

# STRATEGI BERTAHAN PEDAGANG KONVENSIONAL DI ERA DIGITAL

(Studi Pada Pedagang Pakaian di Pasar Klithikan Pakuncen Yogyakarta)

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## INTISARI

**Latar Belakang :** Perkembangan teknologi memberikan dampak yang signifikan terhadap perkembangan bisnis. Perkembangan ini membawa perubahan pada pola berbelanja masyarakat dari pasar konvensional ke pasar *online*. Akibatnya, pedagang konvensional kehilangan sebagian besar pelanggan dan mengalami penurunan pendapatan seperti yang terjadi di Pasar Klithikan Pakuncen Yogyakarta, namun masih ada pedagang yang dapat bertahan di tengah persaingan dengan pasar *online* meskipun pendapatan mulai menurun.

**Tujuan Penelitian :** penelitian ini dilakukan untuk mengetahui strategi yang digunakan pedagang konvensional untuk mempertahankan usaha mereka, cara pedagang konvensional beradaptasi dengan perkembangan teknologi, dan cara pedagang konvensional mempertahankan pelanggan mereka.

**Metode Penelitian :** jenis penelitian kualitatif dengan pendekatan fenomenologi. Teknik pengumpulan data yang digunakan yaitu observasi, wawancara, dan dokumentasi.

**Hasil Penelitian :** hasil penelitian ini menunjukkan bahwa strategi pedagang pakaian konvensional di Pasar Klithikan Pakuncen Yogyakarta dalam mempertahankan usahanya yaitu menjual barang dengan kualitas bahan yang berbeda, mengikuti model *fashion* terbaru, memperbanyak stok, dan menunggu pelanggan. Selain itu pedagang juga menggunakan strategi harga, memberikan garansi, dan memberikan pelayanan yang ramah dalam upaya mempertahankan pelanggan mereka.

**Kesimpulan :** berdasarkan hasil penelitian dapat disimpulkan bahwa strategi bertahan pedagang pakaian konvensional di Pasar Klithikan Pakuncen Yogyakarta yaitu dengan kualitas bahan, mengikuti tren, memperbanyak stok, dan menunggu pelanggan.

**Kata Kunci:** *Digitalisasi, Pedagang Konvensional, Strategi Bertahan*

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# **CONVENTIONAL TRADERS' SURVIVAL STRATEGIES IN THE DIGITAL ERA**

**(Study on Clothing Traders at Klithikan Pakuncen Market, Yogyakarta)**

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## **ABSTRACT**

**Background:** Technological developments have a significant impact on business development. This development has brought changes to people's shopping patterns from the conventional market to the online market. As a result, conventional traders lose most of their customers and experience a decline in revenue as happened in Klithikan Pakuncen Market in Yogyakarta, but there are still traders who can survive in the midst of competition with the online market even though their income is starting to decline.

**Objectives:** This research was conducted to find out the strategies that conventional traders use to maintain their businesses, how conventional traders adapt to technological developments, and how conventional traders retain their customers.

**Method:** a type of qualitative research with a phenomenological approach. The data collection techniques used are observation, interviews, and documentation.

**Results:** The results of this study show that the strategy of conventional clothing traders at Klithikan Pakuncen Market Yogyakarta in maintaining their business is to sell goods with different quality materials, follow the latest fashion models, increase stock, and wait for customers. In addition, traders also use pricing strategies, provide guarantees, and provide friendly service in an effort to retain their customers.

**Conclusion:** Based on the results of the study, it can be concluded that the survival strategy of conventional clothing traders at Klithikan Pakuncen Market Yogyakarta is with the quality of materials, following trends, increasing stock, and waiting for customers.

**Keywords:** Digitalization, Conventional Traders, Survival Strategies

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