

TRADITIONAL MARKET TRADERS' PERCEPTION OF ONLINE SALES IN INCREASING INCOME IN THE PANDEMI ERA (Medan MMTC Market Case Study)

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Abstract: *In this era of all-technology, especially during the current Covid-19 Pandemic, people should have adapted so that they can survive difficult times due to limited activities due to the influence of social restrictions as a result of the pandemic. Traditional markets are one of those affected by the pandemic, where traders admit that they have difficulty selling their wares because the number of buyers coming has decreased since the government asked residents to reduce activities outside the home. The topic raised in this research is based on the phenomenon that occurs with the reduced income of traditional market traders, are traders interested in joining the marketplace to increase their income. The main objective of this research is to conduct an analysis to find out the perceptions of MMTC traditional market traders towards the marketplace in increasing income during a pandemic. The data used is primary data that is sourced from questionnaires with descriptive analysis techniques. Based on the research results, it is known that traditional market traders in the MMTC market want to join the marketplace because they believe that joining the marketplace is to increase income, maintain business during a pandemic, provide convenience, and become a safe shopping solution during the Covid-19 pandemic.*

Keywords: *Traditional Market, Traditional Market Traders, Marketplace*

Introduction

A market can be formed because there are sellers and buyers, there are goods or services that are traded, and there is an agreement between the seller and the buyer. Basically the market exists because people want to obtain various goods for their daily needs. The market was born from the desire of some people to obtain materials needed. In the beginning, transactions in the market were carried out by exchanging goods owned with goods desired, such as between farmers and fishermen by exchanging their respective production results. In this regard, the market functions to bring closer the distance between consumers and producers in carrying out transactions. The market plays a role in facilitating the distribution of goods and services from producers to consumers.

At first the exchange can take place anywhere. Gradually an agreement was made to determine a location for bartering. In subsequent developments, transactions are carried out using currency, so that people who do not have goods can fulfill their needs by buying with the agreed currency. Here the market functions as a price maker on the basis of an agreement between the seller and the buyer.

Traditional markets have long played an important role in advancing and driving people's economic growth. The important function of traditional markets aside from being the estuary for the products of the surrounding (local) community, is also a very beneficial employment opportunity for the community. Agricultural products produced by farmers can be brought directly to the market.

In essence, traditional markets operate in the informal sector, therefore, anyone has the opportunity to get a job in the market. To work in this place, special requirements are not needed, unlike in the formal sector, such as being an office employee where there are quite a number of formal requirements that must be met to be accepted for work, for example educational qualifications, age, experience and so on. While working in the informal sector, the most important thing is having a strong will, tenacity, not giving up easily, and a little capital to start a business.

The informal sector has a big role in developing countries including Indonesia. The informal sector as an alternative form of business outside the formal sector has long been developing in Indonesia. The informal sector itself is a sector that is not organized (unorganized), not regular (unregulated), and mostly legal but not registered (unregistered).

The informal sector is often associated with the main characteristics of entrepreneurs and informal actors, including business activities with main capital on people's independence, utilizing simple technology, workers mainly come from family workers without wages, business raw materials mostly use local resources, mostly serve the needs lower middle class people, education and quality of human resources are classified as low. Meanwhile, according to BPS, informal sector workers are those whose job status is; First, try yourself. Second, doing business with the help of household members/temporary workers. Third, temporary workers / family workers.

The role of the informal sector is getting bigger after the economic crisis in Indonesia. This economic crisis caused financial difficulties for the government and the private sector. The private sector that was hit the hardest by this crisis was the manufacturing, construction, property and service companies, especially the tourism sector. In response to the above conditions, many companies have reduced their hours of operation or even closed altogether. Companies that can still survive try to reduce production costs by reducing labor or lowering wage rates. Under these conditions, the informal sector is an alternative for workers to continue to have income.

The urge to make ends meet makes people who have lost their jobs try to do any kind of work. In general, the informal sector provides a small return, especially during a crisis situation, but this alternative must still be taken by the workforce for reasons of the necessities of life earlier. The economic crisis made changes in the structure of the Indonesian workforce with the increasing role of the informal sector.

Residents who work in the informal sector are said to be marginal residents because their work motivation is solely to maintain daily survival, not to accumulate profits or gain wealth (Todaro, 2004).

The informal sector is the payment for the production and sale of goods and services that are unregistered or hidden from the state for purposes of tax avoidance and/or for profit, but legal in all other perspectives. The informal sector is also defined as an economic sector consisting of small-scale business units, which produce and distribute goods and services, with the main objective of creating employment opportunities and opportunities to earn income for the actors (Williams, 2007). Constraints that are often faced by this sector are limited capital, physical or labor, as well as skills. The informal sector in developing countries grows and develops as a result of the high rate of increase in the labor force, as well as the inability of the formal sector to absorb it. The emergence of this sector, of course, cannot be separated from several reasons and motivations from each of the actors. The reasons that encourage the

emergence of informal sector businesses include: (a) urbanization, (b) unemployment, (c) part-time work, and (d) market demand.

The development of the informal sector can be viewed from two sides. First, the development of the digital economy and technology has spurred the growth of online and independent entrepreneurs. In addition, the growth of the informal sector is also influenced by the characteristics of millennials who tend to choose flexible working hours. On the other hand, the growth of informal workers can also be caused by the last alternative to simply getting a job. In addition, uneven development is also a factor driving the growth of the informal sector.

The Central Bureau of Statistics (BPS) noted that the informal sector dominates employment in Indonesia. In February 2019, there were 74 million people aged 15 and over working in the informal sector. Meanwhile, only 55.3 million people work in the formal sector. (katadata.co.id)

In North Sumatra alone, as many as 4.079 million people (59.62 percent) work in informal activities, while those working in formal activities are as many as 2.763 million people (40.38 percent), an increase of 4.63 percentage points compared to August 2019. During the August period 2019–August 2020, the percentage of formal workers decreased by 4.63 percentage points. (www.bps.go.id)

Various kinds of economic actors in the informal sector, one example is traders in traditional markets. The perception of traditional market traders here is a process carried out through the stages of evaluating various alternatives and whether they choose these alternatives to sell and market their products with innovation from increasingly sophisticated technology.

Along with the development of increasingly sophisticated technology, where the use of the internet is not just to find information or as a communication tool, but also as an alternative to looking for human needs to fulfill their life needs.

Online sales are an alternative for marketing products, where convenience and comfort are felt by both producers and consumers. With this convenience, it will have an impact on a sense of security from the spread of the Covid-19 virus and as a form of self-protection while still adhering to health protocol policies and recommendations for social restrictions (social distancing).

The corona virus or COVID-19 was first discovered in Wuhan, China at the end of 2019. Already more than 200 countries in the world have reported cases of exposure to the corona virus, including Indonesia. The Covid-19 pandemic in Indonesia is part of the ongoing 2019 coronavirus disease (Covid-19) pandemic worldwide. This disease is caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The positive case of Covid-19 in Indonesia was first detected on March 2, 2020, when two people were confirmed infected from a Japanese citizen. On April 9, the pandemic had spread to 34 provinces with DKI Jakarta, West Java and Central Java as the provinces most exposed to SARS-CoV-2 in Indonesia. (detik.com)

As of August 2, 2021, Indonesia has reported 3,462,800 positive cases, ranking first in Southeast Asia. In terms of death rates, Indonesia ranks third in Asia with 97,291 deaths. However, the estimated death rate is much higher than the reported data because it does not count cases of death with acute Covid-19 symptoms that have not been confirmed or tested. Meanwhile, it was announced that 2,842,345 people had recovered, leaving 523,164 cases being treated. The Indonesian government has tested 18,082,313 people out of a total of 269 million people, which means only about 67,070 people per one million people. (covid19.go.id)

Data shows the confirmed number of Covid-19 in North Sumatra is included in 15 of the total provinces in Indonesia. In response to the pandemic, several regions have imposed large-scale social restrictions (PSBB) in 2020. This policy has been replaced with the imposition of restrictions on community activities (PPKM) in 2021 including a ban on going home on holidays. This step was taken to break the chain of the spread of Covid-19 with the government's main concern being public health. (covid19.go.id)

It is undeniable that with restrictions on people's activities, Indonesia's economic growth tends to stagnate. In early June 2020, the World Bank projected that Indonesia's economic growth would be 0 percent in 2020. In fact, in the worst scenario, Indonesia's economic growth could be minus 3.5 percent. In order to prevent Indonesia's economic situation from becoming unfavorable, the government is starting to look at the possibility of relaxing social restrictions. In a limited meeting on 27 May 2020, President Jokowi requested that socialization be carried out to the public regarding the protocol for the new normal order. It is hoped that the government's policy to establish a new normal will coincide with public awareness to maintain strict health protocols.

The World Health Organization (WHO) actually stated that currently available evidence shows that Covid-19 generally spreads from people, not from food or food packaging. For this reason, in order to break the chain of transmission of Covid-19, the Ministry of Trade asked people to shop from home by utilizing online or online shopping. (kompas.com)

In the industrial era 4.0 is about digital transformation. This industrial era will allow the automation of equipment with a combined system that can work with each other. The technology will also help solve problems and track processes, while increasing productivity in businesses and manufacturing at any scale. Of course, the application of this industry is expected to increase productivity for the sake of many people's lives. In this day and age, it is undeniable that slowly everything has turned towards digital. So that the interaction between humans and technology is inevitable. All fulfillment needs are now available digitally, from buying and selling, services, to payment transactions.

According to Muhammad Zulfikar Rakhmat, Associate Economic Researcher at Indef, he thinks that if you look at it from a positive side, the Covid-19 pandemic has taught all parties how to do activities online. Currently, everyone can learn and find out how work systems, education and a number of business activities can be carried out online, including activities from home. In the future there will be many people both in Indonesia and the world working and doing activities online, because the Covid-19 pandemic has opened up insights that several activities including business can be made possible through digitalization. (ekonomibisnis.com)

The Covid-19 pandemic, which is a non-natural disaster, is one of the factors in the external environment which has had an impact on reducing conventional business activities (offline), but increasing innovative business activities based on online platforms. (Sutrisni, 2020) The Covid-19 pandemic which caused people's activities outside the home to decrease caused online shopping transactions to increase and soar up to 5-10 times the increase in demand volume. In fact, as many as 51% were new consumers who first started shopping online during the PSBB period. (katadata.co.id)

Based on the research conducted, it shows that by holding training on creating business accounts using the WhatsApp Business application during a pandemic, it indirectly changed the paradigm of the people who previously did not care about the presence of social media or the presence of applications that can be used to sell online now have the feeling that Social media can be used to make sales online and applications that can be used to sell online are the WhatsApp Business application. By selling online, we can save time and effort (Nurmalia, et al).

Armed with the WhatsApp application, the UGM Professor of Economics created a WhatsApp group (WhatsApp Group/WAG) as the main media for coordinating various programs, called Sonjo. Sonjo is a humanitarian movement focused on efforts to help vulnerable communities and at risk of being affected by the spread of Covid-19 in the Special Region of Yogyakarta. The word sonjo (Javanese) means hospitality and specifically for this humanitarian movement, sonjo stands for Splice Jogja. Splice is a form of mutual cooperation that is mostly done in rural areas in Java to build residents' houses/public facilities. Sonjo was founded on March 24, 2020 and is growing very fast. As of July 2021, 24 WAGs have been formed in sonjo, 20 of which are internal sonjo WAGs, and 4 WAGs are joint WAGs with communities in other

regions or companies. Each WAG focuses on a specific area. Sonjo members are approximately 2000 people and each contributes according to their respective abilities. Programs that develop in sonjo are divided into three sectors, namely health, economy, and education. The sonjo movement is inclusive and involves all elements of society in DIY. (www.sonjo.id)

Shopping for basic needs through the application is an option to reduce the spread of COVID-19. Various companies also provide this service. A number of companies that provide basic needs purchasing services are Gojek (GoMart) and Grab (GrabMart). Both of them work with different partners to supply goods in the application.

Gojek cooperates with three partners to supply basic needs in the application, namely Sayurbox, Alfamart and Alfamidi. This means that you can buy goods at the convenience store through the Gojek application. If you need fresh vegetables or fruit, you can choose to buy supplies from Sayurbox. Unlike GoMart, GrabMart cooperates with more partners, such as GrabMart Daily, Hypermart, Family Mart, Sayurbox, and various shops selling other basic necessities.

The city of Medan, which is the third largest city after Jakarta and Surabaya based on area and is the largest city outside of Java Island, also has a marketplace that provides a place or facility for market traders to sell and market their wares, such as through the marketplace on the Homemade application. Indonesia, Kolabin.id, and others.

Grab Indonesia in collaboration with PD Pasar Kota Medan has just launched GrabMart. GrabMart is an on-demand delivery service for daily necessities in collaboration with P3TSU (North Sumatra Traditional Market Traders Association), and the Medan City Government.

Apart from Gojek and Grab, the Homemade Indonesia application is also here to provide a solution by providing a marketplace for traditional market buyers and sellers, in order to encourage standardization of product prices and payment guarantees and quality of goods. Homemade Indonesia is reviving traditional markets to be able to survive the onslaught of other online markets. And has collaborated with 13 traditional markets in the city of Medan, namely the Bear market, MMTC market, Hongkong market, Petisah market, Meranti market, Central market, Ramai market, Pringgane market, Sukaramai market, Sambu Baru market, Padang Bulan market, Metal market and Cemara Asri Market. The Homemade Indonesia application can be downloaded on the Playstore and Appstore. And the Homemade Indonesia for Seller application for traditional traders can also be downloaded on the Playstore and Appstore.

Apart from Homemade Indonesia, there is also the Kolabin.id marketplace, which is the work of the Mayor of Medan, Bobby Nasution, who created the Kolabin.id application to help micro, small and medium enterprises (MSMEs) in the midst of a pandemic.

During this pandemic, based on an interview conducted with one of the traders at the Medan MMTC market, traders admitted that they had difficulty selling their wares because the number of buyers coming to the Medan MMTC Market had decreased since the government advised residents to reduce activities outside the home to prevent the Corona virus. Buyers have decreased drastically since there was an appeal for stalls in Medan to close to prevent crowds of residents. Buyers have decreased since residents were also asked not to hold parties.

According to 2020 data, the trade sector is the largest contributor to GRDP in Medan City. A total of 20,424 people from the total population of the city of Medan make a living in this sector, they are spread over 21 sub-districts throughout the city of Medan and are also concentrated in several places known as markets or commonly known as "taxes". The market area or population tax is 170,587.67m² and this market is divided into 53 markets which are classified as small, medium and large. (BPS, Kota Medan dalam Angka, 2021).

In this case, the one that has the potential to build a market as a means of trading activity is the regional city government. Because it is from there that traders who occupy the market can provide input and contribute to the treasury of the local governments involved. As

written in the level II regional regulation Medan Madya No. 3 of 1987 concerning the organizational structure of PD.

In 2019, the Ministry of Communication and Information has collaborated with marketplaces Shopee, Tokopedia and Bukalapak to make the Grebeg Go Online MSME Market Program a success. This collaboration is useful for market traders and MSME players so that they receive special attention in the form of follow-up assistance after onboarding to the marketplace. (antaranews.com)

Literature Review

Theory of Firm

The theory of the company relates to all the behavior of companies in the market. The essence of the company theory is how the company determines the allocation of goods produced and at what price level the goods are sold. Is a translation of the theory of the firm in microeconomics.

Companies exist in the midst of society because their function in the process of distributing goods and services is difficult for individuals to carry out separately. In the long term their existence will not only benefit the owners/shareholders, but will also bring benefits to the wider community and the government through a process called the flow of economic activity. Economic activity in a country that involves production households and consumption households is described by Francois Quesney (1694-1774) in his book entitled "Tableua Economique" which is referred to as The Circular Flow of Economic Activity, which means the circular flow of economic activity which includes the flow of goods and money flows.

Market

In the Economics & Business dictionary, the market is a place where supply and demand occur between sellers who want to exchange their goods for money and buyers who exchange their money for goods or services. Meanwhile, Budiono stated that "The market is a confluence between the demand and supply curves. A market is where there are transactions between sellers and buyers. The type of goods or services transacted can be in the form of any goods or services, ranging from rice, vegetables, transportation services, money, and labor" (Budiono, 2002:43). A similar opinion was also expressed by Mankiw, who stated that the market is a group of buyers and sellers of an item or service (Mankiw, N. Gregory, 2006:78). Meanwhile, according to macroeconomic theory (Encyclopedia of Business and Management Economics, 1992:44), the market is an abstract form of a mechanism when buyers and sellers meet to hold exchanges. Markets can be either concrete or centralized (e.g. stock, bond, or grain markets, where the building or place is specific and easy to see) or depersonalized (e.g. home or used car markets, where goods sold are not collected in one specific place), or it could even be just a network of cables and electronic devices.

Perfect Competition Market Perfect competition market is one type of market in the market structure. The perfect competition market is a type of market that can be said to be perfect because in that market there are many sellers who sell a certain type of product. It can be said to be perfect because in a market where sellers sell similar goods and there is no price competition in it and sellers can freely enter and leave the market because in a perfectly competitive market there are no barriers or barriers.

National Income

It is said that national income is an increase in the real GDP of a country in a certain year which shows an increase in the per capita income of everyone in the economy and in a country in a certain year (Mankiw, 2000).

Economic Growth

Economic growth is one indicator of successful development in an economy. The progress of an economy is determined by the amount of growth indicated by changes in national output. The change in output in the economy is a short-term economic analysis.

Another theory that explains economic growth is modern economic theory. Harrod-Domar growth theory is one of the modern economic growth theories, this theory emphasizes the importance of investment formation for economic growth. The higher the investment, the better the economy, investment not only has an influence on aggregate demand but also on aggregate supply through its influence on production capacity. In a longer perspective investment will increase the capital stock.

According to Simon Kuznets, economic growth is an increase in the long-term capacity of the country concerned to provide various economic goods to its population. This increase in capacity is made possible by advances or technological, institutional and ideological adjustments to various existing conditions (Todaro, 2000).

Definition of Perception

Community life will not be separated from the perception of the community itself. Perception is a direct response or acceptance from someone. In the Big Indonesian Dictionary, perception is a direct response (recipient) from an uptake or a person's process of knowing several things through his five senses.

Philip Kottler defines perception as the process by which an individual selects, organizes and interprets information inputs to create meaningful images. According to jalaludin Rackhmat, perception is the experience of objects, tourism, or relationships that are obtained by concluding information and interpreting messages. According to Sarlito W. Sarwono, perception is generally a process of acquiring, interpreting, selecting, and organizing sensory information. Perception takes place when a person receives a stimulus from the outside world which is captured by his auxiliary organs which then enters the brain. Perception is the process of finding information to be understood using sensory tools. Meanwhile, according to Bimo Walgito, perception is a process that is preceded by sensing, namely the stimulus process by the individual through a sensory process. However, the process does not just stop, but the stimulus is continued and further processed, which is the process of perception.

Public Perception Theory

In perception there are several theories, which can be seen more clearly in the following description:

a. Attribution Theory

Attribution theory that is often known is Kelly's attribution theory. The basis of attribution theory is a process of perceiving traits in dealing with situations in the surrounding environment. Attribution theory is a field of psychology that studies when and how people ask "why" questions or principles that determine how casual attributions are made and what effect they have. Causal attribution is essentially explaining the cause and effect of two events.

b. Correspondent Inference Theory

Jones and Davis' correspondent inference theory is a theory that explains how we conclude whether a person's behavior comes from personal characteristics or from situational influences. Having a close relationship with the interests or values of the individual and is more latent than the trait. Therefore, attitude is closely related to how individuals will behave according to the situation.

Method

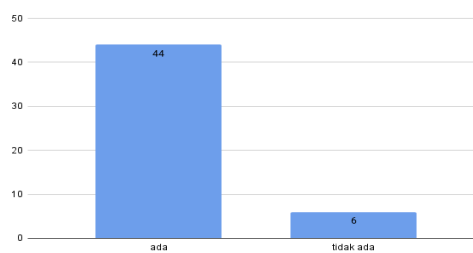
This type of descriptive research uses a qualitative approach. Descriptive research is research that seeks to describe or describe "what is" about a variable, symptom or condition. Descriptive research is research that tries to provide in-depth interpretation of findings in the field based on actual social facts using a qualitative approach, namely data in the form of verbal sentences and qualitative data that cannot be measured on a numerical scale (Kuncoro, 2013).

Result and Discussion

Result

The Covid-19 pandemic, which has reduced and limited activities outside the home, has hampered and affected various economic activities. Traders in traditional markets are no exception, because there are regulations issued by the government regarding social distancing, such as the PSBB or PPKM regulations which are currently still in effect. The existence of these regulations has resulted in reduced activities outside the home, people are reluctant to leave the house except for important or urgent matters, in order to stay safe and avoid the Covid-19 virus.

Gambar 4.1

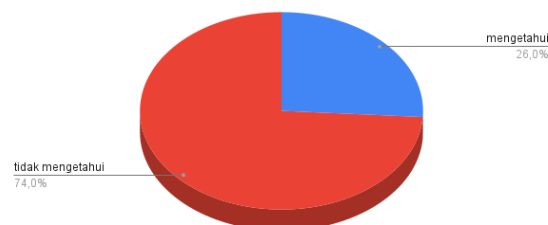


Decrease in Income during the Pandemic

Source: obtained from questionnaire data, 2021

From the diagram above, it can be seen that almost all respondents or as many as 44 respondents acknowledged that the current Covid-19 pandemic resulted in a decrease in their income due to limited activities in order to reduce the number of positive cases of Covid-19. Meanwhile, the rest said that their income had not decreased or remained the same.

Gambar 4.2

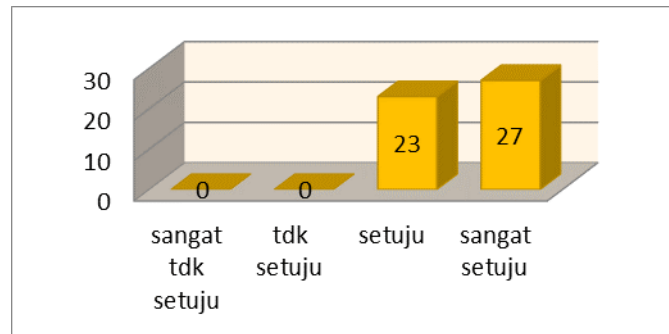


Knowing or Not Knowing the existence of a Marketplace

Source: obtained from questionnaire data, 2021

Only 26 percent knew that there was a marketplace available for MMTC traditional market traders to sell online, while the remaining 74 percent did not know this. This indicates that there is still minimal socialization provided by both the government and related institutions regarding the marketplace for MMTC market traders in increasing their income so that they can survive, especially during the current pandemic.

Gambar 4.3

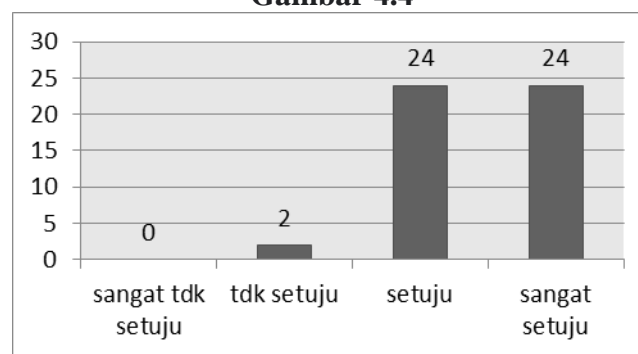


Marketplace Provides a Sense of Shopping Security during the Covid-19 Pandemic.

Source: obtained from questionnaire data, 2021

From the data above, it can be seen that respondents stated that the marketplace provides a sense of shopping safety during a pandemic. Marketplace which is a place where buying and selling transactions occur which allows traders and buyers not to meet face to face because they are done online. This can reduce the risk of exposure to the Covid-19 virus which has been declared a pandemic. The government also limits various crowd-based activities through the PPKM rules.

Gambar 4.4

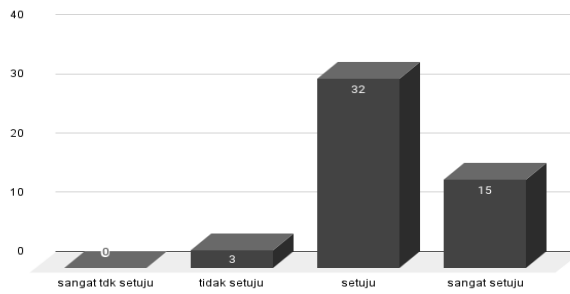


The existence of a Marketplace can Increase the Economic Level of Traders

Source: obtained from questionnaire data, 2021

Out of a total of 50 respondents, 48 of them stated that the existence of a marketplace could increase the economic level of traders. While 2 respondents chose not to agree with the statement. Joining the marketplace is one way of carrying out promotions, namely by marketing products online. The existence of a marketplace for traders in traditional markets can be used to improve the economy of economic actors.

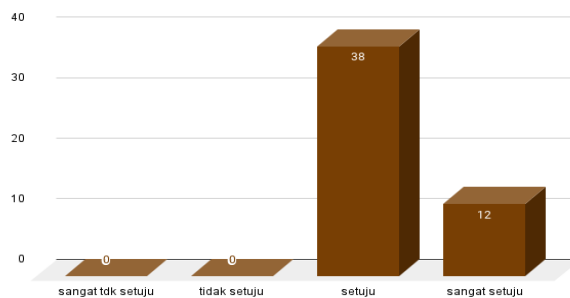
Gambar 4.5



The Marketplace is a place that traders need to increase their income during the pandemic
 Source: obtained from questionnaire data, 2021

There were 47 respondents who stated that the marketplace was a platform that traders needed to increase their income during the Covid-19 pandemic, while the remaining 3 respondents stated that they did not agree. So in accordance with the facts said by the traders who were respondents in this study that they stated that during the Covid-19 pandemic that was happening at this time it resulted in a decrease in income so that they stated that they needed a marketplace to increase income during the Covid-19 pandemic.

Gambar 4.6

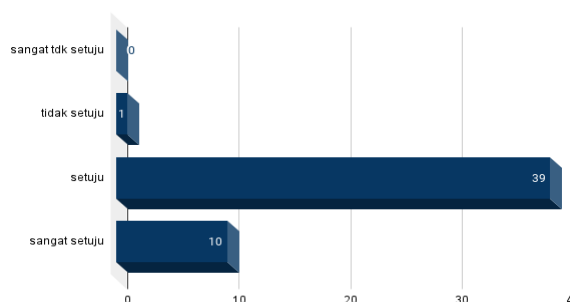


Marketplace is needed in the future

Source: obtained from questionnaire data, 2021

From the data above it is known that in the future, whether during a pandemic or not, marketplaces are needed by traders to continue to exist and be able to compete with supermarkets and other modern markets. We can see that all of the respondents in the sample stated that none of them disagreed with this. Where 38 of them chose to agree and the remaining 12 respondents chose to strongly agree with the statement. How could it not be, reflecting on the current pandemic, everything needs to be adapted so that it can minimize any losses that could occur later, both due to the pandemic and because daily life is slowly changing due to technological advances.

Gambar 4.7

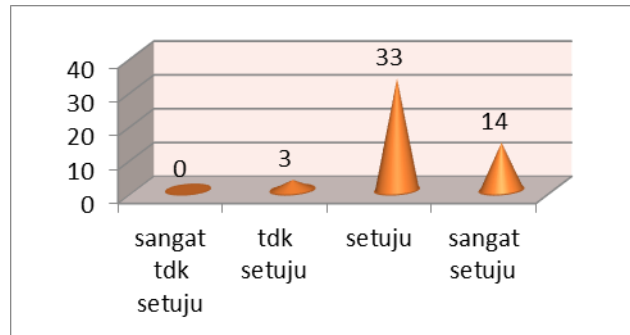


Joining Marketplace increases Revenue

Source: obtained from questionnaire data, 2021

It can be seen from the diagram above that out of a total of 50 respondents, almost all stated that by joining the marketplace, traders expect that their income will be stable and increase. It can be seen that 39 of them agreed and 10 respondents stated that they strongly agreed. While the remaining 1 respondent stated that he did not agree. It can be assumed that traders feel confident that joining the marketplace will increase their income. This increase in income can occur due to changes in consumer behavior that are increasingly digital by using online media so that the marketing process can be widely accessible.

Gambar 4.8

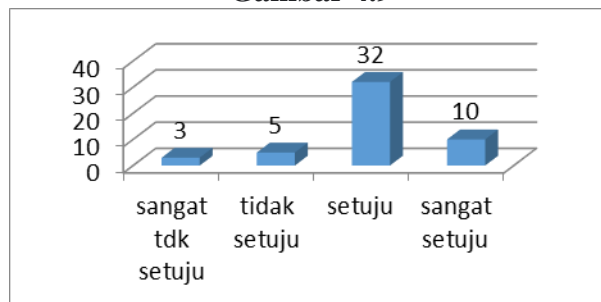


Joining Marketplace can Sustain Business

Source: obtained from questionnaire data, 2021

We can see from the diagram above that, 33 respondents agree and 14 respondents strongly agree that by joining the marketplace, they can maintain their business during the Covid-19 pandemic which resulted in reduced and even hampered all activities. While the remaining 3 respondents did not agree with the statement.

Gambar 4.9

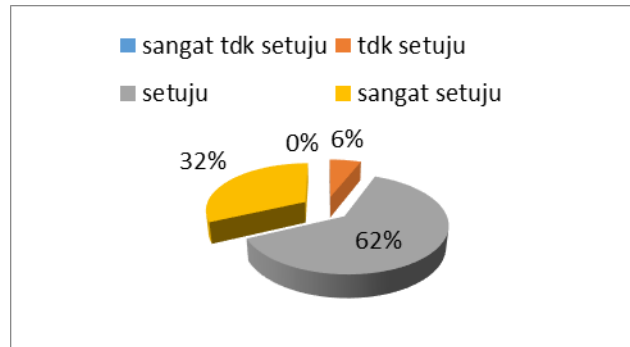


Joining the Marketplace Provides Convenience, Saves Costs and Time

Source: obtained from questionnaire data, 2021

It can be seen from the data above that traders assess and agree that using online transactions will provide convenience, save costs and time, namely as many as 32 respondents and 10 respondents strongly agree with this statement. While 5 respondents disagreed and 3 respondents strongly disagreed with this statement.

Gambar 4.10

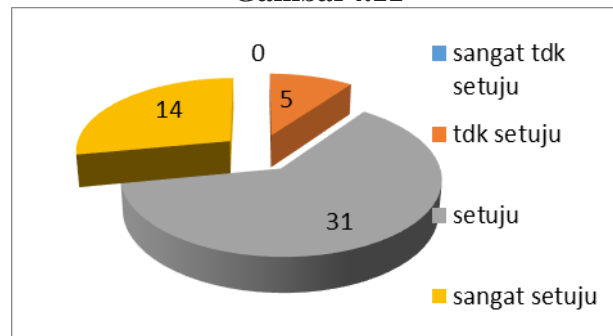


Offering the Right Shopping System during a Pandemic

Source: obtained from questionnaire data, 2021

From the data above it is known that as many as 62 percent or 31 respondents agree and 32 percent or as many as 16 respondents strongly agree that during a pandemic when physical interaction is limited, shopping at the marketplace is the right choice because it offers a safe shopping system. While the remaining 6 percent or 3 respondents did not agree with the statement.

Gambar4.11

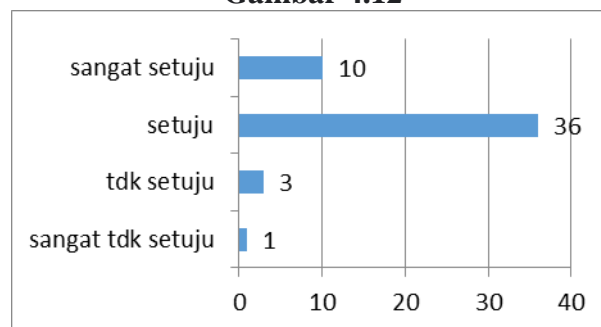


Providing Convenience in Marketing Products is the Reason for Wanting to Join the Marketplace

Source: obtained from questionnaire data, 2021

There were 45 respondents who stated that joining the marketplace could provide convenience in marketing or promoting products. In sales, the more you do marketing or product promotion, the more people will know about the product. Apart from providing convenience in marketing and promoting products, it can increase business success and is also the reason traders want to join the marketplace.

Gambar 4.12

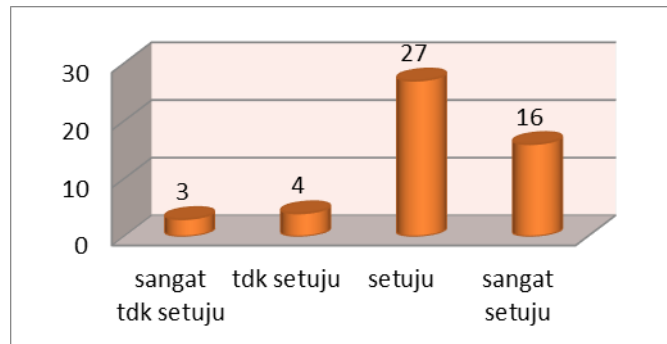


Can Increase Business Success as a Reason for Wanting to Join the Marketplace

Source: obtained from questionnaire data, 2021

There were 46 respondents who stated that by joining the marketplace, they could increase business success. After joining the marketplace, production activities will be divided into 2 activities, namely through online or offline transactions, as well as marketing carried out. The more promotions and marketing that are carried out, the more people will know about our business, thus increasing buying interest which can further increase the success of the business of the trader's business.

Gambar 4.13

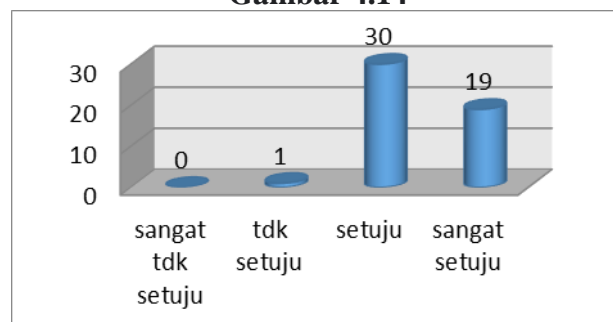


The existence of business competition is the reason for wanting to join the Marketplace

Source: obtained from questionnaire data, 2021

From the picture above it is known that a total of 43 respondents stated that business competition was the reason for wanting to join the marketplace. While the remaining 7 respondents chose to disagree and strongly disagree with the statement.

Gambar 4.14

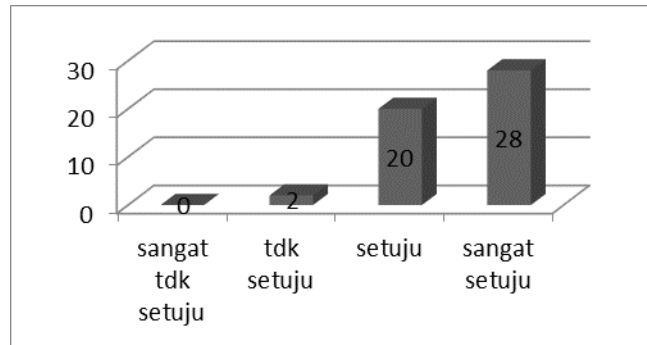


Marketplace can maintain and increase revenue during the pandemic

Source: obtained from questionnaire data, 2021

From the diagram above, 98 percent of respondents stated that by joining the marketplace, they could maintain and increase their income during a pandemic. During the current emergency PPKM implementation period, the number of buyers who came to the MMTC market decreased so that it was not uncommon for traders to lose money because the remaining merchandise was unsold, so traders chose to temporarily close.

Gambar 4.15



Decreased Income during the Pandemic is the Reason for Wanting to Join the Marketplace

Source: obtained from questionnaire data, 2021

In accordance with the circumstances of the respondents who stated that there was a decrease in income during the pandemic, we can see from the picture above that this was also the reason for the respondents wanting to join the marketplace. Only 2 respondents chose to disagree with the statement.

The Covid-19 virus outbreak has hit Indonesia for more than a year. This outbreak is very influential on changes in social life, where people are required to maintain cleanliness and keep their distance. Not even allowed to travel to certain places. This resulted in the Indonesian economy declining because people were only allowed to go out for essential purposes. The wheels of the economy seem to have stopped. Only certain industries can run. Many companies also lay off employees because they are unable to pay for many employees. Based on the results of a survey in a report by the United Nations Development Program (UNDP) and the Institute for Economic and Social Research (LPEM) University of Indonesia, during the Covid-19 pandemic nine out of ten MSMEs experienced a decrease in demand for their products and this report also explains how hampered Indonesia's economic conditions are. resulting in a slowdown in economic growth in 2020. Under these conditions, the elements that drive the wheels of the economy should also adapt to be able to maintain their business.

Based on previous research, it is known that e-commerce is a good stall in order to maintain its business activities. So it is in line with this research, but what compares this research is to see whether business actors want to join e-commerce or marketplaces in increasing income. As for the previous research, it was a training effort to improve people's welfare, so this research is a form of effort to maintain and increase the income of traditional market traders in the MMTC market. Then, in previous research, the ease of use and usefulness of information technology on interest in using online buying and selling sites shows an influence. Meanwhile, in this study, the reason for wanting to join the marketplace was due to a decrease in income during the pandemic, making it easier to market products, etc.

Conclusion

Based on the results of the research and discussion described in the previous chapter, the following conclusions can be drawn:

1. Traditional markets before the pandemic and during the pandemic, namely between 2019-2020, did not experience any development, both in terms of the number of stalls, booths and shops. However, marketplaces for traditional markets selling online existed before the Covid-19 pandemic and were even encouraged during the Covid-19 pandemic given social restrictions regulations.
2. There are still many traders who do not know about the marketplace available for traders to promote or market their products online.

3. Based on traditional market traders in the MMTC market, they want to join the marketplace for the reason that they believe that joining the marketplace is to increase income, maintain business during a pandemic, provide convenience, and be a safe shopping solution during the Covid-19 pandemic.
4. The decreased income of traders during the pandemic was also the reason for MMTC traditional market traders wanting to join the marketplace.

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