International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Implementation of the Use of Digital Technology in Buying and Selling Transactions and Its Impact on Digital Marketing in Rural Communities in Tellu Limpoe District, Sidrap Regency

Nur Arisah[1], Ika Wisudawaty[2]

[1,2]Program Studi Pendidikan Ekonomi, Fakultas Ekonomi dan Bisnis, Universitas Negeri Makassar, Indonesia

Corresponding author : nurarisah.fe@unm.ac.id

Abstract

This study aims to determine the ability and digital literacy of rural communities in Tellu Limpoe District, Sidrap Regency in the use of digital technology regarding buying and selling transactions and its impact on digital marketing. This study uses a qualitative approach where the population of people who use the E-Commerce application with a sample of 20 people. The results of this study illustrate that rural communities in Tellu Limpoe District, Sidrap Regency are quite familiar with using digital technology in buying and selling activities. The impact on digital marketing is divided into two impacts, the first is the positive impact, namely 1) Being able to develop marketing for rural communities in Tellu Limpoe District, Sidrap Regency which can be reached anywhere, 2) Marketing by simply posting on social media Facebook or Whatsapp. While the negative impacts are, 1) With digital technology, rural communities in Tellu Limpoe District, Sidrap Regency do not consider what is needed and what is desired, 2) With digital technology, rural communities in Tellu Limpoe District, Sidrap Regency do not consider what is needed and what is desired, 3) With digital technology, rural communities in Tellu Limpoe District, Sidrap Regency do not consider what is needed and what is desired. Sidrap is easily tempted by promotions offered on online shop platforms, so that it becomes a habit and every day they make purchases without considering their usefulness.

Keywords: Digital technology, Buy and sell transactions, Digital marketing.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

INTRODUCTION

The modern era is developing rapidly, and digitalization has changed people's lives, especially in terms of buying and selling for those living in rural areas (Lapuz, 2023). Both rural and urban residents cannot escape the impact of digital technology, which has had a major impact on the social, behavioral, cultural, and economic aspects of society. Because it is influenced by various internal and external circumstances, people's behavior is usually easy to change (Purnama et al., 2022).

With the development of digital technology has provided convenience for people in the business sector. However, in rural communities who do not understand how to use the technology, it is difficult so that several groups carry out training on the use of digital technology in buying and selling transactions. Rural communities are trained to use digital technology starting from the payment method, to delivery. Shopping becomes easy, consumers just order, transfer and the goods will be sent home without having to leave the house. In addition, the widespread use of the Android mobile operating system helps entrepreneurs expand their networks (Java et al., 2021).

Global marketing trends are changing from conventional, offline to digital. Because it allows potential customers to make online transactions and obtain various product information, digital marketing offers more opportunities. (Purwana et al., 2017) Research conducted by (Lubis & Junaidi, 2016) shows that MSMEs are still low in adopting information technology, one of the causes is the lack of awareness of its benefits.

The marketing field has undergone a transformation in recent times due to advances in information technology. The digital world is now intertwined with marketing communications that were previously carried out in the old and conventional way. (Afrilia, 2018). Marketing that utilizes advanced technology is known as digital marketing. Interactive and integrated marketing, which encourages communication between producers, market intermediaries, and potential customers, is a component of digital marketing (Purwana ES et al., 2018).

Social media, such as Facebook, Instagram, and the like, are often used as digital marketing tools. The functionality of Instagram business accounts makes it easy for companies to use business profiles on the platform and utilize social media to maximize their business efforts (Kurdi & Firmansyah, 2020). By using this tool, MSMEs can advertise their business profiles, gain insights into their posts and followers, and post posts that support their goals (Naimah et al., 2020).

In rural communities, especially in Tellu Limpoe District, many still do not understand how to use digital technology in buying and selling transactions. Therefore,

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

the implementation of the use of digital technology in buying and selling transactions in rural communities in Tellu Limpoe District, Sidrap Regency will continue to be maximized so that no one is left behind in information. And how does it impact digital marketing, the impact of using digital technology on digital marketing is enough to make rural communities in Tellu Limpoe District tend to be active in making buying and selling transactions, both with transfer services and COD.

Research conducted (Yuwana, 2020) shows how the use of digital marketing and online transactions can improve the sustainability of MSMEs and enable them to use digital technology and the internet for global marketing campaigns aimed at increasing sales and profits. The influence of globalization supported by technological advances has changed the business system in today's world, with the aim of surviving and achieving maximum results. Therefore, it is important to prepare yourself for competition in order to take advantage of dynamic business opportunities (Bulak & A. Turkyilmaz, 2014).

RESEARCH METHODS

This study uses a qualitative approach. The population in this study is the community who use digital technology in buying and selling transactions in Tellu Limpoe Village, Sidrap Regency. The sample in this study was 20 people who used digital technology. Data collection techniques were by interview and questionnaire distribution.

RESULTS AND DISCUSSION

Results

Table 1. Survey Results Based on Gender of Digital Technology Users

Gender	Jumlah
Female	15 People
Male	5 People

Source: Data Processing Results (2024)

Based on the gender that has been surveyed, those who use digital technology to make buying and selling transactions are 15 women and 5 men. Where we can see in the table above, women use digital technology more to make buying and selling transactions in the existing marketplace. While men tend to be less likely to make buying and selling transactions, they prefer to make transactions directly, unlike women. The difference between women and men using technology, In general, men tend to use the internet more

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

for entertainment purposes, such as watching videos, playing games, and following technology news, while women use the internet more often to communicate on social media, shop online, and search for health information or about skincare. Men only use digital technology to read news if they want to buy products that are often purchased, but electronics, while women often buy fashion and cosmetic products in the marketplace.

Table 2. Survey Results Based on Age of Digital Technology Users in Rural Communities in Tellu Limpoe District, Sidrap Regency

Age	Number
17-25 year	8 People
26-35 year	5 People
36-40 year	5 People
41-50 year	2 People

Source: Data Processing Results (2024)

From table 2 above based on age, rural communities that use digital technology as a transaction medium. At the age of 17-25 years as many as 8 people, this is teenagers prefer and understand enough about transactions through digital technology, then the age of 26-35 years as many as 5 people, the age of 36-40 years as many as 5 and the age of 41-50 years as many as 2 people from these three age ranges, most use digital technology to make online sales on Facebook media, posting the sales they make. Rural communities, especially mothers, utilize digital technology media to make sales and most of what they sell is food, especially during the holy month of Ramadan. The impact of this digital technology is building creative and innovative digital marketing and positive use of digital technology.

Table 3. Types of Platforms Often Used by the Public in Carrying Out Buying and Selling Transactions

Platform Type	Sample	Percentage
Shopee	5	25%
Facebook	7	35%
Tiktokshop	4	20%
Whatsapp	4	20%
Total	20	100%

Source: Data Processing Results (2024)

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

In table 3, people in buying have a choice of platforms or media in making purchases that are influenced by several factors including ease of use, based on their needs and interests. From the data above, it can be seen that the Facebook application or platform dominates or has a higher percentage of visitors. The capacity of the community to use newly developed technology is not always in line with its rapid progress. Many MSMEs are known to have not implemented digital marketing in their businesses, so the introduction and training of digital technology in buying and selling transactions continues to be carried out so that rural communities in Tellu Limpoe District, Sidrap Regency can understand the use of digital technology in this case buying and selling transactions.

From the presentation that has been done in the theoretical study as well as the description of the rural community of Tellu Limpoe District, Sidrap Regency, it shows that there is a phenomenon of technological sophistication in the rural area in terms of buying and selling transactions. The process of adapting to this marketing activity will certainly encourage various views and assessment patterns that are considered useful in marketing initiatives. To encourage consumer interest in making certain purchases through social media, this activity is carried out through social media which also utilizes different markets. This starts from their goal of developing the business they are engaged in, where digital marketing like the one that exists today facilitates internet access so that it is easy to advertise their business. MSME actors benefit from the ease of doing business with consumers virtually, in addition to the ease of promoting the company.

DISCUSSION

The reality of buying and selling activities and their changes

The emergence of digital technology has driven the development of digital marketing, which makes marketing very accessible. This digitalization phenomenon is present in all aspects of life, including the economy. The development of space capitalism that brings social transformation has a significant impact on economic phenomena related to the emergence of digital markets. The internet is one of the technological products that continues to grow. In the field of buying and selling, when consumers prefer to make purchases through online media or store platforms rather than physical markets, the rate of increase in the number of internet users also has an impact.

Currently, buying and selling activities can not only be done by meeting in person. But digital technology is able to make all buying and selling processes very practical and easy. Changes in the landscape of people's lives in the digitalization era that can easily

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

transfer information from various platforms or media used to make buying and selling transactions. In purchasing activities, people are more familiar with applications such as Shopee to make purchases, while for selling activities, people in Tellu Limpoe District, Sidrap Regency, find it easier and understand to use the Facebook application as a media or marketplace for selling.

Platform or better known as E-Commerce is experiencing rapid development. This also increases purchasing power and the community in Tellu Limpoe District, Sidrap Regency is technologically literate and able to adapt to new technological knowledge. With technology, all buying and selling activities are very popular with all groups, especially women, for reasons of being tempted by cheap prices and discounts offered. From the activities carried out by the community in Tellu Limpoe District, Sidrap Regency is able to change the social changes that are currently occurring. As a result of the social changes that occur in the buying and selling process, it is undeniable that it will launch an entity from the sales activity itself.

The impact on digital marketing

The use of digital technology has a very positive impact on digital marketing and is able to develop from traditional marketing to digital marketing. The development of technology in rural communities in Tellu Limpoe District, Sidrap Regency can be balanced with many challenges. The impact of using digital marketing for advertising and. Because digital marketing offers free product promotion, other impacts can reduce promotion costs. Everyone can engage in trading activities on online business platforms, giving them the opportunity to inspire the hopes of others by advertising their products. Here are some of the positive and negative impacts of using digital technology.

Positive Impact

The positive impacts are as follows:

1. Able to develop marketing for rural communities in Tellu Limpoe District, Sidrap Regency which can be reached anywhere and anytime
2. Marketing by simply posting on social media Facebook or Whatsapp
3. With the development of digital technology, rural communities in Tellu Limpoe District, Sidrap Regency are able to improve the economy
4. With digital technology, rural communities in Tellu Limpoe District, Sidrap Regency continue to develop their sales ideas, especially in the traditional snack sector

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

5. Their income increases, people become more familiar with their products, and they find it easier to attract new customers within and outside the city limits, including outside Java.

Negative Impact

The negative impacts are as follows:

1. With digital technology, rural communities in Tellu Limpoe District, Sidrap Regency do not consider what is needed and what is desired
2. With digital technology, rural communities in Tellu Limpoe District, Sidrap Regency are easily tempted by promotions offered on online shop platforms so that they become a habit and make purchases every day without considering their usefulness
3. The emergence is the vulnerability of fraud and will give rise to imitation of similar ideas and products.
4. There is very increased competition

CONCLUSION

The implementation of the use of digital technology in rural communities in Tellu Limpoe District, Sidrap Regency is quite acceptable and can be used well. The community can keep up with technological developments so that they do not lag behind the times. With digitalization, the ease of buying and selling transactions can be felt by the community. Digitalization in E-Commerce makes it easier for people to find goods that are difficult to reach. Before the use of digital technology, people in Tellu Limpoe District, Sidrap Regency had to go to the city to find the goods they wanted to buy, they traveled 12 kilometers to the city that if they had to cross the district to find the goods they needed. And after the implementation of the use of digital technology, people in Tellu Limpoe District, Sidrap Regency can simply stay at home by ordering via cellphone and can be paid on the spot.

REFERENCES

Afrilia, A. M. (2018). Digital Marketing Sebagai Strategi Komunikasi Pemasaran "Waroenk Ora Umum" Dalam Meningkatkan Jumlah Konsumen. Jurnal Riset Komunikasi, 1(1), 147–157. https://doi.org/10.24329/jurkom.v1i1.21

Aisyah, P., & Ika Kusuma Wardhani, N. (2023). Pengoptimalan Manfaat Penerapan Pemasaran Digital Menggunakan Media Sosial Tiktok Di Pt. Victory International

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Futures Cabang Spazio Surabaya (Studi Pada Pt. Victory International Futures Kota Surabaya). Jurnal Pengabdian Kepada Masyarakat, 3(1), 5–10.

Avriyanti, S. (2021). Strategi Bertahan Bisnis di Tengah Pandemi Covid-19 dengan Memanfaatkan Bisnis Digital (Studi Pada UKM yang Terdaftar pada Dinas Koperasi, Usaha Kecil dan Menengah Kabupaten Tabalong. Jurnal PubBis., 5(1), 60–73.

Awali, H., & Rohmah, F. (2020). Urgensi Pemanfaatan E-Marketing padaKeberlangsungan UMKM di Kota Pekalongan di Tengah Dampak Covid-19. Jurnal Ekonomi Dan Bisnis Islam, 2(1), 1–14.

Basry, A., & E. M. Sari. (2018). Penggunaan Teknologi Informasi dan Komunikasi (TIK) pada Usaha Mikro, Kecil dan Menengah (UMKM). IKRA-ITH INFORMATIKA: Jurnal Komputer Dan Informatika, 2(3), 53–60.

Bulak, M. E., & A. Turkyilmaz. (2014). Performance Assessment of Manufacturing SMEs: a Frontier Approach. Industrial Management and Data Systems, 114(5), 797–816.

Diah, A. P. (2021). Pemberdayaan Era Digital (Vol. 16). Bursa Ilmu.

Java, G. E. S. P., Natsir, F., & Tama, B. J. (2021). Perancangan Aplikasi Penjualan Ikan Hias Pada Toko Aquascape di Depok Berbasis Android. Seminar Nasional Riset Dan Teknologi (SEMNAS RISTEK).

Kuahaty, Sarah Selfina, Berlianty, Teng, Pesulima, Theresia Louize, & Balik, A. (2021). Pendidikan Perlindungan Konsumen Kepada Masyarakat Desa Di Kecamatan Teon Nila Serua Kabupaten Maluku Tengah. AIWADTHU: Jurnal Pengabdian Hukum, 1(2), 63.

Kurdi, Moh., & Firmansyah, I. D. (2020). Strategi Peningkatan Daya Saing UMKM Di Kabupaten Sumenep Melalui E-COMMERCE. Jurnal Sains Sosio Humaniora, 4(2), 569–575. https://doi.org/10.22437/jssh.v4i2.11003

Lapuz, M. C. M. (2023). The role of local community empowerment in the digital transformation of rural tourism development in the Philippines. Technology in Society, 72.

Lubis, T. A., & Junaidi, J. (2016). Pemanfaatan Teknologi Informasi pada Usaha Mikro Kecil dan Menengah di Kota Jambi. Jurnal Perspektif Pembiayaan Dan Pembangunan Daerah, 3(3), 163–174. https://doi.org/10.22437/ppd.v3i3.3535

Naimah, R. J., Wardhana, M. W., Haryanto, R., & PEBRIANTO, A. (2020). Penerapan Digital marketing Sebagai Strategi Pemasaran UMKM. Jurnal IMPACT: Implementation and Action, 2(2), 39. https://doi.org/10.31961/impact.v2i2.844

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Orinaldi, M. (2020). Peran E-commerce dalam Meningkatkan Resiliensi Bisnis di EraPandemi. Iltizam Journal of Shariah Economic Research, 5(2), 36–53.

Purnama, I., Bahari, Y., & Ismiyani, N. (2022). ANALISIS PERUBAHAN PERILAKU SOSIAL MASYARAKAT SETELAH DIBANGUNNYA TAMAN ALUN-ALUN GUNUNG GAJAH DI PEMANGKAT. Jurnal Pendidikan Dan Pembelajaran Khatulistiwa (JPPK), 11(1). https://doi.org/10.26418/jppk.v11i1.52105

Purwana, D., Rahmi, R., & Aditya, S. (2017). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Di Kelurahan Malaka Sari, Duren Sawit. Jurnal Pemberdayaan Masyarakat Madani (JPMM), 1(1), 1–17. https://doi.org/10.21009/JPMM.001.1.01

Purwana ES, Dedi, Rahmia, & Aditya, S. (2018). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (Umkm). Jurnal Pemberdayaan Masyarakat Madani (JPMM), 1(1), 1–17.

Setiawati, S. D., Diniati, A., & Sutarjo, Moch. A. S. (2. (2022). Kompetensi Komunikasi Digital Sebagai Dasar Adaptasi Digital Marketing. Prosiding COSECANT (Community Service & Engagement Seminar.

Sindhuja, P. (2022). Assessment of Digital Marketing Technologies using TOPSIS Method.

Tantra, P. F. E., & Mahyuni, L. P. (2021). Pengembangan Strategi Pemasaran Kopi Rempah Desa Tista (Redesta) Dalam Meningkatkan Pendapatan Badan Usaha Milik Desa (Bumdes). Jurnal Pengabdian Kepada Masyarakat, 27(3), 216–225.

Toriquddin, M. (2015). Etika Pemasaran Perspektif Al-Qur'an Dan Relevansinya Dalam Perbankan Syari'ah. Syariah Dan Hukum, 7(2), 116–125.

Trung, N. Q., & Thanh, N. Van. (2022). Evaluation of digital marketing technologies with fuzzy linguistic MCDM methods. Axioms, 11(5), 230.

Yuwana, S. I. P. (2020). Coronanomics: Strategi Revitalisasi UMKM Menggunakan Teknologi Digital di Tengah Pandemi Covid-19. Journal of Technopreneurship on Economics and Business Review, 2(1), 2143–2160.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.