
Digital Literacy as a Means of Promoting Merchant Associations In Karno Ungaran Square

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Abstract

The ability to use and utilize digital literacy is something that must be mastered by the community to be able to keep up with the pace of the times where the variety of social media owned can help in increasing the income of merchant associations in Karno Ungaran Square through promotion on social networks. This study describes digital literacy as a means of promotion, inhibiting factors, supporting factors for merchant associations in Karno Ungaran Square. The purpose of this study is to describe digital literacy as a means of promoting merchant associations in Karno Ungaran Square. This study used a qualitative descriptive approach. Data collection techniques use observation, interviews and documentation of activities. Data analysis techniques in the form of data collection, data reduction, data presentation, and conclusions. The results of the study showed that the application of digital literacy in Karno Ungaran Square started from the routine use of smartphones by traders. In this routine, merchants often use social media or e-commerce platforms to view, buy or share their product content. Some of the most frequently used social media include WhatsApp, Facebook, Instagram, Youtube, Shopee, Tokopedia and Lazada. Inhibiting factors include limited knowledge, skills, sarpras and lack of facilitators who can assist in digital literacy activities and low intentions. Supporting factors are several Wi-Fi spots that can be used, socialization on how to manage finances offered in the form of training to improve the ability of merchant associations through promotional activities, and the desire of merchants to expand marketing through social media.

Keywords: Digital Literacy; Promotion; Paguyuban Trader Alun-Alun Karno Ungaran

INTRODUCTION

Digital media can voice various perspectives and opinions that exist in society by considering aspects of feasibility without having to harm other parties (Veronika et al., 2022). In addition, there are economic objectives that can be realized through digital media, for example activities related to transactions *Online* (Setyowati et al., 2021). One of them is in online marketing activities carried out by merchants who do not have stalls / shops or who already have but still cannot develop optimally (Mubarok, 2021).

In 2014 Karno Ungaran Square was inaugurated by the Regent of Semarang City, namely Mr. Dr. Mundjirin, SpOG, which then became a place of recreation and tourism facilities that are very affordable for people in Semarang Regency. Karno Square is widely used by the community to carry out various activities such as art performances, exhibitions, sports, culinary tours, community activities and other activities. At the beginning, Karno Square was a large field and was only used as a gathering place for young people and there were not many traders selling in the Square area. Seeing this, the local government, namely Disperindag, which was then continued by the Semarang Regency Culture and Tourism Office, assisted by related agencies, made a community empowerment program by creating a group of traders who sell in the Karno Ungaran Square area. With the existence of the merchant association and its strategic location, Karno Square is one of the interesting places that is worthy and comfortable to be visited by the community.

Based on the results of the 2021 National Labor Force Survey (Sakernas) in Semarang Regency, the Open Unemployment Rate (TPT) shows an indication of the open unemployment rate among the labor force. In 2021, the TPT of Semarang district showed a figure of 5.02. This figure is 0.45 points higher than the TPT in 2020 of 4.57. Based on the main employment status, 44.14% of the population aged 15 years and over who work in Semarang Regency have the status of laborers/employees/employees, meaning that almost half of the population aged 15 years and over who work have the status of laborers/employees/employees. The next largest proportion is self-employed (16.25%) and trying to be assisted by irregular / unpaid workers (13.53%). Based on data from the Manpower Office, there are 4,057 registered job seekers, 4,678 registered job vacancies, and 2,807 fulfillment workers. Of the number of registered job seekers, 21.89% have a junior high school education, 38.95% have a vocational education and 18.29% have a high school education (BPS Kab. Semarang, 2022: 77.78).

Moving from the high level of main employment status of residents aged 15 years and over who work in Semarang Regency as laborers / employees / employees, the Semarang Regency government created a program which simultaneously utilizes existing land and facilities, namely Karno Ungaran Square to provide opportunities for the community to carry out community empowerment activities by entrepreneurship, namely trading. Traders in Karno Square are divided into several groups, namely gotong royong group, curry group, food court group and toy rental group.

Researchers found problems that occurred in Karno Square Ungaran the number of traders selling in Karno Square was certainly full of competition between traders. In addition, based on observations made by researchers, it was found that there are still many traders in Karno Square who tend to just wait for customers who come. And less maximizing the existence of digital literacy as a means of promotion. Most traders who have smartphones / gadgets and have social media accounts are only used as a means of entertainment and do not maximize other functions of these two things, besides that many traders who are over 40 years old also do not understand the benefits of digital literacy and are less interested because they find it difficult to learn and follow new technological developments.

The lack of understanding of traders towards digital media is a problem that can be faced, one of which is by promoting digital literacy (Asni Aulia et al., 2021). Digital literacy is the knowledge and ability to use digital media, communication tools, or networks in finding, evaluating, creating information, and utilizing it in a healthy, wise, intelligent, careful, appropriate and law-abiding manner in order to foster communication

and interaction in everyday life (Leaning, 2019). In keeping pace with the rapid pace of technological development in today's modern era, it is necessary for every individual to understand that digital literacy is as important as reading, writing, arithmetic, and other disciplines. This ability or skill is very important especially in the current Indonesian context (Regif et al., 2023).

Digital literacy can make a person become self-aware of an increasingly dynamic world, so it is hoped that people can participate in a better social life (Young et al., 2020). Therefore, digital literacy needs to be developed as part of lifelong learning (Anthonysamy et al., 2020). Research results reported by Mitchell Kapoor in (Kenedi, 2022) shows that the younger generation who have the expertise to access digital media, currently has not balanced their ability to use digital media for the benefit of obtaining self-development information. This is also not supported by the increase in material / information presented in digital media which is very diverse in type, relevance, and validation (Nursalam et al., 2020).

Local potential needs to be developed by all regions in Indonesia, this locally based potential can generate creativity and productivity as well as income for the community (Mulyono et al., 2020). The existence of various kinds of digital media available today shows how great the potential for increasing the number of target consumers obtained through online marketing activities in digital media or direct promotion (Richadinata & Surya Astitiani, 2021). Promotion is one of the determinants of marketing success (Abidin et al., 2022). This is because promotion is a means that can connect producers with consumers, regardless of the quality of a product if you have never heard of the product and are not sure of the usefulness of the product, consumers will not buy it (Infante & Mardikaningsih, 2022). Basically, promotion is a form of marketing communication, which is a marketing activity with the aim of disseminating information, influencing, persuading and reminding the intended target market of the company and its products to be willing to accept, buy and be loyal to the product (Notowijoyo & Loisa, 2020). According to Zimmerer 2008 in (Indarto & Prawihatmi, 2021), there are 8 factors driving entrepreneurial growth, one of which is technological progress.

Based on this exposure, digital literacy can help in providing knowledge that is very important in entrepreneurship of community traders in Karno Ungaran Square. So the researcher is interested in carrying out a research entitled "Digital Literacy as a Means of Promoting the Merchant Association in Karno Ungaran Square". This study aims to describe digital literacy activities as a means of merchant promotion, describe the inhibiting and supporting factors experienced by community traders in Karno Ungaran Square.

METHOD

This research uses qualitative methods. Qualitative research method is a research method based on the philosophy of postpositivism which Used to examine in natural conditions, where researchers are the key instrument, data collection techniques are triangulated (combined), data analysis is inductive / qualitative, and the results of qualitative research emphasize meaning rather than generalization (Sugiyono, 2015).

The resource person in this study is someone who has information related to research. The subjects in this study were eight traders who were members of four groups who sold in the Alun-Alun area and the field coordinator of Karno Ungaran Square as informants who knew and coordinated traders so that data was obtained in accordance with the conditions experienced.

Data collection techniques are carried out using observation, interview and documentation techniques. Data analysis techniques were performed using Miles & Huberman. Data analysis is carried out continuously until it is complete. This analytical technique is a technique used to obtain accurate research results on the problem under study so that the truth found by researchers while in the field can be scientifically accounted for.

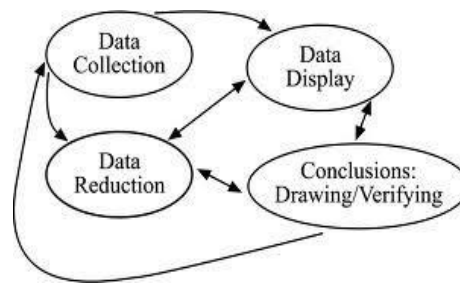


Figure 1. Miles & Huberman Analysis Model

The understanding of the analysis model above is 1) collecting data through observation of buying and selling activities, interviews with participants, and documentation in the form of photos during buying and selling activities. 2) Data reduction is carried out by summarizing and selecting the necessary data from the research results. 3) The presentation of data is carried out by researchers in the form of sentences and pictures to provide a clearer understanding. 4) Conclusions are drawn based on the results of research that has been obtained in the field.

DISCUSSION

Digital Literacy

Digital literacy is the knowledge and ability to use digital media, communication tools, or networks in finding, evaluating, using, creating information, and utilizing it in a healthy, wise, intelligent, careful, appropriate, and law-abiding manner in order to foster communication and interaction in everyday life (Hanik, 2020). In digital literacy, there are basic principles of digital literacy development that need to be known, including: understanding, interdependence, social factors and curation (Kurniawan, 2020). Traders in Karno Ungaran Square are able to apply these four principles because in their daily activities they have used smartphones / gadgets.

The large number of media, the forms of media are expected not only Just side by side, but also complement each other (Sutrisna, 2020). In addition, in fostering the enthusiasm and interest of traders in digital literacy activities, a digital literacy movement strategy is needed in the community. Strategy can be seen as the search for strategic steps that fit the company's environment, so it can be said that strategy is a long step used towards a goal (Maria Nila Anggia & Muhammad Rifki Shihab, 2019). Some strategies include: strengthening the capacity of facilitators, increasing the number and variety of quality learning resources, expanding access to learning resources, increasing public engagement. The field coordinator of Karno Ungaran Square together with related parties always try their best for the comfort of the traders' and visitors' associations, especially in improving the quality of human resources (traders) by procuring Wi-Fi facilities, socialization in collaboration with several agencies that discuss how to manage income and anticipate good promotions to do.

Various kinds of social media that make it easier for people to share information and communicate, Guidelines in using the internet properly and appropriately are needed for internet users, besides that Indonesia as a country that upholds religion and culture should need to have norms and ethics such as courtesy, hospitality, mutual assistance, high tolerance and tabayyun. This is strengthened by the existence of a legal basis as a reference for community members in their activities in the community. With the creation of Law Number 11 of 2008 which has been refined into Law Number 19 of 2016 concerning Electronic Information and Transactions which regulates information and electronic transactions and regulations regarding prohibited

acts. The application of norms and ethics in the merchant association in Karno Ungaran Square is contained in AD ART in each group. In addition, community traders have so far understood and used the internet for decent purposes, good and not harming others.

Promotional Tools

Promotion is a form of marketing communication, which is a marketing activity with the aim of disseminating information, influencing, persuading and reminding the intended target market of the company and its products to be willing to accept, buy and be loyal to the product (Malau, 2017). Promotion can run effectively if a marketing communicator must take several steps, namely: identifying market share, determining goals, designing messages, determining the promotion mix, choosing promotional channels, preparing budgets, measuring effectiveness and controlling and modifying promotional campaigns (Wibowo, 2021). Promotion has a function to prospect someone to become a consumer of the product made so that it can encourage product recognition through the selected distribution channel by creating products with brands that are easily recognizable (Devi, 2019).

Gadgets owned by someone can certainly have various kinds of social media accounts, for example: Google+, Instagram, Path, Linkedin, Twitter, and Facebook. Using social media facilities is expected to have characteristic selective and careful. Therefore it is necessary to understand and control The goals of each view owned. On the other hand, it is necessary to pay attention to ethics in using social media sites. Digital literacy shows how to use social media well. Sales promotion is a marketing activity other than personal sales, advertising and publications that stimulate consumer purchases and the effectiveness of suppliers who have a short period of time (Ibeh et al., 2022). Some of the means used in achieving promotional goals include the use of social media that is most often used by merchants is WhatsApp, Facebook and Instagram. In addition, community merchants also use online shopping platforms such as Shopee, Lazada and Tokopedia to buy or sell goods.

Promotional objectives include informing, influencing, persuading, and increasing target customers about the company and its marketing mix. The main purpose in promotion is: inform, persuade and remind. The merchant association in informing will describe the product then after the visitor sees then the merchant will persuade or invite to sit down and order and then after the visitor buys the product if the taste sought is suitable then the buyer will automatically remember and return to buy the product.

The type of promotion carried out by the merchant association in Karno Ungaran Square is a type of sales promotion carried out online and in person. Sales promotion, namely marketing other than personal sales, advertisements and publications that stimulate consumer purchases and the effectiveness of suppliers who have a short period of time. Furthermore, there are indicators that need to be considered in conducting promotions, namely promotion reach, promotion quality, promotion quantity and promotion time.

Social media that are most often used by merchants in sales promotion activities include Facebook, WhatsApp, and marketplaces such as Shopee and Tokopedia. In addition, the quality of promotions carried out by the merchant association in Karno Ungaran Square is considered to have been successful both directly and through e-commerce. While the promotional time is carried out when there are new products to be sold. Traders in Karno Ungaran Square target visitors who are walking in the Square (food court groups and PKL gotong royong) and residents around Ungaran and for those who carry out buying and selling activities online, the target is buyers who see the product.

Inhibiting Factors and Supporting Factors for Digital Literacy in Karno Square

Inhibiting Factors

Inhibiting factors in digital literacy activities for the merchant association in Karno Ungaran Square that come from internal traders include technology stuttering (Rahmawati et al., 2021) or someone's

incomprehension of technology. The rapid development of technology today requires people to be responsive to receiving various conveniences but in reality there are still many people who are still afraid to accept the convenience of the rapid technology, such as concerns related to the transfer of funds or delivery of goods. So that not all people can use social media, because there are concerns if they are wrong in the implementation of transactions. In the traders' association in Alun-Alun, the obstacle is due to the lack of interest of traders, the majority of whom are over 40 years old, to learn and follow the pace of technological development. This is because they find it difficult to learn new things related to technology. However, when older adults successfully use online social networks, research shows that these concerns decrease, and connectivity with others is often cited as a benefit.

Meanwhile, external factors that can hinder digital literacy activities are internet connection gaps because they still use their own data packages (Rachmawati et al., 2021: 36). The Karno Square merchant association when the weather is in a bad condition sometimes it is difficult to get a signal or internet connection, but this is quite rare. In addition, uneven Wi-Fi facilities in Alun-Alun are another obstacle in digital literacy activities.

Supporting Factors

The importance of improving the quality of human resources (HR) in an organization is a need that must be met because human resources are the main driver of the organization (Mursita & Suminar, 2019). In addition, the involvement of stakeholders such as the central government, local governments, industry and business, media and volunteers. The existence of cooperation with various parties can ease in in order to introduce and develop digital literacy. More dominant supporting factors come from internal, where sellers feel they need knowledge and skills to be able to maximize the presence of social media to expand the market reach of their products.

Sharing session can be one of the solutions that can be applied to increase the knowledge and spirit of the merchant association in digital literacy (Bagale et al., 2023). Involvement of experts, practitioners or professionals personally or institutionally to provide explanations and examples on how to use digital technology deep profession and daily life using fun activities. External factors that support traders because of the sharing session activities that are often carried out by field coordinators during regular meetings of the community.

CONCLUSION

Paguyuban traders Alun-Alun Karno Ungaran uses digital literacy as a means of promotion using social networks that can expand market reach so as to increase buyer interest in buying products. Some of the groups include the food court group, pakarti group, gotong royong PKL group and toy rental group. In daily activities, traders have used their smartphones to support their work and activities. Merchants know and are able to operate several well-owned social media for the benefit of sales promotion. Promotional activities carried out are carried out directly and using social media / online shopping platforms. Traders know how the process of doing promotions and the right time to do promotions. Then there are several inhibiting factors, including limited knowledge, skills, sarpras and lack of facilitators who can help in digital literacy activities and low intentions. Supporting factors are several Wi-Fi spots that can be used, socialization on how to manage finances and training to improve the ability of merchant associations through promotional activities and the desire of merchants to expand marketing through social media.

Suggestions for the Tourism Office include: the addition of facilitators who can manage social media and assist merchant associations in digital literacy activities and the improvement and equity of facilities that

support digital literacy activities. For merchant associations to increase interest and interest in digital literacy through online promotional activities.

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