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Digitalization of The Market Place: A Perspective on Interaction Theory and Social Change

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Abstrak

Penelitian terkait perkembangan teknologi yang begitu pesat tersebutlah yang akhirnya membuat pergeseran interaksi sosial dan juga perubahan adanya kegiatan jual beli yang mulanya dengan cara bertransaksi secara langsung bertatap muka antar penjual dan pembeli, kini para penjual dan pembeli hanya bertransaksi melalui virtual atau online dengan menggunakan platform tertentu. Penelitian ini menggunakan metode penelitian yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif. Jenis data yang digunakan dalam penelitian ini adalah data kualitatif, yang terbagi menjadi data primer dan data sekunder. Sumber data yang diperoleh melalui studi pustaka adalah sumber yang tersedia secara online dan offline, seperti jurnal ilmiah, buku, dan berita dari sumber terpercaya. Temuan penelitian menyimpulkan bahwa tergerus pergeseran interaksi & perubahan sosial di masyarakat pada kegiatan jual beli dari system offline menjadi serba online pada market place. Proses pergeseran dan perubahan sosial ini tentu saja seiring dengan perkembangan zaman pada era kekinian serba digital baik secara individu atau suatu kelompok masyarakat. Penggunaan teknologi dari adanya perubahan sehingga mengakibatkan tergerus interaksi sosial ditengah masyarakat.

Kata Kunci: Digitalisasi, Interaksi dan Perubahan Sosial, Market Place

Abstract

Research related to the rapid development of technology is what ultimately created a shift in social interaction and also a change in buying and selling activities, which initially involved direct face-to-face transactions between sellers and buyers, now sellers and buyers only transact via virtual or online using certain platforms. . This research uses the research method used in this research is a qualitative descriptive method. The type of data used in this research is qualitative data, which is divided into primary data and secondary data. Sources of data obtained through library research are sources available online and offline, such as scientific journals, books and news from trusted sources. The research findings concluded that there was an eroding shift in interaction & social changes in society in buying and selling activities from offline systems to completely online in market places. This process of social shift and change is of course in line with developments in the current digital era, both individually and as a group of people. The use of technology results in changes resulting in the erosion of social interaction in society.

Keywords: Digitalization, Social Interaction and Change, Market Place

INTRODUCTION

In today's digital era, it is very easy to communicate with people in various parts of the world, especially in the economic sector. The use of various social media and digital platforms has become a favorite among business people because it is easy to operate and does not cost much to maintain the system or network. Indonesia has long been familiar with social media, for example Friendster, Facebook or Twitter and the most popular one now is Instagram. Social media is indeed a platform that can connect people in various locations in the world and can share information for various purposes, for example to attract consumer interest (Wulandari et al., 2023).. Social media makes it easy for users to express their interests, especially in using photos and videos to share moments of activity. Apart from personal interest in sharing stories with followers, social media is also used to expand market reach in marketing sellers' products. Social media is also faster in disseminating information compared to word of mouth information or advertising. Sellers can use social media to market their products to customers, especially during the communication crisis during the pandemic and after the Covid-19 pandemic (Wulandari et al., 2023).

This change towards modernity can not only be seen from new aspects of life, but old aspects are also being eroded by the flow of modernization. One aspect that has been eroded by the flow of modernization is the shift in social interactions that occur in society in terms of buying and selling transactions. Buying and selling (business) in society is a routine activity carried out all the time by all humans (Shobirin, 2016). In modern life like today, buying and selling competition is not only due to store locations being next to each other,

but also many other more complex challenges (Shobirin, 2016). To overcome competition in this modern era, despite shifting social interactions and social changes in buying and selling in society, the latest innovations are needed. It cannot be denied that the innovations carried out by society and the government in the development of market places in the buying and selling process will result in social change. In the innovation process in the buying and selling process in the market place, technology is one of the aspects emphasized in the development or progress of sales. In general, technology is a means to achieve goals for the continuity and comfort of people's lives. Sociologically, technology does not mean the same as machinery as in other general understandings. In sociological discussions, technology covers all productive techniques, such as hardware in production, work management, and work organization (Ariyani & Nurcahyono, 2018). Based on which brands/platforms are most frequently used, Top of Mind, which brands are in the first place in consumers' minds and how many transactions and percentage results are obtained (Khatimah et al., 2023) :

Table 1. Number of Market Place Users and Transactions in 2022

Marketplace	Number of users	Number of Transactions (Share of Order)
Shopee	54 %	41 %
Tokopedia	30 %	34 %
Lazada	13 %	16 %
Bukalapak	12 %	10 %

Source: Becker et al., (2022), BPS (2022)

Shopee outperforms Tokopedia and Lazada in terms of number of users and e-commerce transactions (Table 1). 54% chose Shopee, followed by Tokopedia (30%), Lazada (13%), and Bukalapak (12%). Number of transactions (share of orders), Shopee also managed to record the highest market share in the number of transactions in three months of transactions, namely (41%), followed by Tokopedia (34%), Lazada (16%), and finally Bukalapak (10%). One of the best-selling sources of goods on Shopee is first beauty products which sold 247.1 million, second home equipment which sold 133 million, and third fashion 107 million (Khatimah et al., 2023). This data was obtained from the Indonesian Digital Marketing Association in 2020 (ADMI, 2020). With digital marketing, communication and transactions can be done at any time/real time and can be accessed throughout the world, someone can also get various goods via the internet, most of the information about various products is available on the internet, ease of ordering and the ability of consumers to compare products. with other products (Setyato & joko dewanto, 2012).

Because the rapid development of technology is what ultimately causes the shift in social interaction in society to decrease. There are changes in transactions both in terms of buying and selling in the community, which initially involved direct face-to-face transactions between sellers and buyers, now sellers and buyers only transact via virtual or online using certain platforms in the market place. In the era of industrial revolution 4.0, the industrial system has changed from rapidly developing technology to digital technology. Both in terms of transportation, trade and banking. Like it or not, all business systems that still apply conventional ones are switching to digital (Muslim, 2013).

Trade in the digital era no longer knows national boundaries or time. Can carry out transactions without moving places and in a more efficient time and save costs. Examples include the proliferation of online taxis, online buying and selling and activities that utilize online technology (Anwar, 2019). Shopping using the online system is a lifestyle and has metamorphosed into a popular culture carried out by many people in Indonesian society. Since the development of the internet has increased, most activities are carried out more instantly. Shopping is even more practical. Consumers just need to order, transfer, and the goods can arrive at home. It is not uncommon for the prices of goods in online stores to be cheaper than in offline stores.

This is because online stores do not require large operational costs (Sazali & Rozi, 2020). This is what ultimately causes a shift in social interaction and social change in society. In a sociological perspective, social interaction is a relationship that occurs between humans and other humans, both individually and in groups. This is followed by social change understood as a process. This means that social change will always occur throughout time considering that society continues to move, develop and change. Every individual or group in society will definitely experience a change. This happens because every individual and member of this community group has the thoughts and abilities to continue to develop over time (Sazali & Rozi, 2020).

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This happens because every individual and member of this community group has the thoughts and abilities to continue to develop over time. Often shifts in social interactions and also changes that occur in society are due to elements that must be implemented to

achieve a more decent life in the future. This shift in social interaction and change was triggered by the desire to live a better life. Apart from that, the essence and nature of humans who always want to make changes continue to create new things in the digital era, such as transactions in market places. As time goes by, new things continue to develop until they finally change the old system (Prinada, 2021).

RESEARCH METHOD

According to Moloeong (2016: 41) the qualitative descriptive research method is a research method that contains data quotations to provide an overview of the presentation of the report, the data comes from manuscripts, interviews, field notes, photos, videos, personal documents, or official documents (Hanum et al., 2021).

This research uses qualitative research. Qualitative methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior (Pradoko, 2017). Where researchers aim to describe and analyze changes in people's behavior regarding buying and selling activities from offline systems to completely online. To produce concrete data, the author will conduct literature study and analysis (Subrata & Dewi, 2017). Literature study is carried out by exploring information obtained from various sources, including books, articles, journals and blogs (Subrata & Dewi, 2017).

After conducting a literature study, an analysis was then carried out to find the right meaning and answer regarding the digitalization of buying and selling activities that occur in society today. The analysis used in this research uses the social change theory paradigm. Social changes require adjustments in the conception of the communication model because each element in the communication stakeholder component experiences a shift in role and position. Change is a process that continuously occurs in every society (Ariyani & Nurcahyono, 2018).

RESULT AND DISCUSSION

Marketplaces

Marketplace is an internet-based (web-based) online media where business activities and transactions between buyers and sellers are carried out. Buyers can search for as many suppliers as possible with the desired criteria, so as to obtain market prices. Meanwhile, suppliers/sellers can find out which companies need their products/services. Marketplace is an E-Business model that deals with sellers and buyers (seller & buyer). Marketplace in Indonesia is one of the media driving the national economy in order to face the era of

globalization. For this reason, it is necessary to develop a MarketPlace that is orderly, fair and efficient. In general, an efficient MarketPlace can improve the investment climate in a company and facilitate the flow of input and output of goods (Fadillah & Subchan, 2021).

The Role of Technology in Human Development (Digitalization)

Technology has shown its role in human life. Thanks to technology, many aspects of human life can be made easier, including social aspects, economic aspects, political aspects and various aspects of human life. The existence of technology can also make it easier for humans to access information. There are many other conveniences that humans obtain from technology products. According to Martin Heidegger questioned technological phenomena as a philosophical problem.

Heidegger defines technology as a form of existence in the world, which reflects that humans are gripped by the desire to always increase the completeness and convenience of nature in order to guarantee their existence. In this way, technology forms a relationship characterized by the desire to exploit nature as far and as efficiently as possible. This means showing a change in human attitudes towards nature which was originally determined by qualitative values to become a production relationship that can be quantified (Ariyani & Nurcahyono, 2018).

Theory of Social Interaction and Change

The discussion in this study is related to the occurrence of social changes related to the adoption of communication technology. Social changes require adjustments in the conception of the communication model because each element in the communication stakeholder component experiences a shift in role and position. Change is a process that continuously occurs in every society. There is a process of change that goes in such a way that it is not felt by the supporting community. Such a movement of change is called evolution. Sociology has a picture of changes in the evolution of society from simple society to modern society. The process of moving change occurs within a range of goals in modern society. Departing from Comte's evolutionary theory of social change. The starting point of Comte's thinking was his view of society using biological concepts, which can be summarized.

To facilitate mapping in this study, two types of communication science research are grouped, namely: a. Studies that explain social, political, or cultural phenomena by introducing communication factors such as communication influences, communication technology or communication behavior b. Studies that explain communication phenomena

or problems using theories on society, politics, culture, psychology, or communication itself. In connection with the social changes that occur, academic questions will be explained in this research regarding the occurrence of social changes from a communication perspective (Budyono, 2015).

Change in Indonesia is always associated with economic development as well as involving social and cultural development processes. In relation to communication technology, it is fundamentally understood that communication technology determines the face of society. Rapidly developing information and communication technology has changed the information environment from mass production of uniform information to diversified, tiered and specialized information. Contemporary society seems to grow within community boundaries as occurs in social media networks.

Long before, according to Ito, this also happened in socialist countries in recent years where control of the flow of information by the government was very strict, but drastic changes occurred in society. Mass communication has created mass society. The new society after mass society has become more segmented not by date of birth or profession as in the past, but by ideology, values, tastes and lifestyle. In short, people in the information society have very strong attention to information, where this tendency has changed mass society which is based on mass communication and mass production to a segmented society which is based on new media and segmented production modes (Hidayat, 2016) Society develops along with technological developments that accompany the times.

The power of information in advanced societies is an indicator of changing times. Dahlan ensures that information is the basis of power in future societies, like land in agricultural societies, or money and capital goods in industrial societies. According to him, information has power so that it cannot be given to information producers but rather in the ownership or application of information resources. The importance of information continues to grow not only from an economic perspective but also in the context of the entire society in general. Daniel Bell also emphasized that information is a commodity that is highly valued in an information society so that it has an impact on social structures.

Those who produce new information (scientists, R&D workers, engineers) will be treated as super elites in the newly emerging class structure. Information is also considered by Bell as a strategic resource for the transformation of society in all aspects, including politics. Bell said, I confess I am not impressed with the ideals of those who think that the normal human condition is to struggle to get by trampling, crushing, elbowing, and stamping on each other's heels, to shape social life.

That's the thing that most kinds of humans, or whatever, want most. Except for the

unpleasant symptoms of one of the phases of industrial progress. Information and communication are important elements in the formation of society: they determine social characteristics. Society can only form when information networks are established, and basic agreements and rules are established on what, who, and how to communicate. Informal social structures and formal institutions are basically communication and information networks, information management and its flow.

According to Weber, the most decisive problem of modern life is the development of formal rationality. The formal rational that Weber intended includes the actor's thinking process in making choices regarding means and ends. In this case the choice is made by referring to customs, regulations and laws that are universally applied. All three come from various large-scale structures, especially bureaucratic and economic structures. Technology is causing the rapid social changes that are now sweeping the world. Technological changes will be faster than changes in culture, thoughts, beliefs, values, norms which are tools for regulating human life. Therefore, change often produces social shocks which in turn will give rise to new patterns of behavior, even though there is conflict with traditional values (Ariyani & Nurcahyono, 2018).

Action a individual idu Which can influence individual - individual others in the social environment. In acting or behaving social, an individual should take into account existence individual other Which There is in the environment. This is important pay attention Karen a act of interaction social is a manifestation of social relationships or interactions. Can concluded that social interaction is a relationship or communication carried out by two or more people more with the aim of mutual influence one another other For reach objective certain, in this case it can be interpreted that in social interaction there is in relationships between individuals, groups, which are relationships what humans do for act towards something on the basis of meaning which owned by humans (Sianturi, 2021).

Someone is communicating carries meaning through thoughts, feelings and his actions. This meaning is obtained from the results interactions he has with other people. These meanings are refined in time the process of social interaction is ongoing. Interaction results social provides meaning as a result of interaction social that describes internal agreements apply certain meanings and certain symbols (Misnawati, 2019).

Transaction Activities In The Marketplace, Shifts In Social Interactions and Changes

Modernization activities occur in all aspects of life, including in the economic sector, with the emergence of digital markets in addition to traditional markets and modern markets. This economic development has consequences for business actors in it. On the

other hand, this activity illustrates the ability of human resources in digital technology skills in a business context, namely giving birth to a new formula "digital literacy + economy = digital market (second reality)".

In general, the market is a realm or medium for the buying and selling process, interactions between sellers and buyers, as well as an intermediary realm in fulfilling life's needs (Ardiyansyah et al., 2019). Economic activity with the emergence of the digital market is influenced by the development of spat-capitalism (production of pseudo-needs). The pace of development of spat-capitalism, postmodern culture, and cyberspace technology to date has brought society into various hyper-fast currents of change. This hyper-fast flow of change is like a world that keeps running; never reduces the tempo of production, consumption and speed of information, thereby making or conditioning humans unable to rest at all. One example of a product from a world that never stops running is the internet.

Through advances in information and technology, humans have become incarnated and even rivaled God by mastering space, controlling distance, controlling time, and creating virtual bodies. This means that now humans seem to have unlimited power or strength like God. This is the image of the appearance of the spirit of capitalism in the spirit of postmodernism and in the spirit of cyberspace, a world dominated by information or digital appearances. The penetration of this number of internet users is like a gold mine for actors who want to enter e-commerce (digital market). This accelerated rate of increase in internet users has had an impact on the realm of transactions in society, where people prefer to make purchases no longer through real markets, but through digital markets, thereby eroding interactions with direct or face-to-face communication.

Changes in the landscape of social life in the era of computer and communication technology innovation which increases human ability to produce, distribute and consume information massively through various media. This is what ultimately causes the proliferation of online shops in Indonesia, such as Shopee, Lazada, Tokopedia, Blibli .com, Zalora, Bukalapak, and so on. This is because people spend more time surfing the internet, including making online transactions. An illustration of the realization of what the government wants, which has declared Indonesia to be the largest digital economy by 2020 and targets to become the largest in Southeast Asia (Simamora & Fatira, 2019). Currently, transaction activities cannot only be carried out by meeting face to face.

Digital technology makes all sales and shopping processes easier and more practical. One of the buying and selling activities that is currently in great demand is through e-commerce. E commerce itself comes from English, namely electronic commerce or electronic commerce. And just like trading that is done directly or face to face. E-commerce

also includes the process of promotion, purchasing and product marketing. What is different is the trading system used, namely via electronic media or the internet.

In e-commerce, the entire trading process starting from the product ordering process, data exchange, to fund transfer is carried out electronically. In the midst of increasingly sophisticated developments in the flow of digital technology and information, e-commerce activity is an application of e-business or electronic business which is related to commercial transaction activities (Sazali & Rozi, 2020). e-commerce is experiencing rapid development in Indonesia due to several factors, namely smartphone and internet penetration which continues to increase, Indonesia's population is large and its purchasing power is increasing amidst strong macroeconomic growth, and Indonesia has a young and technology-literate population, meaning they quickly adapt to new technology (Ariyani & Nurcahyono, 2018).

There are several ways to change digital transaction activities as follows:

1. Via social media Buying and selling using social media is currently very profitable with many Indonesians accessing social media such as Facebook, Instagram and Twitter. However, there are fundamental weaknesses that make buying and selling activities using this method considered less effective in boosting marketing. Buying and selling via social media has weaknesses, the first weakness is that it is not trusted by buyers who are not familiar with the product and are not yet traders who are trusted by consumers. The second weakness is manual search for consumers. This means that sometimes sellers don't know who the buyers are and how to deal with consumers who give negative comments about the products they sell.
2. Via personal website Many business people end up marketing using a personal website or blog specifically for their own brand. The positive side of selling through a personal website is seeing the very positive side of branding because it can increase prestige, prestige and sales for the website owner. But the weakness is that sellers must have people who can actually spend time monitoring and improving the quality of the website. The effort (business) is very large, it is difficult if you have a website but no one maintains the website and it is not interactive with customers.
3. Via online shop There are two types of online shops developing in Indonesia:
 - a. Classifieds site An online shop in the form of a classified ad site is a type of online shop that only provides a platform in the form of a line of products offered by advertisers. Examples include Lazada, Mataharimall.com, Zalora, and so on.
 - b. Marketplaces Marketplace is an online buying and selling site that offers complete sales services. This means that promotional activities to buying and selling transactions are all served using a system that has been tested. Buying and selling

sites in the form of marketplaces in Indonesia, for example Lazada, Bukalapak, Blibli, Tokopedia, Shopee, Elevation, and many others. Today's online purchasing behavior consists of three things:

- 1) Visiting (search) Potential buyers first access the e-commerce site. This visit was carried out after identifying the needs that he wanted to purchase. However, there are also those who just want to spend their time looking at the products, services or promos offered by e-commerce.
- 2) Purchasing After someone makes a visit or search and finds a product or service that is suitable for him, then he will make a purchase. There are several things behind someone's purchase on an e-commerce site. First, someone makes a purchase because they really need the goods or services. Second, someone makes a purchase because they are interested in the promos offered by e-commerce service providers.
- 3) Multi-Channel Shopping It is a feature provided by e-commerce sites in the form of providing various purchasing paths or methods for consumers. This aims to maximize the value of consumer spending. Consumers who want to buy can buy the product in the way they like. For example, in e-commerce salestock, salestock consumers can make purchases not only through the website, but also through applications on smartphones, WhatsApp, Line, Facebook chat, and Instagram (Harahap, 2018).

Recently, online shopping has become an increasingly popular activity among many groups. Especially during the online shopping spree, which is usually a moment that is eagerly awaited by many people because there will be lots of big promotions and free shipping offers. In 2018, total 12.12 Harbolnas transactions reached IDR 6.8 trillion. In 2019 it increased to IDR 9.1 trillion. One of the research results also states that there is an increase in online shopping among housewives because they are tempted by the offer of goods advertised, especially with discounts on goods prices which are increasing, the more goods you buy, the more discounts you get, which are sometimes accompanied by freebies. shipping.

There are also those who choose to change to online shopping because the sellers in the marketplace or online shop often offer discounts and even cashback of up to 50% (Juniar & Jusrianti, 2021). Apart from that, the Chief Customer Care Officer of the Lazada Indonesia marketplace also said that the data he received from McKinsey was that 57% of people carried out shopping activities via digital (Economics et al., 2020).

There is also data reported from Twitter, conversations about shopping increased by

60% in March 2020. The moment when the PSBB was implemented which was quite strict in each region made people tend to actively shop online. This situation is of course taken advantage of by many business actors from small, medium to large sectors to start thinking about ways to continue to reach consumers. In this case, the e-commerce platform, which previously was not as booming as it is today, is being utilized by business owners. The economic problems that emerged during the pandemic created a new pattern in society, even in terms of shopping.

People are given the choice to continue shopping or save their money due to economic problems. However, there are also people who still choose to shop to meet their needs, or even to help the nation's economy (Pratama Afrianto & Irwansyah, 2021). The forms of change that occur in buying and selling activities today are a form of social change. There are many who define change in a broad sense. Wilbert More, for example, defines social change as an important change that occurs in the entire social structure, behavioral patterns, and social interaction systems, including changes in norms, values, and cultural phenomena (Goa, 2017). According to William F. Ogburn, social change includes cultural elements, both material and immaterial, which emphasizes the great influence of material cultural elements on immaterial elements.

The use of technology in buying and selling activities will influence buyers' action patterns. The impact of social changes that occur in the buying and selling process will undoubtedly dislodge the entity from the sales activity itself. The traditional and substantive nature will slowly change to a nature that emphasizes formal relationships as is the case in the modern market system. In the end, changes that occur in conventional buying and selling activities must go through careful study. So that conventional sales are no less competitive with digital sales without having to lose their spirit (Goa, 2017).

CONCLUSION

Social change and interaction in society is not just a matter of results or products but a process. This process of social change interaction is of course the result of an agreement or joint decision taken by an individual or a group of people. The decisions taken are of course in accordance with the wishes or hopes of the group so that social change can be realized despite the shift in social interaction in an increasingly eroded society. Economics and culture are the main problems that occur in society today. Poverty from an economic perspective can influence people's lives such as social behavior, ways of thinking, acting, and so on. The economy can cause people to live in poverty.

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