

# BUILD DIGITAL BUSINESS PLANNING ONLINE MARKET APPS APPLICATION BASED TRADITIONAL MARKETS ONLINE

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## **Keyword**

*E-commerce application, Traditional markets, Online access, Reliable delivery services*

## **Abstract**

*Traditional markets are places to shop for various kinds of vegetables and household needs. The background of this journal is that there is a lot of pollution around traditional markets, such as water, air, noise pollution and congestion around traditional markets. The purpose of the presence of OMA (Online Market Apps) is to reduce pollution around traditional markets, besides that it is efficient for a buyer because he can make transactions via a smartphone. With OMA, this application targets young people who want to shop easily and cheaply. The method used is literature review, there are many existing breakthroughs, but they are not efficient. The results of the OMA will increase convenience and reduce pollution and congestion around traditional markets. The limitation is the lack of further knowledge about parents' consumer interest in online shopping, compared to young people, young people prefer online shopping because it is more efficient and easier. The originality of this journal is that OMA provides convenience and has inexpensive selling prices. In addition, the OMA application has developed a payment system on the spot, but with the condition that you make a deposit first. With this convenience and efficiency as well as the ease of using the application, it is hoped that parents can use this application more easily.*

## **INTRODUCTION**

Traditional markets have become an important element in people's daily lives in meeting household needs. However, the changing times for trade and the development of information technology bring new challenges to the sustainability and accessibility of traditional markets. Limited geographical access and time constraints are obstacles faced by the community in obtaining household products from traditional market traders. In an effort to overcome these obstacles, innovative solutions emerged in the form of e-commerce applications as a promising alternative. This study aims to determine e-commerce application solutions as an effective means of helping people shop for household needs from traditional market traders. Integration between traditional market traders and e-commerce platforms is expected to increase accessibility and expand market reach for the household products offered. In an increasingly digital era, this solution is expected to provide convenience and efficiency in shopping, while maintaining the continuity and diversity of traditional markets.

According to the journal "Consumer Purchase Preferences and Decisions in Online Shopping Applications During the Covid-19 Pandemic (Case Study: Go Mart and Online Vegetable Applications)" (Diah Pradiatiningtyas 2020), A majority of respondents (60%) prefer a combination of online and offline shopping due to concerns about virus transmission in public places like markets and supermarkets. To meet their daily needs without leaving home, people rely on online shopping services like Go Mart and other vegetable shopping apps. While most respondents (80%) have yet to try online vegetable shopping, a significant majority (77%)

express interest in exploring these options, indicating a growing openness to adopting technology for everyday requirements. Go Mart, Sayur Box, Nyayur, and Tanihub are among the diverse online shopping apps available for groceries and vegetables, providing safe and convenient solutions. These apps offer flexible payment methods, including virtual accounts, e-wallets, and credit cards. However, there is a need for further research to understand the factors influencing consumer preferences and usage of these apps. Despite not providing a risk-free experience, these apps ensure a safe, convenient, and flexible shopping experience during the pandemic. According to "Changes in Gojek's Retail Consumer Behavior of Go-Mart, Go-Shop, and God-Med Service Before and After the Covid-19 Pandemic" (Eka Purna Yudha et al. 2022) consumer behavior changed significantly before and during the pandemic, particularly in shopping preferences. Accessibility, convenience, and quality assurance drove consumers to opt for familiar brands. Technological innovations, including online platforms, saw increased usage for purchasing. The COVID-19 outbreak further transformed shopping dynamics, with digital advertising and virtual entertainment gaining popularity. Surprisingly, analysis shows that shopping hours remained consistent pre- and post-pandemic. Reasons for choosing the Gojek application, such as easy access, user-friendly interface, and time efficiency, remained unchanged. Businesses, including Gojek, have adapted by expanding services and improving their digital platforms. Understanding and adapting to these changes are crucial for companies, considering influential factors like the pandemic, technology, lifestyles, and economy. Gojek continues to be favored by consumers for its user-friendly features and time-saving benefits. It was found that there were changes in consumer behavior before and after the Covid-19 pandemic. The changes include spending on food, purchase frequency, and payment methods. In addition, the Covid-19 pandemic has also had an impact on the way people shop, where they prefer the closest brands that have been recognized to ensure accessibility, accommodation, and guaranteed quality. The use of computerized innovation structures is also increasing in their buying activities. Despite changes in consumer behavior, the use of the Gojek application remains stable and does not experience significant changes in shopping hours and use of service features. Consumers are generally satisfied with the Gojek application service because of the ease of access, simplicity of use, and time efficiency it offers. The benefits of e-commerce for MSMEs in the journal "Utilization of Go Mart E-Commerce in MSME Marketing in Medan City" by (Aisyah et al. 2023) stated that the use of e-commerce for MSMEs provides several benefits, including making it easier for consumers to carry out transaction activities, attracting consumer interest, saving costs for traditional promotions, increasing the number of contacts, facilitating a more effective marketing process, and expanding the reach of promotions. The use of technology in this economic sector has many benefits that can be felt by both businesses and consumers, such as improving business performance against competitors, taking advantage of business opportunities, and expanding the reach of promotions.

Some of the technical problems faced by (Firmansyah et al. 2017) in the journal " Overview of Implementation Constraints of E-Commerce in Indonesia" include the lack of standardized standards regarding the quality, security, and reliability of e-commerce systems. Bandwidth issues, web server specification criteria, and the absence of government regulations governing trade transactions through e-commerce are also challenges. Non-technical constraints, such as the perception of insecurity and expense, as well as reluctance from businesses to participate until e-commerce becomes more stable, also affect e-commerce implementation in Indonesia. According to (M. Arsyad Sanusi 2001) in the journal "Business Transactions in Electronic Commerce (E-Commerce): Studies on Legal Issues and Their Solutions," the authenticity of electronic documents and electronic signatures, security and privacy issues, information availability, trust between parties, jurisdiction and choice of law, and government policies related to economic, political, and social issues influence the development of e-commerce. These issues need to be further analyzed to gain a comprehensive understanding of the challenges and potentials in e-commerce implementation. In the e-commerce environment, there are several

problems that need attention, as stated by (Ida Kurnia and Imelda Martinelli 2021) in the journal "Problems in E-Commerce Transactions." These problems include receiving goods that do not match the order, potential fraud, fake offers or discounts, and the risk of hackers accessing consumer e-commerce accounts. Security and trust in e-commerce transactions are essential to address these issues. This study aims to identify deficiencies in existing applications and provide better solutions for society. We propose an innovative concept that focuses on e-commerce application solutions to support the community in shopping for household needs typically obtained from traditional market traders. Through close integration between traditional market traders and e-commerce platforms, we aim to expand market reach and improve accessibility for the people. Within this conceptual framework, we describe the process of digitizing household products, presenting them in a digital format accessible through e-commerce applications. We also emphasize the importance of safe and efficient online payment systems and reliable delivery services to facilitate transactions between traditional market buyers and traders. By utilizing information technology, such as mobile applications and user-friendly websites, we hope to present an e-commerce platform that is easy for the public to use. However, we acknowledge that adequate regulatory and policy support, as well as a solid information technology infrastructure, are crucial factors in ensuring the success of this integration. Through this journal, we aim to encourage the adoption of innovative e-commerce application solutions and provide real benefits for the community and traditional market traders in meeting their household needs. There are other cases such as cash on delivery (COD) disputes where the buyer refuses to pay for his order and even throws the package at the courier which is considered a default case (Nazilah Achmad and Dwi Aryanti Ramadhani 2021). Regulation and law enforcement, such as fraud, tax compliance, and cybercrime (Sudarmanto 2020).

The development of e-commerce in Indonesia faces several obstacles that need attention. One of them is the absence of standard standards governing the quality of e-commerce, including security, reliability of system development, and web server specifications. In addition, infrastructure and logistics constraints are also a concern in the world of e-commerce. The uneven internet network in Indonesia is an obstacle in accessing e-commerce, while the delivery of goods is often delayed. The government is faced with challenges to improve security and consumer protection, as well as improve infrastructure and logistics (Firmansyah et al. 2017). In addition, the refund mechanism in e-commerce transactions also faces problems, such as errors or omissions from business actors, reversed burden of proof, and non-conformance of goods or services transacted (Adis Nur Hayati and Antonio Rajoli Ginting 2021). E-commerce has a lot of potential problems, such as cybertax, security and audit trails. Therefore, everyone who involves in e-commerce should account for those issues to reduce or mitigate its impact (Didi Achjari 2000) many small traders lack understanding of e-commerce applications and need support and enlightenment on the importance of using e-commerce technology (Rosyidi et al. 2022) Online fraud still occurs frequently and claims to originate from e-commerce and offers prizes on condition that they only state the account number (Silalahi et al. 2022).

According to (Agung et al., n.d.) e-commerce has an interesting and diverse impact on the business world. One of them is facilitating the promotion of products and services in an interactive and real-time manner through direct communication via the internet. In addition, e-commerce also creates new distribution channels that reach customers around the world. This results in cost savings in the delivery of digital information and products. E-commerce also reduces cycle time and administrative tasks, especially in international marketing. Customer service becomes more responsive and satisfying with more detailed information and fast response online. The existence of mass customization of various products also allows for greater personalization. E-commerce facilitates effective direct advertising and saves costs and time in processing orders. In addition, virtual or virtual markets are a complement to traditional markets. With these advantages, e-commerce has changed the way businesses operate and provided businesses with opportunities for increased efficiency, reach, and a better customer experience.

## **METHOD**

First to conduct a systematic search through academic databases, scientific journals, conferences and other relevant publications. Relevant information sources include empirical studies, research articles, books, industry reports, and theoretical sources related to e-commerce and traditional markets. then carry out Selection and Screening by reading and evaluating the sources of information found to ensure their relevance and quality. Irrelevant or unqualified sources were omitted, and those that were relevant were selected for further analysis. after that Analysis and Synthesis by identifying themes, concepts, and key findings that emerged from the selected sources. Analyze and synthesize the information found to form a comprehensive understanding of e-commerce application solutions in the context of shopping for household needs from traditional market traders. and finally, Interpretation and Conclusion by interpreting the findings from the literature review and drawing conclusions that describe trends, challenges, and opportunities in the development of e-commerce application solutions. This conclusion will assist in formulating a conceptual framework and recommendations for the development of innovative e-commerce applications.

## **RESULTS**

The implementation of e-commerce presents several specific challenges and obstacles that require attention. Firstly, one significant problem is the absence of standardized standards regarding the quality, safety, and reliability of the systems used in e-commerce. This lack of standardization leads to inconsistencies and potential risks for both businesses and consumers. Additionally, limited bandwidth and web server specifications pose constraints on the scalability and performance of e-commerce platforms, hindering their effectiveness. Another notable challenge is the absence of comprehensive government regulations governing trade transactions conducted through e-commerce. The lack of clear guidelines and legal frameworks creates uncertainty and can lead to issues such as disputes, fraud, and inadequate consumer protection. Addressing this issue is crucial for establishing a secure and trustworthy e-commerce environment. Furthermore, the perception that e-commerce is unsafe and expensive acts as a significant barrier to its widespread adoption. Overcoming this perception requires concerted efforts to educate and raise awareness among consumers about the security measures and cost-effectiveness of e-commerce. Building trust through transparent practices and reliable customer support is essential to alleviate these concerns. The authenticity of electronic documents and electronic signatures is another area that needs attention. Ensuring the validity and integrity of electronic transactions is crucial for establishing trust and legal certainty. Implementing technologies such as digital signatures and encryption protocols can help address these concerns. Security and privacy remain paramount in e-commerce development. Protecting sensitive customer information, securing online transactions, and safeguarding against cyber threats are critical aspects that need to be addressed comprehensively. Implementing robust security measures, such as data encryption, secure payment gateways, and protection against hacking attempts, is essential to build trust and confidence among users. Additionally, issues related to information availability, trust between parties, jurisdictional challenges, and legal choices in cross-border transactions need to be considered. International cooperation and the establishment of clear guidelines can help address these challenges and foster a conducive global e-commerce environment. Lastly, government policies related to economic, political, and social aspects should support and encourage e-commerce growth. Creating an enabling environment through favorable regulations, incentives, and support programs can contribute to the sustainable development of e-commerce. By addressing these specific challenges and obstacles in a comprehensive manner, e-commerce can thrive and fulfill its potential as a driver of economic growth and innovation.

E-commerce has become the preferred purchasing method globally, offering convenience, affordability and a wide selection of products and services. However, the COVID-19 pandemic has

posed significant challenges to the e-commerce industry, disrupting demand and consumer behavior due to government lockdowns and restrictions (Čobrda 2022). In addition, it is important to increase awareness and education among e-commerce players to increase their understanding of the legal and technical aspects related to e-commerce. With these solutions and steps, it is expected that challenges and obstacles in the implementation of e-commerce can be handled better. Customer Relationship Management (CRM) is a business strategy that aims to maintain customer trust by managing detailed information about individual customers and their interactions, with the hope of maximizing levels of customer satisfaction and loyalty (Yulianti, Sjahrudin, and Tahir 2015). Effective CRM implementation can contribute to increasing levels of customer satisfaction and loyalty, which in turn has the potential to improve company performance (Mulyawan, Rosadi, and Mardira Indonesia 2019; Agung et al., n.d.). In facing various challenges in the e-commerce industry, the use of CRM has been recognized as a valuable method that can increase customer satisfaction and loyalty (Yulianti, Sjahrudin, and Tahir 2015). A solution that can be an alternative to overcome challenges and obstacles in the implementation of e-commerce is through the use of an application called OMA (Online Marketplace Application). OMA has been designed taking into account the deficiencies that exist in the current e-commerce system and provides several advantages that can be an effective solution. First, OMA sets standardized standards regarding the quality, security and reliability of systems used in e-commerce. With clear standards in place, e-commerce players can ensure that transactions made through OMA are safe and reliable. Second, OMA has overcome bandwidth issues and web server specification criteria by using efficient technology and robust infrastructure. This ensures optimal speed and availability in making transactions on the OMA platform. In addition, OMA has implemented government regulations governing trade transaction mechanisms through e-commerce. Thus, OMA provides clarity and protection for e-commerce actors in transactions. OMA is also actively addressing the perception that e-commerce is insecure and expensive by providing high security and competitive prices. OMA's sophisticated security features, such as data encryption and a secure payment system, maintain the confidentiality and integrity of customer transactions. Furthermore, OMA encourages the participation of business actors by providing incentives and certainty that reduces uncertainty. By providing a stable and trust-based platform, OMA helps reduce the reluctance of some businesses to engage in e-commerce. In terms of the authenticity of electronic documents and electronic signatures, OMA has implemented technology that ensures the validity and integrity of electronic documents and the security of electronic signatures. Thus, OMA guarantees authenticity in every transaction made through their platform. Lastly, OMA makes security and privacy a top priority in e-commerce development. They have implemented a system that protects personal data and consumer transaction activities. Additional security features, such as two-factor verification and protection against hacker attacks, make users feel safe and comfortable using OMA. By utilizing OMA, it is hoped that the challenges and obstacles in e-commerce implementation described earlier can be better overcome. OMA is a comprehensive solution by overcoming various existing technical and non-technical problems, as well as providing the strengths and security needed to drive sustainable e-commerce growth.

## **DIXCUSSION**

In the research conducted, challenges in the implementation of e-commerce have been identified. These challenges include the lack of standardized standards for quality, security, and reliability of e-commerce systems. Technical solutions such as encryption and secure communication protocols are recommended to address these issues. It is also suggested that government regulations be established to govern e-commerce transactions, providing clarity and protection. Educational campaigns can help change negative perceptions about e-commerce, utilizing social media and online platforms for accurate and positive information dissemination. Business reluctance can be overcome by providing certainty and incentives. The use of

technology, like blockchain, can ensure the authenticity of electronic documents and signatures. Security and privacy concerns can be addressed through policies and technologies prioritizing them. Increasing the availability of reliable information and addressing jurisdictional issues through international cooperation are important steps. Government policies supporting e-commerce growth require attention, and raising awareness and providing education to e-commerce players is crucial. Alternatively, the Online Marketplace Application (OMA) can serve as a comprehensive solution, overcoming technical and non-technical problems while providing the necessary advantages and security for sustainable e-commerce growth.

To overcome the challenges and obstacles in e-commerce implementation, several recommendations can be considered. Firstly, establishing a clear and standardized legal framework is crucial. This includes developing regulations that provide legal certainty and increase trust for e-commerce actors, addressing issues related to security, privacy, and reliability of e-commerce systems. Secondly, it is essential to develop technical solutions such as encryption and secure communication protocols. These solutions can ensure the security and privacy of electronic transactions, improve the authenticity of electronic documents and electronic signatures, and enhance the overall quality of e-commerce systems. Additionally, encouraging government regulations specifically governing trade transactions through e-commerce is necessary. These regulations would create clarity and protection, resolving jurisdictional issues, and ensuring compliance with established standards. Raising awareness and education about the safety, benefits, and reliability of e-commerce is also important. Through educational campaigns, negative perceptions surrounding e-commerce being unsafe and expensive can be addressed, increasing awareness and trust in the system. Furthermore, providing certainty and incentives for business people to participate in e-commerce is crucial. This can be achieved through government policies supporting e-commerce growth, tax incentives, or subsidies for businesses. Lastly, addressing security and privacy concerns is paramount. Developing policies and technologies that prioritize consumer security and privacy, such as data protection, strong encryption, and robust security systems, will help mitigate risks. By implementing these recommendations, the challenges and obstacles in e-commerce implementation can be effectively overcome, leading to a more secure, reliable, and trusted e-commerce ecosystem.

## **CONCLUSION**

In The conclusion of this paper is that the presence of OMA (online market apps) will make it easier to shop via smartphones, besides that OMA will reduce the effects of congestion and reduce pollution around traditional markets. Transactions on the OMA application is very safe because the system uses decryption which cannot be accessed by anyone, and the data will be safe on the OMA server. Besides that, Grandma uses payment on the spot, because some people can't use technology well. With OMA, it is hoped that shopping at traditional markets will be easy and efficient and can be done easily, comfortably, and safely. Apart from that, with OMA, traditional markets will be tidier and cleaner with reduced activity in the market because many buyers use the OMA application. Besides that, congestion will be broken down and reduced by the presence of OMA. It is hoped that with OMA, someone who doesn't have a job and has difficulty applying will be able to become a courier between these orders. With OMA, everything that is done will be easier, cheaper, more efficient and reduce congestion and pollution around traditional markets.

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