



## Online Shopping Behavior of Fishermen in Popisi Village, Banggai Laut Regency, Central Sulawesi

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### ABSTRACT

*This study examines the transformation of consumption practices among fishing communities in Popisi Village, Banggai Laut Regency, Central Sulawesi, particularly in relation to the adoption of online shopping platforms. Traditionally characterized by subsistence-oriented livelihoods, limited education, and restricted access to markets, fishermen in Popisi Village are increasingly exposed to digital technologies that reshape their economic and social behavior. Using a descriptive qualitative approach, this research explores patterns of online shopping behavior, types of products purchased, platforms and payment methods used, as well as the motivations underlying these practices. Data were collected through in-depth interviews, participatory observation, and documentation involving twelve informants consisting of fishermen, fishermen's wives, and individuals directly engaged in online shopping activities. The findings reveal that approximately 35% of fishermen have begun using e-commerce platforms such as Shopee, Tokopedia, and TikTok, primarily to purchase clothing, household goods, electronic items, and fishing equipment that are difficult to obtain locally. Online shopping is generally conducted selectively and situationally, particularly prior to religious holidays or during periods of higher income from fishing activities. Convenience, time efficiency, competitive prices, and access to diverse products emerge as the main motivations driving this behavioral shift. However, this digital adaptation remains constrained by unstable internet connectivity, limited digital literacy, and fluctuating household incomes that influence spending decisions. Overall, the study demonstrates that digitalization has initiated an early-stage transformation of consumption culture within the fishing community, reflecting both adaptive strategies toward modernity and persistent structural challenges. These findings highlight the need for improved digital infrastructure and targeted digital literacy initiatives to ensure that the benefits of e-commerce contribute positively to the long-term welfare and economic sustainability of coastal fishing communities.*

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### 1. INTRODUCTION

The phenomenon of fishing communities occupying coastal areas can be seen from the low level of education of fishing communities, which often results in low knowledge and skills. This condition not only has implications for declining income because of the

inability to manage and develop businesses but also affects the productivity level of fishermen (Arifin, 2014). With this condition, it can be understood that the community will certainly lose the opportunity to access and develop their economic potential, especially if the occupied coastal area does not provide enough economic infrastructure to improve their living standards, which will ultimately worsen the living atmosphere of fishermen. Thus, in a situation like this, the potential for poverty is wide open and threatens the lives of fishermen as a whole.

Technical and macro issues, according to Dahuri (2013), hinder the welfare of fishermen and cause them to wallow in poverty, among others. First, most fishermen are still traditional fishermen with sociocultural characteristics that are not conducive to progress. Around 60% of Indonesia's 3.7 million fishermen are classified as poor, and more than 85% of fishermen only have elementary education, do not graduate from elementary school, and are illiterate. Second, the structure of the fishing fleet is still dominated by small/traditional businesses with low scientific and technological capabilities. Of that number, only 4,487 units of ships (less than 1%) are classified as modern, namely the use of motor boats with a size of more than 30% GT (GrosTonage); Third, with a total marine fish resource of 6.4 million tons per year, to maintain the sustainability of fish stocks and capture fisheries businesses, they should be able to harvest marine fish stocks around 80-90% of the total resources (FAO, 1995). Artinya, Total Allowable Catch (TAC), The allowable catch quota from sea fish stocks is around 5.76 million tons divided by the total number of fishermen.

Some experts who have conducted studies on fishermen, such as Sallatang (1982), who examined the *pinggawa-sawi* group from the perspective and sociological approach by focusing on the small group, which found that the relationship between the *pinggawa* and the *sawi* is a relationship of interests that is strengthened by the relationship of relatives and other kinship relationships that appear a lot, especially between the big *pinggawa* and the small *pinggawa* and between the big *pinggawa* and the *sawi*.

Then Imron (2003a, 2003b) studied Poverty in Fishing Communities; the results of his research mentioned several factors and situations that made the fishing community fall into poverty, including technological limitations as the initial trigger for poverty, their entanglement in debt, and limitations in the marketing of catches. Next, Salman (2006) studied the Shift of Industrial Relations in the Industrial Community of Boat Making, Beach Tourism, and Fishing through a sociological approach. His research found that the condition of the fishing community in South Sulawesi shows that the patron-client relationship is still very significant when compared to agricultural or urban communities so the progress in production due to the ongoing modernization has not been fully followed by the shift in patron-client relations to contractual industrial relations.

In other studies, experts also showed interest in several aspects of fishermen's lives, such as research conducted by Kasim (1985), a study about the aspirations of fishermen for children's education in Cambayya Ujung Pandang. Next Rizal (2004) looks from the perspective and sociological approach of the behavior of women in the seafaring

community. Then, (Ahimsa Putra, 2007) who study *pinggawa-sawi* through a historical and political approach.

This research is related to the online shopping behavior of fishermen in Popisi Village, Banggai Laut Regency. Coastal communities in Popisi Village, Banggai Laut Regency, have recently been spending heavily through the online system. A cultural model of the fishing community's consumption follows the current trend of shopping through an online system, so the author classifies and describes the consumption behavior patterns of fishermen's online shopping and the motivation of the online shopping behavior of the fishing community in Popisi Village.

In recent years, the development of digital technology has changed many aspects of people's lives, including consumption patterns. The fishing community is no exception, which is now starting to use online shopping platforms to meet their consumptive and lifestyle needs. Although this group has traditionally been known for their simple lifestyle, the ease of internet access through smartphones has introduced them to modern consumption culture. This phenomenon is interesting to study more deeply, considering the unique socio-economic context of fishermen.

Fishermen living in coastal areas generally have limited access to traditional markets and modern shopping centres. This has changed with the internet and e-commerce platforms such as Shopee, Tokopedia, and Lazada. Research by Kusumaningrum (2021) shows that 34% of fishermen in coastal areas of Sulawesi have started using digital platforms to buy household goods and work equipment. According to him, some of the main factors that affect fishermen's decision to shop online are, first, **ease of access**. With a smartphone device, fishermen can order goods at any time without the need to travel far. Second, **competitive prices**. E-commerce platforms often offer attractive discounts and promotions, making the price of goods more affordable than in the local market. And third is a more diverse selection where items that are difficult to find in coastal areas, such as trendy clothing or modern accessories, can be easily purchased online.

Changes in fishermen's consumption behavior are driven by practical needs and lifestyle motivations. In this context, online shopping is not just an economic activity but also a way to improve social status and fulfil the desire for modernity.

According to Prasetyo (2020), The consumption of non-essential items such as branded clothing, gadgets, or sophisticated household appliances among fishermen increased by up to 25% after widespread internet access in their communities. In addition, social media plays a big role in influencing fishermen's consumptive preferences. Exposure to urban lifestyles through platforms such as Instagram and Facebook encourage a desire to keep up with trends, even though their economic conditions are often unstable. However, in addition to benefiting from online shopping, fishermen also face several obstacles, including limited technological knowledge. Most fishermen, especially the older generation, still have difficulty using e-commerce applications.

In addition, unstable internet connections in some coastal areas, internet access is often inadequate to support online activities, as well as financial risks where spending

on consumable goods can interfere with the allocation of funds for essential needs, especially since fishermen's incomes tend to fluctuate.

The phenomenon of online shopping among fishermen reflects a significant change in the consumption patterns of coastal communities. Consumptive motivation and lifestyle are the main drivers behind this trend, although economic and technological constraints are still a challenge. More research is needed to understand the long-term impact of these behaviors on fishers' well-being and their economic sustainability.

## 2. METHOD

This research is a type of descriptive qualitative research that describes the economic culture of fishermen in Banggai Laut Regency in online shopping. Qualitative research is research that intends to understand the phenomenon of what the research subject experiences, such as behavior, perception, motivation, action, etc., holistically, and by describing in the form of words and language in a special context that is natural and by utilizing various natural methods (Moleong, 2019)

The qualitative approach is a research method that produces descriptive data in the form of written or spoken words from individuals and observed behaviors. Researchers in this approach interpret and explain the data obtained through interviews, observations, and documentation Creswell (2012). The goal is to get a detailed and clear understanding of the problem being studied. Thus, the research report will contain data citations to give an overview of the presentation of the report. The researcher also used field notes in the form of observation notes and other sources.

This research was conducted in Popisi Village, Banggai Laut Regency, on June 1-15, 2024, Methodologically, the reason for choosing the location of this research is because this area is a fishing settlement that has characteristics with a fairly high online shopping for goods.

The informants from this study are people who are directly involved in the implementation of the online shopping system in the fishing community. The informants are fishermen, fishermen's wives, online shopping business managers and parties directly related to fishermen's activities at the research site. The total number of informants is 12 people.

In this study, data was obtained from two types of data sources. According to (Sugiyono, 2013), Primary data is a data source that directly provides information to data collectors. In this case, the data is collected directly by the researcher from the source or the location of the study. As primary data, the researcher used the results of interviews obtained from informants related to the research topic. Secondary data is a data source that does not directly provide information to data collectors, for example, through other parties or written documents. In this study, secondary data sources include various references such as the Labor Law, books, journals, and articles related to research topics regarding the online shopping behavior of the fishing community in Popisi Village, Banggai Laut Regency.

Data collection techniques are directly involved in the entire series of activities that are researched through observation or participatory observation, such as meetings or with actors involved in online shopping in the Banggai Laut Regency area. Document activities through cameras and photos. Conduct an in-depth interview by compiling interview guidelines. The interview themes were such as the forms or activities carried out by fishermen in the consumption of goods and services, the institutional aspects and functions of each, and community participation. Recording interviews for transcription and further analysis. Field notes are a form of report that will be written while in the field, such as doodles, outpouring of thoughts, and experiences during research.

The data analysis in this study goes through the following stages of research: *First*, tidy up research data in the form of interview transcripts, photo or video documentation, and small notes from observations in the field; *Second*, coding the data as a whole on the basic data that has been obtained in the field; *Third*, conducting data analysis from the results of data coding that has been carried out previously; *Fourth*, the results of the analysis are made based on the theme of the research question to be answered; and *Fifth*, write a research report in a descriptive, narrative, and holistic manner.

### 3. RESULT AND DISCUSSION

#### 3.1. Overview of the Research Location

Popisi Village, located in North Banggai District, Banggai Laut Regency, Central Sulawesi Province, is a village surrounded by sea waters with a hilly topography. Most of the villagers work as fishermen, both in the fishing and seaweed cultivation sectors. There are about 160 fishermen spread across various village areas, with most of the population embracing Islam. The existence of Popisi Village, which is in an archipelago area, makes access to this village quite limited, where sea transportation is the main means of mobility.

Popisi Village has an area of 14.2 square kilometres and is divided into three hamlets, each with unique characteristics and needs. Geographically, Popisi Village is located at coordinates 123°31'40" S and 1°30'30" E, which places it in a strategic position in the middle of the archipelago in Central Sulawesi. Its geographical location provides advantages and challenges for villagers, especially in terms of accessibility and interaction with the surrounding area. In terms of administrative boundaries, Popisi Village is surrounded by several areas that form its boundary line.

To the north of the village is bordered by the Kalumbatan Strait, a strait that separates the village from the wider sea area. To the west, Popisi Village is also bordered by the Kalumbatan Strait, which strengthens the village's position as a coastal area with direct access to the waters. Meanwhile, to the east, the village is bordered by Lokotoy Village and to the south by Paisumosoni Village, forming an administrative network that is interconnected with neighbouring villages.

The geographical position of Popisi Village, which is surrounded by water and directly adjacent to other villages, provides an important context for understanding the

dynamics of life and the interaction of its people. The existence of the strait that surrounds it not only affects transportation accessibility but also plays a role in the social and economic aspects of the village, including in terms of opportunities and challenges faced by its residents. Clear administrative boundaries also help in the planning and development of the territory, as well as in maintaining harmonious relations with neighbouring villages.

The majority of residents of Popisi Village work as fishermen, both aquaculture fishermen and capture fishermen. They traditionally manage fishery activities using techniques and tools that have been passed down from generation to generation. The daily life of the people of this village is highly dependent on marine products, which are their main source of livelihood. Strong maritime traditions and distinctive fishermen's skills are the hallmarks of the Popisi Village community. The dynamics of people's lives are still closely related to maritime traditions that have been passed down from generation to generation, manifested in various aspects of life, ranging from livelihood systems, and social interaction behaviors, to belief systems. The religious life of the people of Popisi Village is mostly influenced by Islam, which plays an important role in shaping the values, norms, and life views of its citizens.

The existence of Popisi Village, which is relatively remote, is not completely isolated from the progress of the times. Telecommunication networks began to reach this village in the last decade, opening access to information and communication with the outside world. However, internet access is not completely evenly distributed and there are still access gaps in several hamlets.

Topographically, Popisi Village is located at an altitude between 0-500 meters above sea level, covering hilly, coastal and coastal areas . The distance of this village from the city center greatly affects its level of accessibility, which is usually related to the location of the market as the center of community activities. In addition, distance also affects the cost required to reach the city center. In Popisi Village, the Bajo tribe settlement has easy access and affordable travel costs for the lower middle class to get to the city center.

The fishing community settlement in Popisi Village has experienced an increase in population density, with a population of 727 people occupying an area of 14.2 km<sup>2</sup>. Population density is calculated by comparing the number of people to the area. In Popisi Village, the distribution of population density reached 51.20 people/km<sup>2</sup>.

In this community, 160 fishermen are actively operating. They are an integral part of the local economy, relying on the sea as their main source of livelihood. In Popisi Village, there are 93 Fisheries Households (RTP), each of which has direct involvement in fishery activities. This RTP plays an important role in supporting the sustainability and productivity of fishermen in the village. Each RTP often manages one or more fishing fleets, making them operational centers within the local fishing industry.

The number of fishing fleets in Popisi Village reached 93 units. This fleet consists of various types of boats and vessels used to catch fish in the waters around the village. With this large fleet, fishermen in Popisi Village can reach a wider and more diverse catch, increasing their chances of getting a more abundant catch. The existence of 160

fishermen, 93 RTPs, and 93 fishing fleets shows how important the fisheries sector is to the lives of the people of Popisi Village. They not only meet the daily needs of the economy but also play a vital role in preserving maritime traditions and cultures that have been passed down from generation to generation. With good management and support from various parties, the fisheries sector in Popisi Village has great potential to continue to grow and provide wider benefits to the local community.

### 3.2. Online Shopping Behavior

In the era of digital technology development that is increasingly expanding to all corners of the country, Popisi Village is also beginning to feel its impact, especially on changes in the shopping behavior of its people, including fishermen. Although this trend has recently been present in the village, its impact is already visible in their daily shopping patterns. With the increase in internet access through devices such as smartphones, fishermen in Popisi Village are starting to make online shopping an alternative to meet their needs. The latest data shows that around 35% of fishermen in this village now routinely use online shopping platforms to buy household necessities and fishing equipment.

The phenomenon of online shopping among fishermen in Popisi Village has its own uniqueness. They utilize popular e-commerce platforms such as Tokopedia, Shopee, and Lazada to get the necessary items, from daily necessities to fishing equipment. Usually, products are searched by typing keywords or browsing through the categories available on the platform. In addition, recommendations from friends or the community are often an important factor in determining product and platform choices.

Online shopping provides wider access for fishermen to get products that are not available around them. Therefore, this section will review in depth how the fishermen of Popisi Village carry out online shopping activities. Several factors encourage them to switch to online shopping. First, ease of access is the main reason. If previously they had to travel long distances to the city to buy certain items, now they can order from home with a few clicks. Second, competitive prices on e-commerce platforms attract their attention, especially for items such as fishing gear, workwear, and household items.

However, while online shopping offers many advantages, fishermen also face a number of challenges. Unstable internet connections in some areas are still a major obstacle. In addition, the lack of understanding of how to use e-commerce platforms effectively is also an obstacle that needs to be overcome.

### 3.3. Online Shopping Behavior Patterns

This research reveals that the online shopping behavior of the fishing community in Popisi Village has its own uniqueness. This village is dominated by the Bajo Tribe, a community whose life is very closely related to the sea. Many of them live on shallow seas and depend on marine products for their livelihoods. Based on interview data, the majority of fishermen in this village do online shopping depending on certain needs and moments. This was revealed by Muliana (43 years old/female), who stated that:

*We often shop online to shop for clothes, whether there is a family event or before the holidays. Most often, they shop for clothes because they are cheap, and the models are also good. Especially if there is a discount. The advantage is that we can shop for clothes that are difficult to find just like other people. Especially if on Tiktok it's cheap, sometimes there is free shipping too. (Interview with Purnama Sari, June 2, 2024).*

Based on the results of the interview, one of the residents of Popisi Village revealed that although they rarely do online shopping, this method is chosen when they need certain items for special events, such as Eid celebrations. Items that are usually purchased include clothing, such as shirts and pants, as well as accessories that are relevant to the festive atmosphere. This phenomenon shows that online shopping is a practical solution to meet specific needs that are difficult to find in the local market, especially because of the significant price difference.

For the fishermen of Popisi Village, the uncertain income due to dependence on the catch affects their spending patterns. This condition makes them have to carefully set aside some of their income to meet their needs, including the desire to shop online, even though these activities are carried out selectively and limited to certain moments. Nurhayati (27 years old) who said that she and her family shop online if the octopus catches are all large and the price is more expensive. He shops online for his children's clothes or school needs after basic needs are met.

*Most of us shop online if we have more money, usually if the price of octopus is good and there are many catches. Not all the proceeds from the sale of the octopus are spent, some of it is saved for urgent needs. If there is an urgent need, sometimes the savings are used, but not much. (Interview with Nurhayati, June 3, 2024)*

Based on the interview results, the fishing community of Popisi Village's tendency to shop online is certainly important for managing family finances so that they remain stable and all family needs are guaranteed. However, the frequency of online shopping for the fishing community in Positioning Village is inevitable even though the fishing community's income is uncertain.

### **3.4. Frequency and Products Purchased**

Interviews with residents of Positional Village show that the frequency of online shopping varies among the fishing community in Popisi Village. Although some rarely shop online, there are certain moments such as before the holidays when online shopping becomes more intensive. This phenomenon can be interpreted as a form of adaptation to specific needs that arise at certain times. Most citizens use online shopping as a solution when looking for products that are difficult to find in the local market or when the price of products on online platforms is more competitive. The moment leading up to Eid, for example, is a time when the frequency of online shopping increases significantly because the need for new clothes and other accessories usually increases.

Residents of Popisi Village tend to choose online shopping for certain products that have high value in their social and economic context. Some of the product categories that are often purchased online are in the following table:

Table 1. List of Purchased Products

No.	Product Name	Information
1.	Clothes	Clothes and pants are the most frequently purchased products online, especially ahead of holidays such as Eid.
2.	Accessories	In addition to clothing, residents also buy accessories such as bags, shoes, and jewelry to complete their appearance during special celebrations.
3.	Electronics	Although not specifically mentioned in the interview, electronic products such as mobile phones and other gadget accessories products are also a popular category in many fishing communities in Popisi Village.
4.	Household Products	Some residents have also started buying household products online, including kitchen appliances and home décor, to improve the comfort and aesthetics of their homes.
5.	Fisherman's Equipment	To maintain the use of fishing gear. Fishermen usually buy their equipment that is not sold at the local market.

Source: Primary data processed, 2024

The impact of the implications of the frequency and type of products purchased online reflects the needs and preferences of the residents of Popisi Village. This not only shows adaptation to technology but also reflects changes in consumption behavior and economic priorities. Online shopping provides wider access to quality products at more competitive prices, but it also brings challenges such as decreased social interaction and potentially reduced revenue for local merchants. Therefore, understanding the frequency and type of products purchased helps in evaluating the overall impact of online shopping on the economy and social dynamics in the Position Village.

### 3.5. Platforms and Payment Methods Used

Based on the results of the interview, according to the informant, there are several uses of the platform in the use of online shopping culture by the fishing community. In addition, the platform provides various products that are desired by the fishing community in Positional Village as well as payment methods offered by product sellers to their consumers. Almost all fishing communities in Popisi Village have access to online shopping platforms, as well as e-commerce platform applications such as Shopee, Tokopedia, and the like as well as social media such as Facebook, which always offers products and big discounts, especially when offering free shipping which makes people increasingly want to shop online. This was expressed directly by Purnama Sari (21 years old/female), in her explanation saying that:

*I shop online using the Shopee and TikTok applications. If I open the TikTok application, there are usually products for me to buy. If I shop online, I usually pay on the spot. When the goods have arrived and delivered directly to the house, money has been provided immediately when the goods have arrived. Before paying, I usually check the goods first. (Interview with Purnama Sari, June 5, 2024)*

The same thing was also conveyed by Hati (39 years old/female), saying:

*I usually use Shopee to buy clothes and home furnishings, especially when everything is available there, so the rest of the way I open it immediately and pay on the spot as well when the goods have arrived at home (Interview with Hati, June 5, 2024).*

Based on the results of the interview, the housewife whose husband works as a fisherman catches octopus. They told how their family depended on savings from the rest of the sale of their husband's octopus catch. According to her, her husband's job is very uncertain, depending on the season and weather.

When the catch is abundant, they can sell the octopus at a fairly high price, and most of the income is set aside for savings. These savings are the main financial support for the family when the octopus fishing season decreases or when the husband cannot go to sea due to bad weather conditions. In addition, he explained that he often shops online using the Shopee and TikTok applications. When he opens the TikTok application, he usually sees various products that attract his attention and make him want to buy. tend to choose the payment method on the spot when the goods have arrived and are delivered directly to the house. This method provides convenience because he can provide cash first and pay after checking the condition of the purchased goods.

According to him, this method is very helpful in managing daily expenses because he can make sure the goods purchased are by expectations before making a payment. This online shopping experience also shows adaptation to technological developments and e-commerce which makes it easier for people to meet their daily needs. They feel lucky that their husband has an octopus-catching ability good enough that they can set aside some of their income for savings, even though their lives are still challenging. Mrs. Nurhayati remains optimistic and strives to manage her family's finances wisely, utilizing the savings they have for daily needs and other urgent needs.

### **3.6. Motivation and Reasons for Online Shopping**

The fishing community in Popisi Village has various motivations and reasons for online shopping. Interviews with local people revealed that the convenience and time efficiency factors were the main drivers. Many residents feel that online shopping saves time and effort that they should spend going to Luwuk Banggai. In addition to convenience, time efficiency is also an important reason. With online shopping, the people of Popisi Village, they can avoid long queues in shops and markets. Fast and convenient transaction processes, such as digital payments, are very helpful for them.

This efficiency not only saves time but also allows them to compare prices and product quality more easily, which is difficult to do when shopping in person. The availability of goods that are not available locally is also a strong reason why the people of Popisi Village have switched to online shopping. Many products are difficult to find in the local market, such as clothes with the latest designs, electronic appliances, and certain household products. This suggests that online shopping provides wider access

to a wide range of products, allowing citizens to get items that better suit their needs and preferences.

Furthermore, online shopping also provides access to products that are not usually available in the local market. Health, beauty, and specialty food products are often easier to find online. This shows that online shopping not only meets basic needs but also improves people's quality of life by providing access to items that can improve their well-being.

Convenience is one of the main reasons why the people of Popisi Village choose online shopping. With easier internet access, residents can shop from home without having to spend time and effort to go to Luwuk Banggai or local markets. The shopping process that can be done anytime and anywhere provides flexibility that is highly appreciated, especially for those who have a busy daily life.

In addition, online shopping allows people to compare prices and product quality easily. They can look at reviews from other buyers, search for alternative products, and choose the one that best suits their needs and budget. This was revealed directly by Hati (39 years old/female) who said that:

*I shop online because it is cheaper than buying directly at the market, especially if I have to go to Luwuk Banggai, which takes a long time and costs a lot to get there. If you shop online, it will be delivered directly to your home by the courier. (Interview with Hati, June 5, 2024)*

Based on the results of the interview, showing the convenience for the fishing community in Popisi Village, this convenience reduces stress and confusion that often arises when shopping in person. Convenience is also reflected in the delivery process that goes directly to the home. Residents don't have to worry about carrying heavy or bulky items from the market. Fast and reliable delivery services are a significant plus, especially when buying items that are not available in the local area. This was revealed directly by Ayu Andira (29 years old/female), her husband as an octopus fisherman, in his statement explaining that.

*Shopping online is more practical, there is no need to leave the house, let alone the trip to the city is also far. If there is a need, the husband can spend a long time on the road. It's different if you shop online, just press your cellphone, the goods will be delivered directly to your home and paid at home as well. No need to bother going to the market anymore. (Interview with Ayu Andira, June 10, 2024)*

Based on the results of the interview, the people of Popisi Village also mentioned that online shopping helps them save valuable time. Time normally spent traveling to the city or market can be used for other, more productive or recreational activities. This is especially important for fishing communities that have a busy and often erratic work schedule. Time efficiency is also related to a fast transaction process. Payments can be made electronically, reducing the need for cash and speeding up the entire shopping process.

With just a few clicks, orders can be processed and confirmed, providing a smoother and more efficient shopping experience. For people who live in remote areas such as

Popisi Village, access to various products through online shopping is a practical solution. They are no longer limited to items available in local stores but can browse and buy products from a variety of places, both domestic and international.

The availability of goods that are not found locally has been an important factor in the motivation of the people of Popisi Village to switch to online shopping. In the local market, there are often limitations in the selection of goods available, which can be a significant obstacle in meeting daily needs. This condition often forces residents to look for alternatives that cannot be found in local stores. With the development of online shopping platforms, the people of Popisi Village now have wider access to various products that were previously difficult to obtain in their area. For example, varied and quality clothing and accessories are often not available in local markets, so online shopping is an effective solution for obtaining these items.

Online shopping offers convenience for the people of Popisi Village to find and buy items that cannot be found in physical stores in their area. With the online platform, they can browse product catalogs from a variety of sources, including brands and types of goods that they may not have encountered in the local market. This is especially beneficial for villagers who have special needs or preferences that cannot be met by local offers.

Access to quality and diverse items that were previously difficult to reach can now be fulfilled more easily through online shopping, making the shopping experience more satisfying. More than just meeting basic needs, online shopping also expands options and provides additional flexibility for the people of Popisi Village.

The online shopping process not only provides access to a wider range of products but also offers convenience in terms of price comparisons and special offers that may not be available in the local market. The convenience of shopping from home and the time efficiency obtained also add to the attractiveness of online shopping, allowing people to enjoy a more enjoyable and satisfying shopping experience. With these various advantages, online shopping is not only an alternative but also a practical solution that suits their modern lifestyle.

With wider access to products that are not available locally, the people of Popisi Village can now enjoy the additional benefits of online shopping which includes better variety and availability of goods. The availability of unique and quality goods that are difficult to find in the local market has a positive impact on customer satisfaction. In addition, the easy and efficient shopping process reduces the dependence on physical shops in the village, allowing them to get what they need without having to travel long distances or face limited options. This not only makes their daily lives easier but also supports adapting to evolving needs and preferences in an increasingly digitally connected society.

Online shopping is a process in which consumers make interactive purchases of goods and services through the internet. The decision to shop online involves uniting knowledge and feelings to choose the desired goods and services. Consumer behavior in online shopping can be rational, where they consider the urgent needs and usefulness

of the product, or irrational, where promotions influence consumers without considering needs. Online consumer behavior involves decision-making stages such as problem recognition, information search, evaluation, selection, and the result in the form of satisfaction or dissatisfaction with the product. Factors that affect online consumer behavior include cultural, social, personal, and psychological.

Popisi Village Digitalization has had a significant influence on the way of life of the fishing community in Popisi Village, especially in meeting daily needs. Access to e-commerce platforms such as Shopee, Tokopedia, and Lazada is an attractive alternative for fishermen because it offers convenience and the availability of products that are not available in the local market. Although the online shopping trend is still new in Popisi Village, the impact has been felt with around 35% of fishermen regularly using e-commerce platforms to buy household necessities and fishing equipment.

The frequency of online shopping among fishermen is still low, with the majority making purchases less than three times a month. However, at certain times such as before the holidays, there is a significant increase in online shopping activities. The decision to switch to online shopping was driven by several factors such as ease of access, competitive prices, and the availability of items that are not available in the local market. However, challenges such as unstable internet signal quality and lack of knowledge about the use of e-commerce platforms are still obstacles.

The types of products that are often purchased include clothing, accessories, electronic products, household products, and seagoing equipment. The most commonly used platforms are Shopee, Tokopedia, and TikTok, with payment methods generally done when goods arrive home (COD). The main motivations of fishermen in online shopping is convenience, time efficiency, and access to products that are not available locally. Overall, the online shopping behavior of fishermen in Popisi Village reflects their adaptation to technological developments, although they still face various challenges.

In the author's analysis, this study shows that digitalization has significantly changed the consumption behavior of the fishing community in Popisi Village, although the change is still in its early stages. Ease of access, competitive pricing, and product availability are the main driving factors for their switch to online shopping, but challenges such as internet signal quality and limited knowledge of e-commerce platforms still hinder their frequency and effectiveness. With around 35% of fishermen already taking advantage of e-commerce, especially for products that are not available locally, this indication of technological adaptation in coastal communities provides an overview of the changing dynamics of consumption in the digital era, although local challenges need to be addressed to maximize the benefits.

#### 4. CONCLUSION

This study shows that digitalization, especially the adoption of online shopping, has brought significant changes in the consumption behavior of the fishing community in Popisi Village, Banggai Laut Regency. Access to e-commerce platforms such as Shopee, Tokopedia, and Lazada has provided an attractive alternative for fishermen, by offering

convenience and availability of products that are not available in the local market. Although the frequency of online shopping is still low, with the majority making purchases less than three times a month, there has been an increase in activity in the run-up to the holidays. The decision to switch to online shopping was driven by ease of access, competitive prices, and availability of goods. However, constraints such as internet signal quality and lack of knowledge about e-commerce platforms still hinder this process.

Overall, this study's results reflect that although digital technology has begun to change the consumption behavior of fishermen in Popisi Village, this adaptation is still in its early stages and faces various challenges. The integration of online shopping into the lives of fishing communities shows the potential to improve welfare and productivity, but further efforts are needed to overcome existing obstacles.

Further research can be focused on developing a digital literacy training program for the fishing community in Popisi Village to improve their understanding and skills in using e-commerce platforms effectively. Additionally, longitudinal studies that observe changes in consumption behavior over time can provide in-depth insights into the factors that drive or inhibit the adoption of online shopping. This research can also be integrated with a comparative analysis between different fishing villages to understand the sociocultural and economic dynamics that affect the adoption of digital technology and to provide more targeted policy recommendations.

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