

## INTISARI

Transformasi digital yang semakin meningkat di berbagai sektor telah mendorong pembentukan ekosistem digital, termasuk di pasar tradisional. Meskipun banyak penelitian telah menyoroti peran penting ekosistem digital dalam mengubah pasar tradisional, ada satu aspek yang masih kurang dieksplorasi, yaitu keberlanjutan ekosistem digital. Dengan fokus penelitian pada pasar tradisional di Kota Surakarta, penelitian ini mengajukan tiga pertanyaan: (i) Bagaimana implementasi ekosistem digital pasar tradisional di Kota Surakarta?, (ii) Bagaimana keberlanjutan ekosistem digital pasar tradisional di Kota Surakarta?, (iii) Faktor apa yang memengaruhi keberlanjutan ekosistem digital pasar tradisional di Kota Surakarta?. Metode yang digunakan dalam tesis ini adalah kualitatif studi kasus dengan lokasi penelitian di Pasar Gede dan Pasar Klewer. Berdasarkan analisis terhadap wawancara 22 narasumber, studi pustaka, dan observasi, tesis ini menyimpulkan bahwa implementasi ekosistem digital pasar tradisional di Surakarta mengalami perkembangan positif dan telah mengubah sistem ekonomi tradisional menjadi lebih modern. Namun, keberlanjutan ekosistem digital pasar tradisional terancam oleh adanya ego sektoral antar pihak terkait, rendahnya kemampuan beradaptasi pedagang dan pembeli terhadap transformasi digital, serta proses pengambilan kebijakan yang kurang partisipatif. Oleh karena itu, diperlukan pendekatan inklusif dan kolaboratif untuk memastikan keberlanjutan ekosistem digital pasar tradisional.

**KATA KUNCI:** Transformasi Digital, Ekosistem Digital, Pasar Tradisional

## ABSTRACT

*The increasing of digital transformation across various sectors has led to digital ecosystems form, includes traditional markets. Although many studies have highlighted significant role of digital ecosystems in transforming traditional markets, one aspect that remains underexplored is the sustainability of digital ecosystems. This research focus on traditional markets in Surakarta City, this study raises three questions: (i) How is the implementation of digital ecosystem in traditional markets in Surakarta City?, (ii) How is digital ecosystems sustainability in traditional markets in Surakarta City?, (iii) What is factors influence digital ecosystems sustainability in traditional markets in Surakarta City?. The method used in this thesis is a qualitative case study with research locations in Pasar Gede and Pasar Klewer. Based on analysis of interviews with 22 informants, literature review, and observation, this thesis concludes that the implementation of digital ecosystem in traditional markets in Surakarta has shown positive developments and has transformed the traditional economic system into a more modern one. However, the sustainability of digital ecosystems in traditional markets is threatened by inter-sectoral egos, the low adaptation ability of traders and buyers to digital transformation, and a less participatory policy-making process. Therefore, an inclusive and collaborative approach is needed to ensure the sustainability of digital ecosystems in traditional markets.*

**KEYWORDS:** *Digital Transformation, Digital Ecosystem, Traditional Market*