



The Role of Marketplaces in Increasing Sales of Local Products in Cikaret

Saddam Raditiya¹, Muhammad Daden Faqih², Ines Nur Irawan³, Rendika Vhalery⁴

^{1,2,3,4}Department of Digital Business, Faculty of Education and Social Sciences, Universitas Indraprasta PGRI, Indonesia

(*)✉ ineznurirawan@gmail.com



Article History

Received : 10-09-2025

Revised : 16-10-2025

Published : 26-10-2025

This is an open access article under the
CC-BY-SA license

Abstract

This study discusses the role of marketplaces as digital platforms in enhancing the sales of local products in the Cikaret region. The research background highlights the low sales of local products caused by limited market access, ineffective promotion, and constraints in human and financial resources. Marketplaces such as Tokopedia, Shopee, and Bukalapak emerge as solutions by offering broader market access, operational cost efficiency, and digital features such as online payments, inventory management, and integrated logistics services. This research adopts a qualitative approach to explore the experiences of micro, small, and medium enterprises (MSMEs) in utilizing marketplaces. The findings indicate that the use of marketplaces can double sales turnover, expand market reach, and encourage entrepreneurs to improve product quality and service standards. However, entrepreneurs continue to face challenges, including limited digital literacy, intense price competition, constrained promotional capital, and logistical barriers. The study recommends enhancing digital literacy, strengthening local product branding, and fostering government and stakeholder support so that MSMEs in Cikaret can optimize the marketplace as a medium for marketing and business development. These findings are expected to serve as a reference for entrepreneurs and local governments in formulating digital-based MSME development strategies.

Keywords: marketplace, MSMEs, sales, e-commerce, market opportunities, local products

Introduction

The main challenge faced by local entrepreneurs in Indonesia, particularly in Cikaret, lies in increasing the sales of local products. Improving sales performance is crucial as it directly affects business sustainability, regional economic growth, and community welfare. However, several obstacles persist, including limited market access, ineffective promotional strategies, and restricted human and financial resources.

One influential factor in increasing product sales is the role of marketplaces as digital platforms. The digital transformation over the past decade has significantly changed how MSMEs market and sell their products.

Marketplaces such as Tokopedia, Shopee, Bukalapak, and others have revolutionized traditional marketing methods by providing greater market access, cost efficiency, and transparency for both businesses and consumers (Putra & Sari, 2023).

Marketplaces also facilitate business digitalization through features such as digital payments, inventory management, and integrated logistics services (Rahmawati et al., 2023). Through these platforms, entrepreneurs in Cikaret can reach consumers outside their local area without opening physical stores, thereby minimizing operational costs and expanding market potential.

According to data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia (2024), more than 17 million MSMEs have adopted digital platforms for marketing. However, at the local level, such as in Cikaret, many business owners have yet to fully leverage this potential. Challenges include limited digital literacy, lack of understanding of online marketing strategies, insufficient promotional capital, and tight price competition (Suryani & Nugroho, 2024).

These issues are compounded by the lack of access to digital training and dependence on third parties for product distribution. Consequently, many Cikaret-based products struggle to compete effectively in digital markets. According to Setiawan et al. (2024), MSMEs that actively use marketplaces experience an average sales increase of 35% compared to those relying solely on offline sales.

The importance of empowering MSMEs is underscored by data from Statistics Indonesia (BPS, 2023), which shows that MSMEs contribute over 60% to Indonesia's GDP and employ around 97% of the national workforce. Thus, the success of MSMEs in boosting sales through marketplaces not only benefits entrepreneurs but also contributes to national economic stability.

Given these conditions, investigating the role of marketplaces in improving the sales of local products in Cikaret is highly relevant. The research aims to provide empirical insights into how marketplaces contribute to local business growth and what strategies entrepreneurs can adopt to compete effectively in the digital era. It also serves as a reference for policymakers and stakeholders in designing digital MSME empowerment programs.

Method

This study employs a qualitative research approach to explore the experiences and perspectives of MSMEs regarding the use of marketplaces for selling local products. The qualitative method is appropriate for uncovering social phenomena and obtaining in-depth insights. According to Moleong (2018), qualitative research aims to understand human experiences and provide a holistic overview of the phenomena being studied. Similarly, Denzin and Lincoln (2011) emphasize that contextual

understanding in qualitative research yields valuable insights for developing relevant marketing strategies in local contexts.

Data collection techniques included in-depth interviews with MSME owners in Cikaret who utilize marketplaces, direct observations of their online store activities, and documentation analysis of sales records, customer reviews, and financial reports. Data analysis employed thematic analysis, which involved data reduction, presentation, and conclusion drawing. Data validity was ensured through source triangulation by comparing interview data with observational and documentary evidence.

Results and Discussion

The advancement of digital technology has significantly impacted local businesses in Cikaret. The rise of marketplaces such as Tokopedia, Shopee, Bukalapak, and Lazada has opened new opportunities for MSMEs to market products efficiently. Before the adoption of marketplaces, local sellers relied mainly on physical stores, traditional markets, or personal networks methods constrained by limited reach and high operational costs.

Through marketplaces, MSMEs in Cikaret can now expand their market reach without opening physical outlets. The platforms facilitate easy transactions, transparent pricing, and fast logistics. Key digital features like online payment systems, automated inventory management, and sales analytics greatly assist modern business operations (Putra & Sari, 2023).

Interviews revealed that most business owners experienced a significant increase in sales after joining marketplaces. One local snack seller reported nearly doubling revenue through online sales. Supporting this finding, data from the Ministry of Cooperatives and SMEs (2024) showed that MSMEs active on marketplaces enjoy a 35% higher sales increase than those relying solely on offline transactions (Setiawan et al., 2024).

Marketplaces also encourage continuous product and service quality improvement. Competitive environments push sellers to innovate, maintain quality, and deliver excellent service. Customer reviews and ratings further motivate sellers to uphold high standards. Consequently, marketplaces function not only as

selling platforms but also as quality control mechanisms (Rahmawati et al., 2023).

Observations showed that many Cikaret entrepreneurs have improved product packaging, upgraded raw materials, and prioritized customer satisfaction. However, challenges remain especially limited digital literacy, inadequate promotional funding, and price competition (Suryani & Nugroho, 2024).

Another key challenge lies in logistics and shipping issues, such as long delivery times, high shipping costs for remote areas, and potential product damage during transit. Addressing these requires collaboration among government bodies, marketplace platforms, and entrepreneurs to enhance capacity-building and logistical infrastructure.

To optimize marketplace utilization, several strategies are recommended:

1. Enhance digital literacy through training and mentoring.
2. Strengthen local branding by highlighting product uniqueness and authenticity.
3. Encourage collaboration among local sellers via bundled promotions and joint marketing.
4. Maximize marketplace promotional features such as flash sales, vouchers, and free shipping programs.
5. Implement continuous evaluation through customer feedback and performance analytics.

These strategies align with the broader economic goals outlined by BPS (2023), emphasizing MSMEs' crucial role in job creation and GDP contribution.

Conclusions

Marketplaces have become a key driver in boosting local product sales in Cikaret. Platforms such as Tokopedia, Shopee, and Bukalapak provide MSMEs with broader market access, simplified transactions, and streamlined logistics. The positive impact is evident through increased revenues, product quality enhancement, and innovation in marketing.

However, persistent challenges including limited digital literacy, promotional constraints, price competition, and logistics issues require ongoing support from government agencies, marketplace platforms, and business associations. Strengthening digital literacy programs, developing sustainable promotional

funding, and improving logistic infrastructure will be critical to maximizing marketplace potential.

Overall, marketplaces contribute significantly to local economic growth, expanding employment opportunities and improving community welfare. To sustain these benefits, collaboration among entrepreneurs, policymakers, and the private sector is essential for fostering digital literacy, strengthening local product branding, and building adaptive digital marketing strategies.

References

Badan Pusat Statistik. (2023). *Statistical report on micro, small, and medium enterprises (MSMEs) contribution to Indonesia's economy*. Jakarta: BPS-Statistics Indonesia.

Denzin, N. K., & Lincoln, Y. S. (2011). *The SAGE handbook of qualitative research* (4th ed.). Thousand Oaks, CA: SAGE Publications.

Ministry of Cooperatives and SMEs of the Republic of Indonesia. (2024). *Digital transformation and marketplace utilization among Indonesian MSMEs*. Jakarta: Kemenkop UKM RI.

Moleong, L. J. (2018). *Metodologi penelitian kualitatif* [Qualitative research methodology]. Bandung: PT Remaja Rosdakarya.

Putra, A. R., & Sari, D. M. (2023). The role of marketplaces in improving MSME competitiveness in the digital economy era. *Journal of Digital Business and Innovation*, 5(2), 112–123.

Rahmawati, F., Pratiwi, L., & Nugraha, B. (2023). Digital marketing transformation in Indonesian micro-enterprises: Opportunities and challenges. *International Journal of Entrepreneurship and Digital Economy*, 7(1), 45–58.

Setiawan, H., Wibowo, D., & Lestari, R. (2024). Marketplace adoption and its impact on sales performance of Indonesian MSMEs. *Asian Journal of E-Commerce Research*, 3(1), 21–34.

Suryani, T., & Nugroho, P. (2024). Challenges and strategies of MSMEs in optimizing e-commerce platforms in Indonesia. *Journal of Business and Digital Innovation*, 8(2), 88–99.