



## THE ROLE OF DIGITAL MARKETING IN TRADITIONAL MARKET COMPETITIVENESS OF SOKOBANAH DAYA MSMES

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### ABSTRACT

The development of digital technology has changed marketing patterns and consumer behavior; however, not all business sectors, including traditional markets, are able to adapt to these changes. This study analyzes the implementation of digital marketing among MSMEs in the Sokobanah Daya Traditional Market and its impact on consumer behavior and traditional market competitiveness. This study employed a qualitative approach using a case study design. Data were collected through in-depth interviews, observations, and documentation involving 5 MSME operators and 2 consumers. Data analysis was conducted using the Miles and Huberman model. The findings show that the implementation of digital marketing remains low, as most MSME operators still rely on conventional marketing methods. Low digital literacy and limited technical skills are the main inhibiting factors. The development of digital marketing has shifted consumer behavior toward online shopping, thereby reducing the competitiveness of traditional markets. Nevertheless, traditional markets still maintain the advantage of direct interaction. This study contributes to understanding the challenges of digital transformation among traditional market MSMEs in rural areas. Therefore, improving digital literacy and integrating conventional and digital marketing strategies are necessary to support the sustainability of traditional markets.

## 1. INTRODUCTION

The rapid development of digital technology has brought significant changes to the business world, particularly in marketing patterns and consumer behavior. These changes have encouraged business actors to shift from conventional marketing methods to digital marketing, which is considered more effective, efficient, and capable of reaching a broader market. Digital marketing utilizes the internet and various digital platforms as media for promotion, communication, and the distribution of product information to consumers quickly and accurately (Hendarsyah, 2020). As it has evolved, digital marketing has become not only a marketing tool but also an important strategy for companies and SMEs in maintaining competitiveness in the digital era.

According to Aliyuddin et al. (2024), digital marketing refers to marketing activities that utilize digital technology and the internet to introduce and offer products to consumers. The use of social media, marketplaces, websites, and digital applications enables business actors to improve marketing communication effectiveness and expand market reach. International studies indicate that digital marketing strategies have a significant relationship with improving SME performance and market development (Mushi, 2024). In addition, digital marketing allows businesses to conduct promotional activities at lower costs compared to conventional marketing methods (Susanto et al., 2020).

The development of digital marketing has also contributed to SME growth in various regions, including rural areas. Through the use of online marketplaces such as Tokopedia, Shopee, and Bukalapak, business actors can expand market access without geographical or time limitations (Mavilinda et al., 2021). However, the implementation of digital marketing still faces several challenges, such as low digital literacy, limited technological skills, and inadequate supporting facilities and digital infrastructure (Aditya & Rusdianto, 2023). These conditions prevent some SMEs from utilizing digital marketing optimally in their business activities.

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On the other hand, the growth of digital marketing has also affected the existence of traditional markets. Changes in consumer behavior, in which people increasingly prefer online transactions because they are considered more practical and efficient, have reduced the competitiveness of traditional markets. Modern consumers tend to choose digital transactions because they are considered more practical, faster, and more efficient than conventional shopping methods (Gupta et al., 2024). This phenomenon can also be observed in the Sokobanah Daya Traditional Market, Sampang Regency, where business activities are still dominated by conventional marketing systems. Wulandari and Tumanggor (2024) explain that digital transformation triggers digital disruption, which changes the interaction patterns between business actors and consumers in trading activities.

Nevertheless, traditional markets still possess several advantages, such as direct interaction and social closeness between sellers and consumers (Febriyanti et al., 2025). However, the increasing use of digital platforms has gradually shifted consumer behavior toward digital-based transactions (Az-Zahra et al., 2022). This condition indicates that traditional markets are required to adapt to technological developments in order to maintain their competitiveness.

Previous studies generally discuss digital marketing and SME development in a broad context, while studies examining the impact of digital marketing on the competitiveness of traditional markets in rural areas remain relatively limited and require further investigation (Herhausen et al., 2020). Therefore, this study seeks to fill this research gap by focusing on the implementation of digital marketing among SMEs in traditional markets and its impact on consumer behavior and the competitiveness of traditional markets in Sokobanah Daya Village, Sampang Regency. Based on this background, the research questions of this study are: how is digital marketing implemented among SMEs in the Sokobanah Daya Traditional Market, what challenges are faced by SMEs in implementing digital marketing, how does digital marketing affect consumer behavior and the competitiveness of traditional markets.

Accordingly, this study aims to analyze the implementation of digital marketing among SMEs in the Sokobanah Daya Traditional Market, identify the challenges faced by SMEs in adopting digital marketing, and examine the impact of digital marketing on changes in consumer behavior and the competitiveness of traditional markets. Thus, this study is expected to contribute to understanding the challenges of digital transformation among traditional market SMEs and provide considerations for supporting the sustainability of traditional markets in the digital era.

## **2. METHODS**

### **Research Type and Approach**

This study employs a qualitative approach using a case study design. Qualitative research is an approach used to deeply understand and interpret a phenomenon based on real-world conditions in the field, with an emphasis on the meanings, processes, and perspectives of the research subjects (Elva & Murhayati, 2025). The qualitative approach was chosen because this study aims to gain a deep understanding of the implementation of digital marketing in traditional market business strategies. A case study is a research method that emphasizes in-depth analysis of specific individuals, groups, or events. This approach is effective for uncovering dynamics and processes that cannot be fully explained through quantitative data alone (Adlini et al., 2022). Therefore, through a case study, this research is able to provide a more comprehensive understanding of the application of digital marketing by traditional market MSME actors, including various factors that influence their business strategies and adaptation to developments in digital technology.

This study was conducted at the traditional market in Sokobanah Daya Village, Sampang Regency. The research location was selected based on the consideration that traditional markets in the region remain the center of the community's economic activity, yet are beginning to face competition from online markets and the use of digital media in commercial activities. The research subjects consisted of 5 MSME actors in the micro and small business categories and 2 consumers in Sokobanah Daya Village. Informants were selected using purposive sampling, which involves selecting informants considered to have direct knowledge and experience related to business and marketing activities so that the information obtained aligns with the research focus (Lenaini, 2021).

The researcher was directly involved in the field as the primary instrument of the study to collect data through observation, interviews, and documentation. The researcher interacted directly with MSME

operators and consumers in Sokobanah Daya Village, Sampang Regency, to obtain accurate and in-depth data on the implementation of digital marketing and its impact on marketing activities and the competitiveness of traditional markets.

The data sources for this study consist of primary and secondary data. Primary data was obtained through interviews with 5 MSME operators in the micro and small business categories, as well as 2 consumers in Sokobanah Daya Village who are involved in buying, selling, and marketing activities. Meanwhile, secondary data was obtained from scientific journals, reference books, research reports, and other documents relevant to the topics of digital marketing, MSMEs, and traditional markets.

MSMEs in this study refer to productive businesses owned by individuals or business entities as regulated in Law No. 20 of 2008 concerning MSMEs (Sapthiarsyah & Junita, 2024).

Data collection for this study was conducted through in-depth interviews using a semi-structured approach. This technique allowed the researcher to gather more comprehensive information regarding the experiences, perceptions, and marketing strategies employed by business owners in Sokobanah Daya Village. In addition to interviews, field observations were conducted to directly observe marketing practices, both those that remain conventional and those that have adopted digital media. Documentation was also used as a supporting technique, including notes, photographs, and records related to business and marketing activities, ensuring that the data collected is more complete and reflects the actual conditions in the field (Putri & Murhayati, 2025). Interviews were conducted with 7 informants, consisting of 5 MSME operators and 2 consumers. Informants were selected through purposive sampling, taking into account their direct involvement in business and marketing activities, so that the data obtained would be relevant to the research focus.

To ensure that the research data are valid and trustworthy, this study applied source triangulation and technique triangulation. Source triangulation was conducted by comparing information obtained from MSME actors and consumers to obtain more accurate data. Meanwhile, technique triangulation was carried out by comparing the results of interviews, observations, and documentation from the same sources to enhance the credibility of the research data (Nurfajriani et al., 2024). In addition, the researcher also rechecked the interview results and field findings to ensure that the data obtained remained consistent and in accordance with actual conditions.

Data analysis in this study employs the Miles and Huberman model, which includes the stages of data reduction, data presentation, and drawing conclusions (Qomaruddin & Sa'diyah, 2024). The data obtained were selected and focused in accordance with the research objectives, then presented in a systematic narrative format for ease of understanding. Conclusions were drawn based on a comprehensive analysis conducted from the beginning of data collection through the end of the study. Through this method, the study is expected to provide a deep understanding of the implementation of digital marketing, the challenges faced by MSME actors, changes in consumer behavior, and their implications for the competitiveness of traditional markets in Sokobanah Daya Village, Sampang Regency.

### **3. RESULTS AND DISCUSSION**

#### **The Current State of Digital Marketing Strategy Implementation Among MSME Operators**

Based on interviews and observations of SME operators in Sokobanah Daya Village, it was found that the majority of business operators still rely on conventional marketing methods to conduct their business activities. The sales process is still dominated by direct transactions at market stalls, relying on regular customers and word-of-mouth promotion. This pattern indicates that the marketing system in use remains traditional and has not yet been integrated with digital technology. Nevertheless, there are early indications of an adaptation process toward digitalization. Some business owners have utilized instant messaging apps as a means of communication with customers, particularly for receiving customer orders (Syarif et al., 2022). However, this utilization remains rudimentary and has not yet been directed as a planned marketing strategy.

**Table 1. Summary of Findings on Digital Marketing Implementation in MSMEs**

Aspect	Key Findings	Interpretation
Marketing system	MSMEs still rely on conventional marketing (direct sales, word-of-mouth promotion)	Digital transformation remains low
Use of digital technology	Some actors use instant messaging applications for orders	Digital use is still basic and not strategic
Social media usage	Low; mostly used for personal purposes, not business	Digital marketing optimization has not been implemented
Content strategy	Content is simple and not creative	Marketing innovation and attractiveness are still low
Digital literacy	Limited skills in managing digital platforms	Main barrier to digital marketing adoption
Supporting/inhibiting factors	Limited internet infrastructure, training, and support	Slows down digital transformation
Consumer behavior change	Consumers are shifting to online shopping, especially younger generations	MSMEs need to adapt immediately
Traditional market position	Still strong in direct interaction and trust	However, competitiveness is gradually declining

### The Role of Social Media in Product Marketing

Based on field findings, the use of social media by MSME owners in Sokobanah Daya Village remains relatively low. Most business owners have not yet adopted social media as their primary tool for marketing products; instead, they use it more frequently for personal communication. Furthermore, there are still business owners who do not have dedicated social media accounts for business purposes, so the potential to reach a wider market has not yet been optimally utilized. Talib & Sari (2024) state that the success of social media utilization in SME marketing heavily depends on business owners' ability to consistently manage content, build interactions with customers, and strategically leverage digital features. Furthermore, even businesses that have adopted social media have not yet utilized it to its full potential. The content they post remains rudimentary and has not been strategically designed. In digital marketing, however, effective content should be creatively designed to capture attention and boost consumer engagement and interest (Idris et al., 2026). This indicates that the use of social media is not yet grounded in a sufficient understanding of digital marketing strategies. This situation is linked to the low digital literacy of business owners in accessing, understanding, and effectively utilizing technology (Asnimar, 2026).

### Challenges in Implementing Digital Marketing

One of the main challenges faced is a lack of knowledge and skills in using digital technology. Some business owners do not yet understand how to create and manage business accounts, develop engaging promotional content, or make optimal use of digital platforms. This is consistent with research conducted by Zanah et al. (2025), which states that digital literacy remains one of the main challenges in the digital transformation of MSMEs. Research conducted by Salim et al. (2025) shows that, in addition to technical challenges, there are also non-technical factors at play, such as the mindset and habits of business owners, who still tend to stick to traditional approaches in running their businesses, as well as the perception that digital marketing is difficult, complicated, and time-consuming to learn—all of which contribute to the low interest in adopting this technology.

### The Impact of Digital Marketing on Changes in Consumer Behavior

As technology advances, consumer shopping habits are shifting toward more practical and faster methods via digital platforms. The use of digital marketing, particularly through social media, can help SMEs enhance customer engagement, expand their business reach, and reduce marketing costs (Paransa, 2024). This situation requires SMEs to adapt, yet limitations in implementing digital marketing continue to hinder their ability to adjust to changes in consumer behavior (Arjang et al., 2025). According to research conducted by Aurynnia et al. (2024), there has been a shift in consumer behavior in the digital age, with consumers who previously tended to shop offline now switching to online transactions due to the convenience and speed they offer. Consumers utilize various digital platforms to search for product

information, compare prices, and make transactions directly without having to visit a physical location, while older consumers still maintain the habit of shopping in person at traditional markets.

**Table 2. Main Themes of Digital Marketing Implementation in MSMEs**

Theme	Field Evidence	Analysis
Conventional system dominance	Sales still conducted directly in traditional markets	Indicates weak digital integration
Early digital adoption	WhatsApp is used for receiving orders	Shows transitional stage, not full transformation
Social media gap	Lack of business accounts and limited usage	Digital potential is not fully utilized
Limited capability	Low quality of promotional content	Indicates weak digital competence
Structural barriers	Internet issues, costs, and lack of training	External factors hinder adoption
Market pressure	Consumers are shifting toward online platforms	Creates urgency for adaptation

### Implications for the Competitiveness of Traditional Markets

The growth of digital marketing has driven significant changes in consumer behavior, particularly regarding ease of access to information, transaction speed, and a preference for online markets. These conditions require MSMEs to adapt to technology in order to maintain their position in an increasingly competitive market. Digital transformation has proven to play a role in expanding market reach, enhancing product visibility, and improving the efficiency of SME marketing strategies (Angraini et al., 2024). Nevertheless, traditional markets still have the advantage of direct interaction, social closeness, and customer trust, which are maintained throughout the buying and selling process.

### Discussion

Digital marketing is a marketing strategy that utilizes internet-based media and digital technology to introduce and market products to consumers (Nasution et al., 2022). In its development, digital marketing not only functions as a communication medium between producers and consumers but also enables two-way interaction and provides opportunities for businesses to expand market reach and improve marketing effectiveness (Haryanto et al., 2024). Therefore, the level of digital marketing adoption can be an important indicator in assessing the readiness of MSMEs to face economic transformation in the digital era. The low level of digital marketing adoption among MSME actors in Sokobanah Daya Village indicates that the digital transformation process has not yet been fully implemented. This condition is influenced by limited knowledge, digital literacy, and skills in utilizing digital technology. In addition, some business actors still maintain traditional marketing patterns and perceive digital marketing as a complicated system that requires time to learn (Ramdanyah & Ganika, 2024; Salim et al., 2025) As a result, the adaptation process to technological developments tends to occur slowly.

The use of instant messaging applications by several business actors reflects an initial adaptation to digital technology developments. This finding is in line with Syarif et al. (2022), who explain that digital communication applications are increasingly used by business actors to receive orders and communicate with customers. However, their utilization remains limited because they have not been integrated into a planned marketing strategy. In fact, the optimization of digital features such as product catalogs, promotional content, and digital platforms plays an important role in supporting marketing effectiveness and expanding market reach (Lady et al., 2025). Therefore, more systematic and sustainable efforts are needed to encourage the digital transformation of MSMEs through the utilization of social media and digital platforms (Idris et al., 2026).

Social media has a strategic role in supporting product marketing because it can reach a broader audience at a relatively low cost. In addition, social media can increase product visibility, strengthen relationships with customers, and build customer loyalty through continuous interaction (Hendrik & Sihura, 2025). However, the use of social media among MSME actors in Sokobanah Daya Village is still not optimal. Promotional content remains simple and has not been creatively designed to attract consumer

attention. This condition indicates that business actors still have limited understanding in managing digital marketing strategies and utilizing technology effectively (Talib & Sari, 2024). Therefore, improving digital literacy should focus not only on technical abilities but also on strategic understanding in utilizing digital technology (Huda et al., 2023).

The implementation of digital marketing is also influenced by several supporting and inhibiting factors, such as digital literacy, technological infrastructure, internet access, operational costs, and support from the business environment (Pinem et al., 2024). explain that digital literacy remains one of the main challenges in the digital transformation of MSMEs. In addition, limited devices, unstable internet networks, and the lack of training and mentoring further hinder business actors from adopting digital marketing optimally (Uthman & Marie, 2025; Erlialistiani et al., 2023).

The development of digital technology has encouraged changes in consumer shopping behavior. Consumers increasingly prefer practical and efficient transaction systems through digital platforms. They use digital media to search for product information, compare prices, and make purchases without having to visit physical stores directly (Aurynnia et al., 2024). This change provides opportunities for MSMEs to expand market reach, increase customer engagement, and reduce marketing costs through digital marketing strategies (Pratama & Paransa, 2024). However, MSMEs that fail to adapt to these technological developments may experience difficulties in maintaining competitiveness and risk losing consumers to businesses that have already adopted digital platforms effectively (Arjang et al., 2025).

Although traditional markets still maintain advantages such as direct interaction, social closeness, consumer trust, and relatively affordable prices (Widiyani et al., 2025), these advantages may not be sufficient to compete in an increasingly digital market environment. The findings of this study indicate that the slow implementation of digital marketing can gradually weaken the competitiveness of traditional markets, particularly among younger consumers who are more accustomed to fast and practical online shopping systems. If this condition continues, traditional market MSMEs may experience declining sales, reduced customer loyalty, and difficulties in sustaining their businesses amid the rapid growth of digital-based businesses.

Therefore, digital marketing should not be viewed as a replacement for traditional markets, but rather as a complementary strategy that combines online and offline systems. The integration of traditional and digital marketing can help MSMEs maintain direct relationships with consumers while simultaneously expanding market reach through digital platforms. In addition, support from the government, educational institutions, and the business environment is needed to improve digital literacy and encourage sustainable digital transformation among MSMEs.

#### **4. CONCLUSION**

Based on the findings of this study, the implementation of digital marketing among MSME operators in the Sokobanah Daya Traditional Market remains limited. Most business actors still rely on conventional marketing methods, while the use of social media and digital platforms has not been optimized due to low digital literacy, limited technological skills, inadequate infrastructure, and limited training support. The development of digital marketing has also changed consumer behavior, with consumers increasingly preferring online transactions because they are more practical and efficient. This situation creates challenges for traditional markets in maintaining competitiveness. However, traditional markets still have strengths such as direct interaction, customer trust, and social closeness. Therefore, MSMEs need to combine traditional and digital marketing strategies to remain competitive. Support from the government and related institutions through training and infrastructure development is also necessary to encourage sustainable digital transformation. Future research is recommended to involve more participants and examine specific digital marketing strategies for traditional market MSMEs in rural areas.

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