

## ABSTRACT

In an increasingly advanced digital era, it is important for traders to transform their sales models to expand their business networks and increase their competitiveness. This transformation of the sales model can provide great benefits for traders of Minang descent. By selling offline and online, traders can expand and develop their business with an even wider reach. To make sales online, traders can use online marketing strategies such as social media or websites, they can reach potential customers from outside the area more effectively.

However, there are still traders of Minang descent who have not carried out a sales model transformation, this is because there are several challenges faced by traders in implementing the sales model transformation. One of them is a lack of understanding of technology and online marketing strategies. Some of them may not have the knowledge or access to the resources necessary to develop expertise in the field. Apart from that, cultural factors also need to be considered in this transformation process. The cultural identity of Minang descendants must be maintained to be relevant to the digital world without eliminating inherent traditional values. Harmonizing culture and modern market demands is a challenge in itself.

Research regarding the transformation of the sales model of Minangkabau traders in Pasar Baru Bandung was carried out to provide a deeper understanding of the obstacles faced and the opportunities that can be exploited. It is hoped that the results of this research can provide practical guidance for traders in implementing online marketing strategies effectively.

**Keywords: Innovation Adoption, Digital Transformation, Digital Marketing,**