

ABSTRAK

REALITAS SOSIAL PEDAGANG PASAR TRADISIONAL: MEMPERTAHANKAN EKSISTENSI DI TENGAH GEMPURAN *E-COMMERCE*

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Perkembangan teknologi mendukung perubahan pola belanja konsumen dari pasar tradisional ke *e-commerce*, terkhusus Shopee, yang melahirkan tantangan untuk pedagang tradisional dalam mempertahankan eksistensinya. Penelitian ini bertujuan untuk mengkaji mengenai dampak *e-commerce* terhadap aktivitas pedagang pasar tradisional serta memahami realitas sosial pedagang tradisional dalam mempertahankan eksistensi di tengah gempuran *e-commerce*. Penelitian ini dilakukan di Pasar Simpang Sribhawono. Kompleksitas di dalam penelitian ini mengarahkan peneliti memanfaatkan metode penelitian kualitatif dengan pendekatan fenomenologi melalui observasi langsung, netnografi, wawancara mendalam, dan dokumentasi. Hasil dari penelitian ini menunjukkan bahwa pedagang tradisional pada awalnya menolak kemunculan *e-commerce* karena timbul rasa takut, kurang percaya dan merasa sulit jika harus beradaptasi dengan teknologi. Namun melalui proses eksternalisasi, objektivasi, dan internalisasi sebagaimana dijelaskan Berger dan Luckmann, pandangan tersebut mulai berubah. Pada akhirnya, realitas subjektif pedagang beralih dari yang sebelumnya menolak menjadi menerima melalui serangkaian proses adaptasi yang sederhana tanpa menghilangkan nilai-nilai tradisional pedagang.

Kata kunci: pedagang tradisional, pasar tradisional, *e-commerce*, eksistensi, realitas sosial

ABSTRACT

SOCIAL REALITY OF TRADITIONAL MARKET TRADERS: MAINTAINING EXISTENCE AMIDST THE RISE OF *E-COMMERCE*

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Technological advancements support a shift in consumer shopping patterns from traditional markets to e-commerce, especially Shopee, which creates challenges for traditional traders in maintaining their existence. This research aims to examine the impact of e-commerce on the activities of traditional market traders and to understand the social reality of traditional traders in sustaining their existence amidst the onslaught of e-commerce. This research was conducted in Pasar Simpang Sribhawono. The complexity of this study led the researcher to utilize a qualitative research method with a phenomenological approach through direct observation, netnography, in-depth interviews, and documentation. The results of this study show that traditional traders initially rejected the emergence of e-commerce due to fear, a lack of trust, and the perceived difficulty of adapting to technology. However, through the processes of externalization, objectivation, and internalization as described by Berger and Luckmann, this view began to change. Ultimately, the subjective reality of the traders shifted from rejection to acceptance through a series of simple adaptation processes without eliminating the traditional values of the traders.

Key words: traditional traders, traditional markets, *e-commerce*, existence, social reality