

Strategies to Educate Traditional Market Traders Based on Information Technology in Beringharjo Market, Yogyakarta City

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ABSTRACT

The research strategy educates traditional market traders based on information technology using a qualitative approach to case studies. Data were collected through observation, interviews and documentation studies. The validity of the data is processed through tests of the degree of trust, transferability, dependence and certainty. Informance is determined by purposive sampling techniques, then the data is analyzed following qualitative rules. The research aims to explore how the Trade Office educates market traders in Pasar Beringharjo through a digitalization program. The results showed that the Department of Trade in educating market traders based on information technology uses strategies: a) external party cooperation, training, mentoring, developing insights and involving trader family members for traders who are constrained by brainware. The driving factors in educating information technology-based traders include: high participation of information technology companies, demands for government and merchant needs, government awareness of IT developments to preserve and develop the market, covid 19 outbreak, high merchant commitment supported by mobile phone communication tools. The inhibiting factors in educating information technology-based traders include the hardware and software owned by merchants, not all smartphones, as well as merchant culture that is still conventional. The results of the merchant market digitization program maintain commitment and are able to carry out online transaction systems with various application models such as Gopay or e-wallet, QRIS, E-Rtribution, LinkAja, Grocery, InMobi, Titipku, and Semar by scanning barcodes and other teknik.



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Keywords: Educate; Traditional Market Traders; Information Technology.

INTRODUCTION

The Special Region of Yogyakarta (DIY) has 344 traditional markets, one of the traditional markets is Beringharjo Market. Beringharjo Market was built during the Dutch East Indies Government in 1758. Beringharjo Market is the oldest market with historical value and philosophy attached to the Yogyakarta Palace. Beringharjo Market is located in the southern Malioboro tourist attraction area, adjacent to Vredenburg Fort and has the characteristics of the market door in the east and west parts never change, the

main door of Beringharjo Market is located in the western part facing Malioboro Street, with Dutch colonial architecture (Tonang, 2018).



Source: <https://search.yahoo.com/search?fr=foto+pintu+masuk+pasar+Beringharjo>

Beringharjo has the meaning of banyan tree forest, which is hoped that this market can bring prosperity to the people of Yogyakarta. It turns out that hope is realized, this is evidenced by the continuous renovated market, expanded and developed to become the largest in DIY with the status of a first-class traditional market (Tonang, 2018). Currently, Beringharjo Market has two buildings, the west building and the east building. The western building consists of three floors with a total of 6000 merchants, with types of snacks or Jogja cash cakes, various fabrics, bags, accessories, Muslim pakians, children's pakians, shoes, batik, antiques, gold jewelry, silver jewelry, kebaya, manten clothing, etc.

The east building consists of two floors with a total of 1600 merchants, types of merchandise of various drafts, children's toys, electronics, rice foodstuffs, sugar, soap, household appliances, fruit, vegetables, spices, meat, charcoal, carpentry tools, kitchen condiments, power tools, various culinary, etc. The number of traders in the eastern and western buildings is 7600 traders, this condition is related to the function of the labor-absorbing market (Maryati et al., 2021). This means that 7600 if one trader has two employees means that every day in Beringharjo Market there are 22800 people not including support workers such as carrybackers, parking attendants, etc. Previous research on traditional markets includes: 1) Sangaji & Sugiyanto, (2021), *the phenomenon of village market development policies through technology-based market school programs* with a qualitative approach, the results of the study show that it has not been maximized due to hr factors that are not yet optimal in mastering IT itself., 2) Asma (2016) *The Effectiveness of Revitalization of Pa'baeng-Baeng Traditional Market in Makasar City* with a qualitative approach, the research results have not been effective because traders violate the commitments that have been agreed upon together., 3) Rohman (2012) research with the title *Change of Traditional Buying and Selling Culture to Online Buying and Selling Case Study of Sales in Bagus.com Stores* with a qualitative approach, the results of research on traditional buying and selling culture will still be valid and can still be run by the community. Along with technological advances, there is a very interesting way to buy and sell *online*, but it needs education for sellers and the public., 4) Mendrofa & Sunaryanto (2020), with the title *Analysis of Consumer Behavior towards Online Belaja in the Traditional Market of Semarang City*, a case study approach with the *tumbasi.id* site. The results showed that ease of use did not affect consumers' repurchase interest. When consumers first transact, consumers will find it difficult because they do not know how to transact on *online* sites, and not every *online* site applies the same transaction procedures. Consumers tend to give up their intention to shop *online* if they experience difficulties in the transaction process. Whether or not the transaction procedure is easy on the *Tumbasi.id* site will not cause any change in repurchase interest.

In Beringharjo Market there is a physical meeting between sellers and buyers gathering to exchange goods and services Kotler & Keller (2008), pedagang serves consumers with retail and wholesale models from 05.00-21.00 wib, in buying and selling transactions there is a special value and culture such as low prices and bargaining occurs. Consumers of Pasar Beringharjo consist of foreign tourists, domestic tourists,

students, students, business people and the general public. Although the operating hours are set at 05.00-21.00 wib but this market is never quiet because at 22.00-04.00 in the morning there is loading and unloading of merchandise presented from outside the area.

The vision of Pasar Beringharjo is "the realization of the industrial and trade sector as a center for economic development, tourism and education". Pasar Beringharjo has nine missions, out of the nine missions there is one mission that contains educational elements for traders, namely "maintaining the city of Yogyakarta as a measuring orderly area (DTU) in the context of monitoring and securing trade. This mission is in accordance with the function of the market as an educational pillar, an economic pillar and a tourist pillar. Thus Pasar Beringharjo contributes to maintaining Yogyakarta as an education city, because Pasar Beringharjo is one of the aspects of learning, for students and students (Sugiyanto, 2004).

Based on the culture and vision of Pasar Beringharjo, it appears that Beringharjo Market holds great potential and challenges for both local governments, traders, and buyers. Beringharjo Market as a traditional market but seen from buyers Beringharjo Market is a national and international market, seen from the aspect of its form Beringharjo Market as a market of perfect competition because meetings between buyers and sellers can be carried out every day with a form of interaction between demand and supply which is characterized by the number of producers and consumers is very large and almost unlimited, products are homogeneous, sellers and buyers are free to go in and out of the market and know market conditions perfectly (Sadomo, 2006). At Beringharjo Market, visitors can find a variety of souvenirs as typical Yogyakarta souvenirs, such as batik clothes and fabrics, various typical Yogyakarta spices that are rarely found in other cities, various antiques, various traditional market snacks, various traditional crafts to bridal souvenirs, modern kebaya and ancient kebaya.

The above potentials and challenges seem strong as a gap phenomenon that occurs in Pasar Beringharjo, considering that sellers are more comfortable and accustomed to making conventional transactions with *cash* payments. On that basis, this research is important to know the efforts of the Trade Office in capturing the development of information technology as a medium to facilitate buyer and seller meeting transactions at Beringharjo Market. Based on the potential and challenges that occur in Pasar Beringharjo, this research focuses on how the Yogyakarta City Trade Office integrates information technology-based potentials and challenges. On that basis, the formulation of this research problem is: a) how the strategy of the Trade Office educates Beringharjo Market traders based on information technology, b) the driving and inhibiting factors of the Trade Office in educating traders in Beringharjo Market, as well as the driving and inhibiting factors of traders in learning and implementing information technology in daily trading activities. Because we realize that the benefits of information technology (IT) to solve a problem, open creativity, increase effectiveness and efficiency in human activities (Daniel et al., 2005). In this case, traders in the Beringharjo market are a group of humans who are facing problems in the pre-tech of meeting demand and supply to make it more effective and efficient. This study has two objectives, namely: a) to find out the strategy of the Yogyakarta City Trade Office in educating Pasar Beringharjo traders in implementing information technology as a means of trading., b) the driving and inhibiting factors faced by the Trade Office and the driving and inhibiting factors faced by traders in learning and implementing information technology in trading activities.

LITERATURE REVIEW

Strategy

The term strategy comes from the Greek word *strategia* (*stratus* means military, and *ag* means to lead), which means the art or science of being a general. According to Stoner et al. , (1995), the concept of strategy can be defined based on two perspectives, namely : a). *intend to do*, what perspective the organization wants to do. This means that the program is a *tool* to determine and achieve organizational goals and implement its mission. What this means is that the leaders of the organization or individuals in the organization who are at the top level play an active, conscious and rational role in formulating the organization's strategy. b). ultimately *not*, perspective what the organization ends up doing. This perspective is based on the pattern of an

organization's response or response to its environment. The two perspectives above illustrate that every organization must have a strategy, even if the strategy is never explicitly formulated. The Department of Commerce as an organization enters into the first perspective, because it is stated that strategy is a program to determine and achieve organizational goals and implement its mission. In addition, the organization plays an active, conscious and rational role in formulating the organization's strategy. The organizational strategy carried out by the Yogyakarta City Trade Office seeks to encourage Pasar Beringharjo traders in the service profession to be invited to actively participate in doing what has become the organization's mission, namely service to buyers that is comfortable, safe and efficient. So the strategy used by the Trade Office in educating traders in Pasar Beringharjo uses adaptation strategies, *bottom up*, *horizontal*, familial and security strategies.

Educate

According to the Big Dictionary of Indonesian (Pranala lik, 2020) Education is the process of changing attitudes, and the governance of a person or group of people in an effort to mature human beings through teaching and training efforts, processes, ways and deeds of educating. In (Law of the Republic of Indonesia No. 2 of 1989 concerning SISDIKNAS) Chapter 1 article 1 explains that, "Education is a conscious effort to prepare students through guidance, teaching, and/or training activities for their role in the future".

Based on the formulation of education above Hamalik (2017) asserts that there are 4 things, namely: a) with "conscious effort" it is intended that education is organized based on a mature, steady, clear, complete, thorough plan, based on rational-objective thinking, so educating traditional market traders is deliberate rather than arbitrary. , b) the function of educating is an effort to prepare market traders in managing the process of buying and selling with cash transfers in essence not ready, but need to be prepared and are preparing themselves. This shows in the process that took place before market traders changed the life of the *cashless* payment model. , c) the strategy of implementing education is carried out in the form of guidance and training activities. Guidance is essentially the provision of assistance, direction, motivation, advice and counseling so that market traders are able to overcome, solve problems or difficulties on their own. So that residents learn to be motivated to develop behaviors according to educational goals. , d) products produced in the educational process in the form of graduates who have the ability to carry out their roles for the future. In this case, the ability of Beringharjo market traders to make sales *online* with non-cash payments and a sales transaction system.

So educating in this research is a process in order to influence market traders to be able to adjust to IT developments so that there are changes in themselves that are beneficial to themselves in the life of a digitalized society.

Information Technology

According to Williams, (2003) that the notion of information technology is a technology that combines computing with high-speed communication lines that carry data, voice, and video. According to Daniel et al., (2005) information technology is a technology that is not only in computer technology (hardware and software) that will be used to process and store information, but includes communication technology to send or disseminate information. Referring to the two definitions above, information technology designates computer communication tools, *cellphones* and the like that can help humans in working related to data, threshing information, and storage in the form of sound, video, images in networks and telecommunications which are usually in the context of business or business.

The IT implementation strategy in Pasar Beringharjo succinctly provides benefits to six *stakeholders*, namely the Trade Office as market managers, traders, buyers, banks, freight forwarding services and *digital platform owners*. So IT is a study to design, implement, and develop computer-based information systems especially in *hardware* and *software* applications. So that traders can create, modify, store, communicate, and disseminate information. For IT buyers, it can serve to find information and ways to get information on the desired goods and services. This is where IT benefits as a means of communication via electronics and becomes an important tool that traders should have as a means to coordinate and archive important documents related to their business. Such conditions support the opinion of Williams, (2003) who states that there are six functions of information technology, namely *m enangkap*, *m enyimpan*, *m engolah*, *transmission*, *m encari kembali*, and *m enghasilkan*.

RESEARCH METHODS

This research was designed as a qualitative case study, primary data were obtained by observation and interview techniques. Secondary data comes from the Yogyakarta City Trade Office, some of the results of previous studies that are in line with this research, masmedia news about Beringharjo Market and market gitalization. Primary and secondary data are integrated through analysis content. Informants are determined by *purposive sampling*, so that the chosen one can supply information to the researcher as completely as possible according to the specified purpose so that the information is accurate and provides a lot of unique experiences and knowledge that the researcher needs (Creswell, 2016). The number of informance 12 people consists of: Head of p asar field, market village head, market association administrator, Beringharjo Foundation administrator, trader, market volunteer, teacher in IT education and Trade Service partners involved in IT Education for Beringharjo Market traders.

Qualitative research case studies can only be used when researchers have conducted exploratory studies in both Glaser, Barney G, (1967) and Strauss, (1987) In this case, researchers are involved in the dynamics of market traders because researchers are often invited to be resource persons in market trader counseling, since 2009 researchers as consultants at the Yogyakarta City Disperindagkoptan , and has conducted model research optimizing the function of traditional markets in Yogyakarta City. Thus, researchers have known *the typical and best people* of traditional market traders and managers in Yogyakarta City. Data validation is carried out credibility tests through various triangulations, *transferability* tests (external validity), *dependancybility* tests and *conformability* tests.

The reasons for choosing a research location in Pasar Beringharjo include: a) Pasar Beringharjo as the oldest traditional market in Yogyakarta City, b) The market location is in the middle of Yogyakarta City, adjacent to cultural and historical tourism objects, c) Traders from various regions, types of leng k ap merchandise, the sales model can be bargained, all the necessities of life exist, and d) Beringharjo Market has several functions as an arena for economy, education, culture and tourism.

RESULTS AND DISCUSSION

Trading Service Strategies in Educating Beringharjo Market Traders

In educating Beringharjo Market traders, the Yogyakarta City Trade Office uses five strategies, namely:

Cooperation Strategy

The Trade Office in educating traders collaborates with several external parties, namely the Regional Development Bank (BPD) DIY, Bank Indonesia and *online* marketing, *sopie*, *gojek*, *grab*, *Tokopedia*, *Universities*, *Market Volunteers* and *Kominfo.*, etc.

BPD DIY together with *Gojek* introduced the application of *QRIS* and *E-Retribution* technology for the public and traders in *Pasar Beringharjo*, so that buyers and merchants can easily pay bills using only smart *phones*, for *E-Retribution*, *Gojek* and *BPD DIY* collaborate where merchants can pay levy dues with *GoBills* Namely non-cash bill payment services. Traders just need to enter the number in the application so that it is not a hassle to come to the bank to deposit cash. Not only convenience for traders. The application of *QRIS*, *E-Retribution*, *Gopay* and *E-Wallet* technology for *BPD DIY* products with *Gojek* also touches the comfort of tourists and buyers in *Pasar Beringharjo*. *QRIS* technology is applied where now sellers can accept payments using *barcode scans from buyers' mobile phones*.

So, every seller is connected to all *e-wallets* so that payments can be *cashless* or non-cash. Buyers come, for example, want to buy *bakpia*, *pecel*, *batik* or vegetable shopping, you can pay using *Gopay* or other *e-wallets*. This policy makes it easier and makes all parties comfortable. *e-retribution* in *Yogyakarta* traditional market can be done through *Gopay*. *Gojek e-Wallet* service provides an easier, more efficient and more convenient payment option for mandatory retribution, so that it automatically enters the *BPD DIY* account which will make it easier for both mandatory levies and local governments to record incoming financial transactions (Aditya, 2020).

The policy of *scanning barcodes from buyers' mobile phones*, *Gopay* and *e-wallets* of the *Yogyakarta City Trade Office* supports the central government's program in realizing a cashless society driven by *Bank Indonesia*, this at the same time minimizes the possibility of virus transmission through cash). In addition, people can enjoy the convenience and convenience of transactions with a safer cashless method because it can be done only through *mobile phones*, no need to queue and store proof of levy payment papers, (Aditya, 2020).

The results of the Cooperation between the Trade Office and *BPD* and *digital platforms* were felt by the benefits of traders in *Pasar Beringharjo*, one of the traders' statements revealed:

"... turnover adds up. Many vegetable buyers from housing estates shop through the go-shop application. The response is good, it doesn't have to go to the market, the vegetables can already reach home,.... (Novi, 5/28/2021).

"... My sales turnover is much better than when transacting offline, and hopefully I and all merchants can take advantage of and enjoy this convenience besides being safe, comfortable and practical...."(Nieng, 27/12/2021).

The above statement supports the study (Rahma, 2021), that traders who utilize digital platforms the turnover of market traders increases by up to 50%. *Sodie ra* now, market digitization is a must. The cooperation efforts of the Trade Office with *BPD* and *digital platforms* received the appreciation of the Deputy Mayor of *Yogyakarta* *Heroe Poerwadi* (Aditya, 2020), as well as hoping that traders can maximize economic transactions through digital and exceed the achievements during cash transactions, this application is expected to expand to other markets and traders in the *Malioboro* area.

Training Strategies

Training is a short-term educational process that uses systematic and organized procedures. The Trade Office in organizing training on the use of IT as a means of selling Pasar Beringharjo traders involves external parties as described above, namely Bank BPD, Bank Indonesia and *the founder of online* marketing. All curricula and teachers are from external parties. The Beringharjo market manager prepares participants and training grounds. To prepare training participants beringharjo market managers in collaboration with Beringharjo Foundation, Market Association P and Market Volunteers.

IT training is held briefly on average two days, the first day of material explaining the introduction of the system and how to operate *a mobile phone*. The second day of each practice until they can. Training is carried out in the afternoon, because in the morning and afternoon it interferes with traders in serving sales. Resource persons from the Faculty of Economics and Business UGM as well as several market volunteers.

Considering that the number of Pasar Beringharjo traders is 7600 people, so to start the introduction of QRIS, E-Retribution, Gopay, E-Wallet and GoBills technology policies as well as other applications, the Trade Office in choosing traders who will be educated or trained first involves market groups and the Beringharjo Inisiatif Foundation (YBI), with average participants per day 20-30 traders. So the market association records traders who are willing to participate in information IT training for non-cash sales. Because not all traders are willing. The reason for not being willing is because of limited mastery of technology, time-consuming and troublesome. Here's a statement from one trader who is not willing to follow the IT training:

"... I'm old, hold a cellphone just to receive calls from children and grandchildren, so if you sell it, you have to use my cellphone, you don't have to participate, and I feel that the selling marem is receiving money, not receiving paper..." (Syt, 12/11/21).

The informance statement above supports the results of the study (Rohman, 2012), that the method of buying and selling *online* is very attractive, but it needs education for sellers and the public, and conventional selling by receiving *cash* will still apply, because not all merchants are willing to use IT. On the other hand, IT access for traders is an option, so the informance statement chooses to preserve the art of selling by bargaining as social capital and local value of Pasar Beringharjo. For education for sellers and buyers, the role of YBI, market associations and market volunteers is needed. YBI administrators, market associations and volunteers are positioned as companions for traders.

According to Sambuaga (2021), digitalization of traditional markets is a demand of the times, not only because there is a pandemic, but it takes a long process, because there are three things that must be prepared, namely infrastructure, human resources, and support from the private sector. Private parties can play a very important role in transactions and payments. Synergy between the government and the private sector must be maximized to support the people's market digitalization program. Emmirryzan (in Advertorial, 2021), in carrying out this digitization effort, the private sector collaborated with the Ministry of Trade and Local Government to provide intensive assistance and education to market administrators and market cooperatives. On that basis, the management of Pasar Beringharjo has appropriately involved the Management of Cooperatives, Market Associations and volunteers in mentoring to become a forum as well as a mediator between traders and the Trade Office in digital transformation, considering that Beringharjo Market is one of the markets chosen by the Ministry of Trade as a digitalization of traditional markets with the

Hyperlocal Tokopedia application since April 2020. The application makes cashless payments using a QR code, which is a form of evolution from a barcode from one dimension to two dimensions. This QR code resembles the matrix code of Denso Wave Corporation developed in Japan in 1994.

Strategy involving members of the trader's family

For traders who honestly do not master information technology, the Department of Commerce allows family members such as: wives/husbands, children, grandchildren or other family members to attend IT training. So that post-training family members can help sales with the application being taught. Here is one of the statements of the trader who was interested in participating in IT training, but he realized that he was not capable, so the trader proposed that his grandson who followed,

"... Even though I am old and bodho, if I may participate in training, but who participates in my grandson, because this stall is what I inherited to my grandson, besides that my grandson is able to archive documents and other things selling merchandise, if I besides I can't be forgetful and don't archive anything..... " (Tgn, 11/11/2021).

The informant's statement above supports the thoughts of Suhardja (2021), Co-Founder and CEO of Titipku to deliver MSMEs and traditional market traders to be known and empowered, so the steps taken are cooperating with the younger generation. Because the younger generation is more familiar with technology, more flexible in learning and more understanding of conditions in the field. On the other hand, these young people will also get additional income. So that IT goals to solve a problem that often occurs in the traditional market can be realized.

According to the report Marketing in the Era of Mobile: 2021 Southeast Asia Mobile Marketing Handbook released by InMobi, one of the results of the implementation of market digitalization through e-commerce shopping in Indonesia increased rapidly during the pandemic. Digital shopping during the pandemic has gone beyond shopping when holidays and peak moments of people become consumptive. In 2020 consumers spent a lot of time shopping online, buying about 5 categories of goods *online* increased by 40 percent in one year. Of the five categories of goods in question, four of them have experienced a drastic increase, namely the e-commerce, food delivery, and grocery sectors. According to Sarman Simanjorang (in Advertorial, 2021), online shopping traditional markets are no longer the main *jujukan* for those who want to buy food and other needs and reduce human gatherings so as to prevent the transmission of covid 19.

Statements related to archives or sales documents support the results of research by Sugiyanto et al., (2020) entitled instilling hard values in the family case study at LK3 Pusaka Yogyakarta, the results of the study show the *bah wa* positive impact of documenting individual archives as family members for himself and his family in the interests of state life. In this research context, archives of research results and archives of sales and flows of goods are important for traders and the market because the flow of sales by the market office every day is accumulated to determine the amount of turnover of goods and money in the Beringharjo market.

Mentoring Strategy

According to Sugiyanto (2021), mentoring is an activity to side with a weak group, with the hope that the group has a bargaining position or power so that it solves problems and is able to

change its position. In this case, the assistance carried out by the Trade Office is to assist Beringharjo Market traders who have not mastered IT as a selling medium. After training, the Trade Office assists traders to monitor difficulties or other obstacles. In assisting the Trade Office is carried out using a participatory approach, this policy supports the results of the study of Sugiyanto et al., (2021) this approach was chosen with the awareness that each traditional market has its own peculiarities, therefore an internal approach is needed to explore the strengths and weaknesses of the market. About the type of mentoring approach that focuses on needs from below and participation. The external approach multiplies the challenges and threats of traditional markets, the internal and external approaches are used in formulating the development strategy to be carried out.

Based on the above conditions, the Trade Office formulated a curriculum used in educating traditional market traders in Yogyakarta City using a curriculum of mentoring, training and insight development. With the existence of information technology taught to traders, it makes citizens learn more effectively in learning, because IT is a means that makes it easier to foster merchant creativity as well as a source of information. The benefits of selling through IT besides being effective will reduce the culture of bargaining so that the price is always certain and increase consumer *trust*, bargaining habits characterize Pasar Beringharjo traders, as revealed by market volunteers (Siraj, 2020), I gave an example of a trader of various satays and traditional drinks accompanied by curation, branding, making logos, packaging, being photographed with good photos and then sold on social media.

The assistance of Beringharjo market traders to transform in accordance with the Ministry of Trade's program in revitalizing traditional markets from the non-physical side is to encourage *cashless* in traditional markets. This program aims to equalize traditional markets so that they can compete with modern markets and protect traditional markets as a source of community economy (Sambuaga, 2021). The private sector in collaboration with the Ministry of Trade of PT Fintek Karya Nusantara (Finarya) or LinkAja continues to strive to increase financial inclusion throughout Indonesia. One of them is by implementing a cashless movement in the market, to encourage the people's economy and market competitiveness as the center of the regional economy. In 2020, LinkAja targets the digitization of 445 markets in various regions in Indonesia with underbanked and *unbanked segments* in various suburban areas to make it easier for traders in daily transactions, transaction speed with LinkAja also provides convenience to customers. Digitally recorded transaction history, to reduced security risk factors because there is no need to carry and store large amounts of cash anymore.



Using LinkAja, buyers can easily transact with just two steps, namely scanning the available QR Code, then entering the nominal purchase price, the payment is successfully made. For information, various traditional markets in other cities in Indonesia that have been able to use LinkAja as a cashless payment solution have been implemented by Pasar Beringharjo Yogyakarta. On that basis, the Beringharjo.co.id or YBI Indonesia was formed in 2020, the establishment of this foundation is aimed at empowering traders.

In addition to the LinkAja application, Pasar Beringharjo traders also have a Titipku link, this link invites traders to be able to hold their customers. Suhardja (2021) Co-Founder and CEO of Titipku, agreed to deliver MSMEs and traditional market traders to be known and empowered. Titipku was established in 2017 to help MSMEs and conventional traditional markets to market products online. On that basis, traders need a companion to optimize so that the technology is not only a communication tool but also can boost welfare. Because it is impossible for Co-Founders and CEOs to come to Pasar Beringharjo every day, visit merchants one by one or make emails for them one by one so that they can be promoted on social media, so the accompanying officer is to accompany merchants in operating *cellphones*, making emails and training in *cashless* payments and merchandise promotions (Suhardja, 2021).

Insight Development Strategy

Insight development activities in strengthening the capacity of Pasar Beringharjo traders as a series of IT training curricula are carried out with a model of visiting industry, farmers, breeders, craftsmen and collectors of goods. The visit was carried out with the aim of seeing the production process, observing the centre of batik craftsmen, kraf, seeing the process of livestock of chickens, egg collectors, onion farmers etc. Areas visited to Bantul Regency, Sleman Regency and Kulonprogo Regency. The development of insights is carried out by bus vehicles, in the bus participants are given the task of discussion and explained under farmers, central industries, ranchers, craftsmen, etc. It is a link with merchandise that traders sell in the Beringharjo Market. After the visit, merchants are expected to be able to educate consumers and understand the difficulties of suppliers of goods and there is familiarity and harmony among merchants so that they will be committed to the napa who have been trained or taught in the use of IT.

Driving factors and inhibiting factors

Factor is something that can be in the form of circumstances or events that contribute to or influence the occurrence of something (KKBI, 2002). Based on the concept of factors in the formulation of the problem and the purpose of this study, the factors discussed are twofold, namely driving factors and inhibiting factors, with the possibility that other factors also affect the educational activities of Beringharjo Market traders. Educating is an organized long-term educational process for traders to learn technical knowledge and skills with limited purpose (Mangkunegara, 2007).

The driving factors in educating Beringharjo Market traders include:

- a. There are many technology-based companies that take part in encouraging traditional markets to transform digitally, for example Tokopedia with Hyperlocal, QRIS and E-Levy programs, GoBills, Gojek e-Wallet, e-commerce sector, education, food delivery, and grocery, InMobi, LinkAja, Titipku, Semar ,
- b. It is a necessity that, in this era, market digitalization is a must, this is evidenced by data on the number of e-commerce shopping in Indonesia increasing rapidly. An example of a marketing report in the Era of Mobile: 2021 Southeast Asia Mobile Marketing

Handbook released by InMobi, a mobile advertising technology company based in Indonesia, said that *online* shopping accelerated during the pandemic (Sambuaga, 2021).

- c. There is a desire of the government to retain traditional market consumers, so that the traditional market is not inferior to the modern market. This condition is evidenced by the government's attitude to collect budgets to educate traditional market traders to be able to operationalize IT through HP with various selling programs.
- d. The covid 19 disaster or outbreak, during the pandemic, buyers are afraid to go to the market and crowds, this at the same time minimizes the possibility of virus transmission through cash, so that people are more easily offered *online* shopping.
- e. 95% of traders have *mobile* phone communication tools, and in the Beringharjo market there is a dedicated internet network.
- f. The commitment of traders, especially traders who intend and are serious about participating in training, because each training batch with the invitation of 60 traders on average who attend and follow until completion and commit to transforming to the digitization of the market an average of 30 traders.

Inhibiting factors

Inhibiting factors in educating Beringharjo Market traders in market digitalization transformation include: The components used in information technology include *Hardware*, *Software*, *Brainware* (intelligence that exists in humans / users).

a. *Hardware and Software.*

Hardware or hardware refers to the physical components of a *mobile phone* is any part of the *cellphone* that we can touch. Hardware is mostly the main electronic device used to build *mobile phones*. The physical part of the *mobile phone* is used to process data, so it must be visible and touchable. Because there are *input* devices, storage, internal components affected by viruses, the data in it can be transferred through the electrical network. *Software* or software is a collection of instructions, procedures, documentation that perform different tasks on the *mobile* system.

Obstacles to *hardware* and *software* Some *mobile phone* type traders are not smartphones, because for digital transformation applications, especially *online* selling using smartphones, some merchants type *mobile phones* or gadgets that are owned are not *smartphones*, so merchants have to replace *cellphones*.

b. *Brain devices*

Brainware, the intelligence that exists in humans (traders), some traders are hampered by the ability to learn and implement IT, the deed of some traders stuttering technology (gaptek). To overcome the gaptek traders, the Department of Commerce provides solutions with a mentoring model carried out by market volunteers and some YBI members. The patience of volunteers to highly committed merchants is finally able to operationalize mobile phones in the context of digital transformation. As an example, Beringharjo.co.id volunteers said, digital transformation for merchants is a problem, not to mention the problem of *online* competition. On that basis, the platform *Beringharjo.co.id* initiated so that merchants are able to sell their merchandise online (Siraj, 2020).

c. *Culture.*

Culture is a pattern or way of life that is developed by a group of people, then passed down to later generations. Likewise with traders in Pasar Beringharjo, who are average second and

third generations, in the past traders had a bargaining culture, the habit of calculating profits at the end of closing, returning home with money, the habit of preferring to hold money in *cash*, and conventional selling habits. With the introduction of online model sales Some merchants feel complicated and count as just memorizing, go home empty bags have no money. Kaarena they have their own satisfaction when they go home holding large amounts of money. This is why trainees do not attend a hundredpercent.

CONCLUSION

Considering Beringharjo Market as the economic center in DIY, the government is trying to preserve, develop, provide protection for sellers and buyers and continue to organize itself to adapt to the times. Market digitization efforts are proof of one of the adaptations to the development of information technology for traders and buyers. As a result of market digitization in Pasar Beringharjo, the Beringharjo Foundation was formed and traders committed to market digitization training activities so that merchants are able to carry out online transaction systems, *online* transactions, and cashless payments with the Gopay application or *e-wallet*, QRIS, E-Retribution, LinkAja, Grocery, InMobi, Titipku, and Semar by *scanning the barcode from the buyer's cellphone*.

On that basis, this research can be concluded: 1) The Trade Office in educating information technology-based Pasar Beringharjo traders uses strategies: a) cooperation strategies with YBI, Bank Indonesia, Bank BPD DIY, Faculty of Economy and Business UGM, Management of Paguyuban Pasar Beringharjo, Kominfo, bukalapak, pedia, sopie, gojek and grab stores. , b) training strategies with time adjusting traders, so that the training is implemented in the afternoon., c) post-training mentoring strategies by market volunteers and YBI. , d) involves members of the merchant's family. This strategy is to anticipate traders who are constrained by *brainware*. , and e) insightful development strategies for traders to understand the supply chain of the trades they sell.

The driving factors in educating information technology-based traders include: high participation of information technology companies, demands for government and merchant needs, government awareness of the responsibility for IT developments to preserve and develop the market, disasters or outbreaks of covid 19, high commitment of traders supported by *mobile* phone communication tools.

The inhibiting factors in educating information technology-based traders include: a) *the hardware and software* that traders have are not all smartphones, so some traders have to replace *mobile phones*, b) Some traders who take IT training are *limited brainware*, in this case overcome by involving members of the trader's family. c) bargaining culture, the habit of calculating profits at the close of closing, returning home with money, the habit of preferring to hold money in *cash*, and conventional selling habits are obstacles for some traders.

Considering that the number of traders in Pasar Beringharjo is 7600 people, the market digitization program needs to be continued by increasing internet access through the expansion of infrastructure and *Wifi* networks in the Beringharjo market, so that the use of the *online* application can be more optimal. This research has the opportunity to be continued by other researchers with qualitative and quantitative methods by testing the sharing of theories and various research focuses. For the blessing of this research, our research team would like to express our gratitude and high appreciation to the Head of the Yogyakarta City Trade Office and his staff, YBI, Traders and other parties that we do not mention one by one.

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