

The Influence Of The Shopee Marketplace On The Social Mobility And Welfare Of Traditional Traders

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Abstract

This study examines the relationship between the use of the Shopee marketplace and the communication strategies, economic welfare, and social mobility of traditional traders in RW 11, Pondok Aren, South Tangerang. The study adopts a quantitative approach using a structured questionnaire and survey data from traditional traders who use Shopee; however, the final sample size must be verified because the manuscript reports both 290 respondents and a planned sample of approximately 29 respondents. Descriptive statistics, linear regression, and Pearson's correlation are reported as the planned/used analytical techniques. The manuscript reports that 78% of respondents actively used Shopee Live, that respondents reported an average sales increase of 30%, and that 65% reported operating-cost reductions of up to 20%. It also reports a regression coefficient of 0.45 ($p < 0.05$) for the relationship between communication-feature use and income, and a positive correlation between Shopee use and social mobility ($r = 0.52$, $p < 0.01$). These findings suggest an association between the use of Shopee's communication features and traders' reported economic and social outcomes. The numerical results and sample size should be checked against the original dataset before publication.

Keywords: *Shopee, communication strategy, traditional traders, social mobility, welfare, e-commerce, Pondok Aren*

INTRODUCTION

The development of information and communication technology has transformed many aspects of life, including trade. Online marketplaces such as Shopee have become an alternative channel for consumers to make transactions, which were previously dominated by traditional markets. According to the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia continued to grow, reaching more than 200 million in 2023. This phenomenon has encouraged a shift in consumption patterns from conventional methods to digital platforms, with significant implications for traditional traders.

Pondok Aren Urban Village, particularly RW 11, has distinctive characteristics that make it an interesting research location. With a population of 289,767, the area is one of the traditional trade centers in South Tangerang. RW 11 is known for its busy traditional market, where many small traders operate. The diversity of products and cultures reflected in this market makes it a representative microcosm of the dynamics of traditional trade in Indonesia. Of the population, approximately 10%, or 28,976 people, are traders who actively sell goods in traditional markets. Notably, many of these traders have begun using Shopee as one of their sales channels.

 <p>Peta lokasi Kecamatan Pondok Aren</p>	
Negara	 Indonesia
Provinsi	Banten
Kota	Tangerang Selatan
Pemerintahan	
• Camat	H. Hendra ^[1]
Populasi (2021)^[2]	
• Total	289.767 jiwa
• Kepadatan	9.698/km ² (25,120/sq mi)
Kode pos	15421-15429
Kode Kemendagri	36.74.03 
Kode BPS	3674060 
Desa/kelurahan	11 kelurahan

Source: https://id.wikipedia.org/wiki/Pondok_Aren,_Tangerang_Selatan

The growth of e-commerce has created new opportunities and competitive pressures for traditional traders. Preliminary observations in RW 11, Pondok Aren, suggest that some traders have begun using Shopee to reach customers beyond the local market and to respond to changing consumer behavior. These observations provide the practical context for examining the relationship between marketplace use, communication practices, welfare, and social mobility.

This study focuses on the potential role of marketplace-based communication in supporting traditional traders' economic and social outcomes.



Figure caption: A trader using marketplace technology.

Pasar Segar Graha Bintaro is the specific trading location discussed in this study. To ensure methodological clarity, the manuscript should consistently distinguish this market from the broader administrative area of RW 11, Pondok Aren, and should verify that the study population and sample were drawn from this location.

Marketplace features such as live streaming, informative product descriptions, and customer reviews may help sellers present products and interact with customers. However, the extent to which these features affect sales, income, and social mobility needs to be established through systematic data rather than assumed from observation.

Accordingly, this study examines traders' use of Shopee and its relationship with their reported welfare and social mobility.



Figure caption: A trader at Pasar Segar Graha Bintaro.

The traditional trade sector in Indonesia is a backbone of the economy: it supplies people's daily necessities and provides livelihoods for millions of business operators (Ministry of Cooperatives and Small and Medium Enterprises, 2022). In recent years, however, traditional traders have faced various challenges that hinder their development.

Challenges Faced by Traditional Traders

The emergence of modern retail stores: The expansion of modern stores, with efficient business models and competitive prices, has intensified competition for traditional traders (Haryani & Yulianto, 2022). Rising raw-material prices: Fluctuations in the prices of raw materials, such as food commodities and textiles, often make it difficult for traders to maintain profit margins (Hermawati & Utami, 2020). Changing consumer behavior: Consumers, particularly younger generations, have become increasingly accustomed to online shopping and seek convenient access and a wider range of products (Rahmawati & Sari, 2021). As a result of these challenges, traditional traders' income tends to stagnate or even decline. Haryani and Yulianto (2022) suggest that this can reduce traders' socioeconomic status and welfare.

New Opportunities Through Online Marketplaces

Developments in digital technology offer potential solutions for traditional traders. Online marketplaces such as Shopee provide accessible and affordable platforms for marketing products online (Alfianty & Handayani, 2020). These platforms offer several advantages. Wider market reach allows traders to move beyond local customers and reach buyers throughout Indonesia and even overseas.

Increased sales: Online platforms allow traders to present products in more attractive and informative ways, potentially increasing sales and income. Cost efficiency: Selling online may require less capital than operating a stall in a traditional market, for example by reducing rental costs and the need for additional labor. Ease of management: Marketplace platforms typically include features for managing inventory, receiving orders, and interacting with customers online (Haryani & Yulianto, 2022). RW 11, Pondok Aren Urban Village, South Tangerang, was selected as the research site for several reasons. Significant population of traditional traders: Pondok Aren has an active traditional market that provides income for many local residents. High smartphone penetration: Statistics Indonesia (BPS, 2021) reported high smartphone ownership in urban areas such as South Tangerang. This indicates the potential for traditional traders in RW 11 to use online marketplaces. Limited previous research: Few studies have examined the influence of Shopee on the social mobility and welfare of traditional traders in South Tangerang.

Based on the discussion above, this study aims to investigate the influence of the Shopee marketplace on the social mobility and welfare of traditional traders in RW 11, Pondok Aren Urban Village, South Tangerang.

RESEARCH METHODS

This study uses a quantitative survey design to examine the relationship between Shopee communication practices and traders' reported welfare and social mobility. Data were collected using a structured questionnaire. The instrument was designed to measure marketplace use, communication practices, economic welfare, and social mobility.

The target population is described as traditional traders at Pasar Segar Graha Bintaro who use Shopee to sell their products. The original manuscript estimates the population at approximately 289 traders and states that a sample of approximately 29 traders (10% of the population) was planned. However, the Results section reports data from 290 traders. The actual population size, sampling procedure, and final number of valid respondents must be verified against the study records and corrected consistently throughout the manuscript before submission.

The questionnaire consists of closed-ended items using a Likert scale. The measured dimensions include communication practices (such as live streaming, product descriptions, and customer reviews), economic welfare (including income and sales volume), and social mobility (including perceived changes in social status and quality of life). The final manuscript should report the actual sampling technique, survey period, respondent eligibility criteria, and number of valid responses.

The manuscript reports the use of descriptive statistics, linear regression, and Pearson's correlation to examine the relationships between Shopee communication practices, economic welfare, and social mobility. The final version should identify the variables entered into each test, report the relevant test statistics and confidence intervals where available, and clarify whether regression assumptions were assessed.

Content and construct validity are stated as procedures for assessing the questionnaire, while Cronbach's alpha is identified as the reliability measure. The authors should provide the actual validity and reliability results, including the Cronbach's alpha value, rather than describing only the intended procedure.

The findings are presented using descriptive and inferential statistics. Results should be reported separately from interpretation: the Results section should state the observed data and statistical outputs, while the Discussion section should interpret those findings in relation to the research question and relevant literature

RESULTS AND DISCUSSION

Result

The manuscript reports that the survey included 290 traditional traders at Pasar Segar Graha Bintaro who used Shopee as a sales channel. This respondent count conflicts with the Methods section, which describes a planned sample of approximately 29 traders; therefore, the number must be verified against the original dataset.

According to the reported descriptive results, 78% of respondents actively used Shopee Live to promote their products. Respondents reported an average sales increase of 30% after beginning to use the feature. The manuscript also states that informative product descriptions and positive customer reviews were associated with greater consumer trust and higher sales volumes; the supporting measures should be specified if available.

The manuscript reports a regression coefficient of 0.45 for the relationship between the frequency of using Shopee communication features and income, with $p < 0.05$. The interpretation of this coefficient depends on the operational definitions and units of the

variables, which should be stated in the final version. The coefficient should not be described as a 0.45-unit income increase unless the model's scale supports that interpretation.

The manuscript reports a Pearson correlation of $r = 0.52$ ($p < 0.01$) between Shopee use and social mobility, indicating a moderate positive association in the reported analysis. The authors should include the sample size used in this test and, where possible, the confidence interval.

The manuscript reports that 65% of respondents indicated that adopting Shopee reduced operating costs by up to 20%. The questionnaire item and the basis for calculating this reduction should be clarified in the final version.

Taken together, the reported results describe positive associations between the use of Shopee communication features and traders' reported sales, income, operating costs, and social mobility. These results should be interpreted cautiously until the sample-size discrepancy and the underlying statistical outputs have been verified.

The reported data suggest that more active Shopee use is associated with better self-reported economic and social outcomes. The current manuscript does not provide enough methodological detail to establish that Shopee use caused these outcomes or that Shopee users had significantly higher incomes than non-users, particularly because the described population consists of traders who use Shopee.

Potential explanations for the reported associations include broader market reach and the opportunity to communicate product information through live streaming, descriptions, and customer reviews. These explanations should be treated as interpretations, not as directly tested causal mechanisms, unless the study collected data that specifically evaluate them.

Discussion

The reported findings suggest that Shopee communication features may be useful tools for traditional traders seeking to engage customers and present products online. The reported 78% use of Shopee Live and 30% average sales increase are potentially relevant descriptive findings, but they require confirmation against the original dataset and a clear explanation of how the percentages were calculated.

The reported association between communication-feature use and income (coefficient = 0.45, $p < 0.05$), alongside the correlation between Shopee use and social mobility ($r = 0.52$, $p < 0.01$), is consistent with the possibility that digital marketplace activity accompanies improved economic and social outcomes. Nevertheless, correlation and regression results from a survey do not, by themselves, demonstrate causation. Interpretation also depends on the measurement scales, model specification, sampling method, and potential confounding factors.

The manuscript's implications for traders and policymakers are that digital communication skills may warrant attention in programs supporting small businesses. These implications should be framed proportionately to the evidence and accompanied by study limitations, including the unresolved sample-size inconsistency, the lack of detailed instrument and reliability results, and the need to clarify the geographic scope of the population.

CONCLUSION

This study examines the relationship between Shopee marketplace use, communication practices, and the reported welfare and social mobility of traditional traders. The manuscript reports positive associations, including a correlation between Shopee use and social mobility. However, the final conclusions should remain provisional until the sample size, study location, measurement procedures, and statistical results are checked against the original research records. Because the described survey design does not establish causality on its own, the findings are best presented as associations rather than proof that Shopee directly causes improvements in welfare or social mobility.

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