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## Marketing Strategies of Traditional Market Traders During and After Ramadan: A Case Study in Lamongan Regency

*Haya Huwaida*

Faculty of Da'wah, Sekolah Tinggi Ilmu Dakwah Mohammad Natsir, Indonesia

[hayaaida6@gmail.com](mailto:hayaaida6@gmail.com)

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### Abstract

**Objective:** This study aims to analyse and compare the dynamics of marketing strategies applied by traditional market traders in Payaman Village, Solokuro District and Paciran District, Lamongan Regency, during the month of Ramadan and after Ramadan. **Theoretical framework:** This study uses the theoretical framework of consumer behaviour, marketing mix (4P: product, price, place, and promotion), and the theory of adaptation of micro business strategies in the face of changes in the external environment. **Literature review:** A literature review shows that traditional markets still play an important role in the local economy, especially in rural and coastal areas such as Payaman and Paciran. Several previous studies have discussed the consumptive behaviour of people during Ramadan, but not many have examined the strategies taken by traders in responding to the differences in market conditions between Ramadan and afterwards. **Method:** This study uses a descriptive qualitative approach with a case study method. The data was collected through in-depth interviews with 20 traders who are active in two main traditional markets, namely Payaman Market and Paciran Market. Observation and documentation techniques are used to enrich the data. The analysis process is carried out through the stages of data reduction, data presentation, and thematic conclusion drawn. **Results:** The results of the study showed that during the month of Ramadan, traders in Payaman and Paciran tended to increase the stock of necessities, extend operational hours, especially before iftar and night, and carry out promotions based on religious approaches, such as inserting religious messages in communication with customers. Meanwhile, in the post-Ramadan period, traders face a decline in people's purchasing power and tend to adopt efficiency strategies, such as reducing the volume of purchases of merchandise, reducing the scale of operations, and emphasising personal relationships with regular customers to maintain loyalty. **Implications:** From these findings is the need to strengthen the adaptive capacity of traditional market traders to seasonal dynamics. Local governments and market managers can initiate training on time- and culture-based marketing strategies, as well as provide logistical support during peak consumption periods such as Ramadan. **Novelty:** The Novelty of this study lies in its specific geographical focus, namely on two areas with different social characteristics: Payaman as an agricultural area and Paciran as a coastal area.

**Keywords:** marketing strategy; traditional marketing; ramadhan; village traders; seasonal adaptation

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## INTRODUCTION

Traditional markets are one of the main pillars of the populist economic system in Indonesia. The existence of this market is not only as a centre for buying and selling activities, but also as a space [1]. Rural and coastal communities in Indonesia are still highly dependent on traditional markets to meet their daily needs, both in terms of the availability of necessities and social closeness between traders and buyers. In the midst of the onslaught of modern markets and minimarkets that mushroomed in remote villages, the structure of people's lives because they preserve cultural values, beliefs, and social solidarity [2].

In Lamongan Regency, there are two areas with different characters, but both have an active market life, namely Payaman Village in Solokuro District and Paciran District. Payaman Village is known as an agricultural area that relies on agricultural products and livestock as its main economic source. Traditional markets in this area are an important space for people to distribute produce and meet daily needs. Meanwhile, Paciran District is a coastal area that is also known as a religious and pilgrimage tourism area [3]. High social mobility and intercultural interaction compared to inland areas such as Payaman.

One of the moments that significantly affects the activities and strategies of traders in the traditional market is the month of Ramadan. This month brings a big change in people's consumption behaviour. clothing, takjil, and worship supplies create a seasonal surge in demand [4]. Not only that, but the market operating time has also changed. Many markets start opening early and closing later at night, especially before breaking the fast. For traders, Ramadan is a promising period in terms of sales, but it is also challenging because it requires readiness in terms of stock, promotion, and service [5].

However, this condition did not last long. Entering the post-Ramadan period, namely after Eid al-Fitr, people tend to return to normal consumption patterns, even in many cases experiencing a decrease in purchasing power due to high spending during Ramadan and Eid [6]. This has a direct impact on. In this situation, it is necessary to adapt to a marketing strategy that not only focuses on increasing sales during Ramadan, but also on the efficiency and maintenance of customer relationships in the post-Ramadan period [7].

Marketing strategy is an important aspect that can determine the success of traders in managing changes in demand. In the context of traditional markets, these strategies are often informal [8]. Traders in villages or coastal areas usually rely on personal relationships, spontaneous discounts, trust-based debt, and communication based on religious values as a form of promotion [9]. This strategy is not as fully structured as in the modern retail sector, but it still shows a high adaptability to environmental changes.

However, research related to marketing strategies in traditional markets, especially in seasonal contexts such as Ramadan and post-Ramadan, is still relatively minimal. The available studies generally focus on marketing strategies in the formal and urban sectors. Meanwhile, the reality of traditional market traders in rural and coastal areas, with all their limitations and local wisdom, is rarely the focus of research [10]. In fact, this group is a part of the local economy and needs serious attention in the formulation of regional economic policies [11].

This research is here to fill the gap by focusing on the comparison of the marketing strategies of traditional market traders in Payaman Village and Paciran District during the month of Ramadan and after Ramadan [12]. This study utilises the framework of consumer behaviour theory, marketing mix (4P: product, price, place, promotion), and micro business adaptation theory in [13]. The goal is to understand how traders respond. With a descriptive qualitative approach and case study methods, this research will explore real practices in the field through in-depth interviews, observations, and documentation. It is hoped that the results of this study can provide a clearer picture of the dynamics of marketing strategies in traditional markets in a seasonal context and provide input for policymakers in [14].

## LITERATURE REVIEW

Traditional markets have long been an important part of the economic structure of Indonesian society. Not only does it function as a distribution centre for necessities, but the traditional market is also a social space that strengthens relationships between citizens, strengthens local culture, and supports the sustainability of the micro-economy at the household level [15]. In rural and coastal areas, traditional markets are the main place for people to access necessities at affordable prices and a more flexible transaction system [16]. Despite the pressure of the presence of modern markets and convenience stores, the existence of traditional markets still survives due to the emotional attachment and cultural values inherent in their interactions.

This condition is evident in Lamongan Regency, especially in Payaman Village and Paciran District, which have different geographical and social characteristics. Payaman Village, with its agrarian background, reflects a traditional market with a thick family trade pattern. Meanwhile, Paciran, [17]. In this context, traditional market traders are required to be able to read social and economic changes to adjust their marketing strategies.



**Figure 1. Fish Market**

One of the external factors that has a big impact on market dynamics is the month of Ramadan. This month not only brings a spiritual dimension, but also triggers a surge in public consumption [18]. The demand for ready-to-eat food, necessities, clothing, and other consumptive goods has increased dramatically. Market activity has also adjusted, both in terms of operational hours and customer service strategies [19].

In the marketing literature, the adjustment of strategies to seasonal dynamics such as Ramadan is explained through the concept of a marketing mix that includes products, prices, venues, and promotions. These four elements must be adapted to changing market conditions, such as increased demand or changes in consumer behaviour [20]. In traditional markets, promotional strategies tend to be carried out informally, such as through a personal approach, bonuses, or religious remarks that contain religious nuances. Product adjustments are also carried out by increasing the stock of goods that are much sought after during the month of Ramadan [21].



**Figure 2. Inside the Author Creativity Market**

However, this strategy is not static. After Ramadan ended, people's consumption patterns returned to normal and even decreased [22]. This condition is a challenge for traders. Therefore, marketing strategies in the post-Ramadan period must focus more on efficiency and maintenance of regular customers. Adjustments are made through reducing the volume of goods, cutting operational costs, and improving a personal approach to maintain customer loyalty.

There is quite a lot of literature on consumption behaviour during Ramadan, but studies that specifically examine how traditional market traders in rural and coastal areas adjust their strategies are still relatively limited [23]. Previous studies have tended to focus on urban areas or the modern retail sector. In fact, traditional markets have different ways of working and strategies, often relying on distinctive socio-cultural approaches. Strategies such as lending debts based on trust, extending market opening hours before breaking the fast, or using religious symbols in marketing communications are common practices that have not been widely studied scientifically.

In addition, from the perspective of micro businesses, the ability to adapt to changes in the external environment is an important factor in business sustainability. Traditional market traders need to understand changing demand, adjust business capital, and manage stocks and customer relationships well to stay afloat [24]. This adaptation becomes even more important in a seasonal context such as Ramadan, when a surge in demand lasts only a short period of time.

Departing from this review, it can be seen that there is a gap in micromarketing research. There has not been much research that combines consumer behaviour approaches, marketing mixes, and micro business adaptation theories in looking at the seasonal strategies of small traders [25]. Therefore, research on the dynamics of the marketing strategies of traditional market traders during Ramadan and post-Ramadan, especially in Payaman Village and Paciran District, is important to provide a deeper and contextual understanding of how small business actors respond to seasonal and religious environmental changes [26].

**Table 1. List of Literature Reviews**

Product Strategy	Varied, trend-following, many seasonal products	Focus on the essentials, little variation of seasonal products
Pricing Strategy	Flexible, frequent promos and discounts during Ramadan	Prices stable, with minimal adjustments during Ramadan
Distribution (Venue & Time)	Longer operating hours during Ramadan	Adjustment of operating hours is more limited

Promotion Strategy	Live promotions, discounts, and attractive displays	Word-of-mouth promotion, relying more on social relationships
Changes in Ramadan	Stock increased, promotions increased, aggressive strategy	Limited stock addition, conservative strategy
Post-Ramadan Changes	Quickly adjust, reduce stock and promotions	Gradual adjustment, return to the normal trading pattern
Influence of Competition	High, demanding, fast innovation	Low, more focused on relationships and trust
Access to Information and Adaptation	Faster and wider (internet access, market trends, digitalisation)	Limited, relying on local experience and information

## METHODOLOGY

This study uses a descriptive qualitative approach that aims to describe in depth the dynamics of the marketing strategy of traditional market traders in the Pantura Lamongan and Payaman areas, Solokuro District, especially during the month of Ramadan and after Ramadan. This approach was chosen because the researcher wanted to [27].

The method used is field research, which is a data collection technique by going directly to the research location. The research was carried out in two different locations that reflect the contrasting character of the region: Pantura Lamongan as a semi-urban area with high trade intensity and a more dynamic market structure, and Payaman as a rural area that has a traditional trade system based on social relations and customer loyalty [28].

Data collection is carried out through three main techniques. First, participatory observation, where researchers directly observe the activities of traders and buyers in the market, including product structuring strategies, promotional techniques, and price adjustments during and after Ramadan. Second, in-depth interviews with traders who have been in operation for at least three years, with semi-structured questions to dig into their experiences and the strategies they have implemented. Third, documentation, in the form of photos of market activities, promotional banners, or stock and sales records, as a complement to primary data [29].

The selection of informants was carried out by a purposive sampling technique, which is to deliberately select traders who are active and relevant to the focus of the research. The traders selected came from various types of commodities such as staples, clothing, fast food, and worship equipment [30].

The data collected was analysed by means of data reduction, data presentation, and a conclusion drawn, focusing on the patterns of marketing strategies in each region and the changes that occurred between the Ramadan and post-Ramadan periods [31]. Triangulation methods and sources are also used to ensure the validity of the data, namely by comparing the results of interviews, observations, and documentation from the two locations.

Through this approach and method, it is hoped that a complete picture will be obtained of the adaptive strategies carried out by traditional market traders in responding to seasonal dynamics and local characteristics of the Lamongan community.

## RESULTS AND DISCUSSION

This study aims to describe the dynamics of marketing strategies applied by traditional market traders in two areas with different characteristics in Lamongan Regency, namely Pantura Lamongan (semi-urban) and Payaman, Solokuro District (rural), with a focus on the comparison between the month of Ramadan and post-Ramadan. Data was obtained through direct observation, in-depth interviews, and field documentation. The analysis is carried out

based on five main aspects of the marketing strategy, namely product variation, pricing strategy, promotions, operating hours, and responsiveness to consumers [32].

Based on the results of field findings, there is a striking difference between the two regions in implementing marketing strategies, both in terms of intensity and adjustment patterns. During the month of Ramadan, traders in Pantura Lamongan show a more aggressive and adaptive strategy compared to traders in Payaman. This can be seen from the high intensity score [33], especially in terms of price (9), operating hours (9), and product variety (8). This is influenced by the high market demand and the consumption style of coastal communities who tend to be consumptive during Ramadan. In addition, access to information and a high level of competition also make traders in Pantura more responsive to seasonal trends and needs.



**Figure 3. Parking lot Pasar Desa Payaman Solokuro Lamongan Pasar. Author Creativity**

Meanwhile, traders in Payaman showed an improvement in strategy during Ramadan, but on a more limited scale. On the aspects of price and consumer responsiveness, they recorded a score of 6 each, indicating adaptation efforts that still pay attention to price stability and long-term relationships with customers. Product promotions and variations remained low (scores of 4 and 5), indicating that traders in rural areas rely more on direct communication, consumer loyalty, and focus on the basic needs of the community.



**Figure 4. In the market. Author Creativity**

Entering the post-Ramadan period, all indicators of marketing strategy have decreased. In Pantura Lamongan, scores in all aspects decreased despite remaining in the medium to high category, showing the ability to quickly adjust to the decline in demand. For example, product variety drops to 7, promotions to 6, and price to 7. This decrease is strategic to reduce operational costs and adjust the stock of goods to people's daily needs after the high consumption period ends [34].

On the other hand, in Payaman, marketing strategies are returning to normal patterns. The promotional aspect even dropped to 3, and the product variety to 4. This decline reflects a conservative approach that prioritises business stability and social attachment to consumers over market innovation.

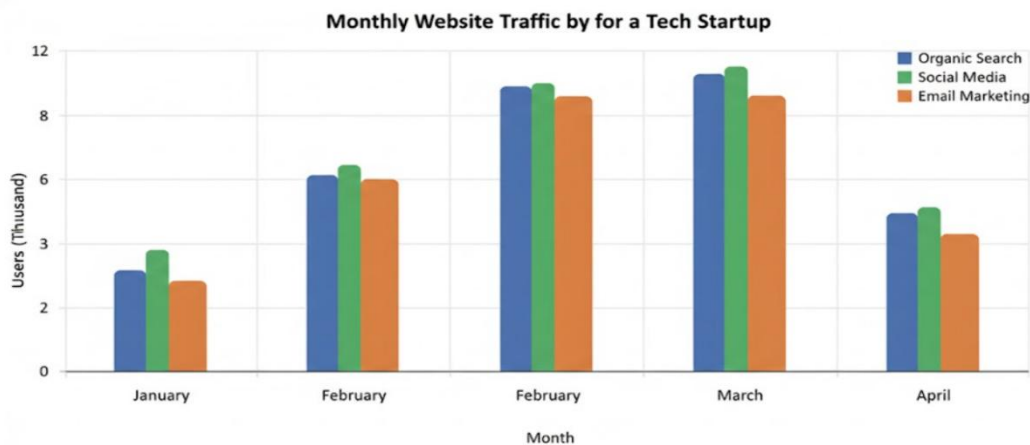
**Table 2. Results**

Aspects of Marketing Strategy	Pantura Lamongan (Ramadhan)	Pantura Lamongan (Post-Ramadan)	Payaman Solokuro (Ramadan)	Payaman Solokuro (Post-Ramadan)
Product Variations	8	7	5	4
Pricing Strategy	9	7	6	5
Promotions	8	6	4	3
Operating Hours	9	7	5	4

The fundamental differences between the two regions are also influenced by social and geographical contexts. Pantura Lamongan, as a coastal area with a fast flow of goods and information, tends to encourage business actors to continue to innovate. Consumers in this region are also more open to a variety of products and discount programs. In contrast, in Payaman, which is part of the interior of Lamongan, trade practices are still heavily influenced by social values and local community attachment.

These findings indicate that traditional market traders' marketing strategies are largely determined by the local context. Adjustments to moments like Ramadan do occur, but the form depends a lot on the character of each region. An aggressive approach is more suitable for areas with high consumer mobility and fierce competition, while a personalised, stable approach is more relevant for areas with strong social networks and consumption that tends to be fixed.

Thus, the results of this study emphasise the importance of understanding the geographical and social context in developing traditional market-based marketing strategies. Innovation and adaptation are important, but the sustainability of businesses in the local market also depends heavily on sensitivity to social values and local consumer habits [35].



**Figure 5. Monthly User Distribution by Digital Acquisition Channels**

The results of this study show that the marketing strategies of traditional market traders in Lamongan Regency are greatly influenced by the characteristics of the area where they trade and specific time moments, such as the month of Ramadan. The two areas studied, namely

Pantura Lamongan as a semi-urban area and Payaman in Solokuro District as a rural area, show very contrasting dynamics in developing and implementing marketing strategies, both during Ramadan and after Ramadan.

During the month of Ramadan, traders in the Pantura Lamongan area tend to implement a more aggressive and dynamic strategy. This can be seen from the high score in terms of product variation, pricing strategies, promotions, and adjustments to operating hours. These findings are in line with the character of the Pantura region, which has better access to information, distribution networks, and faster-changing market demands. In conditions of increased demand during Ramadan, traders in this region show high adaptability by increasing stock of goods, providing discounts, and extending market opening hours to serve consumers who shop at unusual times, such as the night after tarawih or before suhoor.

This condition is different from what happened in Payaman, Solokuro District. Despite the increase in trading activity during Ramadan, the strategies implemented by traders in the region tend to be more conservative and rely on a social approach. The intensity of product variations, promotions, and changes in operating hours is at medium to low levels. This reflects a strong, socially relationship-based approach between traders and customers in rural areas. Trust and loyalty are the main capital in maintaining the market, not solely the intensity of promotions or variations of goods. Consumers in the village also tend to be more loyal to traders they know personally, so massive promotions are not considered necessary.

After the month of Ramadan, marketing strategies in both regions have decreased in intensity. This is understandable due to the end of the high consumption period, which prompted traders to readjust their strategies to the daily needs of the people. In Pantura, adjustments are made quickly and strategically. Despite the decline in scores in all aspects, traders maintained market dynamics while still providing relevant product variety and maintaining price flexibility. This indicates that traders in this region are accustomed to fluctuations and can manage seasonal demand cycles.

Instead, traders in Payaman prefer to go back to. Promotional strategies and product variations are back at a low level, and not many innovations are made. This reinforces the view that the success of traders in rural areas is determined not only by the ability to sell, but also by the ability to maintain harmonious and sustainable social relations with consumers [36].

These differences in strategies also illustrate how local social and cultural structures affect people's economic behaviour. In semi-urban areas such as Pantura Lamongan, consumers tend to be more rational and opportunistic in making shopping decisions. They respond to discounts, product variations, and flexible service hours. Meanwhile, in Payaman, consumers consider social aspects such as trust, relational closeness, and convenience in transactions. This is the reason why marketing strategies based on a relational approach are still very effective in villages, even though they do not look economically innovative [37].

This discussion confirms that there is no single marketing strategy model that applies to all contexts. Instead, the success of marketing strategies in traditional markets is highly dependent on the sensitivity of business actors to local conditions, including consumption habits, social structures, and important seasons such as Ramadan. In this context, contextual adaptation is the key to maintaining the sustainability of traditional markets in the midst of the challenges of the times, both in urban and rural areas [38].

Furthermore, the study also contributes to the development of a literature on locally-based marketing strategies, where social and cultural approaches are an important element in designing marketing tactics that are not only economically effective, but also socially and culturally relevant.

Based on the results of research conducted through a qualitative field approach in two different locations in Lamongan Regency, namely Pantura Lamongan and Payaman, Solokuro District, it can be concluded that the marketing strategy of traditional market traders is greatly

influenced by the moment (Ramadan and post-Ramadan) and the regional context (urban and rural).

**Differences in Strategies by Region:** Traders in Pantura Lamongan show a more aggressive, adaptive, and varied marketing strategy during Ramadan. They made significant adjustments in terms of product variety, pricing, promotions, and hours of operation. In contrast, traders in Payaman rely more on a personal and relational approach, with more limited strategy adjustments but consistent with local social characteristics.

**Time Dynamics (Ramadan vs Post):** During Ramadan, there is an increase in the intensity of marketing strategies in both regions, as consumer demand increases. However, after Ramadan, all aspects of the strategy experienced a decline, reverting to normal consumption patterns. This decline was sharper in rural areas, while urban areas retained some promotional elements to maintain the market rhythm [39].

**Contextuality of Local Strategy:** The success of marketing strategies in Lamongan traditional markets cannot be separated from the understanding of local culture, people's purchasing power, and social relations between traders and consumers. Approaches that work in cities are not necessarily appropriate in villages, and vice versa. **Adaptation as the Key to Sustainability:** The ability of traders to adapt to seasonal moments and local needs is an important factor in maintaining business continuity in traditional markets. Although it is not.

## Suggestions

Based on the findings, here are some suggestions that can be given: **For Market Traders.** **Traditional:** Traders in rural areas such as Payaman are advised to start trying simple and efficient promotional approaches, such as discounts or additional services, without abandoning a relational approach. Traders in urban areas such as Pantura need to continue to improve their digital adaptability and product diversification to remain competitive, especially during seasonal moments such as Ramadan. **(Disperindag):** P erlu provides training on contextual marketing strategies based on region and time (such as Ramadan), both for traders in villages and in cities [40].

**Next:** It is recommended to conduct further research with a quantitative approach in order to measure the impact of marketing strategies on sales volume more accurately. The expansion of the research object to other traditional markets in Lamongan or the coastal areas of East Java will enrich the understanding of locality-based market strategies. **For Educational Institutions or MSMEs:** Can use the results of this research as material for the development of local marketing training modules based on culture and seasonal moments, especially for MSME actors and traditional markets [41].

## CONCLUSION

This study reveals that the marketing strategies of traditional market traders in Lamongan Regency are greatly influenced by seasonal factors (the month of Ramadan and post-Ramadan) as well as the socio-geographical conditions of the area where they trade. A comparison between the two locations, Pantura Lamongan as a semi-urban area and Payaman Solokuro as a rural area, shows significant differences in marketing adaptation patterns. During the month of Ramadan, traders in Pantura Lamongan showed a more aggressive and flexible response to the surge in demand. They expand product variety, provide discounts, extend operating hours, and optimise promotions. This is driven by high consumer purchasing power, fast access to information, and fierce market competition. On the other hand, traders in Payaman rely more on a conservative and relational approach. Their strategy remains focused on basic needs, word-of-mouth promotion, and maintaining customer loyalty through trust and social closeness. After Ramadan, the intensity of marketing strategies decreased in both regions. However,

traders in Pantura Lamongan still show adaptability by maintaining part of the marketing strategy so as not to lose the market rhythm. Meanwhile, traders in Payaman returned to normal trading patterns with more emphasis on efficiency and continuity of relationships with regular customers. In general, the success of a marketing strategy is not only determined by creativity in product promotions or variations, but it is highly dependent on the local context, social values, and the ability to read seasonal changes. Adaptation based on local wisdom is the key to the sustainability of micro businesses, especially in traditional markets that act as the centre of the people's economy and the social space of the community. Therefore, the right marketing strategy must take into account the differences in the characteristics of regions and moments, as well as make social relations an integral part of the marketing approach in the informal sector.

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### Author Contribution

Haya Huwaida contributed to data collection, document analysis, and literature review, and provided critical input that supported the accuracy and academic consistency of the study.

### Conflicts of Interest

The author declares no conflict of interest.

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