

ABSTRAK

NINA SAFITRI, NPM : 202324, Judul “**STRATEGI *DIGITAL MARKETING* PEDAGANG TRADISIONAL DI PASAR AMUNTAI**” dibawah bimbingan Bapak Haris Fadillah, S.Sos, M.A.B, CLMA®.

Perkembangan informasi teknologi telah mengubah perilaku konsumen yang kini lebih banyak berbelanja online, menuntut pedagang tradisional di pasar Amuntai beradaptasi melalui pemasaran digital. Penelitian ini bertujuan menggambarkan strategi pemasaran digital pedagang tradisional di pasar Amuntai serta mengetahui faktor pendukung dan penghambat keberlanjutannya. Metode yang digunakan adalah deskriptif kualitatif dengan teknik wawancara, observasi, dan dokumentasi. Informan penelitian terdiri dari 8 pedagang pengguna media digital, 1 pedagang non-pengguna, 2 informan Dinas KUPERINDAG, dan 2 pelanggan. Data dianalisis menggunakan model interaktif Miles dan Huberman meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan strategi pemasaran digital pedagang masih sederhana, dengan WhatsApp sebagai media utama melalui fitur status, sementara pemanfaatan media sosial (Facebook, Instagram, TikTok) dan marketplace (Shopee, TikTok Shop) masih terbatas. Faktor pendukung meliputi kepemilikan smartphone, kemudahan WhatsApp, dukungan keluarga, motivasi sesama pedagang, dan jangkauan promosi tanpa batas, sedangkan faktor penghambat meliputi rendahnya literasi digital, faktor usia, kepercayaan diri, keterbatasan waktu, belum meratanya pelatihan Dinas KUPERINDAG, serta jaringan tidak stabil. Strategi pemasaran digital pedagang tradisional disimpulkan cukup baik namun perlu ditingkatkan melalui konsistensi promosi dan perluasan platform. Peneliti menyarankan pedagang lebih aktif memanfaatkan media sosial, serta Dinas KUPERINDAG menyelenggarakan pelatihan pemasaran digital berkelanjutan dan merata bagi seluruh pedagang di pasar Amuntai.

Kata Kunci: Strategi *Digital Marketing*, Pedagang Tradisional, Pasar Amuntai, Literasi Digital

ABSTRACT

NINA SAFITRI, NPM : 202324, Thesis Title “ **DIGITAL MARKETING STRATEGY OF TRADITIONAL IN AMUNTAI MARKET**” under the guidance of Mr. Haris Fadillah, S.Sos, M.A.B, CLMA®.

Development of information technology has changed consumer behavior, with more people shopping online, requiring traditional traders in Amuntai market to adapt through digital marketing. This study describes digital marketing strategies used by traders in Amuntai market and identifies supporting and inhibiting factors in its sustainability. This research employed a descriptive qualitative method with interview, observation, and documentation techniques. Informants consisted of 8 traders using digital media, 1 non-user trader, 2 informants from KUPERINDAG, and 2 customers. Data were analyzed using the interactive model of Miles and Huberman, covering data reduction, display, and conclusion drawing. Results show digital marketing strategies applied by traders remain simple, with WhatsApp as the main medium through its status feature, while social media (Facebook, Instagram, TikTok) and marketplaces (Shopee, TikTok Shop) remain limited. Supporting factors include smartphone ownership, ease of using WhatsApp, family support, motivation from fellow traders, and unlimited promotional reach, while inhibiting factors include low digital literacy, age, self-confidence, limited time, uneven KUPERINDAG training, and unstable internet. The strategy is concluded fairly good but needs improvement through consistent promotion and broader platform use. The researcher recommends traders be active on social media, and KUPERINDAG organize ongoing, distributed training for all traders in Amuntai market.

Keywords:. *Digital Marketing Strategy, Traditional Traders, Amuntai Market, Digital Literacy*