

Competitive Strategy Of Wholesalers Using Digital Business In Banjarmasin

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Abstract

This study aims to analyze the development of digital technology in supporting businesses run by traders and analyze strategies that can be developed to increase the competitiveness of Wholesale Market traders in Banjarmasin City. The method used in this research is qualitative research with a survey approach ie do field research (*field research*) on wholesale market traders in the city of Banjarmasin. Informants selected in this study were the Head of the Department of Trade and Industry of the City of Banjarmasin, traders and business people at the Banjarmasin Wholesale Market. Research results explain part Most traders in the Sudimampir market have implemented digital business. Apart from that there is Online business can attract more consumers not only within the city but also outside the region as well promote online with flexible time and profitable for traders. Furthermore The use of social media as a means of promotion by merchants cannot be separated from the marketing strategy, namely advertising, marketing through e-commerce, and promotions price .

Keywords: Digital Business, Wholesale market

INTRODUCTION

The city of Banjarmasin is known as a trading city where many people work in this sector, with very large supporting factors, including a strategic geographical location because it is close to Central Kalimantan and East Kalimantan which strongly supports Banjarmasin as a trade center, by having a large port, namely the Trisakti, has many markets totaling 44 markets spread across each sub-district, where one of the largest and well-known wholesale markets around the Kalimantan region is the Sudimampir wholesale market which is a shopping destination for traders like the Tanah Abang market in Jakarta, Banjarmasin Regional Regulation 2013-2035 which several the article supports the City of Banjarmasin as an economic area as well as strategic development of trade and services.

However, along with the development of the era of convenience for traders to be able to buy their wares directly to the island of Java, the big question is whether the city of Banjarmasin is still worthy of being called the gateway to trading cities in Kalimantan or playing a major role as regional economic or trade relations. Common problems faced by Wholesale Market traders in Banjarmasin City, including the following: Low motivation including mastery of digital technology that needs to be improved ; Market and marketing issues, including market and distribution limitations ; The problem of an uncondusive business climate, related to the government, regulations and so on.

Therefore, this study aims to identify strategies that can be used by the Municipal Government of Banjarmasin to increase the competitiveness of Banjarmasin Wholesale Market traders. From the results of this analysis, researchers can explain the best way to determine the best strategy for business development and the trade sector and provide support for the Banjarmasin City Government work program.

LITERATURE REVIEWS

Competitiveness Concept

According to Tambunan, there are several factors that support the competitiveness of an industry, including the expertise or educational level of workers, entrepreneur skills, availability of capital, good organizational and management systems (according to business needs), availability of technology, availability of information, and availability of other inputs such as energy, raw materials, and others (Sari, 2018).

Theoretically, international trade occurs for two main reasons. First, countries trade because the capabilities of each country differ from one another so that each country can gain by trading. Second, countries trade to achieve economies *of scale* in production. Competitiveness is the ability of a commodity to enter foreign markets and the ability to survive in that market. If a product has competitiveness, the product will be in demand by consumers. According to Porter in Wardani & Mulatsih (2018), the power advantages that determine the competitiveness of a commodity are grouped into two types, namely natural advantage *and* acquired *advantage*. The approach that is often used to measure the competitiveness of commodities is the factor of comparative advantage *and* the factor of competitive *advantage*.

Digital Business

One area that has experienced the impact of these conveniences is the economic and social fields. In the economic field, the advancement of the internet has brought significant development to business activities which makes buying and selling activities in the community easy to carry out (Prasetio Adhi & Muchnita, 2022). Furthermore, this encourages the development of innovations in today's digital business, so that it is able to give birth to a system that is now widely known by the public as a *marketplace*. *The marketplace* itself is a form of *e-commerce development*, and *e-commerce* is a medium or container used by the public to conduct buying and selling activities and internet-based *online business transactions* (Muktafin et al., 2020). With this, it contains the people's choice of using a purchasing system that they think is more comfortable for them, whether going directly to the market (conventionally) or can it be through the marketplace. However, it does not reduce the essence that the market still needs its own container. Chandra et al., (2001) stated that in a business context, the internet has a transformational impact that creates a new paradigm in business, in the form of Digital Marketing *.faceless* modern electronic-based (*e-commerce*) interactions. According to Paquette (2013) in today's technology-driven world, social network sites have become an avenue through which retailers can expand their marketing to a wider range of consumers. One of the major challenges marketers have to face is knowing how to persuade someone and how to devise ways to attract and retain prospects. This problem can be easily solved by creating or enabling customers to interact or talk about them through the use of digital media.

RESEARCH METHODS

The research method used in this research is qualitative research with a survey approach. The unit of analysis in this study is the community of business people or traders in the Banjarmasin wholesale market, and Banjarmasin city government organizations. The population in this study were all parties involved in the research, including the Banjarmasin City Government, the Banjarmasin City Trade Office, and wholesale market traders. The sampling method in this study uses *non-probability sampling method* using *purposive sampling technique*. *Purposive sampling* is a sampling technique by determining certain criteria (Sugiyono, 2016). The main goal of purposive sampling is to produce a sample that logically represents the population. Data collection techniques used in this study that is observation, questionnaires, and interviews (Sugiyono, 2016). The data analysis

technique used in this study is descriptive analysis, which originates from the results of the data obtained in the data collection activities .

RESULTS AND DISCUSSION

Wholesale Market Overview Bsnjarmasin

Sudimampir Market is located in the center of Banjarmasin City. Apart from selling retail, this market is the largest wholesale center in Banjarmasin, has been around for a long time and is well known by many people. Pasar Sudimampir is one of the big markets in Banjarmasin and is one of the markets built since the Dutch colonial era . Now what is dominant in Sudimampir Baru Market are convection products, including children's clothing, youth, adults, then curtains, carpets, bed linen. Apart from convection, they also provide household needs such as glasses, plates, curtains, tablecloths and carpets. Then there are bags, wallets, towels, shoes, sandals, socks, children's toys, various Middle Eastern souvenirs such as eating and drinking utensils, dates, raisins, underwear, flowers to typical Banjar snacks. such as kacicak, nets or jengkol and cake bingka. The prices offered also vary from cheap to expensive. Not only Banjarmasin people shop at Sudimampir Market but also traders from all over South Kalimantan, Central Kalimantan and East Kalimantan. Yes, because the traders in this market do not only sell retail but also wholesale. Market activity as usual starts in the morning at 09-10.00 to 17.00 WITA. On weekends it is usually crowded with consumers.

Figure 1. Banjarmasin Wholesale Market



Source: Author . 2023

The Sudimampir traditional market is a trading place that has the potential to be used optimally in order to provide benefits to the local community and the local economy. Here are some ways to use the Sudimampir traditional market space:

1. Professional Management: Improving market management and management in a professional manner will help improve service and efficiency in market operations. This includes structuring kiosks, cleaning schedules, security, and a good administrative system. Meanwhile, in the Sudimampir market area itself, the arrangement of stalls is chaotic and there are several traders trading in the entrance corridor.
2. Trader Training and Development: Providing training and education to market traders on business management, marketing skills, and bookkeeping will help them manage their business better, improve product quality, and understand consumer needs. Based on the results of the informant's presentation, currently

there is no government assistance in assisting the management of their business.

3. **Product Diversification:** Encouraging merchants to provide a wider variety of products and better quality will attract more buyers. This can be done by introducing typical local products and attracting the attention of tourists. This has been done by several traders in the Sudimampir market by providing a wide selection of products at various prices.
4. **Marketing and Promotion:** Conducting effective marketing and promotion will help attract more buyers to the Sudimampir traditional market. This can be done through social media such as by using Instagram, Shopee, Tiktok Shop.

Application of Digital Business in the Sudimampir Market

Market digitization is the use of digital technology to change a marketplace business model and provide new revenue streams and value generating opportunities. Digitalization is actually an innovation that has been proclaimed for a long time, but since the Covid-19 pandemic, digitalization has become increasingly popular due to the increasing number of e-commerce purchases in Indonesia, and Banjarmasin is no exception.

Several traders in the Sudimampir market have implemented digital business because according to them digital business can help increase income and stabilize the economy. Apart from that, they also think that online business can attract more consumers, not only in the city but also outside the region, and online use which can be done during leisure hours is very profitable for traders. It's just that some of them still don't use digital because they think digital business is difficult to implement because of the lack of knowledge about online media & the features of using social media.

Based on the results of interviews with several informants who use digital marketing, the use of social media as a means of promotion by clothing traders in the Sudimampir market, Banjarmasin, cannot be separated from this marketing strategy:

1. **Advertising**
 - a. **WhatsApp:** used by clothing merchants in Sudimampir for ordering media. By using WhatsApp as a medium for ordering, it makes it easier for customers because they don't have to go to the market to shop, but can directly chat with the orders they want.
 - b. **Instagram:** used by clothing merchants to upload photos of available products.
 - c. **Shopee:** used by merchants to upload catalogs of available items and provide free shipping to buyers throughout Indonesia. So that using this application many people choose as online transactions that make it easy & profitable.
2. **Sales promotion**

Sudimampir market traders provide discounted prices to buyers who order wholesale both online & offline orders.

CONCLUSIONS AND SUGGESTIONS

Part Most traders in the Sudimampir market have implemented digital business. Apart from that there is Online business can attract more consumers not only within the city but also outside the region as well promote online with _ flexible time _ profitable for



traders. Furthermore The use of social media as a means of promotion by merchants cannot be separated from the marketing strategy , namely advertising , marketing through e-commerce, and promotions price .

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