

**THE SURVIVAL STRATEGY OF CONVENTIONAL
TRADERS ADMIST THE DEVELOPMENT OF ONLINE SHOP
(Case Study on Conventional Traders in Bengkulu Suka Ramai
Market)**

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ABSTRACT

In accordance with the development of the times, very sophisticated information technology was created by humans which is useful to make it easier to carry out any activity, as seen from the marketing sector, which used to not use online sales or purchases, but according to this technological development, online transactions can also be carried out. This study aims to determine the impact of online shopping and to find out the survival strategies used by conventional traders in Suka Ramai of Bengkulu. This study aims to determine the development of online shops for conventional traders in Pasar Suka Ramai Bengkulu and to find out the survival strategies used by conventional traders against the development of online shops in Pasar Suka Ramai. This research uses a qualitative descriptive research approach. Data collection in this study used three techniques, namely observation, interviews and documentation. The results of this study reveal that the development of online shops in the Suka Ramai Market environment is also felt and has a major impact on the existence of offline markets. As a result, the market is quiet, there is a decrease in turnover and even some stalls and shops are closed. People prefer to do transactions online. There are 3 types of survival strategies that have been implemented by traders, namely active strategies, passive strategies, and network strategies. In addition, the strategy used is to utilize social capital theory, namely trust, social norms and social networks.

Keywords: Strategy, Survival Strategies, Online Shop.