

ABSTRAK

Penelitian ini bertujuan untuk menganalisis bentuk-bentuk adaptasi pedagang Pasar Johar Semarang terhadap modernisasi dan integrasi teknologi digital dalam aktivitas perdagangan, serta mengidentifikasi faktor-faktor yang memengaruhi proses adaptasi tersebut beserta implikasinya terhadap konfigurasi sosial-budaya pedagang pascarevitalisasi. Penelitian ini menggunakan pendekatan kualitatif dengan metode etnografi. Data diperoleh melalui observasi partisipatif, wawancara mendalam, studi dokumentasi, dan catatan lapangan. Informan penelitian dipilih menggunakan teknik purposive sampling dan snowball sampling. Analisis data dilakukan secara induktif melalui reduksi data, penyajian data, dan penarikan kesimpulan dengan pendekatan analisis tematik. Hasil penelitian menunjukkan bahwa modernisasi dan penetrasi media digital telah membentuk ulang konfigurasi sosial-ekonomi pedagang di Pasar Johar secara signifikan. Adaptasi pedagang berlangsung secara berlapis dan tidak seragam. Sebagian pedagang mengintegrasikan media sosial seperti WhatsApp, Instagram, dan TikTok sebagai strategi promosi, memperluas jaringan pelanggan, serta memanfaatkan sistem pembayaran non-tunai untuk meningkatkan efisiensi transaksi. Sementara itu, sebagian pedagang lainnya tetap mempertahankan praktik konvensional yang bertumpu pada relasi personal, tawar-menawar langsung, dan loyalitas pelanggan berbasis kedekatan sosial. Variasi respons tersebut dipengaruhi oleh faktor usia, tingkat pendidikan, modal ekonomi, pengalaman usaha, lokasi kios, dan tingkat literasi digital. Penelitian ini menyimpulkan bahwa adaptasi pedagang tidak hanya bersifat teknologis, tetapi juga bersifat sosial, kultural, dan relasional. Modernisasi fisik pascarevitalisasi memperbaiki tata ruang dan citra pasar, tetapi juga mendorong reorganisasi interaksi sosial. Digitalisasi memperluas akses pasar, namun sekaligus menciptakan diferensiasi baru di antara pedagang. Dengan demikian, modernisasi di Pasar Johar tidak menghadirkan homogenisasi total, melainkan proses negosiasi antara nilai tradisi dan tuntutan ekonomi digital.

Kata Kunci: modernisasi, media digital, adaptasi pedagang, pasar tradisional, Pasar Johar

ABSTRACT

This study aims to analyze the forms of adaptation undertaken by traders in Johar Market, Semarang, toward modernization and the integration of digital technology in trading activities, as well as to identify the factors influencing the adaptation process and its implications for the socio-cultural configuration of traders after revitalization. This research employs a qualitative approach using ethnographic methods. Data were collected through participant observation, indepth interviews, documentation studies, and field notes. Informants were selected using purposive sampling and snowball sampling techniques. Data were analyzed inductively through data reduction, data display, and conclusion drawing using thematic analysis.

The findings reveal that modernization and the penetration of digital media have significantly reshaped the socio-economic configuration of traders in Johar Market. The adaptation process occurs in layered and uneven patterns. Some traders have integrated social media platforms such as WhatsApp, Instagram, and TikTok as promotional strategies, expanded customer networks, and utilized cashless payment systems to improve transaction efficiency. Meanwhile, other traders continue to rely on conventional practices emphasizing personal relationships, direct bargaining, and customer loyalty based on social closeness. These varied responses are influenced by age, educational background, economic capital, business experience, kiosk location, and digital literacy levels.

This study concludes that traders' adaptation is not merely technological but also social, cultural, and relational. Post-revitalization physical modernization has improved spatial organization and the market's image, yet it has also encouraged the reorganization of social interactions. Digitalization expands market access while simultaneously creating new forms of differentiation among traders. Therefore, modernization in Johar Market does not lead to total homogenization but rather to a negotiation process between traditional values and the demands of the digital economy.

Keywords: modernization, digital media, trader adaptation, traditional market, Johar Market.