

## Sepasar As A Hybrid Educational Media And OnlineMarketing Of Sambilegi Market Traders In Covid-19 Pandemic

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### **Abstract.**

*The important function of traditional markets is not only as a market for selling local (local) community products, but also as employment opportunities that are very beneficial for the community. One of the traditional markets located in Sleman Regency is Sambilegi Market. Sambilegi Market is one of the driving forces in driving economic growth and mobilizing the community. The conditions in the Sambilegi market are the weak organizational network of traders which results in weak unity and inter-market networks. Therefore, technology must be treated specifically if businesses are to survive and thrive. Digital technologies create new economic dynamics and social environments that need to be managed for technological changes in industry and society to provide long-term and far-reaching benefits. Opportunities and opportunities for Sepasar.id to apply institutional engineering models and support the transformation of traditional markets in the digital era. The traditional market digitization model embodies several institutional elements, such as organizational, human resources, business, and network elements. In addition, training is given to volunteers who will go directly to the market to assist traders in learning the video material that has been prepared. The expected output target of the joint community empowerment program Sepasar.id is exists enhancement knowledge, skills, HR capacity and organization, as well as digital literacy of Sambilegi market traders.*

**Keywords:** Digital marketing, online education and traditional market.

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### **I. INTRODUCTION**

The existence of traditional markets is an integral part of the life of rural and urban communities. Traditional markets are also a social construction, because that's where economic resources, namely goods and services, are allocated [1]. Over the years, Traditional markets have played a key role in driving economic growth and mobilizing communities. The important function of traditional markets as Aliyah said is not only as a market for selling local (local) community products, but also as employment opportunities that are very beneficial for the community [2]. However, there is a new challenge for traditional markets, namely the emergence of the Covid-19 virus which originated in Wuhan, China and has spread to various countries. The outbreak of this virus has caused the government to implement Social Distancing behavior to break the chain of spread of this virus so that it has an impact on various sectors such as tourism, economy, trade and investment. Covid-19 has had a significant impact on the people's economy. The market is a crowded place and puts you at high risk of contracting the Covid-19 virus. Because of this, many consumers are afraid to come to the market, as well as government orders to stay at home, and market visitors have decreased [3]. Restrictions on community activities due to the government's social distancing policy have slowed down the wheels of the community's economy, including markets, resulting in reduced incomes for the community [4]. The impact of covid-19 was felt by Sambilegi market traders, sales and turnover of traders decreased by up to 50% even though sales of market traders fell by around 30% compared to the previous normal period, the decline in sales of up to 30% can be attributed to changes in people's shopping habits in the digital era. This situation coincides with the massive expansion of modern stores with national networks and the rise of buying and selling online through marketplaces [5, 6, 7].

Competitors' payment systems and financial services are also fully digital, making the competition unbalanced and the Sambilegi market lagging behind. As a result, the gap between the Sambilegi market and the modern online market has widened. In Sleman Regency, competition from traditional markets with modern retail chains is clearly the biggest challenge for traditional markets. Of course the presence of

networked modern retail is becoming a separate threat to the sustainability of the people's market trader business. Plus the threat of networked modern retail development growing rapidly . The impact of modern connected retail expansion in Sleman Regency has inspired traders to maintain the existence of Sambilegi market. In carrying out the strategy, traders maximize the strengths of the people's market: intellectual or human resource (HR) strength, institutional capital strength, and increased physical capital strength [8, 9, 10]. Paguyuban organizations and market cooperatives, which are supposed to be a bridge to success, are growing very slowly and far from online and digital private companies. Organizations formed for the market are only formal without management development and business innovation in the market. Organizations are unable to cope with various structural market problems such as price play by oligopolistic distributors and speculators and the growing department of capital players and moneylenders [11]. For traders who are not ready to face the onslaught of new traders who are more attractive by using various attractive marketing strategies combined with modern technology and better management, the competition will be even tougher. The conditions in the Sambilegi market are the weak organizational network of traders which results in weak unity and inter-market networks . Collective problems cannot be solved because they are approached individually. The associations that are formed in the market do not really try to unite market traders. This situation is very difficult in dealing with the onslaught of modern markets and the development of online markets ( marketplaces ) that rely on digital networks and platforms.

Digital-based technology that is always up-to-date , new and effective has not had a significant impact on the pattern of Sambilegi market operations. Therefore, technology must be treated specifically if businesses are to survive and thrive. Digital technologies create new economic dynamics and social environments that need to be managed for technological changes in industry and society to provide long-term and far-reaching benefits. Opportunities and opportunities for Sepasar.id to apply institutional engineering models and support the transformation of traditional markets in the digital era. The traditional market digitization model embodies several institutional elements, such as organizational, human resources, business, and network elements [12]. There are no regulations and institutions that specifically provide solutions to the above problems, so the opportunity for Sepasar applications has the potential to develop feature application course on line that is, with it enhancement knowledge, skills, HR and organizational capacity, as well as digital literacy of Sambilegi market traders in using various digital media that assist them in marketing, financial and organizational management. The target to be measured based on a survey of the impact of implementing the Market School application on traders is an increase in knowledge and skills as big 30% and literacy digital trader expected increased by 25%. As for the features of the Pasar Pasar online marketing application, there is an expansion of market reach, enhancement sale and intensity visit to market Sambilegi good in a manner directly or online. It is targeted that the number of new markets will increase by 30%, sales turnover will increase by 25%, the number of direct visits will increase by 20%, and the level of online visits to the Sambilegi online market will increase by 40%. For this reason, in the future the Sepasar application will have complex solutions that will continue to be developed as the first educational platform specifically for traditional market traders.

## II. METHODS

The methods used to increase the effectiveness of the results of the community partnership program include: Socialization: this method is carried out at the time of introducing regarding the application and the features contained in the Sepasar.id application. Apart from that, they have also carried out FGDs and meetings involving the Pasar Rakyat team partners and obtained market location governance data which includes superadmin, admin and management elements, which coordinate applications with stakeholders .



**Fig 1.**The Sambilegi Market Trader Account Activation Process

Training: this method is used to be able to implement the results of the socialization that has been carried out, Sepasar.id volunteers go down to the field while registering potential participants and assessing the materials needed by Sambilegi market traders related to increasing the marketing of Sambilegi Market traders during the pandemic .



**Fig 2.** Sepasar.id volunteers go to the field while registering potential participants and assessing the material

Mentoring : this method is used to carry out interventions using curriculum instruments and Theory videos learning which already prepared in application Sepasar.id is accompanied by volunteers so that later they can monitor the development of market traders and see what obstacles are encountered during the learning period. This method can be carried out with the support of partners in the form of preparing volunteers to go to the field, joint discussions in preparing the curriculum, making learning material videos, and providing and assisting in the installation of applications for Sambilegi market traders .



**Fig 3.** Assistance for participants who use the ask for help feature

Assessment: Assessment of the impact of the Sepasar application class on the Sambilegi Market will be carried out using two methods, that is charging questionnaire and charging answer quiz on a number of videos Theory learning in application market share . This activity is a closing sign of the entire series of Sepasar class program activities.



**Fig 4.**Volunteers carry out the socialization process of filling out questionnaires and filling in quiz answers to participants.

Closing: This activity marks the closing of a series of activities for the Sambilegi Sepasar class program. Volunteers do the last socialization by going down to the market.



**Fig 5.**Volunteers carry out the final socialization process to Sambilegi market traders

### III. RESULT AND DISCUSSION

Previously, in the early stages of the second year of community service, a series of workshops, meetings, FGDs and interviews were conducted to evaluate the results of the Sepasar application trial at the previous stage. Based on the evaluation results it was found that the model was open/random access from Sambilegi market trader users is not in accordance with the learning patterns of traders in utilizing the Sepasar application. Then the implementation of activities, namely virtual coordination with the community service team from the Sultan Idris University of Education (UPSI) Malaysia, Dr. Muchammad Fadhil for online class preparation uses the Sepasar application where he is one of the teachers.

Coordination was also carried out with the Sambilegi Market Traders Association and the Deputy Coordinator of Sepasar Sambilegi Mrs. Naimatul Wardiah to prepare for the implementation of the Sepasar Sambilegi online class Batch 2 of the Sepasar Sambilegi class will be focused on the Sepasar Digital Marketing class as needed during the current pandemic .Therefore, in the next stage a structured model is used access , where a program and curriculum was designed in Sepasar which was tested again on Sambilegi Market traders . Based on the results of online and offline discussions involving Sepasar activists and input from Sambilegi market traders, the curriculum was formulated as an intervention instrument for community service through programs and study schedules through the Sepasar application for 2 months as follows:



NO	TEACHING MATERIALS	TEACHER	TIMETABLE
1	Photography Techniques for Merchant Marketing Content	Monica Anggraini (Owner of Crown Handycraft)	September 22, 2022
2	Online Marketing Strategy for Market Traders during a Pandemic	Dr. Mochammad Fadhil, M.Sc (UPSI) Malaysia	September 29, 2022
3	Videography Techniques for Merchant Product Ads	Ardian Friatna, M.Sn. (Yogyakarta Film Academy)	06 October 2022
4	Marketing Tips Through Social Media	Karismatul Prastiwi, SM (Owner of RatuVintage_Prastiwi)	October 13, 2022
5	Tips for Maintaining Customer Loyalty and Satisfaction	dr. Tri Harsini Wahyuningsih	October 20, 2022
6	Online/Digital Business Diversification Strategy for Market Traders	Tahliyah Rosaliyah, SM (Owner GM Whitening & Slim.id2)	October 27, 2022

The next stage of community service that has been carried out is an intervention using curriculum instruments and learning video materials that have been prepared in the Sepasar application for 20 Sepasar Sambilegi participants who have registered in the application. The traders were quite enthusiastic about participating in online learning accompanied by a coordinator and 5 active volunteers in the field. Participants have activated the “ask for help” feature which volunteers respond by attending to assist in assisting the market. According to the needs of the structured program model design, the Sepasar application has also been developed by adding a quiz feature as a learning assessment instrument, as well as a community service instrument to see the impact of the Sepasar Sambilegi application class which is structured for 3 months.

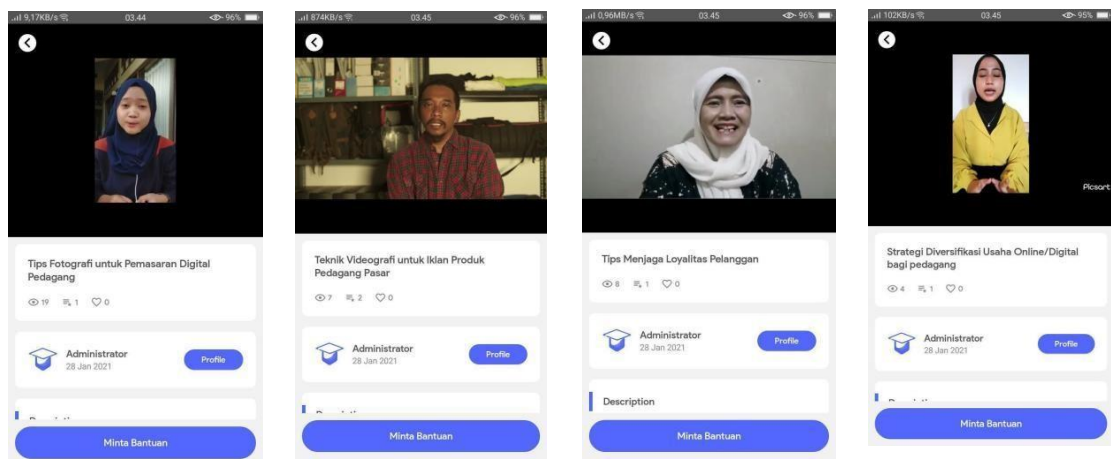
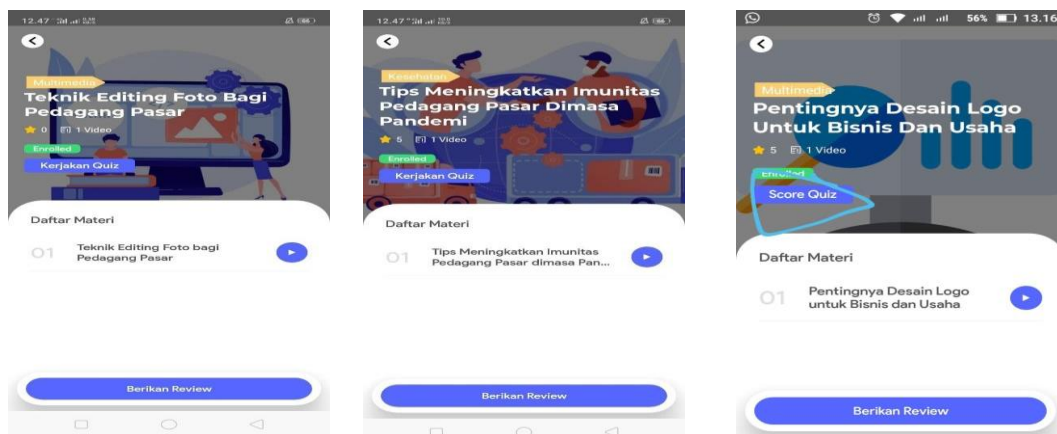


Fig 6. Video of the community service intervention instrument applied to Sepasar

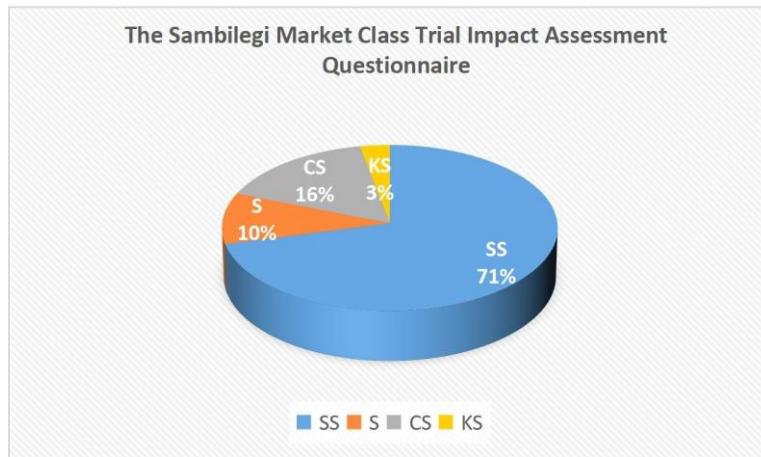
**Assessment Results in Sambilegi Market**

The impact assessment of the Sepasar application trial at Sambilegi Market was carried out using two methods, namely filling out a questionnaire and filling out quiz answers on several learning material videos in the Sepasar application. The appearance of the quiz in the Sepasar application is as follows:



**Impact/Benefits of Sepasar Applications**

As a whole, the benefits of the Sepasar application have been felt for merchant participants in Sambilegi Market. This is reviewed from various aspects including convenience, appearance, suitability, understanding, application, benefits of video material, instructors, volunteers, and the benefits of the Sepasar application for increasing knowledge, business skills, marketing, financial management, and merchant income which shows an approval level of 81 % %, while traders who answered quite agreed were 16 % , and the level of disapproval of traders was only 3 % .



Specifically, 97 % of Sepasar participating traders consider that the Sepasar application is easy to use. 97 % of traders also think that the appearance of the Sepasar application attracts them to study online. Meanwhile regarding video material, as much as 100% of traders stated that the video material in the Sepasar application met their needs as market traders. However, only 81 % of traders understood the video material well, while 16 % said they understood enough. As many as 95 % of traders have implemented the material contained in the video, while 5 % of traders still apply it on a limited basis. 9.5 % of traders stated that the Sepasar application was useful for developing themselves and their business.

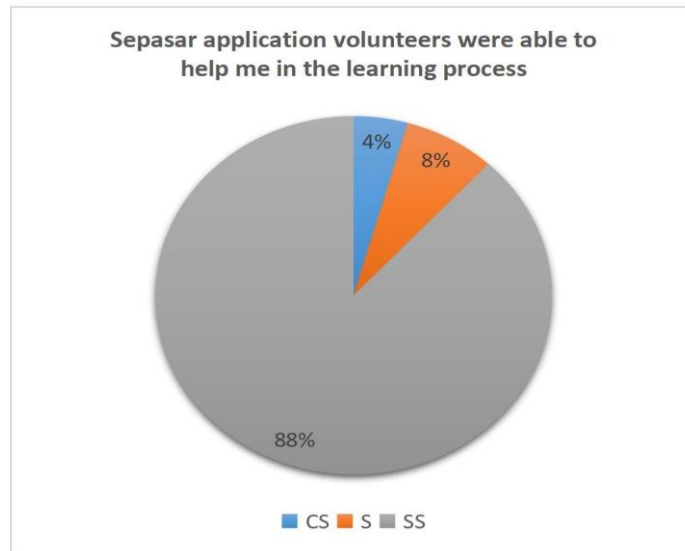
**Market Teacher**

As many as 95% of Sepasar Sambilegi participating traders stated that the teachers in the Sepasar application were able to explain the material well. While 5% of traders still think that the teachers have not been able to explain the material properly.



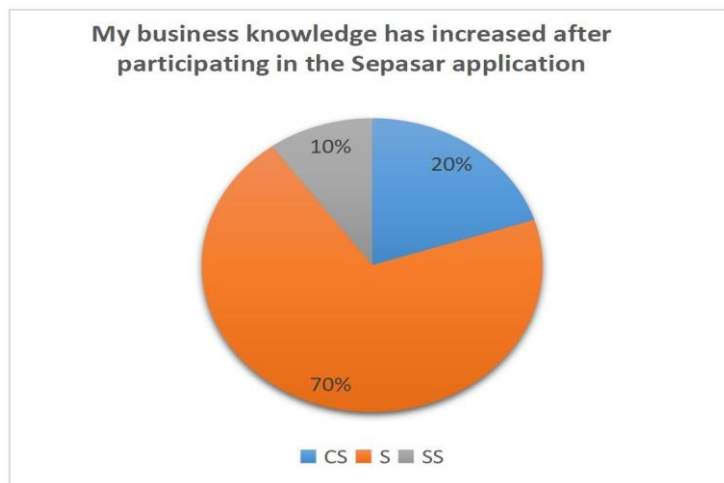
**Marketplace Volunteers**

As many as 55% of traders stated that Sepasar application volunteers were able to help the trader's learning process well, while as many as 45% still stated that volunteers were quite capable of helping the trader's learning process.



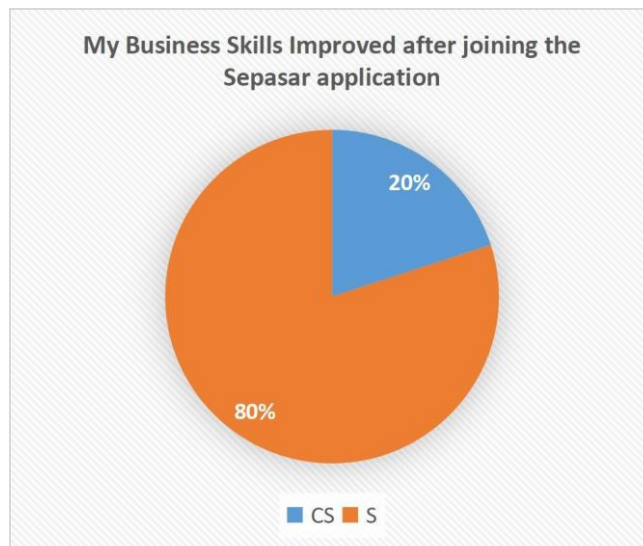
**Knowledge**

As many as 80 % of Sepasar Sambilegi participating traders stated that their knowledge had increased after attending online classes in the Sepasar application. While there are still 20 % of traders who state that their knowledge has increased in a limited way.



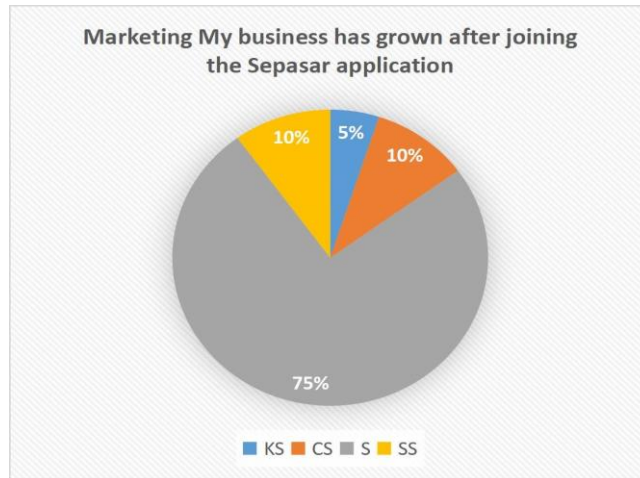
**Business Skills**

As many as 80 % of Sepasar Sambilegi participating traders stated that their business skills had increased after attending online classes through the Sepasar application. Meanwhile there were still 20 % who experienced a limited increase in business skills .



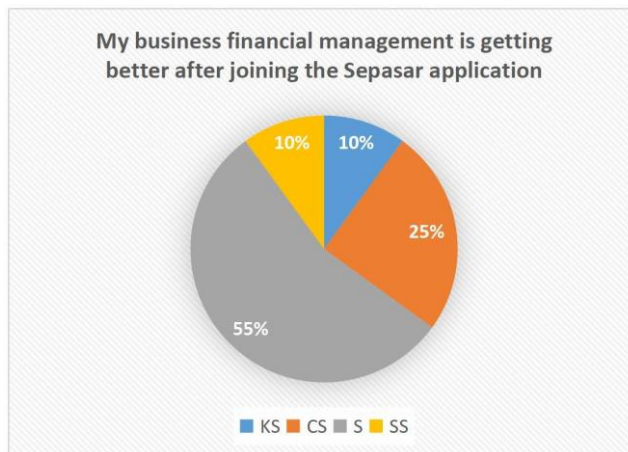
**Business Marketing**

As many as 85 % of Sepasar Sambilegi participating traders stated that their business marketing developed after attending online classes through the Sepasar application. There are still 10 % of traders who experience a limited increase in marketing, while 5 % say they have not experienced an increase in marketing.



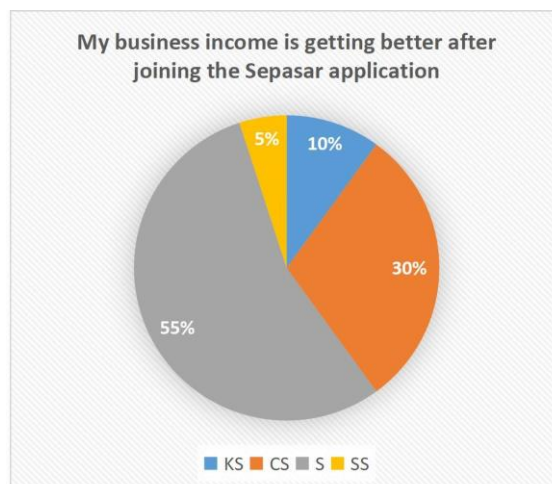
**Business Financial Management**

As much as 73% Sepasar Sambilegi participants stated that their business financial management was getting better after taking online classes through the Sepasar application. There were still 17% of traders who experienced a limited increase in marketing, while 10% stated that they had not experienced an increase in business financial management.



**Income**

As much as 60 % Sepasar Sambilegi participants stated that their business income increased after taking online classes through the Sepasar application. There are still 30 % of traders who have experienced a limited increase in income, while 10 % stated that they have not experienced an increase in business income.





**The results of the Sambilegi Market Trader Questionnaire Survey**

No	STATEMENT	STS	TS	KS	CS	S	SS	Total
1	The Sepasar application is easy to use via my cellphone				2	12	6	20
2	The appearance of the Sepasar application attracted me to use it				3	11	6	20
3	The video material for the Sepasar application suits my needs				2	17	1	20
4	I can understand the Sepasar application video material well				3	16	1	20
5	I can apply the video material for the Sepasar application in my business			1	4	14	1	20
6	Sepasar application video material is useful for my self-development			1	2	16	1	20
7	Sepasar application video material is useful for developing my business			1	4	13	2	20
8	The teacher in the Sepasar application is able to explain the material well			1	2	15	2	20
9	Sepasar application volunteers were able to help me in the learning process				1	17	2	20
10	My business knowledge increased after participating in Sepasar				4	14	2	20
11	My business skills increased after participating in Sepasar				4	16		20
12	My business marketing developed after participating in Sepasar			1	2	15	2	20
13	My business financial management is getting better after participating in Sepasar			2	5	11	2	20
14	My business income increased after participating in Sepasar			2	6	11	1	20
	Total			9	44	198	29	280
	Percentage			3%	16%	71%	10%	100%

**Testimonials and Input from Market Participating Traders at Sambilegi Market**

No	Name	Age	Type of business	Suggestions or Feedback
1.	Rujinem	56 Years	Vegetable Trader	Please all videos can be separated between new and old.
2.	Rogayah	50 Years	Grated coconut	The newest videos must be separated from old videos, so it's not difficult to choose so it doesn't waste time.
3.	Nuriana	54 Years	Soto	In the future, hopefully Sepasar will be even better.
4.	Tri Ratna Dewi	63 Years	Broilers	Hopefully there will be a meeting of Sleman market traders
5.	Tri Rachma	43 Years	Seasonings and spices	I am satisfied with the application.
6.	Sukapti	47 Years	Groceries	Thank you for the application for the learning, I hope the Sambilegi market will be even more successful in the future because Pak Awan has assisted me.
7.	Cecilia Enda	47 Years	Seafood trader	Add material that supports business development.
8.	Calm	50 Years	Pedagang Risoles	The application is quite helpful.
9.	Triwi	50 Years	Makeover Services	Hopefully the material will be added according to the wishes of the traders, such as bringing up new concept ideas in trading that are clean and correct so that consumers feel satisfied.
10.	Naruto	47 Years	Chicken	Please add the latest video material.
11.	Rujinem	50 years	Vegetable Merchant	Hopefully Sepasar will be even more advanced and can accommodate us in trading.
12.	Murningsih	43 Years	Groceries	In the future, the Sepasar application will be even better in the presentation of the material, so that it is easy to understand and can be practiced in selling on the

market .

- |     |                  |           |                    |  |
|-----|------------------|-----------|--------------------|--|
| 13. | Tri Mohyani      | 47 Years  | Fried chicken      | Sepasar will continue the market school program and be even more advanced than before.   |
| 14. | Ru biyati        | 52 Years  | Vegetable Merchant | We hope that our products can be marketed online.  |
| 15. | Muriana          | 54 Years  | Groceries traders  | The application needs to be improved so that it is easy to use.  |
| 16. | Naimatul Wardiah | 48 Years  | Groceries traders  | The material is good but purchasing power in the field is declining  |
| 17. | Sriyanto         | 48 Years  | Coconut Sales      | Hopefully the Sepasar application can help my business to be more marketable so that our income as traders can continue to increase and improve.   |
| 18. | Harun Al Rashid  | 5 4 Years | Selling catfish    | We hope that the people's interest in shopping directly at Sambilegi market will increase because with the online shopping application so that our income as traders can continue to increase and improve. |

#### IV. CONCLUSIONS

The results of the assessment of the Sepasar application program participants showed that the average score of the traders' quiz was 100 and the results of the impact/benefit survey of the Sepasar application were 90 . Video material in the Sepasar application is in accordance with the needs of traders and can be understood by Sambilegi market traders. Sepasar application teachers and volunteers have been able to assist in the learning process of Sambilegi market traders. The benefits of the Sepasar application have been felt in developing themselves and the business of Sambilegi market traders. The Sepasar application has been able to increase the knowledge and business skills of Sambilegi market traders. The Sepasar application has been able to improve the marketing and business management of Sambilegi market traders.

There are several suggestion for the future improvement. Videos are made in simpler language, making them easier for traders to understand. Material videos are separated according to the most recent date. The volume of audio video material must be increased. The majority of video materials are tailored to the needs of traders. The number of volunteers needs to be increased so that it is more optimal in accompanying the learning process of traders in the Sepasar application. Quizzes are given every week according to the video material schedule in the Sepasar application class. The institution and management of Sepasar need to be organized so that its performance is maximized

#### V. ACKNOWLEDGMENTS

The authors are grateful to Center for Research, Community Services, and Cooperation of Universitas Mercu Buana Yogyakarta for supporting this program. We also thanks to the team of *separar.id* who became of the partner of this community services program.

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