

**UPAYA PEDAGANG KONVEKSI KONVENSIONAL  
MENGHADAPI PERKEMBANGAN *ONLINE SHOP*  
PASCA COVID-19**

**Studi Kasus Pada Pedagang Konveksi Konvensional  
di Pasar Tradisional Cipulir Jakarta Selatan**

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### **ABSTRAK**

Pasar Cipulir merupakan salah satu pasar yang terkena dampak konsumen yang beralih ke *online shop* di DKI Jakarta, pasar-pasar lainnya diberbagai daerah juga merasakan dampak tersebut. Akibatnya berbagai pusat perbelanjaan dirasakan cukup sepi pengunjung dikarenakan banyak konsumen yang lebih memilih melakukan transaksi secara *online*. Pedagang memilih bertahan di pasar konvensional dalam menghadapi perkembangan *online shop*, beberapa pedagang mengalami penurunan pendapatan karena sepi pengunjung, biasanya selalu ramai akan pengunjung di pasar Cipulir. Penelitian ini bertujuan untuk mendeskripsikan upaya pedagang konveksi konvensional menghadapi perkembangan *online shop* pasca Covid-19

Metode penelitian ini memakai metode penelitian kualitatif dengan menggunakan pendekatan deskriptif. Data dikumpulkan dengan menggunakan tiga metode yaitu observasi, wawancara dan studi dokumen. Informan penelitian ditentukan dengan menggunakan teknik *purposive sampling*. Penelitian ini menggunakan teori Pilihan Rasional yang dikemukakan oleh James Samuel Coleman.

Hasil penelitian ini menemukan upaya pedagang konveksi konvensional menghadapi perkembangan *online shop* pasca Covid-19. Penelitian ini menunjukkan kendala yang dialami pedagang konveksi konvensional di masa Covid-19 yaitu pembeli sepi, penurunan omset, dan penurunan jumlah produksi barang. Alasan pedagang tetap bertahan di pasar konvensional adalah PD Pasar Jaya Cipulir merupakan pasar grosir yang sudah lama berdiri, sudah lama berjualan di pasar konvensional, dan lokasi strategis PD Pasar Jaya Cipulir. Tindakan yang dilakukan pedagang konveksi konvensional setelah Covid-19 adalah memperluas target penjualan, menyesuaikan harga yang terjangkau, melakukan inovasi produk sesuai tren, menjaga kualitas produk, mengurangi/mengganti karyawan dengan anggota keluarga, dan menjaga kedekatan emosional dengan pelanggan yang sudah lama terbentuk. Tindakan tersebut dilakukan pedagang untuk menjadi solusi menghadapi *online shop*.

**Kata Kunci: Pedagang, Konveksi, Konvensional, Toko Online**

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### **ABSTRACT**

Cipulir Market is one of the markets affected by consumers switching to online shops in DKI Jakarta, other markets in various regions also feel the impact. As a result, various shopping centers are felt to be quite quiet because many consumers prefer to make transactions online. Traders choose to survive in conventional markets in facing the development of online shops, Some traders experience a decrease in income due to the lack of visitors, usually always crowded with visitors at Cipulir Market. This study aims to describe the efforts of conventional garment traders in facing the development of online shops post Covid-19

This research method uses a qualitative research method using a descriptive approach. Data were collected using three methods, namely observation, interviews and document studies. Research informants were determined using purposive sampling techniques. This study uses the Rational Choice theory proposed by James Samuel Coleman.

The results of this study found the efforts of conventional convection traders to face the development of online shops after Covid-19. This study shows the obstacles experienced by conventional convection traders during the Covid-19 period, namely few buyers, decreased turnover, and decreased production of goods. The reasons traders remain in conventional markets are that PD Pasar Jaya Cipulir is a wholesale market that has been established for a long time, has been selling in conventional markets for a long time, and the strategic location of PD Pasar Jaya Cipulir. The actions taken by conventional convection traders after Covid-19 are expanding sales targets, adjusting affordable prices, innovating products according to trends, maintaining product quality, reducing/replacing employees with family members, and maintaining emotional closeness with customers that has long been formed. These actions are taken by traders to be a solution to face online shops after Covid-19.

**Keywords: Trader, Convection, Conventional, Online Shop**