

Strategies With A Wask Cake Trade in The Way of Fighting Online Shop Rivalities in Sikur Village

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Abstract: Strategy is, in fact, planning and managing to a goal. It is also understood as a process of determining a summit leader's plan that focuses on the long-term goals of the organization, accompanied by the elaboration of a way of achieving a specific goal or to face competition. The objective of this research is to find out where wet cake traders are in the midst of online shop competition and to know what strategies the wet cookie traders in Sikur Village use in the face of online store competition. This research uses qualitative methods. The subject of the study is 10 wet pie dealers in Sikur Village. The data in this study is obtained through three methods observation, interview, and documentation. The results of this study are analyzed by reducing data, presenting data and drawing conclusions. The results of this study show that; 1) The situation of wet cake merchants in Sikur Village experienced a slight decline in buyers caused by the presence of a new trading system i.e. trading through online shops. The presence of this new trading system has strengthened the competition between traders, and it has been coupled with advances in society that have made conventional trade abandoned. As a result, the income of most wet cake traders in Sikur Village has fallen. 2) Most wet cake dealers in Sikur Village have a special strategy to survive. The strategy used is product quality improvement strategy, price strategy, service strategy and promotion strategy

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Introduction

Technological advances in all areas of human life, including social, cultural, educational, economic and human needs, have a role in bringing changes to the activities of most individuals who can no longer be limited by time and space (Ngafifi, 2014; Zis, 2021). The shift in the world of technology towards digitalization has changed the way companies work to adapt more quickly to developments. If in the past, people interacted via face to face communication, today people interact in cyberspace or through online social interactions (Risdianto, 2019; Nugroho, 2020; Sari, 2019). We cannot avoid that, if we talk about the development of digital technology, we have to talk about the existence of the internet (Noor,

2017). Currently the internet is not only a source of information but also a means of transactions.

Changes in the world of technology towards digitalization have changed the way business actors work to adapt more quickly to current developments (Assikin, 2022; Jubaidi, 2022; Nurjani, 2018). Social media is one of the technologies that is popular and is in great demand by users today (Fahrurrozi, 2023). Because lately social media is not only used to greet, share information, discuss or exchange opinions. However, many people are now using social media as a place to sell and market their products (Sari, 2015). This goes with Chandra (2021) statement which says that social media is used as a marketing communication tool to increase consumer awareness of products, improve product image, and ultimately increase sales.

In principle, trade is the exchange of merchandise for other merchandise, or merchandise for a medium of exchange in the form of money (Aska, 2023; Halia, 2021). According to Fitriana, et al (2021) trade is a process of exchanging goods and services from one region to another. This social activity arises because of differences in needs and resources. Economic competitiveness in trade today is competition based on the global economy. An online shop is a process of purchasing goods or services from parties who sell goods and services via the internet, where the seller and buyer never meet or have physical contact in a row but only through virtual shops such as Facebook, Instagram, Whatsapp, BBM, LINE and soon.

The presence of online shops provides an impact of ease for its buyers, they no longer have to spend time going somewhere to buy a thing (Fahrurrozi et al., 2023). With the progress that has taken place, they now only have to access their cell phones by opening online stores and searching for the desired items and the items will come at the ordering address (Qodri & Tesniyadi, 2022). This is because consumer interest in online shopping is higher than in conventional shopping. The ease and convenience of online shopping transactions has become a driving factor in people's preference for online shopping rather than shopping at conventional retailers. Online shops are one of the competitors of conventional traders in this digital age.

Conventional trade is a transaction transaction with the condition that the seller and buyer meet physically and make transactions directly and not virtually. The same goes for the exchange that still uses the physical form of paper money and metal money. The ruin of the existence of conventional merchants as the livelihoods of a society that is not yet fully acquainted with technology will lead to the loss of their livelihood. So, if you don't want conventional traders to rethink their strategies to cope with the development of online shops or online trading.

The phenomena about the existence of online shops are growing, one of them in Sikur village, Sikur district, East Lombok district and West Nusa Tenggara. According to preliminary observations by the researchers, developments in the online trading system were triggered by a coronavirus outbreak that entered Indonesia in early 2020. The existence of this virus prompted the government to issue a new policy on PPKM. (Implementation of The Eradication of Community Activities). However, this policy is very troublesome and detrimental to every individual, especially the traders. They can't sell as usual and the customers who are usually crowded are shrinking. The development of the online trading system has led to the existence of wet cake traders gradually decreasing, down to 50%. This

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is because the majority of people are very fond of online shopping. They think shopping through the online marketplace is very easy and practical, just use the HP and open up social media, just select the items you want to buy and the items will come at the ordering address.

Another problem faced by wet cake traders is that some of them are unable to use technology as a marketing medium to make more profits. This is because of the low level of education that leads to a minimum of knowledge about the era of digitalization. As a result, traders find it difficult to introduce their production and the market area is limited. In addition, there is a decrease in visitors or consumers who come to the sales site due to the large number of competitors and the poor quality of the products owned. That caused most of the traders to experience a decline in turnover and even some were forced to close. Despite that, a number of traders remained in the face of a lot of competition with a variety of strategies being implemented.

Research Methods

The type of research used in this research is descriptive research with a qualitative approach. Qualitative research is observing people in their surroundings, interacting with them, trying to understand their language and their interpretation of the world around them. Data and data sources used are primary and secondary data (Sugiyono, 2019). Where, primary data is data that refers to information obtained first-hand by researchers in interviews with research subjects and with direct observations or observations in the field. This secondary data is obtained from the library material of books, articles, as well as works published in the media of the time such as magazines, newspapers and also scientific journals. The techniques and procedures used for data collection are observations, interviews and documentation. The validity that the researchers used was a triangulation technique that included source triangulations, triangular techniques, and time triangulators. And for the data analysis process used are the analytical patterns developed by Miles and Huberman such as data reduction, data presentation and conclusion and data verification.

Result and Discussion

1. The presence of wet pie dealers in the midst of online shop competition

Based on the results of research and interviews conducted by researchers with wet cake traders in the village of sikur, the presence of a new trading system has changed most of the way people live everyday, including their shopping patterns, which previously were more frequently shopping directly to the point of sale, now there are online shops that are available at any time as a place to shop online. Some wet cake merchants in Sikur Village have also experienced a decline in buyers coming to the sales site due to the number of new competitors.

According to Sulaiman et al. (2020) the development of online shops in the Fortress Central Market neighborhood is also felt and has a major impact on the existence of offline markets. As a result, the market is secluded, there is a decline in turnover even some kiosks and los closed. People prefer to do secarra transactions online. The adaptation that traders in the Fortress Central Market have undertaken to survive in the midst of online and offline market competition is to use the social network Facebook to promote its merchandise.

Despite this, some other respondents also assume that with the presence of this new trading system not only has a negative impact but also has a positive impact on the business it runs. Because with this new trade system makes the coverage of the marketing area so wider and the business is becoming known to many people. This can make sales turnover increasing. Then the next impact was that some of the wet cake traders in Sikur Village closed their business because they were unable to compete with the development of the times.

2. Strategy to Survive Wet Cake Dealers in an effort to face online shop competition

Based on the results of research carried out against wet cake traders in Sikur Village, it can be seen that the strategies used to maintain their business in the face of online shop competition are different. There are several strategies that traders are doing to survive the development of online shops, among them are:

Product Quality Improvement

Wet cake products offered by traders in Sikur Village are very diverse, ranging from cake pare, apem, virgin, nagasari, sweet beauty and others. When seen in terms of the quality and quantity of the products offered by wet cake dealers in Sikur Village are the same both before and after the existence of the online shop, they simply create more menus and give variation for each product.

Based on the results of interviews conducted by the researchers to 10 respondents, there were 3 respondents who gave statements that had a correlation with product quality improvement strategies. According to Elianti and Sri Mahyuni's mother, the strategy used to maintain business in the midst of online shop competition is to maintain product quality, taste image, create menus and add variations of each product and open online stores through social media. This is done in order to attract the interest of buyers and increase the coverage of the product marketing area. According to a previous study conducted by Mahyudin Damis (2018) on the defence strategy of a manado coffee shop, an anthropological review, that production strategies such as coffee beverages must maintain their trademark, good taste or aroma and be the best and stay alert to quality.

The next strategy relates to improving product quality is to pay attention to the appearance and packaging of the products sold. Like Nurul Aini's mother, in addition to keeping an image of taste, adding and creating a menu, she also paid great attention to the appearance and packaging of the products sold. Thus, it will give a positive assessment and give its own satisfaction to the buyers.

Price strategy

Price is the value of a commodity expressed in money. In this case, the price determination is set directly by the trader. Based on the results of interviews with Suriani's mother and Elis' mother, Fairuzzihan said the wet cake merchant in Sikur village that the pricing of each product was made wisely and taking into account the cost of production as well as the desired profit. The more expensive the cost of producing a product, the better the quality of the product.

Besides, another factor that affects pricing is giving a price discount to the consumer. If you buy a product in bulk or wholesale, the buyer will be given a discount from the normal price. However, if you buy the product in retail, the merchant will have a normal price as usual.

The average price set by the traders follows the prices on the market and there is no significant difference from the other traders, where in this case the selling price between one trader and the other trader is almost the same.

Service Service

Strategy is one of the strategies used by wet cake traders in Sikur Village in their business in the face of online shop competition that is currently crowded. It is in accordance with what is presented by Mother Saira that in the strategy of service to the consumer, he always serves the buyer with a friendly visitor. Besides, he also always keeps the quality of the product and gives a price that is not too expensive to the purchaser. Similar to what Mother Saira did, Mother Nurasah also served the consumer with goodness, kindness, patience and building trust between the seller and the buyer. It will then give a good impression and also satisfaction to the buyers, so they will always be happy to buy back.

According to previous research carried out by Maharipta Rezha Prayitno on Strategies to Survive Conventional Traders in the Digital Age (Case Study on Conventional Traders on Kriyan Markets in Sidoarjo District) that the strategies implemented to survive the changing times are the most emphasized social capital. Where traders obey all the norms of society by being customer-friendly, speaking courteously, building trust between sellers and buyers, and establishing good cooperation between market traders and cooperation outside the market.

Promotion strategy

For the promotion strategy, the wet cake traders in Sikur Village conduct the promotion directly at the sales site and are directly distributed from mouth to mouth for traders who have not adapted to the developments of the times or traders that are still selling conventionally. Based on interviews with respondents who were the subject of the investigation, there were seven wet cake dealers who used the promotion directly at the sales site alone. Three other merchants, Elianti's mother, Sri Mahyuni's mom and Nurul Aini's mum, who started adapting to the developments of the times, have already started selling products online via social media. Besides, they have also provided services such as delivery orders to serve customers who cannot come directly to the location.

If seen from the coverage of his promotion, the income of Elianti's mother per day ranges from Rs. 600,000. So, when you look at the amount of income earned by three wet cake dealers who do online promotions with merchants who only sell in the store, you see that the income of those three merchants is higher than that of the seven merchant who sell at the store. As for the factor that caused some of the wet cake traders in Sikur Village not to use social media as a place to promote their merchandise because the traders do not know how to use the social media, and there are even those who do not understand this social media at all.

Conclusion

Based on the results of the above research and discussion related to Strategies to Resist Wet Cake Traders in order to face the competition of Online Shop in Sikur Village then the researchers can conclude that the presence of wet cake traders in the midst of online shop competition has experienced a decline in buyers. This decline is due to the introduction of a new trading system, the online shop, which makes competition between traders more intense. As a result, the income of the wet cake merchants in Sikur Village has fallen compared to before online trading is not as much and as much now.

While the strategy of resisting wet cake traders in an attempt to face competition online shop in Sikur Village, the researchers can conclude that there are 4 strategies used to maintain their business, among them: 1) Strategy of improvement of product quality, in this case the wet cookie traders at Sikur village make improvements on the quality of the product both in terms of raw materials, image taste, texture, appearance as well as menu variation this will later be more of interest to the buyer. 2) Price strategy, the form of strategy carried out by wet cake traders in Sikur Village is to set the price of each product so that it is not too high. In addition, giving discount or price reduction is also done by the traders because the buyers will be more easily interested when seeing a product sold has a cheap price. 3) Service strategy, in this case the wet cake merchants in the village of Sikur provide service with their guest craft, speak politely, serve the buyer quickly and maintain confidence between the seller and buyer. 4) Promotion strategy, the promotion is also done online for some traders who have adapted to the developments of the times and understand about technology. In this case, traders promote through social media like Facebook and WhatsApp.

Recommendation

Based on the results of the research that the researchers have done in connection with the Strategy to Protect Wet Cake Traders in order to face the competition of Online Shop in Sikur Village, then researchers want to give advice that may be used as a reference in running a business, as follows: 1) To the wet cake traders to further enhance the promotion activities of products that are not only from mouth to mouth or sell directly in the store only. However, it can be in other forms such as through social media so that buyers can know the various products that are sold easily and quickly. Given the developments of the increasingly modern era and the increasing competition of the business world. 2) In conducting an enterprise, a pasri is faced with obstacles like a lot of competition. The researchers' advice remains consistent in carrying out the ongoing work.

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