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ANALYSIS OF THE INFLUENCE OF ONLINE APPLICATION USE ON THE MARKETABILITY OF TRADITIONAL MARKETS

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Abstract: *Traditional markets are places where sellers and buyers meet and are accompanied by direct buying and selling transactions and usually there is a bargaining process, buildings usually consist of stalls or outlets, stalls and open bases opened by sellers and a market manager. But along with the development of technology and science, the existence of online shopping applications makes activities in the market increasingly quiet, the income of market traders decreases, and customers turn to online shopping because they are looking for goods at more reasonable prices with better quality. This research uses qualitative research methods, with a phenomenological approach Qualitative research methods are used to test whether the phenomenon obtained is in accordance with the theory that has been chosen. The approach used is a phenomenological approach. The result of the study is that the average traditional trader experiences difficulties and decreases in the marketability of traditional traders.*
Keyword: Government Response, Cassava Trade Governance, Lampung, From Price Crisis To Policy Orchestration.

INTRODUCTION

The market in Indonesia existed before the formation of the Republic of Indonesia. The market arises because of the conditions and factors that affect the economic and trading activity in a market. This includes factors such as supply and demand, the length of the economic cycle, business trends, economic politics and policies, and the macroeconomic environment. An important factor in a market is demand and supply. Demand is the desire of consumers to buy goods or services, while supply is the desire of producers to sell goods or services. If the demand exceeds the supply, then the quantity of goods will tend to rise. On the other hand, if supply exceeds demand, the price of goods will tend to fall. Business trends are also an important factor in the market background. For example, if an industry is experiencing rapid growth, then the market for products or services in that industry will increase. Conversely, if an industry is declining, then the market for products or services in that industry will decline. Political factors and government policies can also affect the market background. Political events such as elections or government policies such as changes in tariffs or regulations can have a significant impact