

ABSTRAK

Mita Istighfarah, NIM. 220521100165. Pemanfaatan media sosial untuk pengembangan bisnis bagi pedagang sapi di pasar waru barat kecamatan Waru Kabupaten Pamekasan. Program Studi Sosiologi, Universitas Trunodjoyo Madura.

Penelitian ini dilatarbelakangi oleh perkembangan teknologi informasi yang mendorong perubahan strategi pemasaran pedagang tradisional, termasuk pedagang daging sapi di Pasar Waru Barat, Kecamatan Waru, Kabupaten Pamekasan. Di tengah persaingan usaha dan perubahan perilaku konsumen yang semakin digital, media sosial menjadi salah satu sarana yang berpotensi pengembangan bisnis pedagang. Penelitian ini bertujuan untuk menganalisis pemanfaatan media sosial sebagai strategi pengembangan bisnis pedagang daging sapi di Pasar Waru Barat.

Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Data diperoleh melalui wawancara, observasi, dan dokumentasi terhadap pedagang daging sapi yang menjadi informan penelitian. Data yang terkumpul dianalisis melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan untuk memperoleh gambaran mengenai pemanfaatan media sosial dalam pengembangan bisnis pedagang.

Hasil penelitian menunjukkan bahwa pemanfaatan media sosial oleh pedagang daging sapi masih terbatas, namun memiliki potensi besar dalam memperluas jangkauan pasar, meningkatkan promosi, dan membangun komunikasi dengan konsumen. Kendala utama yang dihadapi meliputi keterbatasan literasi digital, kurangnya pemahaman terhadap pengelolaan media sosial, serta kebiasaan berdagang secara konvensional. Oleh karena itu, diperlukan dukungan berupa pelatihan digital dan pendampingan agar pedagang mampu memanfaatkan media sosial secara lebih optimal dalam mengembangkan bisnisnya.

Kata Kunci: Media Sosial, Pengembangan Bisnis, Pedagang Daging Sapi, Pasar Tradisional.

ABSTRACT

Mita Istighfarah, Student ID No. 220521100165. Utilization of social media for business development for cattle traders in the West Waru Market, Waru District, Pamekasan Regency. Sociology Program, Trunodjoyo University of Madura.

This research is motivated by developments in information technology that have driven changes in the marketing strategies of traditional traders, including beef traders at Waru Barat Market, Waru District, Pamekasan Regency. Amidst business competition and increasingly digital consumer behavior, social media has become a potential tool for developing traders' businesses. This study aims to analyze the use of social media as a business development strategy for beef traders at Waru Barat Market.

This research employed a qualitative method with a case study approach. Data were obtained through interviews, observations, and documentation with beef traders who served as research informants. The collected data were analyzed through data reduction, data presentation, and conclusion drawing to obtain an overview of the use of social media in developing the traders' businesses.

The research results show that beef traders' use of social media is still limited, but it holds significant potential for expanding market reach, enhancing promotions, and building relationships with consumers. The main obstacles faced include limited digital literacy, a lack of understanding of social media management, and conventional trading habits. Therefore, support in the form of digital training and mentoring is needed to enable traders to utilize social media more optimally to develop their businesses.

Keywords: social media, business development, beef traders, traditional market.