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Competitive Strategy Of Wholesalers Using Digital Business In Banjarmasin Novia Nour Halisa 1 , Dessy Maulina 2 , Dita Anggraini 3 , Rika Nur Asyifa 4 , Sherly Saputri 5 1,2,3,4,5 Universitas Lambung Mangkurat Email : novia.halisa@ulm.ac.id Received: July 2023 ; Accepted: August 2023 ; Published: August 2023 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.

The informants selected for this study included the Head of the Department of Trade and Industry of Banjarmasin City, traders, and businesspeople at the Banjarmasin Wholesale Market. The research findings reveal that most traders at Sudimampir Market have adopted digital business practices. Additionally, online business can attract more consumers not only from within the city but also from outside the region. It also enables online promotion with flexible timing, which is profitable for traders.

Furthermore, the use of social media as a promotional tool by merchants is integral to their marketing strategy, which includes advertising, e-commerce marketing, and price promotions. Keywords: Digital Business, Wholesale market INTRODUCTION Banjarmasin is recognized as a prominent trading city, with a significant portion of its population engaged in this sector. The city's strategic location, near Central and East Kalimantan, enhances its role as a trade hub, supported by a major port, Trisakti, and 44 markets spread across its districts.

Among these, the Sudimampir Wholesale Market stands out as a major shopping

destination, akin to Jakarta's Tanah Abang market. The **Banjarmasin Regional Regulation 2013-2035** contains several articles supporting the city as an economic zone and a strategic center for trade and services development. Despite these advantages, the ease with which traders can now procure goods directly from Java raises questions about Banjarmasin's continuing status as the trading gateway of Kalimantan and its role in regional economic and trade relations.

Traders in Banjarmasin's wholesale markets face several challenges, such as low motivation and inadequate mastery of digital technology, market and distribution limitations, and an uncondusive business climate due to government regulations and other factors. **This study aims to identify** strategies for the Banjarmasin Municipal Government to enhance the competitiveness of its wholesale market traders. Through this analysis, researchers seek to determine the most effective strategies for business development and the trade sector, providing valuable support for the Banjarmasin City Government's work programs.

LITERATURE REVIEWS Competitiveness Concept According to Tambunan, several factors contribute to an industry's competitiveness. These include the expertise or educational level of workers, entrepreneurial skills, availability of capital, effective organizational and management systems tailored to business needs, access to technology and information, and the availability of essential inputs like energy and raw materials (Sari, 2018). **Theoretically, international trade occurs for two main reasons.** Firstly, countries trade because they possess different capabilities, allowing them to benefit from trading with one another.

Secondly, countries engage in trade to achieve **economies of scale in production.** Competitiveness refers to a commodity's ability to enter and sustain itself in foreign markets. If a product is competitive, it will attract consumer demand. According to Porter, as cited in Wardani & Mulatsih (2018), the factors determining a commodity's competitiveness are divided into natural advantages and acquired advantages. Common approaches to measuring commodity competitiveness include assessing comparative advantage and competitive advantage factors.. Digital Business One area significantly impacted by these conveniences is the economic and social sectors.

In the economic realm, internet advancements have greatly enhanced business activities, simplifying buying and selling within communities (Prasetio Adhi & Muchnita, 2022). This progress has fostered innovations in digital business, leading to the creation of systems widely known as marketplaces. Marketplaces represent an evolution of e-commerce, serving as platforms for conducting internet-based buying, selling, and online business transactions (Muktafin et al., 2020).

Consequently, people now have the flexibility to choose between traditional market visits and using marketplaces for their purchases. Nevertheless, the need for traditional market structures remains essential. In a business context, Chandra et al. (2001) observed that the internet has a transformative impact, creating a new business paradigm through digital marketing and faceless, modern, electronic-based interactions (e-commerce). Paquette (2013) noted that in today's technology-driven world, social network sites provide a means for retailers to broaden their marketing reach to a wider audience.

A significant challenge for marketers is understanding how to persuade and devise strategies to attract and retain prospects. This challenge can be addressed effectively by leveraging digital media to facilitate customer interactions and discussions about their products and services. RESEARCH METHODS The research method used in this research is qualitative research with a survey approach.

The unit of analysis in this study comprises the community of businesspeople or traders in the Banjarmasin wholesale market, as well as Banjarmasin city government organizations. The study's population includes all parties involved, such as the Banjarmasin City Government, the Banjarmasin City Trade Office, and wholesale market traders. The sampling method used is non-probability sampling, specifically employing a purposive sampling technique.

According to Sugiyono (2016), purposive sampling involves selecting samples based on specific criteria, with the main goal of creating a sample that logically represents the population. Data collection techniques in this study include observation, questionnaires, and interviews (Sugiyono, 2016). The data analysis technique utilized is descriptive analysis, derived from the data collected during these activities. RESULTS AND DISCUSSION Wholesale Market Overview Bsnjarmasin Sudimampir Market is located in the heart of Banjarmasin City.

It serves not only as a retail market but also as the largest wholesale center in Banjarmasin, having been established for a long time and well-known to many people. As one of the major markets in Banjarmasin, Sudimampir Market has historical significance, dating back to the Dutch colonial era. Today, the market predominantly offers a wide range of convection products, including clothing for children, youth, and adults, as well as curtains, carpets, and bed linens.

Additionally, it supplies household items such as glasses, plates, tablecloths, and carpets. Other available products include bags, wallets, towels, shoes, sandals, socks, children's

toys, various Middle Eastern souvenirs like dining utensils, dates, raisins, underwear, flowers, and traditional Banjar snacks like kakicak, nets or jengkol, and bingka cake. The prices at Sudimampir Market vary from inexpensive to costly. Shoppers include not only residents of Banjarmasin but also traders from across South Kalimantan, Central Kalimantan, and East Kalimantan.

This market caters to both retail and wholesale customers, with typical business hours from 09:00-10:00 AM to 5:00 PM WITA, and it tends to be especially busy on weekends. 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: Professional Management. Enhancing market management in a professional manner can significantly improve service and operational efficiency.

This includes organizing kiosks, establishing cleaning schedules, ensuring security, and implementing a robust administrative system. Currently, in the Sudimampir market, stall arrangements are disorganized, and some traders occupy the entrance corridor. Trader Training and Development. Offering training and education to market traders on business management, marketing skills, and bookkeeping will enable them to manage their businesses more effectively, improve product quality, and better understand consumer needs.

According to informants, there is currently no government support to assist in managing their businesses. Product Diversification. Encouraging traders to offer a broader range of products and higher quality items will attract more buyers. This can be achieved by introducing unique local products and drawing tourists' attention. Some traders in the Sudimampir market have already implemented this by offering a diverse selection of products at various price points. Marketing and Promotion: Implementing effective marketing and promotion strategies will help draw more buyers to the Sudimampir traditional market. This can be done through social media platforms such as Instagram, Shopee, and Tiktok Shop.

Application of Digital Business in the Sudimampir Market Market digitization involves using digital technology to transform a marketplace's business model, creating new revenue streams and value-generating opportunities. Although digitalization has been an ongoing innovation, it gained significant traction during the Covid-19 pandemic due to the surge in e-commerce purchases in Indonesia, including in Banjarmasin. Several traders in the Sudimampir market have adopted digital business practices, believing that it helps boost income and stabilize the economy.

They also find that online business can attract more consumers, both locally and from outside the region, and that conducting business online during leisure hours is highly advantageous. However, some traders have not embraced digitalization, citing difficulties in implementation due to a lack of knowledge about online media and social media features. Interviews with informants using digital marketing revealed that the use of social media for promotion by clothing traders in the Sudimampir market, Banjarmasin, is integral to their marketing strategy.

Advertising 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. Instagram: used by clothing merchants to upload photos of available products. 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.

Sales promotion Sudimampir market traders provide discounted prices to buyers who order wholesale both online & offline orders. **CONCLUSIONS AND SUGGESTIONS** Most traders in the Sudimampir market have adopted digital business practices. Additionally, online business can attract more consumers, both within the city and from other regions, allowing for flexible and profitable online promotion for traders. Furthermore, the use of social media for promotion is an integral part of their marketing strategy, which includes advertising, e-commerce marketing, and price promotions. **REFERENCES** Arifin, M. H., Irwansyah, I., Halisa, N. N., Dewi, M. S.,

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