INTISARI

Pandemi dan beragam keterbatasan yang diakibatkan olehnya memunculkan adanya alternatif e-commerce baru bagi warga Jambusari yang disebut sebagai Grup WhatsApp pasar digital Jambusari. Fokus pada penelitian ini membahas mengenai proses kemunculan grup whatsapp pasar digital dan dampak adanya grup terhadap pola interaksi sosial warga setempat. Selanjutnya, metode penelitian yang digunakan dalam skripsi ini adalah wawancara mendalam, observasi partisipatif, serta kajian literatur. Hasil penelitian ini menunjukkan bahwa dalam rangkaian kegiatan transaksi jual-beli yang terjadi di Grup WhatsApp pasar digital Jambusari memunculkan interaksi baik secara virtual maupun non-virtual sesama anggota grup. Melalui interaksi-interaksi itulah, Grup WhatsApp pasar digital Jambusari dapat membentuk ruang-ruang interaksi bagi warga di wilayah perumahan yang sebelumnya relatif individualis akhirnya dapat membangun integrasi sosial di lingkungan perumahan setempat.

Kata kunci: *whatsapp, ekonomi digital, integrasi, interaksi sosial*

ABSTRACT

Pandemic and various limitations caused by both of them emerged a new alternative e-commerce for Jambusari residents called "WhatsApp group of Jambusari's digital market". This research focuses on discussion about the emergence process of the WhatsApp group of digital markets and the impact of the existence of the group towards local residents' social interaction. Furthermore, research methods that applied in this research are depth interviews, participatory observation, and literature reviews. This research shows that in the series of trading transactions that happened in "WhatsApp group of Jambusari's digital market" emerging interaction both virtual and non-virtual between the group members. Through the interactions referred to, "WhatsApp group of Jambusari's digital market" was able to emerge interaction rooms for local residents that previously often an individualist could build social integration in local residence.

Kata kunci: *whatsapp, digital economy, integration, social interaction*