

Restrained Digitalization: An Exploration of Vegetable Traders' Skepticism towards Digital Marketing at Amparita Traditional Market, Sidenreng Rappang Regency

Yustika Nur¹, Nur Rahmah Wahyuddin², Amrizal Salida^{3✉}, Auliyah Nurwafiyah⁴, Busrin Raihana Mas'ud⁵

^{1,2,3,4,5} Ichsan University of Sidenreng Rappang

Abstract

This study aims to specifically uncover the skeptical attitudes of vegetable vendors in Amparita Traditional Market toward digital marketing, including the underlying reasons and their consequences. The research employs a qualitative exploratory method with a single instrumental case study design, as it focuses on one case in a single location but holds broader relevance to similar phenomena elsewhere. The study centers on the reasons behind the vendors' skepticism, how this attitude influences their decisions to use digital media, and its economic impact on vegetable vendors. The data were analyzed using the Miles and Huberman model, which consists of data reduction, data display, and conclusion drawing or verification. To ensure the validity of the data, triangulation testing was conducted – an effort to verify the credibility of information from different perspectives based on what the researcher has carried out. The results show that the skeptical attitudes of vegetable vendors in Amparita Market toward digital marketing are influenced by limited digital literacy, the perishable and low-value nature of their products, and negative experiences using social media. This skepticism is reflected in their behavior such as rarely posting on social media, relying more on telephone communication, trying digital platforms occasionally but eventually stopping, and in some cases, never trying at all. The consequences of this attitude include limited market reach, lower profits, lack of market expansion, and a higher risk of losses due to unsold goods. In conclusion, the vendors' skepticism is not an outright rejection of technology, but rather a rational response to the economic, social, and technical conditions they face.

Keywords: *Vegetable Vendors; Traditional Market; Digital; Marketing; Skeptical Attitude.*

Copyright (c) 2025 Yustika Nur

✉ Corresponding author: Amrizal Salida

Email Address: amrizal.salida10@gmail.com

INTRODUCTION

Traditional markets play a significant role in supporting the local economy in Indonesia (Waterpauw et al., 2024) and serve as a lifeline for rural and suburban communities (Soeprajitno et al., 2023). However, the rapid development of information and communication technology has transformed the marketing landscape, making it difficult for many traditional market traders to compete due to limited knowledge and skills in modern marketing (Kembang et al., 2024).

In facing this transformation, traditional market traders face various implementation barriers. The main challenges faced by traditional traders in the digital era are technology adoption barriers, consumer trust and engagement, and logistical challenges (Handayani et al., 2025). Consequently, they are more comfortable with traditional marketing methods and are hesitant to switch to digital methods (Tajuddin et al., 2025). They remain skeptical about the effectiveness of digital marketing compared to the traditional methods they have used for years (Maulana et al., 2024).

For example, vegetable vendors at Amparita Market in Tellu Limpo District, Sidenreng Rappang Regency, are skeptical of digital marketing. This attitude leads them to continue relying on conventional methods, believing them safer and not yet convinced that digital media is effective for selling products like vegetables.

Our initial observations, conducted through interviews with several vegetable vendors at the market, revealed that they expressed skepticism about using social media as a marketing strategy. They believe that using social media to sell vegetables is ineffective because it doesn't provide a commensurate profit margin. They believe the relatively low prices of vegetables don't cover additional costs, particularly shipping costs, which often exceed the value of the vegetables.

This skepticism hinders the development of small businesses in this sector. Vegetables are essential for everyone and should therefore offer significant opportunities in the digital marketplace. However, traders' skepticism actually hinders them from capitalizing on these opportunities. This belief persists and spreads among traders, reinforcing the perception that digital marketing is only relevant for high-value or long-lasting products, not for perishable and inexpensive vegetables (Villacis et al., 2024).

In fact, digital marketing is not just about selling, but about how entrepreneurs utilize technology to build relationships with customers (Asrah et al., 2024), build business existence (Rahman et al., 2024) and expand marketing networks (Aulia et al., 2022).

If left unchecked, vegetable traders will fall further behind in market competition, miss out on opportunities to expand their consumer reach, and risk business stagnation. Perpetuating mistrust only narrows their scope for economic growth amidst the inevitable tide of digitalization.

Previous studies have discussed the potential of traditional markets in the digital era (Yuni et al., 2024), examined the influence of modern markets on traditional markets in the digital era (Pamelang et al., 2024), highlighted consumer attitudes towards vegetable vendors (Masitah et al., 2022), analyzed and compared the income levels of mobile vegetable vendors and vegetable vendors in traditional markets (Dewi et al., 2023), identified vegetable marketing channels, and examined the efficiency of vegetable marketing channels (Piran et al., 2022).

This research presents a novel approach by delving deeply into the skepticism of vegetable vendors in traditional markets toward digital marketing, a practice rarely explored in previous studies. The focus goes beyond economic aspects to the traders' perceptions, experiences, and practical rationale that influence their business decisions amidst the digitalization wave.

Therefore, this study aims to specifically uncover the skeptical attitudes of vegetable traders in the Amparita traditional market toward digital marketing, the underlying reasons for this, and its consequences. The results are expected to provide a foundation for targeted education and interventions to encourage a shift in mindset among vegetable traders and eliminate skepticism toward the use of marketing technology. This research is based on the need to understand the roots of these attitudes so that relevant and effective intervention strategies can be formulated to encourage changes in mindset and help vegetable traders adapt to digital marketing in order to maintain the sustainability and competitiveness of their businesses amidst changes in the market ecosystem.

METHODOLOGY

This research uses exploratory qualitative methods and a single instrumental case study because it focuses on a single case in one location but has broad relevance to similar phenomena elsewhere. It focuses on the reasons behind skepticism, as well as how this attitude influences the decision to use digital media and its economic impact on vegetable traders. Case studies emphasize an in-depth study of a problem (Malahati et al., 2023). According to Creswell, a single instrumental case study is a case study that focuses on a single issue or problem (Safarudin et al., 2023).

Data analysis used the Miles and Huberman model approach, which consists of data reduction, data presentation, and drawing conclusions or verification (Jailani et al., 2024). The first stage, data reduction, was carried out by selecting, simplifying, and focusing raw data obtained from observation, documentation, interviews, and focus group discussions (FGDs). The collected data were then categorized into main themes, such as the reasons behind traders' skepticism towards digital marketing, the forms of this attitude, the obstacles faced, and the perceived economic impact. The next stage was data presentation, where the findings were arranged in narrative form, images, or tables to facilitate the interpretation process. At this stage, researchers began to see patterns of relationships between categories, for example, the relationship between digital literacy levels and rejection of marketing technology. The final stage was drawing conclusions and verification, namely the process of formulating meaning from the presented data and ensuring the validity of the findings through triangulation techniques.

To ensure the validity of the data obtained, we conducted a triangulation test, an effort to verify the validity of data or information from different perspectives based on what the researcher had done (Nurfajriani et al., 2024). Triangulation was conducted using sources, time, and *member checks* to ensure the researcher's interpretations aligned with what was happening in the field.

RESULTS AND DISCUSSION

a. Overview of Research Location and Informants

The observation and documentation process conducted to obtain a picture of market conditions showed that the majority of vegetable traders still rely on traditional methods to sell their products. In-depth interviews were successfully conducted with eight informants who were vegetable traders in the market. This number was considered sufficiently representative of the population because it provided a variety of views and experiences relevant to the research focus. The limited number of informants was due to several constraints, such as some vegetable traders who were reluctant to be interviewed in depth due to personal reasons, time constraints, and market situations and conditions that did not always support interviewing. Nevertheless, the data obtained from these eight informants still provided a comprehensive picture of vegetable traders' skepticism towards digital marketing and served as an important basis for this research analysis.

Vegetable vendors generally fall into the lower-middle class socioeconomic bracket, with daily income highly dependent on the number of buyers at the market. Vegetable prices are relatively low, ranging from Rp 2,000 to Rp 10,000 per bunch/liter/product, resulting in profits often ranging from Rp 2,000 to Rp 5,000 per item. This characteristic is one of the reasons traders are skeptical of digital marketing.

Some of the research informants grew their own vegetables, while others purchased them from farmers/suppliers. The informants were mostly women, ranging in age from middle to old. Some had extensive trading experience (more than 10 years).

b. Why Vegetable Sellers Are Skeptical of Digital Marketing

The results of the data analysis show that there are several reasons why vegetable traders feel skeptical about using social media to market the products they sell, namely vegetables.

1. Limitations of Digital Literacy

The majority of informants stated that they were not accustomed to using social media to sell their products. Some even admitted to not being able to use a mobile phone and only using it for calls and messages, and even then only for family and friends, not for marketing and promoting their merchandise. For example, when researchers asked why they did not use social media to sell and promote their products, several informants stated:

"I don't usually play on my cellphone"

"I don't know what I'm doing online"

This statement demonstrates that limited digital literacy remains a major barrier for vegetable traders in accessing technology-based marketing opportunities. It also demonstrates the significant gap between developments in marketing technology and the traditional trading practices they have long held dear and feel are safer.

2. Vegetables rot quickly and don't last long

Another reason, according to informants, is that the characteristics of the products or goods they sell are not suitable for online marketing. According to informants, vegetables spoil quickly, have low value, and generate little profit. These conditions lead traders to consider the use of digital media inefficient. One informant explained:

"It doesn't suit me, because it rots quickly"

"Yes, it's not suitable because of my bussu hahaha. It's not suitable for me, if someone far away buys it, it's not suitable, someone close by is fine."

This suggests that vendors are aware of the limited shelf life of vegetables, and therefore consider digital marketing inefficient. When consumers are located far away, the vegetables may rot or become unfresh before they reach them, potentially leading to customer dissatisfaction.

3. Negative Experience

Several informants also reported negative experiences when trying to market through social media. Some merchants who had tried posting on Facebook or WhatsApp reported disappointing results. Some were simply asked for prices without any purchases, which discouraged them from trying again. Several informants expressed this:

"If there are a lot of noodles, I post them, if there are a lot of noodles, I give them to people... Who knows, it might attract negative comments."

"I didn't buy it, I asked Ji too, yesterday I asked Ji the price was like this, when I found out the price, I said I should just look for the cheap ones."

This psychological factor shows the existence of social fears that make traders reluctant to use digital media.

Given various reasons cited by traders, such as limited digital literacy, the perishable nature of vegetable products, and negative experiences, the skepticism that emerged is a rational response to the real-world context faced by vegetable traders. This aligns with previous research showing that low digital literacy is a significant barrier to digital marketing adoption among farmers and traders (Magesa et al., 2023). Furthermore, other

research has shown that constraints such as limited digital infrastructure and the need for locally tailored training are key inhibiting factors in digital marketing for small businesses (Yuan et al., 2024).

c. Traders' Skepticism in the Use of Digital Media

The skeptical attitude of traders towards online marketing for vegetables based on interview results can be categorized into several forms, namely:

1. Rarely post on social media

Although there is a skeptical attitude towards digital marketing among vegetable traders, it turns out that several informants who were interviewed admitted that they sometimes post their sales on their social media statuses such as on Facebook.

" Yes, if you know someone selling vegetables, just post them. The important thing is that you know, so if you know, you can ask questions."

This statement demonstrates that while most traders are skeptical of digital marketing, there are indications that they are beginning to make simple adaptations by utilizing social media solely for information, rather than transactions. Posting merchandise on Facebook is not seen as a modern marketing strategy, but rather as a form of communication to inform those close to them that they are selling vegetables. This suggests that traders are not completely rejecting technology, but rather using it in a limited way, according to their comfort and capabilities.

2. Rely on direct phone

There are also informants who sell their merchandise via social media, but not by promoting or posting it on social media, but by direct telephone.

"Just call and say you want to buy this."

The use of digital media remains very rudimentary and limited to basic communication functions, namely telephone. This method is considered easier and more practical because it connects sellers with buyers without the need for promotional methods on social media like Facebook or other platforms. This suggests that traders' focus is not on expanding their market, but rather on maintaining personal relationships with regular customers such as family or neighbors. The use of telephones in buying and selling between vegetable traders and their customers demonstrates minimal adaptation to technology, while also illustrating that trust and social closeness remain dominant factors in vegetable traders' trading practices.

3. Tried it once but stopped immediately

There were also informants who admitted that they had tried to use social media to sell and promote their goods but did not get the desired results.

"I did that day, but not for much... Then buy it? No, that makes me lazy."

Informants who had tried posting their merchandise on social media were disappointed by the lack of buyer response, leading them to hesitate to try again. This suggests a link between immediate results and merchants' motivation to adopt new sales technologies. They believe that if their efforts don't yield tangible benefits or differ from traditional practices, digital marketing is considered ineffective.

4. Never tried at all

There are also informants who have never tried to use social media for selling.

"Do you think selling vegetables on Facebook is a good idea? I don't know. I just know that selling them directly from the garden is better than selling them on your phone."

This suggests that some informants feel more comfortable and confident with their long-established traditional trading patterns, namely selling garden produce directly at the market. This confirms that for some traders, digital marketing is not only considered irrelevant but also unnecessary, as conventional methods are still considered more practical, safer, and suited to their product characteristics and socioeconomic habits.

While some merchants have made minimal adaptations by posting status updates or contacting customers by phone, most remain reluctant to widely use social media as a marketing platform. This is driven by a number of barriers, including limited digital literacy, unsatisfactory experiences, and the belief that traditional marketing is more suited to their product characteristics and social routines.

The adoption of digital technology in the agricultural sector is greatly influenced by the perception of economic benefits, as well as the level of trust in the technology and the resources that recommend it. In addition, psychological factors and past experiences also influence attitudes towards accepting digital technology (Yeo et al., 2024). Other research also shows that despite expanding digital opportunities among smallholder farmers, limited digital competencies and infrastructure continue to contribute to low long-term engagement with digital technologies (Abdulai et al., 2023). This finding is further corroborated by a review of research in South Africa, which confirmed that inadequate digital infrastructure, limited financial access, and low levels of digital literacy are significant barriers to smallholder farmers' adoption of digital technologies (Nxumalo et al., 2025).

d. The Economic Consequences of a Skeptical Attitude Toward Digital Marketing

The existence of a real skeptical attitude among the majority of vegetable traders towards digital marketing by using or utilizing social media will certainly have consequences for their business, both in terms of market reach, the amount of income or profit, the existence of losses and the lack of development of the vegetable traders' businesses.

1. Limited Market Reach

Traders who do not market using digital media can of course only sell their goods on certain days, namely market days, while on other days traders cannot sell their goods or products.

Not on market days, on market days, they are brought here from the garden... does that mean if it's not market days, you don't sell them?... yes.

This quote can be interpreted as meaning that the limitations in utilizing digital media make traders highly dependent on the market day cycle. By relying solely on face-to-face sales, traders miss out on opportunities to expand their market reach beyond the designated market days. Consequently, their income becomes volatile and limited, and is heavily influenced by the number of buyers present at the market on any given day. This situation demonstrates that without diversification of marketing channels, traders remain trapped in inflexible traditional patterns, thus failing to realize the potential for more stable profits through digital marketing.

2. Small profits

One of the economic consequences of limited marketing for vegetable vendors is low sales profits. The relatively low price of vegetables makes profit margins very slim, sometimes even disproportionate to the effort and costs involved. This situation is clearly illustrated by the following informant's statement:

"The capital... we bought 23, then we sold 25... We made a profit of 2000."

This statement shows that the profits earned by traders are very small, only around Rp 2,000 per transaction. This thin margin emphasizes the traders' economic vulnerability, where even a small increase in the cost of goods sold or a decrease in the number of buyers can immediately reduce their income. This also explains why traders feel that digital marketing is irrelevant, as additional costs, such as shipping costs, will further reduce or even eliminate profits or even result in losses. This reinforces traders' skepticism about trying new marketing strategies that are perceived as riskier.

3. No market expansion

Besides small profits, another limitation faced by vegetable vendors is their limited market reach. Vendors who don't utilize digital media can only rely on a limited network of buyers, usually from regular customers, the surrounding community, neighbors, or family. This situation is evident in the following informant's statement:

"Brother, family? Family. A lot of them, ma'am? Usually, when my little brothers say to bring me some vegetables, I go and bring them, okay?"

This indicates that vegetable traders' trading patterns are still focused on established social circles, rather than on developing a broader market. Under these conditions, the traders' business continuity is vulnerable to fluctuations in demand from this small circle, resulting in digital marketing, which could potentially open up broader market access, remaining underutilized.

4. Risk of unsold goods

One of the real risks vegetable traders face is the possibility of unsold goods. Due to the perishable and short-lasting nature of vegetables, traders often experience losses when market demand is low. This was revealed by an informant:

"Instead of being rotten... I'd better give charity to people."

Traders would rather give away vegetables for free than watch them rot unsold. This risk further reinforces the reason why traders are reluctant to try digital marketing, as they worry about not being able to deliver their goods to buyers in a timely manner. In other words, the risk of damaged goods not only results in financial losses but also shapes traders' perceptions that traditional methods are safer than experimenting with new marketing channels like digital marketing.

While vegetable traders' skepticism toward digital marketing is justified based on their experience and circumstances, the economic consequences are significant. Limited market access, limited to market days, makes their income highly volatile and vulnerable to the risk of declining demand. This reflects the structural challenges facing smallholder agriculture digitalization globally: low digital literacy, limited infrastructure, and high connectivity costs (Gumbi et al., 2023).

Similar findings were found in other previous studies, which showed that smallholder farmers are often hampered by limited internet access, inadequate infrastructure, and limited access to digital technology, despite the significant market potential of digital technology (Choruma et al., 2024). Furthermore, previous research also

highlighted that barriers to digital adoption are not only technical but also economic, with affordability of devices and the need for technological training being the three main barriers (Dibbern et al., 2024).

CONCLUSION

Based on the research results, it can be concluded that vegetable traders at Amparita Market's skepticism toward digital marketing is caused by limited digital literacy, the perishable and low-value characteristics of their products, and negative experiences with social media. This skepticism is evident in the traders' behavior, which is that they rarely post on social media, rely more on their phones, try occasionally but give up, and some even never try at all. The consequences of this attitude are limited market reach, low profits, no market expansion, and a high risk of loss due to unsold goods. Thus, traders' skepticism is not a form of absolute rejection of technology, but rather a rational response to the economic, social, and technical conditions they face.

It is recommended that efforts to increase digital marketing adoption among vegetable traders be implemented through a contextual and gradual approach. Local governments and relevant parties can provide simple digital literacy training tailored to traders' needs, while simultaneously improving infrastructure and providing easily accessible technical support. Furthermore, a community-based marketing model that leverages traders' social networks can be an alternative way to expand the market without diminishing the closeness of existing social relationships. It is hoped that traders will experience the direct benefits of using digital media, so that their skepticism can gradually shift to a more positive acceptance.

ACKNOWLEDGMENTS

We would like to express our gratitude to all parties who have contributed so that this research can be completed, especially to the DRTPM for the research grant funds given to our research team.

References :

- Abdulai, A.R., Tetteh Quarshie, P., Duncan, E., & Fraser, E. (2023). Is agricultural digitization a reality among smallholder farmers in Africa? Unpacking farmers' lived realities of engagement with digital tools and services in rural Northern Ghana. *Agriculture & Food Security*, 12 (1), 11. <https://doi.org/10.1186/s40066-023-00416-6>
- Asrah, B., Lubis, HS, Tarisa, C., & Nurwani, N. (2024). Optimizing Digital Marketing Strategy for the Development of Micro, Small, and Medium Enterprises (MSMEs) in Aras Village, Air Putih District, Batubara Regency. *Maneggio: Scientific Journal of Master of Management*, 7 (2), 215-224. <https://jurnal.umsu.ac.id/index.php/MANEGGIO/article/view/21299>
- Aulia, AN, Nalawati, AN, Arum, LS, Aprilia, SD, & Julia, MS (2022). Training in Processing and Digital Marketing of Hydroponic Vertical Farming Products to Improve the Economy of the Kebonagung Village Community. *SINAR SANG SURYA: Journal of the Center for Community Service*, 6 (2), 368-376. <http://dx.doi.org/10.24127/sss.v6i2.2194>
- Choruma, DJ, Dirwai, T.L., Mutenje, MJ, Mustafa, M., Chimonyo, VGP, Jacobs-Mata, I., & Mabhaudhi, T. (2024). Digitalisation in agriculture: A scoping review of technologies in practice, challenges, and opportunities for smallholder farmers in sub-saharan africa. *Journal of agriculture and food research*, 18, 101286. <https://doi.org/10.1016/j.jafr.2024.101286>
- Dewi, AP, Hendrarini, H., & Widayanti, S. (2023). Comparative Analysis of Income of Traveling Vegetable Vendors and Resident Vegetable Vendors in Pagesangan Village, Surabaya City. *Agridevina: Agribusiness Scientific Periodical*, 12 (2), 67-75. <https://doi.org/10.33005/agridevina.v12i2.4075>

- Dibbern, T., Romani, L.A., & Massruhá, S.M.F.S. (2024). Main drivers and barriers to the adoption of Digital Agriculture technologies. *Smart Agricultural Technology*, 8, 100459. <https://doi.org/10.1016/j.atech.2024.100459>
- Gumbi, N., Gumbi, L., & Twinomurizi, H. (2023). Towards sustainable digital agriculture for smallholder farmers: A systematic literature review. *Sustainability*, 15 (16), 12530. <https://doi.org/10.3390/su151612530>
- Handayani, S., Syadad, HH, & Muhibah, SF (2025). Traditional Market Traders and the Digital Era: What Are Local Governments Doing to Make Them Competitive?. *JSHP: Journal of Social, Humanities, and Education*, 9 (1), 39-47. <https://jurnal.poltekba.ac.id/index.php/jsh/article/view/2389>
- Jailani, MS, & Saksitha, DA (2024). Quantitative and qualitative data analysis techniques in scientific research. *Genta Mulia Journal*, 15 (2), 79-91. <https://ejournal.uncm.ac.id/index.php/gm/article/view/1147>
- Kembang, LP, & Kalbuadi, A. (2024). Improving marketing skills for traditional market traders. *Journal of Community Service: Empowerment, Innovation and Change*, 4 (3). <https://jurnal.penerbitwidina.com/index.php/JPMWidina/article/view/749>
- Magesa, M., Jonathan, J., & Urassa, J. (2023). Digital literacy of smallholder farmers in Tanzania. *Sustainability*, 15 (17), 13149. <https://doi.org/10.3390/su151713149>
- Malahati, F., Jannati, P., Qathrunnada, Q., & Shaleh, S. (2023). Qualitative: Understanding the characteristics of research as a methodology. *Journal of Elementary Education*, 11 (2), 341-348. <https://doi.org/10.46368/jpd.v11i2.902>
- Maulana, AN, Ardiyansyah, A., & Zam, N. (2024). Exploration of Digital Marketing through Facebook by Rural MSMEs. *Innovative: Journal of Social Science Research*, 4 (3), 16440-16450. <https://j-innovative.org/index.php/Innovative/article/view/11681>
- Masitah, M., Nursalam, N., & Dari, DY (2022). Consumer attitudes towards purchasing vegetables in traditional markets and traveling vegetable vendors in Kolaka Regency. *Mimbar Agribisnis: Journal of Thought for the Scientific Community with an Agribusiness Insight*, 8 (2), 1329-1337. <http://dx.doi.org/10.25157/ma.v8i2.7991>
- Nurfajriani, WV, Ilhami, MW, Mahendra, A., Afgani, MW, & Sirodj, RA (2024). Data triangulation in qualitative data analysis. *Wahana Pendidikan Scientific Journal*, 10 (17), 826-833. <https://jurnal.peneliti.net/index.php/IIWP/article/view/7892>
- Nxumalo, G.S., & Chauke, H. (2025). Challenges and opportunities in smallholder agriculture digitization in South Africa. *Frontiers in Sustainable Food Systems*, 9, 1583224. <https://doi.org/10.3389/fsufs.2025.1583224>
- Pameling, D.P., Sari, G., & Faradea, N. (2024). The Influence of Modern Markets on Traditional Markets in the Digital Era. *Journal of Education and Teaching Review (JRPP)*, 7 (4), 162218-16223. <https://journal.universitaspahlawan.ac.id/index.php/jrpp/article/view/37414>
- Piran, R.D., Payong, P., & Cordanis, A.P. (2022, September). Analysis of Vegetable Marketing at the Ruteng Inpres Market, Manggarai Regency. In *Agribusiness Forum* (Vol. 12, No. 2, pp. 151-160). <https://doi.org/10.29244/fagb.12.2.151-160>
- Rahman, SA (2024). Digital Marketing Strategy Through Instagram at Dwi Anjany Gallery to Increase Sales Based on an Islamic Economic Perspective. *Jurnal Asy-Syarikah: Jurnal Lembaga Keuangan, Ekonomi dan Bisnis Islam*, 6 (1), 1-14. <https://doi.org/10.47435/asy-syarikah.v6i1.2277>
- Safarudin, R., Zulfamanna, Z., Kustati, M., & Sepriyanti, N. (2023). Qualitative research. *Innovative: Journal of Social Science Research*, 3 (2), 9680-9694. <https://j-innovative.org/index.php/Innovative/article/view/1536>
- Soeprajitno, ED, & Wihara, DS (2023). Patterns of Local Wisdom Integration in Traditional Markets: A Phenomenological Review of the Socio-Economic Life of Street Vegetable Vendors in Kediri City. *Journal of Applied Management Research (PENATARAN)*, 8 (2), 222-234. <https://journal.stieken.ac.id/index.php/penataran/article/view/746>

- Tajuddin, M., Anas, AS, Muhid, A., Pribadi, A., & Dharma, IMY (2025). Digital Marketing Mentoring and Training for MSMEs in Batu Asak Village, Central Lombok. *Indonesian Journal of Community Service* , 6 (2), 3117-3124. <https://ejournal.sisfokomtek.org/index.php/jpkm/article/view/4765>
- Villacis, A.H., Kopp, T., & Mishra, A.K. (2024). Agricultural marketing channels and market prices: Evidence from high-value crop producers in India. *Economic Analysis and Policy* , 81 , 1308-1321. <https://doi.org/10.1016/j.eap.2024.02.004>
- Waterpauw, P., Hanita, M., & Runturambi, AJS (2024). Analysis of commodity ownership inequality and economic empowerment of Papuan mothers in traditional markets in Manokwari, West Papua. *JPPPI (Journal of Indonesian Educational Research)* , 10 (2), 928-944. <https://jurnal.iicet.org/index.php/jppi/article/view/4442>
- Yuan, Y., & Sun, Y. (2024). Practices, Challenges, and Future of Digital Transformation in Smallholder Agriculture: Insights from a Literature Review. *Agriculture* , 14 (12), 2193. <https://doi.org/10.3390/agriculture14122193>
- Yuni, ID, Lubis, FA, & Arif, M. (2024). Analysis of Traditional Market Potential in Competition in the Digital Era of Asahan Regency. *Ganaya: Journal of Social Sciences and Humanities* , 7 (3), 190-197. <https://doi.org/10.37329/ganaya.v7i3.3339>
- Yeo, M. L., & Keske, C. M. (2024). From profitability to trust: factors shaping digital agriculture adoption. *Frontiers in Sustainable Food Systems* , 8 , 1456991. <https://doi.org/10.3389/fsufs.2024.1456991>