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Strategy of Traditional traders at Panorama Market Bengkulu City in Facing Challenges of E-Commerce

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Abstract

The growth of e-commerce has created significant challenges for traditional traders at Panorama Market, Bengkulu City. Many traders face difficulties competing with online platforms that offer lower prices and easier access. This study aims to analyze the adaptation strategies adopted by traditional traders to address these changes and sustain their businesses. A qualitative approach is used in this research, with data collection techniques that include observation, interviews, and documentation. The findings show that although some traders struggle with technology, others have successfully adapted to e-commerce disruption by using social media and e-commerce platforms such as Facebook, TikTok, Shopee, and Tokopedia to expand their market reach. Additionally, word-of-mouth promotion within local communities, like trader and market associations, has proven effective for promoting products and maintaining customer loyalty. Based on Manuel Castells' information economy theory, combining social media and e-commerce platforms with offline interactions strengthens traders' social ties and enhances their competitiveness. Thus, traditional traders at Panorama Market have the potential to adapt, leverage technology, and compete in the digital era..

Keyword : *E-commerce, Challenges, Strategies, Traders, Traditional*

INTRODUCTION

The rapid growth of *e-commerce* has transformed Indonesia's economic landscape by facilitating transactions between customers and sellers over the internet, encompassing processes from purchasing and selling to the exchange of information (Syarif et al. 2023). *E-commerce* provides convenience for consumers by offering various digital platforms that feature ease of use, competitive prices, and attractive promotions (Nasution et al. 2020). Additionally, *e-commerce* facilitates transactions without time and space limitations, unlike traditional markets, which have restricted access and operating hours. This makes *e-commerce* increasingly popular among consumers, encouraging them to switch to online stores (Orinaldi 2020).

On the other hand, traditional markets, which have long been centers for direct interaction between sellers and buyers, face significant pressure due to the presence of *e-commerce*. Traditional markets are not only places for buying and selling but also social spaces where people build relationships and engage in bargaining, which strengthens personal interactions. Meanwhile, *e-commerce* offers several efficiency advantages, such as reduced operational costs, shorter transaction times, and minimal effort required to run a business. This convenience is further enhanced by the accessibility of *e-commerce*, allowing consumers to shop without spatial or temporal constraints, simply through mobile devices or computers. With these various advantages, consumers are increasingly shifting to more accessible and efficient platforms, posing a threat to traditional market vendors as they risk losing customers (Ayu and Lahmi 2020). This change requires traditional market traders to consider appropriate adaptation strategies to remain competitive and relevant in an increasingly digitized economic landscape.

Several studies indicate the negative impact of *e-commerce* on traditional markets, such as a decline in visitor numbers and sales, as well as psychological pressure on traders struggling to adapt to new technologies (Manie et al. 2023). This pressure creates new challenges, especially for traders accustomed to relying on direct interactions and cash transactions. The sudden shift to a digital system can feel overwhelming, particularly for those who are less familiar with using technology. This phenomenon is not only occurring in large cities with more advanced technological

infrastructure but is also spreading to regions facing similar challenges due to the growth of *e-commerce*. For instance, at Pondok Labu Market, traders are experiencing a decline in income due to intense competition with online markets and must seek survival strategies to sustain their businesses (M. Hanif et al. 2024).

This condition forces them to adapt, such as by selling products on social media platforms or collaborating with local *e-commerce* applications. While these measures may provide temporary relief, they also face additional challenges in the form of rising operational costs and the need to continually learn new technologies. Furthermore, the loss of traditional markets as social spaces could impact community structure, reducing interactions among residents, which has been one of the primary functions of traditional markets. This phenomenon highlights the complexity of adaptation and the need for greater support for market traders in navigating the rapidly accelerating digital transformation. Similar studies in Bengkulu City indicate that some traders at Panorama Market are beginning to adapt to these changes through the use of social media and *e-commerce* platforms like Facebook, TikTok, Shopee, and Tokopedia to reach a broader consumer base (Andini et al. 2024). However, this adaptation is not uniform; some traders face limitations in their use of technology. The approaches employed by these traders illustrate the significant challenges for traditional businesses in the digital era, particularly in efforts to maintain relevance and enhance competitiveness amid changing consumer preferences.

This study focuses on the adaptation strategies employed by traditional traders at Panorama Market, Bengkulu City, in response to the impacts of *e-commerce* growth. Utilizing Manuel Castells' information economy theory, this research aims to understand how traditional traders strive to leverage digital technology while maintaining social interactions as a form of resilience in the increasingly competitive digital landscape. According to Castells, the information economy refers to the transformation of the global economic system based on information and communication technology, where access to and management of information become key elements determining the economic competitiveness of an actor or group (Ahmad Farid et al. 2024). In this context, the ability of traditional traders to access, manage, and utilize information through digital technology can play a significant role in sustaining their

presence The application of Castells' theory in this research is relevant because traders at Panorama Market face the reality that consumers are now more inclined to engage in efficient transactions through *e-commerce*. This theory allows the study to analyze how traders, who previously relied on direct sales, can adapt to these changes through the adoption of digital technologies, such as social media or messaging apps, which have the potential to broaden their reach without completely abandoning the social interaction values characteristic of traditional markets. Moreover, this theory helps explore how traders' technological adaptations involve not just the use of digital tools, but also the transformation of how they access markets, expand customer networks, and maintain community relationships within an economy increasingly integrated with technology. Through the lens of the information economy, this study aims to explain how traders at Panorama Market can function as economic agents capable of adapting flexibly and sustaining their roles amid significant changes.

Panorama Market in Bengkulu City was chosen as the research location because it is the largest traditional market in Bengkulu and plays a vital role as an economic center for the local community. The existence of this market is not only a venue for transactions but also a primary source of livelihood for many residents of Bengkulu, particularly traditional traders who depend on direct interactions with consumers. As *e-commerce* trends rise, traditional markets like Panorama face significant challenges in maintaining their relevance and competitiveness. Therefore, this research is crucial for understanding the adaptation strategies employed by traders at Panorama Market, aiming to provide policy and practice recommendations that support the economic sustainability of local traders amidst rapid digital changes.

METHODS

This research employs a qualitative approach to describe the adaptation strategies of traditional traders in facing the challenges of *e-commerce* at Panorama Market in Bengkulu City. This qualitative approach was chosen because it provides an in-depth understanding of the adaptive strategies of traders through direct interviews, observations, and documentation. In line with (Afrizal 2016) perspective, this approach enables researchers to comprehensively understand the issues by collecting both verbal and written data directly from research sources.

This research employs a case study method, which, according to (Sugiyono 2019), is an in-depth investigative approach to a particular phenomenon, event, or activity within a specific context. This case study focuses on the challenges faced by Traditional traders at Panorama Market due to the growth of *e-commerce* and how they develop strategies to survive. Panorama Market was chosen because it is the largest traditional market in Bengkulu City, where traders are confronted with challenges from *e-commerce* that have led many consumers to switch to online shopping.

Data collection in this study utilizes three main methods: First, **In-Depth Interviews**: Interviews are conducted with Traditional traders at Panorama Market to gather detailed information regarding the strategies they employ to compete with *e-commerce*. Second, **Observation**: The researcher performs direct observations to note the phenomena and behaviors of traders without disrupting their daily activities. Lastly, **Documentation**: This involves collecting relevant documents or archives, including secondary data from the Department of Industry and Trade of Bengkulu City, as well as records from the UPTD of Panorama Market, which complement the primary data.

Data sources are divided into two types: primary data and secondary data. Primary data is collected from direct interviews with traders at Panorama Market, while secondary data comes from books, previous research, and statistical data from relevant agencies. Informant selection is conducted using **Purposive Sampling** techniques (Sugiyono 2019), with specific criteria such as experience and adaptive strategies in facing the challenges of *e-commerce*.

Data analysis is conducted using the method proposed by Miles and Huberman, which consists of three main stages. First, the Data Reduction stage involves sorting the obtained data to identify relevant information, aimed at enhancing the quality and reliability of the data in the research. Next, the Data Presentation stage is carried out to organize the data in a structured manner, making it easier to identify patterns and trends. Finally, the Conclusion and Verification stage is performed by drawing conclusions based on the analyzed data and verifying them using additional evidence if necessary (Rony Zulfirman 2022).

RESULT AND DISCUSSION

1. Description of the Research Location

Panorama Market in Bengkulu City has been established since 1982 and has undergone significant transformations throughout its history. Initially, this market functioned as a daily and weekly market, but over time, it transformed into Terminal Panorama before eventually being divided into modern and traditional market areas. Strategically located in the city center, Panorama Market offers excellent accessibility for both sellers and visitors, operating 24 hours a day, seven days a week, with buying and selling activities taking place almost continuously.

The market is situated in Panorama Village, Singaran Pati District, surrounded by old shophouses that add to its historical character. It borders Semangka Street to the west, Kedondong Street to the east, Belimbing Street to the south, and Salak Street to the north, making it one of the busiest and most densely populated locations in Bengkulu City. A variety of goods, ranging from fresh vegetables to local products, are available at this market, making it a primary shopping center for the community.

Activities at Panorama Market begin in the early morning, with vegetable sellers often arriving around 3:00 AM to obtain goods at lower prices. Meanwhile, in the evening leading up to Maghrib, sellers typically offer discounts on their merchandise to attract customers. However, the market also faces challenges, particularly on Sunday mornings and evenings when traffic congestion often occurs due to the large number of residents shopping for household necessities.

In addition to serving as a market, Panorama Market also functions as a city transportation terminal, known as Terminal Panorama, further reinforcing its position as a center for social and economic interaction. In the evenings, traffic congestion increases as many vendors sell their goods at lower prices to avoid inventory waste the following day (Darwis 2022).

Figure 1. Condition of Panorama Market



Source: Researcher's Documentation, 2024

The Table of the Number of Shops of Panorama Market Traders

No	Store Name	Number of Auning	Functional Stores	Non-Functional Store
1.	Auning	720	408 Unit	312
2.	kios	529	514 Unit	15

Source: UPT Pasar Panorama, Year 2024

However, amidst all its advantages, Traditional traders at Panorama Market face serious challenges due to the rapid growth of e-commerce, which offers lower prices and shopping convenience. This change in consumer behavior has a significant impact, leading to a decrease in both the number of customers and traders' revenue. Many traders have been forced to close, sell, or rent out their stores due to difficulties in adapting to online shopping. Nevertheless, some traders continue to strive for survival by utilizing social networks and online shopping platforms to reach a broader customer base, indicating efforts to adapt amidst significant changes in consumer behavior.

2. Characteristics of Informants

First, Mrs. Helda is a 40-year-old clothing trader from Padang who has been experienced in this industry for 14 years. Although she initially relied on traditional selling methods, Mrs. Helda has made significant progress in utilizing technology. She began selling her products through Facebook and has now transitioned to being active

on TikTok, which provides new opportunities to reach customers. However, Mrs. Helda faces significant challenges in the form of competition from large online sellers with bigger marketing budgets and more resources, forcing her to find creative ways to differentiate her products in the crowded digital marketplace.

Second, Mrs. Nansia Mestaria, 48 years old and from Medan, has 25 years of experience in trade, particularly in selling fashion products. She is tech-savvy and actively utilizes TikTok and Facebook to promote her products. Mrs. Nansia regularly posts updates and hosts live broadcasts to interact with customers, allowing her to build a community around her business. However, the challenge she faces is intense

competition on online platforms, where many other sellers are also trying to capture the audience's attention. In this situation, Mrs. Nansia must continually develop innovative marketing strategies to remain competitive and enhance her product visibility.

Third, Mr. Indra, 51 years old and from Padang, is the owner of a small grocery store that has been operating for 28 years. Despite his extensive experience in sales, Mr. Indra views e-commerce as a major challenge, especially due to his limited skills in technology. He started selling his products through Facebook, but is currently trying to adapt to the Shopee platform, although his sales are still relatively minimal. The main challenge Mr. Indra faces is competing with large online sellers who offer similar products at more competitive prices. In facing this situation, Mr. Indra feels the need to improve his technology skills and knowledge of digital marketing to enhance his store's competitiveness.

Fourth, Mrs. Kasih is a 35-year-old cracker trader from South Sumatra, with 10 years of sales experience. In running her business, Mrs. Kasih sees e-commerce as an opportunity to expand her market reach. She actively uses several online platforms, such as Tokopedia, Shopee, and Facebook, to sell her crackers. However, Mrs. Kasih also faces significant challenges, such as competition from large sellers in the online space, as well as the need to manage her inventory efficiently. Additionally, she must continuously learn about the technical aspects of e-commerce to ensure she can maximize her sales potential and remain relevant in an increasingly competitive market.

The selection of these four informants is relevant to the research characteristics, as each of them represents various stages of traditional traders' adaptation to technology in facing e-commerce, which is the core of this study.

3. Research Findings

Based on the identification results through direct observation at Panorama Market, Traditional traders face significant challenges due to the rapid growth of e-commerce. One of the main challenges is the need for better technological skills, which have become increasingly crucial in today's digital era. Many traders feel unprepared to utilize digital tools and platforms to promote their products, making it difficult for them to compete with large online sellers who have greater resources. Additionally, the rise of e-commerce platforms has led to a decrease in the number of customers visiting physical markets, as many consumers now prefer to shop online due to the convenience and ease it offers.

As a result, traders also experience difficulties in inventory and logistics management. Without an integrated system, they struggle to track stock, manage shipments, and meet customer demands efficiently. This leads to potential sales losses and reduced customer satisfaction, further weakening their position in the market. Given these challenges, it is essential for Traditional traders to develop appropriate adaptation strategies to survive and compete in a business landscape increasingly dominated by digital technology. As conveyed by Mrs. Helda, selling clothes that:

“Despite my limited technology skills, I see e-commerce as an opportunity. From Facebook to TikTok to reach more customers, I compete with major online sellers” (Interview with Informant Mrs. Helda, May 10, 2024)

Mrs. Helda's interview findings are further supported by Mrs. Nansia, also a clothing seller:

“Since the advent of e-commerce, it has prompted me to enhance my technological skills. I am active on TikTok and Facebook, posting and broadcasting live to attract the audience's attention. My challenge is the fierce competition on these platforms and how to engage viewers during live broadcasts” (Interview with Informant Mrs. Nansia, May 11, 2024)

Meanwhile, Mr. Indra stated:

“I see E-commerce as a challenge due to my lack of technological skills. Starting from Facebook, I moved to Shopee with minimal sales, especially facing competition with major online platforms” (Interview with Informant Mr. Indra, May 15, 2024)

Mrs. Kasih expressed similar sentiments:

“I see E-commerce as an opportunity to reach more customers using online platforms like Tokopedia, Shopee, and Facebook to sell krupuk. But some challenges require me to compete with major sellers, manage inventory, and learn about E-commerce technology” (Interview with Informant Mrs. Kasih, May 21, 2024)

Strategies of Traditional Traders in Panorama Market, Bengkulu City, to Face E Commerce Challenges

Traditional traders in Panorama Market have adopted several adaptive strategies to address the challenges posed by e-commerce. One of the essential steps they have taken is improving technological skills. Facing increasing competition with online sellers, traders realize that the ability to effectively use digital platforms is crucial. The research results are detailed as follows:

Firstly, through training and workshops: Traders in Panorama Market actively participate in intensive training aimed at enhancing their skills in using technology and e-commerce platforms. To strengthen their digital capabilities, traders attend workshops organized by local communities and government agencies. A concrete example includes the training conducted by the Bengkulu City Government.

Through this training, traders learn about digital marketing and the effective use of social media, enabling them to promote their products better on online platforms. With this new knowledge, traders are expected to optimize their online presence, attract more customers, and compete with large online sellers. Participation in such training and workshops is a strategic step for traders to adapt to market changes and take advantage of opportunities offered by digital technology.

Secondly, self-learning: Many traders in Panorama Market take the initiative to learn independently by utilizing online tutorials and videos on platforms like YouTube. Some of them rely on their tech-savvy children to help find and understand these learning materials. Initially, they felt nervous and awkward when trying to implement

new strategies, but the awareness of the need to adapt pushed them forward. With the growing competition from large online sellers, they feel compelled to innovate and adapt. Daily, traders strive to make changes, both in how they sell products and in the marketing techniques they use. Besides learning from YouTube, they also exchange information and experiences with fellow traders in the market, which helps them feel more confident and inspired. These informal discussions often generate new ideas on effectively using e-commerce platforms, enabling traders to reach a wider customer base and increase their sales.

Thirdly, using social media by building a digital presence: Initially, many traders used Facebook solely as an entertainment platform, but with the growth of e-commerce, they started recognizing its potential to market their products. They created business accounts on Facebook and Instagram and enthusiastically began posting product photos, customer testimonials, and promotions to attract new customers. To enhance visual appeal, traders strive to learn how to take attractive photos and videos. They often practice photographing with suitable backgrounds and arranging products in ways that make them look more appealing. Although they acknowledge their skills are still limited, the desire to learn drives them to keep practicing.

In addition, they benefit from support from tech-savvy children and family members and exchange information with fellow traders. These discussions help them overcome nervousness and awkwardness when posting content. In their efforts to explain their products better, they learn how to clearly communicate product features and benefits, along with providing pricing information and product conditions. This approach helps them reach new customers and build trust with existing customers, making them more loyal and interested in making repeat purchases.

Live streaming and creative content: Many traders, like Mrs. Nansia, use the live-streaming feature on Facebook and TikTok to interact directly with customers, answer questions, and offer special deals in real time. During these live streams, they not only showcase products for sale, such as clothing and hijabs, but also make an effort to present themselves attractively to capture the audience's attention. Mrs. Nansia, for example, carefully selects appropriate attire and uses skincare to make her face look fresh and glowing, creating a stronger visual appeal for potential buyers.

Some traders even employ others as models to showcase their products, allowing customers to see how the products look and function in everyday life. In each live session, they actively engage with viewers, answering questions about size, color, and material, and offering relevant styling tips. This interaction creates a more personal atmosphere and helps build trust between the traders and customers.

By promoting special offers, such as discounts or product bundles during the broadcast, they successfully create a sense of urgency to shop. This approach not only increases customer engagement but also drives direct sales, making live streaming an effective marketing tool in facing competition from major e-commerce platforms. Through this strategy, Traditional traders in Panorama Market are not only adapting to the changing times but also transforming the way they do business by creatively utilizing technology.

Fourth, establishing online stores on e-commerce platforms: Traditional traders in Panorama Market are beginning to explore the digital world by setting up online stores on e-commerce platforms like Shopee and Tokopedia. This process often begins with encouragement from their children, who are active users of these platforms. Many of these children are not only consumers but also a source of information for their parents, telling them about the potential of selling on Shopee and encouraging them to learn how to use the platform.

Responding to this encouragement, traders feel motivated to make changes. They start learning from their children how to create accounts, upload products, and use the features available on e-commerce platforms. The awareness of the importance of an online presence has been reinforced after participating in training organized by the Bengkulu City Government, designed to improve traders' digital skills. During the training, they were introduced to various digital marketing strategies, including using discounts, vouchers, and promotional programs that can attract new customers. By utilizing these features, traders hope to increase their product appeal and create a more engaging shopping experience for consumers.

However, this adaptation does not come without challenges. Many traders feel awkward and hesitant when interacting with e-commerce platforms for the first time. Nonetheless, support from their children and fellow traders helps alleviate this

uncertainty. They share experiences and learn together to find the best ways to market their products online. Moving from being consumers to sellers, traders strive not only to survive but also to adapt to the social changes brought about by technological advancements and e-commerce.

A Personal Approach Offline

Through social networks and community ties, traders actively engage with customers through social interaction in their surrounding environment. They often participate in community events, such as night markets or local celebrations, and invite neighbors, friends from the neighborhood association, and family members from nearby villages to visit their stores. This creates a more personal and warm shopping experience.

In such an environment, traders not only sell products but also build direct communication with customers. They listen to feedback, stories, and customer needs, which in turn fosters trust and stronger relationships. For instance, during family events or communal meals with neighbors, many customers seek supplies and food items from their stores. Even people from nearby villages often come to the store to buy what they need, as they already know and trust these traders.

4. Discussion and Analysis of Theory

An analysis of Manuel Castells' information economy theory can provide deep insights into the adaptation strategies of traditional traders at Panorama Market, Bengkulu City, in the face of e-commerce disruption. According to Castells, information technology acts as the main driving force in creating a network society—a setting where individuals and groups can engage in information exchange and economic activities both locally and globally. This technology is not merely a tool to reduce costs and time but also serves as a connector, forming new social and economic networks that transform traditional economic structures.

In the context of Panorama Market traders, the use of social media and e-commerce platforms like Shopee and Tokopedia can be seen as their participation in a global economic network influenced by information technology. By building online stores and utilizing social media, traders not only reach local customers but also gain

access to a broader market. This strategy aligns with Castells' network economy concept, where information and transactions are no longer confined to geographical locations but occur within a broader and more efficient networked space.

Furthermore, the training and workshops attended by traders to improve their technological skills reflect an effort to adapt to the demands of a network society. These sessions help them understand how to optimize digital technology for marketing, making them part of a new, information-oriented economic network. Their self-directed learning through YouTube, alongside support from younger family members, strengthens their position in the network society by establishing community-based learning networks

Their direct interaction with customers through live features on social media demonstrates how digital technology can create a more personal shopping experience within a larger economic network. This aligns with Castells' theory that information technology is not only a transaction tool but also a medium for building relationships, enabling traders to maintain close social connections even though transactions occur in digital spaces. Overall, the strategies implemented by Panorama Market traders show how local communities can become part of the information economy and network society. By integrating technology into their businesses, they transform e-commerce challenges into opportunities to expand economic reach and strengthen social bonds through technology.

CONCLUSION

The conclusions of this study indicate that Traditional traders at Panorama Market, Bengkulu City, have successfully developed relevant adaptation strategies to face *e-commerce* challenges. Through a combination of enhanced technological skills, self-directed learning, and the use of social media, they are beginning to expand their customer reach into digital platforms. Training and workshops organized by the government and local communities provide a foundation for traders to leverage digital features like promotions and discounts, enabling them to compete more effectively in the online marketplace.

Additionally, support from family members, particularly their more tech-savvy children, as well as information exchange with fellow traders, has been instrumental in

helping them adapt to *e-commerce*. Traders also utilize live broadcasts on social media to interact directly with customers, creating a more familiar and personal shopping experience. By presenting their products attractively and offering real-time service, they have succeeded in building trust and enhancing customer loyalty.

An additional strategy of inviting friends, neighbors, and family members to shop at their stores reinforces the personal approach taken by the traders. Interaction at local events and support from the surrounding community strengthen their social networks and help sustain their offline market presence. Overall, these adaptations demonstrate that the traders can effectively blend traditional and digital approaches, giving them greater opportunities to thrive amid technology-driven economic shifts.

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