

ABSTRAK

Penelitian ini bertujuan sebagai masukan strategi bisnis dalam menghadapi dinamika di era bisnis digital khususnya bagi pedagang pakaian konvensional pasar Songgon, Banyuwangi. Penelitian yang dilakukan pada karya ilmiah ini adalah penelitian kualitatif deskriptif, dengan menggunakan metode observasi, wawancara dan dokumentasi. Jumlah sampel pada penelitian ini sebanyak 3 Informan diantaranya: Pedagang pakaian konvensional pasar Songgon, pembeli atau pelanggan toko pakaian konvensional serta pengurus pasar Songgon. Data yang diperoleh kemudian dianalisis menggunakan model Miles dan Huberman. Berdasarkan analisis yang telah dilakukan, dapat disimpulkan bahwa pedagang pakaian konvensional pasar Songgon, berada pada kuadran I. pedagang pakaian konvensional pasar Songgon, posisi ini menandakan sebuah usaha yang kuat dan berpeluang. Rekomendasi strategi yang diberikan adalah “progresif”, artinya usaha dalam kondisi prima dan mantap sehingga sangat mungkin untuk terus melakukan ekspansi, memperbesar pertumbuhan dan meraih kemajuan secara maksimal. Taktik ini harus dijalankan sambil terus berupaya melakukan perubahan. Strategi yang mendukung pada kuadran I adalah strategi WO yaitu memanfaatkan media sosial sebagai sarana promosi, memperluas jaringan, meningkatkan inovasi dan kreativitas. Perlunya evaluasi strategi *marketing mix* dan analisis lingkungan eksternal dan internal dengan menerapkan strategi SWOT pada pasar Songgon serta para pedagang pakaian konvensional pasar Songgon juga perlu beradaptasi dengan mengintegrasikan teknologi digital dalam operasional mereka, seperti membuka toko online atau menggunakan platform media sosial untuk mempromosikan produk mereka, agar dapat tetap diminati oleh semua kalangan di era digital saat ini.

Kata kunci : Pemasaran, Strategi Bisnis, Pedagang Konvensional, Era bisnis digital, *Marketing Mix* dan Analisis Lingkungan Usaha (SWOT).

ABSTRACT

This research aims to be an input for business strategies in facing the dynamics in the digital business era, especially for conventional clothing traders in Songgon Market, Banyuwangi. The research conducted in this scientific work is a descriptive qualitative study, using observation, interview and documentation methods. The number of samples in this study was 3 informants including: Conventional clothing traders in Songgon Market, buyers or customers of conventional clothing stores and Songgon Market administrators. The data obtained were then analyzed using the Miles and Huberman model. Based on the analysis that has been carried out, it can be concluded that conventional clothing traders in Songgon Market are in quadrant I. Conventional clothing traders in Songgon Market, this position indicates a strong and promising business. The recommended strategy given is "progressive", meaning that the business is in prime and stable condition so that it is very possible to continue to expand, increase growth and achieve maximum progress. This tactic must be carried out while continuing to make changes. The strategy that supports quadrant I is the WO strategy, namely utilizing social media as a means of promotion, expanding networks, increasing innovation and creativity. The need for evaluation of marketing mix strategies and analysis of external and internal environments by implementing SWOT strategies in the Songgon market and conventional clothing traders in the Songgon market also need to adapt by integrating digital technology into their operations, such as opening online stores or using social media platforms to promote their products, so that they can remain in demand by all groups in the current digital era.

Keywords: Marketing, Business Strategy, Conventional Traders, Digital business era, Marketing Mix and Business Environment Analysis (SWOT).

