

SELLER STRATEGIES TO INCREASE CLOTHING SALES DURING RAMADAN AT TANAH ABANG MARKET, JAKARTA

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Article History

Diterima: 3 April 2026

Diterima: 17 April 2026

Diterbitkan: 30 April 2026

Abstract

The month of Ramadan, a religious and cultural event in Indonesia, is closely linked to the tradition of buying new clothes to celebrate Eid al-Fitr. This tradition has evolved into a socio-economic phenomenon that drives increased public consumption and trade activity each year. This condition makes Tanah Abang Market one of the centers of economic activity, experiencing a significant surge in demand. The urgency of this research lies in the importance of understanding how traders are able to survive and compete amidst the high intensity of competition during the Ramadan period. Without the right strategy, traders risk losing competitiveness despite increasing market opportunities. Therefore, this study aims to analyze the sales strategies used by traders to increase consumer purchasing power and sales volume. This study uses a descriptive qualitative approach with a literature study method. Data were collected from various literature sources, such as academic books, scientific journal articles, previous research, and official publications from relevant institutions such as the Central Bureau of Statistics. The data obtained were analyzed using qualitative analysis techniques through a process of classification, interpretation, and critical analysis to identify relevant patterns and strategies. The results show that traders implement strategies such as following fashion trends, creating innovative product designs, offering discounts, and utilizing reseller networks to expand distribution. This strategy has proven to be able to increase sales, expand market reach, and strengthen consumer loyalty as well as optimize existing capital to maintain competitiveness in traditional markets.

Keywords: Traditional Market, Consumer Behavior, Ramadan, Sales Strategy, Tanah Abang

A. INTRODUCTION

Fasting during the month of Ramadan is a pillar of Islam and is obligatory for all Muslims. In Indonesia, where the majority of the population is Muslim, Ramadan is not only seen as a time for spiritual growth but is also closely linked to cultural traditions. This is particularly true in welcoming Eid al-Fitr, a time of victory celebrated through the custom of wearing new clothes as a symbol of purity and self-renewal. This tradition is not only a religious obligation but also a social norm passed down through generations, triggering significant changes in economic behavior each year.

The tradition of buying and wearing new clothes during Eid is deeply rooted in Indonesia. Although not mandatory, it has become a deeply ingrained custom. This situation encourages accelerated money circulation, increased transactions, and growth in economic activity, which can

even trigger inflation. Furthermore, technological developments also strengthen consumer trends, along with a heightened interest in shopping (Jalil et al., 2023).

Research on interest and purchasing power at Tanah Abang Market has been conducted in various contexts. Research conducted by Muhammad Alvin Assadiki and Keisha Dinya Solihati (2025) While discussing the quality of service and facilities on customer satisfaction, the findings indicate that the better the quality of service and facilities provided, the higher the level of customer satisfaction. However, not many have specifically studied clothing sales strategies during the Ramadan period. Tanah Abang Market is the largest market in Indonesia, known as a shopping paradise that offers affordable prices with a selection of products that follow the latest fashion trends, making it popular among various groups for shopping, especially fashion. This attraction makes this market not only visited by people from all over Indonesia, this market is located in Central Jakarta, making it more strategic and easy to access, from Sabang to Merauke, but also attracting the interest of buyers from various countries. The Central Statistics Agency (BPS) recorded an increase in imports of clothing and accessories reaching 13.33%, increasing demand ahead of Ramadan and Eid when people usually buy new clothes (Redaksi Indoraya, 2026). This diverse customer base encourages vendors to master multiple foreign languages to effectively handle transactions. This phenomenon demonstrates a sales strategy designed to encourage transaction patterns. Furthermore, this market offers lower wholesale prices than retail, making it profitable to resell in their home regions while keeping up with current trends (Bachrul, 2022).

The urgency of this research lies in the importance of understanding how vendors at Tanah Abang Market are able to survive and compete amidst intense competition, particularly during the Ramadan period, which is a momentum for increased public consumption. Without the right strategy, vendors risk experiencing a decline in competitiveness despite increasing market demand. Furthermore, this research is also important for providing an empirical overview of economic practices in traditional markets, which remain the backbone of the community's economy. Therefore, this study aims to determine the strategies used by vendors at Tanah Abang Market to increase sales by enhancing buyers' purchasing power..

B. LITERATURE REVIEW

Tradition

Tradition or in Latin "Tradition" is a habit that has been carried out for a long time and is carried out from one generation to the next (Hidayati, 2021). According to Lumajang, tradition is anything that originates from the past and continues to the present, fulfilling the requirements for survival. Meanwhile, according to Hardjono, it is something inherited and accepted based on elements that align with the lives of its inhabitants. In general, tradition is the result of human actions and becomes a custom passed down through generations in society. (Salamah et al., 2023).

One tradition deeply ingrained in Indonesian society is the custom of buying new clothes before Eid al-Fitr. This tradition is not a teaching of Islam, but rather a social norm formed from community customs. New clothes worn during Eid have become a symbol of celebration after a month of fasting (Azarah et al., 2024).

Venture Capital

In general, capital is often reduced to the economic dimension related to the ownership of material and means of production. Pierre Felix Bourdieu critiques this definition by broadening the concept of capital. Bourdieu explains that capital is the sum of individuals or groups who possess durable network resources that can form reciprocal relationships in a particular arena

(Sayuti, 2023). Bourdieu classifies capital into four, namely social capital, cultural capital, symbolic capital, and economic capital.

First, social capital is positioned as part of a broader analytical framework in social dynamics. An actor's position in a social arena is not random, but rather determined by the accumulation of capital possessed, and this position is influenced by the strategies employed to achieve specific goals. Bourdieu provides the analogy of a casino to explain the social arena, where an actor's success is not determined solely by the capital structure they possess but requires tactics. Second, cultural capital is formed through the family environment and educational institutions. Cultural capital plays a crucial role in maintaining one's position despite economic limitations.

Third, symbolic capital relates to symbolic power, with the goal of obtaining something equivalent to physical and economic power. Symbolic capital can take the form of a spacious office, a car with a driver, but it can also indicate the owner's high status (attractions). Fourth, economic capital consists of the means of production, materials, and money. Economic capital can be owned by any individual and is flexible and can be transformed or exchanged in other spheres. (Empat Siti Fatimah & Stevany Afrizal, 2023).

Sales Strategy

A sales strategy is an integral part of a marketing strategy, aimed at increasing sales volume in the face of competition. Sales involves finding and influencing buyers to match their needs with existing products and offering prices that benefit both parties (Fauziah & Muniarty, 2024). An efficient sales strategy includes four main elements, namely a pricing strategy by conducting a transaction of a certain amount of money to obtain goods/services, a promotional strategy used in the form of marketing communications with the aim of influencing and disseminating information to the target market about the product so that they are interested in buying the product being offered, a distribution strategy ensuring that consumers can access the product more easily, and a product strategy offered to the market to satisfy desires or needs. (Syuhada et al., 2023).

In the context of traditional markets, sales strategies are more complex because they compete not only within the market but also face pressure from digital-based sellers who can reach a wider audience. The success of traditional market traders depends on three main factors: marketing systems, product maintenance, and customer relationships. Traders who can manage these three aspects have a stronger position in the market competition (Nusu et al., 2024).

C. RESEARCH METHODOLOGY

This research uses a literature review method with a descriptive qualitative approach. This approach was chosen to gain a deep and comprehensive understanding of the phenomenon under study, particularly regarding the sales strategies employed by sellers. The literature review method allows researchers to examine various relevant concepts, theories, and empirical findings from credible written sources. (Nurrisa & Hermina, 2025)

Data collection was conducted through a search of various literature sources, such as academic books, scientific journal articles, previous research results, and official publications from related institutions, such as the Central Statistics Agency (BPS). These sources were selectively selected based on their relevance and validity to the research topic. The collected data were then analyzed using qualitative analysis techniques by clarifying and interpreting the information critically and systematically. This analysis process aims to identify sales patterns, concepts, and strategies used by sellers, thereby gaining a deeper understanding and contributing to the development of studies in the socio-economic field.

D. RESULT AND DISCUSSION

The pre-Eid al-Fitr period at Tanah Abang Market demonstrates the complex dynamics of sales to boost sales, where fashion trends, design strategies, discounts, and the role of resellers are interconnected. The sales strategies employed by vendors focus not only on fashion aesthetics but also on economic and social aspects that can influence consumer purchasing decisions.

Tren Fashion

The emergence of various fashion trends ahead of Eid is often marked by unique names for the clothes offered, such as "people's wives" and "sultan's wives", as well as ethnic nuances. (Nadya, 2026). Trends that occur in society become preferences that are widely followed during a certain period. Trends function in sales as an indirect sales-boosting strategy, as traders simply follow the trend to increase sales (Putra & RWP, 2025)

Design

Innovative fashion designs such as detachable vest dresses that provide two sets of clothing, are an effective sales strategy (Pamungkas, 2026). Good design can improve product quality and provide customer satisfaction. Consumer satisfaction must include other components, including product quality, reasonable pricing, and brand image. These factors can encourage consumers to make purchases and increase repeat purchase decisions (Dayyana & Sarah, 2023).

Discounts

Pricing strategy is a key factor in increasing sales. As Eid approaches, traders at Tanah Abang Market often offer discounts, benefiting both buyers and sellers (METRO TV, 2026). Sellers profit because goods are quickly sold out and can be replaced with new models, while buyers benefit because funds can be allocated to other needs. Continuous discounts, especially during major holidays, can strengthen customer loyalty (Zega et al., 2024).

Reseller

The affordable price phenomenon has also given rise to the practice of reselling. Etymologically, the term "reseller" comes from the combination of two words: "re" (back) and "seller." A reseller is defined as a party that resells a product (Chica Nurul Awalia, 2024). Resellers receive special prices or discounts, enabling them to resell at competitive prices. The role of a reseller not only benefits the primary merchant but also expands product distribution to a wider market. Discount strategies create new distribution networks that strengthen the product's market position (Sodek & Anah, 2023)

The dynamics of trade in Tanah Abang Market ahead of Eid al-Fitr become a battleground for Pierre Bourdieu's four elements of capital. Cultural and symbolic capital play key roles for consumers. The use of unique clothing naming strategies, following trends, and innovative designs in clothing constitute cultural capital aimed at creating differentiation in a competitive market. Symbolic capital, in the form of prestige, is effective because it has the ability to be exchanged for economic benefits.

Furthermore, the existence of a reseller network in economic activity is a manifestation of social capital as a strategy for expanding distribution and market expansion. This social capital stems from a network of relationships and trust, which are utilized as resources to strengthen a product's position in trade. Through special pricing, social investment is generated to strengthen the network of relationships between traders and resellers. Resellers act as agents, expanding the reach of the main trader's dominance, relying on the effectiveness of the network managed by the actors involved. Finally, the ongoing price-cutting strategy reflects the management of economic

capital. By accelerating the turnover of goods through price adjustments, traders can accumulate the capital necessary to continuously innovate the social structure of the market. (Mohammad et al., 2017).

Dampak strategi Penjualan Terhadap Peningkatan Daya Impact of Sales Strategy on Increasing Selling Power Jual

Based on the research results and discussions that have been explained, the sales strategies implemented by sellers at Tanah Abang Market have had various significant impacts on increasing sales power and economic activity during the Ramadan period.

Tren Fashion

Influencing increased sales. Trends like clothing dubbed "people's wives" or "sultan's wives" can attract consumer interest because they're perceived as fitting with current styles. This triggers a consumer tendency to follow emerging trends, leading to a relatively short surge in the number of buyers.

Product Design Innovation

Products with multifunctional designs, such as robes with detachable vests, create a more economical and appealing impression for shoppers. This not only increases sales but also has the potential to build customer loyalty and encourage repeat purchases.

Implementation of Discount Offers

This has an impact on increasing the number of transactions and accelerating the turnover of goods. Discounts offered ahead of Eid al-Fitr can attract more consumers, while also helping merchants clear out old stock and maintain stable cash flow.

Reseller

Contributing to expanding product distribution reach. Through resellers, products can be re-marketed to various regions, thereby increasing sales volume and strengthening Tanah Abang Market's position as a center for clothing trade. This makes it easier for buyers to travel to the market directly; they can simply contact the reseller and order the item (Prihatini & Sari, 2026).

E. CONCLUSION

Based on the research findings, it can be concluded that clothing vendors at Tanah Abang Market employ various sales strategies to increase consumer purchasing power and sales volume during Ramadan. These strategies include following emerging fashion trends, presenting more varied and attractive product designs, offering discounts, and utilizing reseller networks to expand distribution. These strategies have been proven to increase turnover, accelerate inventory turnover, and expand market reach. Furthermore, these strategies also play a role in building consumer loyalty, enabling vendors to remain competitive amidst the intense competition during Ramadan.

The strategies employed by vendors demonstrate the utilization of various forms of capital, including economic, social, cultural, and symbolic capital, which are interconnected in supporting business sustainability. Therefore, the research objective of analyzing vendor strategies to increase purchasing power and sales during Ramadan can be considered achieved.

However, this study has limitations due to its limited use of a desk study approach without direct field data. Therefore, further research is recommended to employ empirical methods such as observation or interviews to gain a more in-depth understanding of sales strategy practices in the field. Thus, the results of this study are expected to be a reference for traders and academics in understanding the dynamics of sales strategies in traditional markets, especially during the Ramadan momentum.

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