. In the current digital era, digitalization technology is developing rapidly. Moreover, we have entered the digital era, which tends to enable people to complete their activities from home to carry out transactions. Technology makes it possible for people to easily access the internet, communicate long distances, obtain information, and process online trading, and now people are increasingly making digital payments without cash (Arfan & Ali Hasan, 2022).

The changes that exist now can be felt in the form of digitalization which directly changes economic access which is starting to shift to digital. Now we are entering the digital era, where all economic activities are via online systems. This encourages the development of internet user technology which is increasingly real and can be felt by anyone (Rakanita, 2019). The increasing use of the internet will of course have an influence on the development of digital technology. Today's technological sophistication is certainly unavoidable for society in economic activities. Developments are now easier with online shopping without wasting energy and time to come to a direct location for transactions and the convenience of an all-digital payment system. The use of digital technology to support economic activities, with this development, will have an impact on digital information technology which is no longer unfamiliar to the public, especially the use of the internet to support the economy. Activities that occur at Pasar Ahad Kertak Hanyar, Banjar Regency include direct or digital buying and selling transactions (Murti, Sasana, & Sugiharti, 2021).

The digital era has led to digitalization technology which is now widely used for its convenience and sophistication, such as the use of E-Commerce (electronic commerce) and E-Money (digital payments) (Chusumastuti, Elisabeth, Nurali, Suryadharma, & Sinaga, 2023). Traders can sell online without confusion because they only need to register to start. The person responsible is the team from the marketplace. The well-known marketplace platforms that are widely used by the public are Shopee, Tokopedia, Lazada, Bukalapak, Blibli, and others. Not only that, the use of social media is also used (Murti et al., 2021). Social media is in great demand and is often used among the public, generally Facebook, Instagram, and WhatsApp (Puspitarini & Nuraeni, 2019).

Traders at the Kertak Hanyar Sunday Market are starting to take advantage of today's sophisticated digitalization technology. The use that traders make is by taking advantage of e-commerce (electronic commerce), e-money (digital payments), and social media. The use of social media is something that is no longer foreign because most people access social media. Utilization is carried out not only as communication but also as a form of sales promotion to a wider network of people (Puspitarini & Nuraeni, 2019).

Not only that, but several traders have also started implementing digital payments (Bowo, 2023). The development of the use of digitalization through digital technology has brought buying and selling facilities to the people at Pasar Ahad Kertak Hanyar utilizing digital payment instruments that were initially cash and are now starting to implement non-cash transactions (Ayu Narassati, Fakhril Islam, & Sugirahma Putra, 2023). Transactions are carried out digitally (e-payment) where payment uses electronic money (e-money). In this way, it creates a financial technology company that participates in providing services for digital payment tools (Muhammad Ikhsan & Muhammad Hasan, 2020). Because of this sophistication, traders have started implementing it in several Kertak Hanyar Sunday Market shops.

Even though Kertak Hanyar Sunday Market traders take advantage of today's sophisticated digitalization, they also continue to trade directly at the market. Traders who use online shops and sell directly say that selling online is an additional form for them besides selling directly in the market and as a form of utilizing technology that makes it easier to reach buyers and the reach of promotions is wider. In this way, traders continue to trade directly on the market plus online.

Along with the current development of digitalization in the economy, of course, users of digital technology services continue to increase because of the convenience they now experience. Indonesia itself has great potential for economic development, so it will also have a significant impact on its economy. Looking at it from the perspective of economic development in the current digital era, it will have both positive and negative impacts (Masfiatun, Supriyadi, & Nahdila, 2023). Along with this development, it will certainly be felt by traders at the Kertak Hanyar Sunday Market. The following are some positive and negative impacts on traditional market traders, namely:

1. Positive impact

a. Ease of service

This ease of service encourages traders to start implementing digital systems in their shops. The sophistication of digitalization now makes it easier for traders to provide services. Ease of using e-commerce and social media, which of course not only means marketing directly in stores but also through Shopee, Grabfood, Facebook, and Instagram. Another convenience of service is that there are merchants, some of whom are starting to implement e-money payment systems (digital payments). Digital payments are a form of convenience for other traders where payments can be made non-cash. Some of the traders at Pasar Ahad Kertak Hanyar themselves use digital payment systems such as Qris, Dana, OVO, and transfer.

b. Facilitate promotions and transactions

With the ease of using technology, you can reach more buyers. Because the range of promotions provided is unlimited. Nowadays, most people use the internet which can be accessed by anyone. Apart from that, digital transactions also make it easier for buyers to make transactions without having to use cash. The reach of promotions for traditional market traders is not only limited to trading directly but can be done by carrying out digital promotions such as using Shopee, Grabfood, Facebook, and Instagram. Not only that, digital payments now also make it easier for buyers to carry out transactions that don't have enough cash.

c. Improve the ability of

Increasing a person's ability to use technology, especially in the current era where technology is increasingly rapid and will continue to develop in the future. By utilizing digitalization, you will not be confused about technology. The ability to utilize digital technology can make it easier to carry out trade and transactions.

2. Negative impact

a. Decrease in Income

There are starting to be fewer buyers coming directly to the market and income is starting to decline so some traders are starting to give up on this. The convenience provided now is able to shift buyers from coming directly to the market.

b. Losing Competition

Intense competition in the digital era is now necessary for marketing goods. The various conveniences offered make it more practical, save time and energy, and can be done anywhere and anytime. This of course creates tight competition for Kertak Hanyar Sunday Market traders.

c. Fraud

Fraud can happen at any time because of the ease of digitalization now. Fraud occurs when someone cheats against another person. The widespread development of digital payment systems means that people can commit fraud by fake proof of payment. This also encourages traders to experience anxiety and restlessness if they are not careful in this matter.

We can see that the use of digitalization is also being implemented by traders as a form of keeping up with today's digital era. They also argue that the use of online trading is a form of keeping up with current developments which is certainly easier and provides additional income that is not only obtained from direct business in the shop.

It can be concluded from the results of interviews with several informants that from several informants the digital payment system is something that has only recently been implemented and indeed they are implementing this as a form of keeping up with increasingly sophisticated developments and as a form of convenience for buyers who are starting to use digital payment systems. Apart from the convenience of digital payments, there are of course some who feel the negative impact for merchants who do not implement these payments. However, it cannot be denied that some of the traders at the Kertak Hanyar Sunday Market, Banjar Regency, are starting to open their minds to starting to take advantage of digitalization (Maulidi & cahyadi, 2024).

The use of digitalization in today's digital era will certainly have a challenging impact on economic actors, especially traders in traditional markets, in their efforts to increase competitiveness. Moreover, now in online business, there is intense competition (Mokodaser, Maramis, & Tooy, 2022).

The factor that influences the Kertak Hanyar Sunday Market traders themselves is the use of e-commerce and payment systems which they still don't understand well. There are several obstacles faced by traders in dealing with the current use of digitalization, namely their lack of skills and understanding of things closely related to digitalization (Ikhsan & Hasan, 2020). And this will have an impact on those who don't understand this.

From interviews with several market traders, they still depend on direct sales at the market. This means that not all traders at Pasar Ahad Kertak Hanyar utilize the digitalization of e-commerce and digital payments in their economic activities. Several informants have started to take advantage of digitalization in trade because of the ease of access, both traders and buyers benefit. As for those who don't use it because it is old and difficult to understand. So, the existence of sophisticated digitalization certainly has positive and negative impacts for Kertak Hanyar Sunday Market traders in the digital era.

In developing countries like Indonesia, it is still a problem for the people regarding the use of digitalization because of limited management capabilities due to the low quality of human resources. So there is a lack of knowledge and experience so it is felt that marketing is still lacking (Widowati & Khusaeni, 2022). Technology in the digital era is increasingly experiencing rapid development and of course provides convenience for society in economic terms, which can be seen from the existence of electronic commerce and digital payment systems (Handayani & Soeparan, 2022). In 2022, marketing strategies will not only be carried out directly but will begin to rapidly utilize digitalization technology in an effort to reach a wide market. Utilization of digital technology as a form of keeping up with increasingly rapid and sophisticated developments. Business digitalization concerns communication, interaction, and other processes from conventional business to a digital direction (Mokodaser et al., 2022).

The digital era in the economic sector has existed since the 1980s with the use of Personal Computers (PCs) and the internet as the initial form of development of electronic commerce (e-commerce). Due to the development of digital technology, it create and encourages traders to face and adapt to digitalization. Through digitalization, there is an opportunity to create a strong digital-based people's economy and socio-economic benefits (Pratiwi & Dyas, 2022). Currently, a strategy as a form of effort to face digitalization for traders at the Kertak Hanyar Sunday Market is very necessary. This is a form of survival from increasingly widespread market competition plus current digitalization (Telaumbanua, Tumengkol, & Lasut, 2023). There are several strategic concepts that traders can apply in an effort to face the current digital era, namely:

1. Special Competence *(Distinctive Competence)*

   Traders do things better than other traders. This can be done with the capabilities of the merchant and his expertise in the promotional process to customers. Promotions are carried out as a form of attracting buyers to buy goods for sale as well as a form of aggressively attracting buyers' interest. Promotions carried out by traders at the Kertak Hanyar Sunday Market by offering goods to passers-by in a friendly manner to attract buyers' attention and offering the latest models of goods. Promotions are carried out not only directly at the Kertak Hanyar Sunday Market but also for traders who also trade online. Promotions are carried out as a form of attractive offer to buyers for traded goods. In the digital era, there are various kinds of promotions that can be carried out, such as using social media to reach a wider audience.
2. Competitive Advantage (*Competitive Advantage)*

   Providing an item that meets the buyer's needs as a grab for an opportunity. Of course, there are several strategies that can be implemented, such as focusing on items that are in high demand such as contemporary clothing, items that are basic daily needs, and having a complete cosmetics shop which of course will be needed immediately if buyers run out of stock at home, providing unique items or different from clothes that are not on the market or most in general and have standard price rates (Rahmania, 2023).

3. Utilization of Digital Media

As for efforts to face the rapidly growing digitalization of e-commerce by implementing digital business, optimizing content, and utilizing social media platforms. At the Kertak Hanyar Sunday Market itself, there are several who have implemented their strategy by utilizing digitalization. Traders also realize that in the current era, they must be able to survive the onslaught of increasingly growing business.

It's no surprise that trading using digital media is now widely used because of its ease and ability to reach many consumers. This is done by utilizing digital technology, internet social media, which to this day continues to be popular with the public. Kertak Sunday Market traders are starting to use digital media through intermediaries, such as Shopee, Instagram, Facebook, Qris, Ovo, Dana, Grabfood, and others which are of course widely used by society today. Of course, there are factors that influence traders to face the current digital era. There are several factors that are driving traditional market traders to digitalize now due to competition with other competitors, customer demand, innovation in services and products, demand for effective data, and increased value provided. Of course, this cannot be separated from the role of Bank Indonesia (Evangelista et al., 2023).

Apart from that, there is a need to empower traditional markets so that their existence is maintained until now. As is the case at the Kertak Hanyar Sunday Market itself, empowerment in terms of order and cleanliness is implemented. Because of course, a comfortable market environment is also a form of effort to make buyers more comfortable when shopping. Meanwhile, the direct management implemented by the market manager is by providing daily tickets to traders.

From the results of this research, of course, there are several strategies that economic actors, especially traders and market managers, need to carry out as a form of maintaining the activities of Kertak Hanyar Sunday Market Traders, Banjar Regency, Digital Era in the current digital era. Both in terms of strategy for selling directly, the use of e-commerce, digital payment systems, and a comfortable and clean market environment. This can be seen from the Kertak Hanyar Sunday Market which still exists today despite the modernization of the era.

4. CONCLUSION

Trader activities at the Kertak Hanyar Sunday Market occur every day from 08.00–16.00 WITA. Traders' activities in the market occur directly so there is still a bargaining process. However, in the current digital era, some traders at Pasar Ahad Kertak Hanyar are starting to take advantage of advanced digitalization such as e-commerce (electronic marketing) using platforms such as Shopee, Shopee food, and Grabfood. Then there is e-money (digital payments) such as Qris, OVO, and Dana. As for social media such as Instagram and Facebook. The development of digital technology in the current digital era is really felt by Kertak Hanyar Sunday Market traders, which has both positive and negative impacts. The positive impact for Kertak Hanyar Sunday Market traders is the ease of service, ease of promotions and transactions, and increased capabilities. Apart from the positive impacts felt by traders, there are also negative impacts, namely reduced income, loss of competition, and fraud. Therefore, it is necessary to have several strategic concepts that can be implemented by traders to face the current digital era, namely: Distinctive Competence, Competitive Advantage, and Utilization of digital media.

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