

Utilization of Digital Marketing and Financial Administration Management to Improve Business Performance in Podomoro Tip Top Stores

Lyssia Putri Lestari^{1*}, Audita Nuvriasari²

Program Studi Manajemen Fakultas Ekonomi Universitas Mercu Buana
Yogyakarta

Corresponding Author: Lyssia Putri Lestari lyssiaputri1@gmail.com

ARTICLE INFO

Keywords: Retail, Digital Marketing, Digital Payments, QRIS Barcode

Received : 18, October

Revised : 20, November

Accepted: 22, December

©2023 Lestari, Nuvriasari: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



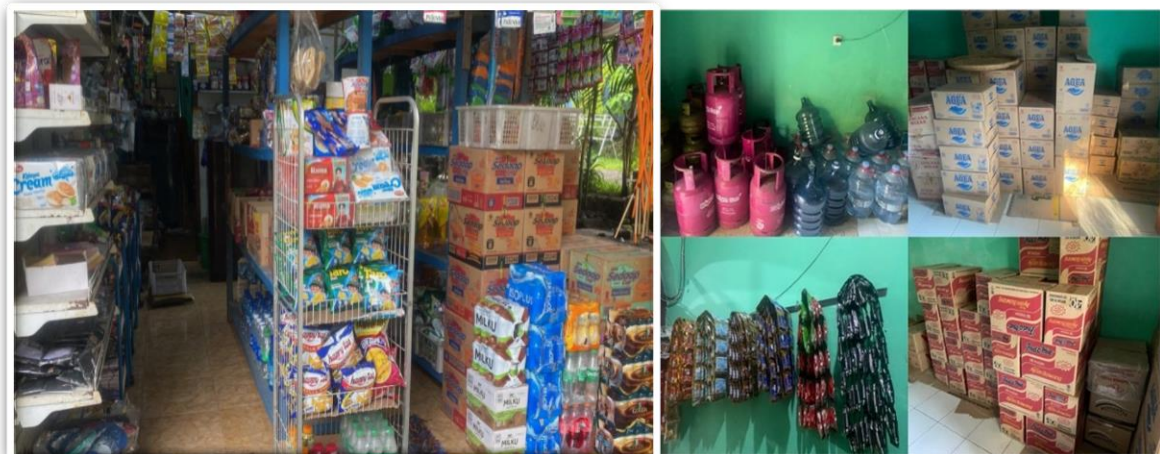
ABSTRACT

The development of the retail business today is growing rapidly, one of which is the business of providing daily consumer goods. This condition encourages high business competition, thereby requiring business actors to be able to excel in the competition. This community service program aims to help improve retail business performance at Tip Top Podomoro Shop. The programs implemented include: education on the use of social media as an online marketing tool, creating online promotional content, using Shopee e-commerce as a sales medium, providing an online payment system with QRIS, and improving financial management.

INTRODUCTION

The high demand for basic necessities provides an additional impetus for the growth of the wholesale grocery business. In its operations, the wholesale grocery business offers bulk sales to retailers or end consumers at lower prices. This economic advantage serves as the primary attraction for consumers. Furthermore, direct interaction with customers is a distinctive feature of this business, allowing wholesale grocery owners to understand market needs personally and respond promptly to changes in demand. The progress of the wholesale grocery business is reflected not only in the increase in sales volume but also in its adaptation to changes in consumer trends and technology. Efficient distribution systems and the utilization of information technology accelerate business processes, streamline inventory management, and enable business stakeholders to remain competitive (Supriatna, 2017).

One of the wholesale grocery businesses that reflects this development is Toko Tip Top Podomoro, located in Sidorejo, Pangukrejo RT 006 RW 005, Umbulharjo Village, Cangkringan District, Sleman Regency, Special Region of Yogyakarta. This store provides various daily necessities, ranging from groceries such as rice, noodles, sugar, oil, to other items such as soap, toothbrushes, gas, electricity credit, mobile phone credit, ice cubes, refillable drinking water (gallons), and so on.



Picture 1. The Products Sold at Tip Top Podomoro Store

Established in 2012 by Mrs. Rokhyati, Tip Top Podomoro Store initially only sold popsicles with a capital of Rp. 30,000.00, operating within a home using a refrigerator. Currently, the store has successfully achieved a monthly turnover of more than Rp. 150,000,000.00 and possesses assets totaling approximately Rp. 196,000,000.00, including cash, merchandise, vehicles such as motorcycles and Viar three-wheeled vehicles, laptops, as well as business equipment and mobile phones. The store restocks its inventory 1 to 6 times a month due to warehouse space limitations and a focus on selling new items, purchasing from distributors such as PT. Indomarco Adi Prima. Tip Top Podomoro Store also provides credit sales services with a maximum repayment period of 1 month.

In line with current developments, digital marketing has become a key element in maintaining competitiveness and responding to rapid market changes. Digital marketing is not only about products but also about the continuous customer experience and interaction (Wardhana et al., 2022). By engaging online platforms and advanced digital marketing strategies, digital marketing expands market reach through social media, websites, and e-commerce platforms. Business owners can effectively identify and reach potential customers through online campaigns while maintaining the wholesale grocery business's characteristic emphasis on personal relationships.

The importance of online presence not only impacts marketing but also payment processes. Digital payment transactions are increasingly becoming the norm in modern business, making a significant contribution to the operational efficiency of wholesale grocery businesses. The convenience and speed of payments through digital platforms not only offer comfort but also enhance transaction security, reducing the risk of loss or shortage of cash (Damayanti & Putra, 2022). Adapting to digital payments enables business owners to monitor cash flow more accurately and efficiently, as well as integrate it with inventory management systems to provide a more comprehensive overview of sales and product inventory. This not only optimizes inventory management processes but also allows business owners to respond more quickly to changes in market demand.

Based on the description from observation and interviews with the management of Toko Tip Top Podomoro, several issues were identified in the marketing and financial aspects that could pose obstacles in facing the current wholesale grocery business development. (1) In terms of marketing, the store still relies on conventional methods such as word of mouth, without leveraging the potential of digital marketing. Traditional marketing methods can hinder the effectiveness of promotions and outreach, considering the increasingly digital nature of the current era (Istiqomah, 2023). (2) The store's bookkeeping administration is not yet optimal, resulting in less efficient financial management of the business. Limitations in financial bookkeeping can hinder the store owner from making strategic decisions and managing finances in more detail (Grengan et al., 2022). (3) The lack of utilization of digital payment applications such as QRIS barcodes also poses a challenge for customers in making payments. The implementation of digital payment applications can enhance the convenience and speed of transactions, while also assisting in improving financial administration with more accurate and automated record-keeping (Meilisa et al., 2021).

In addressing the challenges in the marketing and financial sectors, the implemented activity program includes: (1) Counseling on digital marketing, particularly through Instagram and Shopee social media platforms. (2) Establishment of official social media accounts to support marketing activities, providing a broader space to reach a larger market. (3) The marketing program will also involve training in creating digital marketing content and utilizing tools such as Canva to ensure the created content is engaging and relevant. On the financial side, (4) Providing education on the creation and utilization of QRIS

barcodes. This will facilitate customers in making payments while also assisting in maintaining more accurate financial transaction records. (5) Training in financial bookkeeping, both conventional and technology-based, to enable more efficient and organized store financial management.

This activity program aims to enhance the competitiveness and efficiency of Tip Top Podomoro Store in facing the development of the wholesale grocery business. The focus is on introducing digital marketing through Instagram and Shopee, including digital marketing training and the creation of official accounts. It is hoped that the store can leverage the potential of online marketing to reach a broader market. Additionally, the program aims to improve the efficiency of bookkeeping administration through QRIS barcode education. The goal is to facilitate customer payments and accurately record financial transactions. Financial bookkeeping training, both conventional and technology-based, is expected to enhance financial management efficiency and assist store owners in making strategic decisions.

IMPLEMENTATION AND METHODS

The implementation method of the activity program to enhance the competitiveness and efficiency of Toko Tip Top Podomoro in facing the wholesale grocery business development includes several stages as follows:

1. Observation and Interviews

Observation and interview methods are conducted to identify the issues faced by the store. Observation involves direct monitoring of the store's operations and interaction with customers, while interviews are conducted with the management of Toko Tip Top Podomoro to gain deeper insights into marketing and financial aspects that need improvement.

2. Counseling and Training

This method includes counseling on the importance of digital marketing and specific training in using social media, such as Instagram and Shopee. The store owner and staff are provided with information and practical guidance on online marketing strategies, digital marketing content creation, and the utilization of tools like Canva. The creation of official social media accounts is also part of this activity to give Toko Tip Top Podomoro a broader reach in reaching a larger market. Furthermore, on the financial side, this program includes education on the use of QRIS barcodes as a digital payment method. This education aims to provide convenience for customers in making payments and assist in more accurate financial transaction recording. In addition, training in financial bookkeeping, both conventional and technology-based, will be provided to enhance the efficiency of store financial management and assist store owners in making strategic decisions.

3. Program Implementation

The activities involve a series of tasks where individuals are assigned duties involving various business aspects. This includes the management of financial administration, marketing, and direct observation of the store's daily operations. Each task is designed to provide in-depth insights into roles and responsibilities in various operational areas, such as visual content creation, social media management, and understanding the potential for increased exposure through online platforms. Periodic evaluations are conducted with the store owner to convey job results, discuss progress, and identify obstacles and opportunities.

RESULTS AND DISCUSSION

The implementation of this community service program took place during the period of October 2023 to November 2023 at Tip Top Podomoro Store, located in Sidorejo, Pangukrejo RT 006 RW 005, Umbulharjo Village, Cangkringan Sub-district, Sleman Regency, Special Region of Yogyakarta. The program involved the participation of 2 employees and the store owner. The outcomes of the program activities are as follows:

1. Digital Marketing Counseling

Digital marketing involves the utilization of various digital platforms to create interactions with consumers. Social media, as one of the main components of digital marketing, provides opportunities for companies to engage directly with their audience. According to Kotler & Armstrong (2018), the success of social media campaigns is not only determined by the dissemination of information but also by the creation of meaningful engagement and relationships with consumers. In this context, the benefits of digital marketing through social media are highly significant. The online presence grants companies broader access to the global market, enhances brand visibility, and allows real-time interactions with consumers (Kotler & Armstrong, 2018).



Picture 2. Digital Marketing Counseling Session

The digital marketing counseling focused on social media at Tip Top Podomoro store has brought about a transformation in marketing approach. The store owner now has a deeper understanding of digital marketing strategies centered on social platforms. They have learned about the significant potential of social platforms in building strong relationships with customers. They recognize the power of online interactions to enhance brand awareness and optimize store exposure. By implementing digital marketing strategies, Toko Tip Top Podomoro aims to reach a wider audience, target potential customers, and maintain high online engagement. By prioritizing interaction and engagement, the store can develop more relevant and appealing content, creating an ideal stage to promote products and services.

2. Training on Digital Marketing Content Creation and Utilization of Canva Tools

Marketing content is a marketing strategy that focuses on the creation and distribution of valuable content to attract and retain an audience (Handley & Chapman, 2012). This approach aims to build relationships, increase brand awareness, and ultimately drive consumer action. The Training on Digital Marketing Content Creation and Utilization of Canva Tools is a development program that leverages digital marketing content to enhance the presence and success of online businesses. Participants in this activity consist of owners and enthusiastic staff members eager to understand how to effectively utilize digital content in marketing strategies. One key aspect of this training is the creation of digital content using tools such as Canva. Canva is a user-friendly graphic design platform that allows even beginners to easily create visually appealing content.



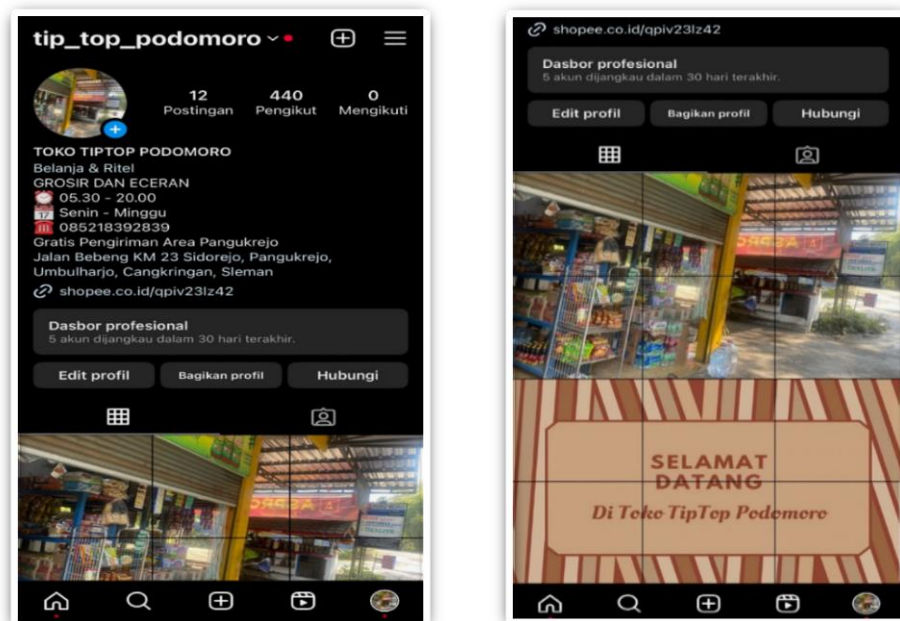
Picture 3. Training Session using the Canva Application

During the training session, employees of Tip Top Podomoro store have the opportunity to sharpen their skills in creating effective marketing materials. In an era where consumer attention tends to be brief, visual content can be the key to capturing attention and delivering messages quickly and effectively. This training provides a profound understanding of how to create appealing designs that align with the brand's identity. Using the Canva application, participants are taught to seamlessly integrate design elements, either by using existing templates or by creating designs from scratch based on specific needs.

3. Creation of Tip Top Podomoro's Instagram Account

Instagram is a visual and video-based social media platform that allows users to share moments, stories, and visual content with their followers. Many businesses and brands leverage Instagram as a primary channel for online marketing strategies. With a vast number of active users, Instagram provides extensive opportunities for companies to build their brand, enhance visibility, and engage directly with their audience. Paid advertising features like Instagram Ads also enable companies to target specific audiences based on demographics, interests, and user behavior. Through this platform, Tip Top Podomoro Store introduces various high-quality grocery products at competitive wholesale prices. Here are the steps for creating Instagram account:

- a) The creation of this Instagram account begins with crafting a profile that reflects the identity and values upheld by Tip Top Podomoro. Composing an informative and appealing profile, including the store name, a brief description covering the types of wholesale grocery products sold, and the store's location.
- b) Preparing and uploading high-quality images of grocery products to capture the attention of potential followers. Creating a diverse content pattern, including product images, special offers, and behind-the-scenes moments, to provide variety in the feed.
- c) Providing clear and informative descriptions for each grocery product, including pricing, packaging, and product benefits. Incorporating hashtags to increase the store's visibility on Instagram and reach a broader target audience.
- d) Formulating special offers and discounts to enhance the store's appeal on Instagram. Informing followers about limited-time offers or special discounts through Instagram posts and stories as part of a strategic approach.



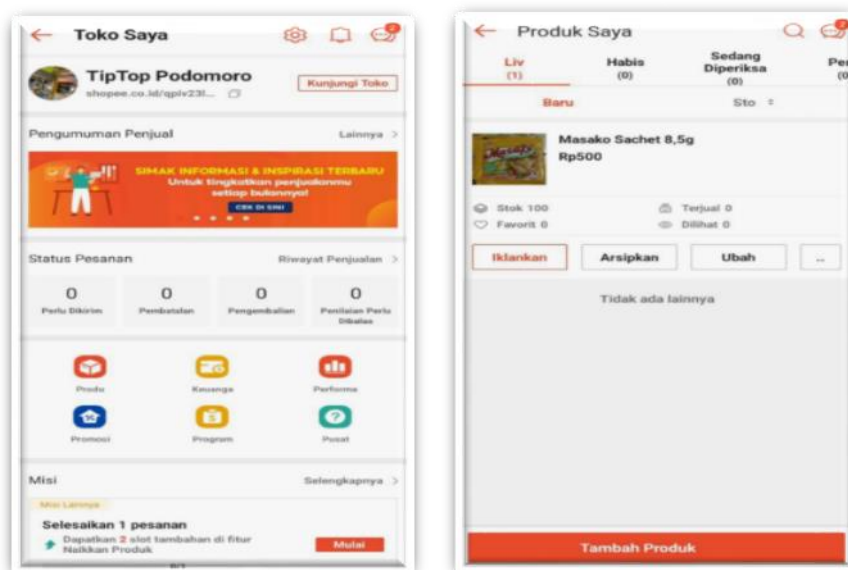
Picture 4. Instagram Account of Tip Top Podomoro Store

4. Creation of Tip Top Podomoro Shopee Account

Shopee is one of the leading e-commerce platforms operating in various countries, providing online buying and selling services for users. This platform allows sellers and buyers to interact in a digital environment, offering a wide range of products, from fashion, electronics, daily necessities to unique items. Shopee plays a significant role in digital marketing by providing a means for businesses, especially SMEs, to effectively market their products through the internet. Shopee's connection to digital marketing involves various strategies, such as the use of social media, online advertising, and digital promotions to enhance visibility and sales. Through features like Shopee Ads, sellers can create targeted advertising campaigns, increase product exposure, and reach a wider audience.

To leverage this opportunity, the creation of the Shopee Store Account for Tip Top Podomoro was carried out through several stages as follows:

- a) Accessing the Shopee website and downloading the Shopee application on the mobile device.
- b) Following the registration process by providing necessary information, such as email address, phone number, and business data.
- c) Verifying the account by clicking on the link sent via email.
- d) Filling in store information such as store name, logo, store description, shipping method, and return policies.
- e) The account creation process also involves selecting the payment method to be used. Shopee provides several options such as bank transfer, e-wallet, credit card, and other payment methods.
- f) Implementing good store management practices. This includes monitoring product stock, updating product information, providing responsive customer service, and promoting the store through Shopee features such as Flash Sale or coupons.

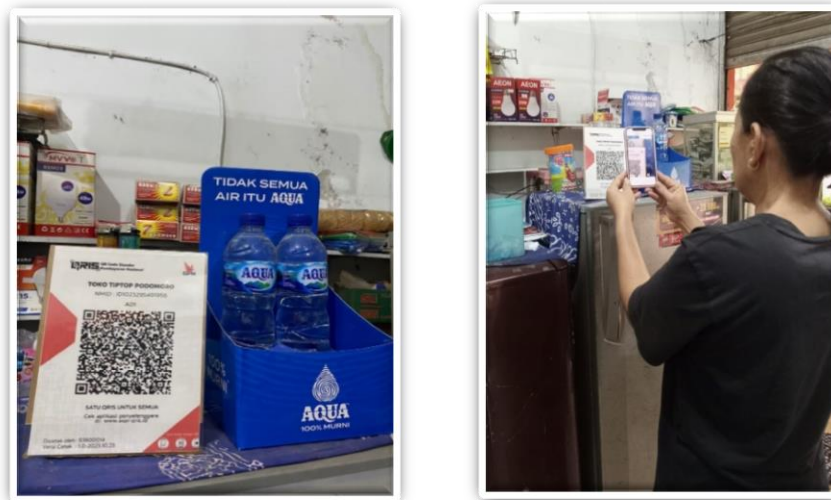


Picture 5. Shopee Account of Tip Top Podomoro Store

5. Providing Education on the Creation and Utilization of QRIS Barcodes

Digital payment is a financial transaction system conducted electronically through digital platforms. According to Tantrinesia et al., (2023), digital payments play a crucial role in the future financial transformation. This payment method not only simplifies transactions but also enhances efficiency and security in the payment process. The convenience and speed of transactions offered by digital payments make it an increasingly favored choice in the business world (Tantrinesia et al., 2023). One recent innovation in the world of electronic payments is the use of QRIS (*Quick Response Code Indonesian Standard*).

QRIS is a form of two-dimensional matrix code that can be scanned using a smartphone camera. The payment process using QRIS provides speed and efficiency without the need for cash or physical cards. This advantage makes QRIS increasingly popular in the business world, providing convenience to both customers and merchants. The utilization of QRIS at Tip Top Podomoro not only enhances the transaction experience for customers but also assists store owners in managing payments more efficiently. This process typically involves inputting transaction or payment information, which is then converted into a QR code that can be scanned. Once the QRIS barcode is generated, store owners strategically place it in various locations in the store, such as the cashier or customer service desk.



Picture 6. The QRIS Barcode for Tip Top Podomoro Store

Customers who want to make payments only need to open their digital payment application, scan the QRIS barcode available at Tip Top Podomoro store, and confirm the transaction. This speed and convenience not only expedite the payment process but also reduce the risk of human errors. The implementation of QRIS at Tip Top Podomoro store also opens opportunities for customer promotions and rewards. Store owners offer special discounts to customers using digital payments through QRIS. This not only encourages customers to adopt digital payment methods but also enhances customer loyalty.

6. Training in Conventional and Technology-Based Financial Bookkeeping

Financial bookkeeping is an essential process carried out by a business entity with the aim of recording, analyzing, and reporting all financial transactions that occur. According to Satria & Fatmawati (2021), good bookkeeping serves as a crucial foundation for making accurate and strategic decisions. Through organized financial bookkeeping, entities can track the inflow and outflow of funds, record financial transactions accurately, and present relevant financial information. Effective financial bookkeeping plays a key role in assessing financial performance, identifying financial issues, and planning for a better future (Kesuma et al., 2020). This training is specifically designed for store owners and staff to enhance skills in tracking and analyzing store finances more efficiently. Throughout the training sessions, participants are taught the fundamentals of bookkeeping and how to apply them using Excel applications.



PEMBUKUAN TOKO TIPTOP PODOMORO								
BULAN NOVEMBER 2023								
NO	NAMA BARANG	HARGA BELI	HARGA JUAL	JUMLAH AWAL	TERJUAL	SISA STOK	KAS MASUK	LABA
1	GAS LPG 3KG							
2	GAS LPG 12KG							
3	GAS LPG 50KG							
4	AQUA GELAS 240ML							
5	AQUA BOTOL 330ML							
6	AQUA BOTOL 600ML							
7	AQUA BOTOL 1500ML							
8	AQUA GALON 15LT							
9	LE MINERALE 330ML							
10	LE MINERALE 600ML							
11	LE MINERALE 1500ML							
12	LE MINERALE GALON 5LT							
13	LE MINERALE GALON 15LT							
14	INDOMIE GORENG DUS							
15	INDOMIE AYAM BAWANG DUS							
16	INDOMIE SOTO DUS							
17	INDOMIE RENDANG DUS							
18	INDOMIE KARI AYAM							
19	SEDAP GORENG DUS							
20	SEDAP AYAM BAWANG DUS							
21	SEDAP SOTO DUS							
22	SEDAP KARI SPESIAL DUS							
23	SEDAP KOREAN SPICY CHICKEN DUS							
24	POP MIE AYAM DUS							

Picture 7. Financial Bookkeeping Training Session

Participants are provided with a step-by-step guide on the use of Excel formulas and functions in financial bookkeeping. In this session, participants learn about creating lists of expenses, income, and financial reports using Excel to streamline the process of analysis and intelligent decision-making. Direct application with real-life case studies and data is conducted to enable them to apply the knowledge they acquire in real-life situations. Additionally, tips and tricks are shared to optimize the use of Excel in managing store finances.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the program implementation, there is a positive transformation in the marketing approach of Tip Top Podomoro Store. The store owner and employees have recognized the importance of digital marketing through social media and have applied this strategy by creating official accounts on Instagram and Shopee. Additionally, training in digital content creation using the Canva application has helped enhance skills in developing effective marketing materials. The successful implementation of digital payments through QRIS has provided speed and efficiency in the payment process, opening opportunities for promotions and customer rewards. Meanwhile, financial bookkeeping training has resulted in a better understanding of the fundamentals

of accounting and the use of Excel applications to track and analyze the store's finances.

This activity program is expected to assist Tip Top Podomoro Store in remaining competitive in the continuously growing wholesale grocery business. The increased utilization of digital marketing, digital payments, and effective financial bookkeeping is anticipated to make a positive contribution to the growth and sustainability of this store's business. The advice that can be given is to ensure the continuous implementation of the activity program. Tip Top Podomoro Store needs to consistently integrate digital marketing and leverage customer feedback to continually improve service quality. Additionally, store owners and staff need to continually enhance their skills in financial management and technology to maximize operational efficiency. Full implementation of digital payments and continuous monitoring of consumer trend developments also need to be a focus to ensure the long-term success of this store.

ACKNOWLEDGMENT

The community service team would like to thank: (1). Management Study Program at Faculty of Economics, Universitas Mercu Buana Yogyakarta which has organized this program, (2). Owner and employees of Tip Top Podomoro Store for their willingness and cooperation as partners who have provided facilities to implement programs and actively participate in community service activities, and (3). All parties who have helped implement the program.

REFERCES

- Damayanti, N. K. M., & Putra, I. P. D. S. (2022). Pengaruh Financial Knowledge, Perceived Ease of Use Serta Peran E-Commerce Terhadap Minat UMKM dalam Menggunakan Aplikasi Digital Payment. *Hita Akuntansi Dan Keuangan*, 3(3), 200-210.
- Grengan, H. F. A. P., Putri, M. R. R., Cahyono, A. R., Sinansari, A. R., Nuzuliyani, D. F., Anjarwanto, R., & Arum, D. P. (2022). PELATIHAN PENCATATAN KEUANGAN BERBASIS APLIKASI KEUANGAN DIGITAL PADA UMKM DI KELURAHAN NGADIREJO KOTA BLITAR. *KARYA: Jurnal Pengabdian Kepada Masyarakat*, 2(3), 98-103.
- Handley, A., & Chapman, C. C. (2012). *Content rules: How to create killer blogs, podcasts, videos, ebooks, webinars (and more) that engage customers and ignite your business* (Vol. 13). John Wiley & Sons. [https://books.google.com/books?hl=id&lr=&id=M5bo4nGAccYC&oi=fnd&pg=PR11&dq="+Content+Rules+to+Engage+Customer+and+Ignite+Your+Business.+New+Jersey&ots=eE0BDQYJgl&sig=Ij844M4_j4jRXX6O_fmhqeDTum64](https://books.google.com/books?hl=id&lr=&id=M5bo4nGAccYC&oi=fnd&pg=PR11&dq=)
- Istiqomah, N. H. (2023). Transformasi Pemasaran Tradisional ke e-Marketing: Tinjauan Literatur tentang Dampak Penggunaan Teknologi Digital terhadap Daya Saing Pemasaran Bisnis. *Jurnal Ekonomi Syariah Darussalam*, 4(2), 72-87.

- Kesuma, N., Nurullah, A., & Meirawati, E. (2020). Pendampingan pencatatan dan pembukuan sederhana bagi orang pribadi sebagai pelaku usaha di Kelurahan Talang Jambe, Kota Palembang. *Sricommerce: Journal of Sriwijaya Community Services*, 1(2), 101-106.
- Kotler, P., & Amstrong, G. (2018). *Principles of Marketing. Edisi 15 Global Edition*. Pearson.
- Meilisa, R., Nopiandri, N., & Rosalinda, A. (2021). Penerapan Aplikasi Digital dalam Penyusunan Laporan Keuangan UMKM Desa Tamiang. *Batara Wisnu: Indonesian Journal of Community Services*, 1(2), 127-135.
- Satria, M. R., & Fatmawati, A. P. (2021). Penyusunan Laporan Keuangan Perusahaan Menggunakan Aplikasi Spreadsheet:(Pada PD Beras Padaringan). *Fair Value: Jurnal Ilmiah Akuntansi Dan Keuangan*, 3(2), 320-338.
- Supriatna, N. (2017). Pemberdayaan Teknologi Informasi untuk Keunggulan Bisnis. *Jurnal Ilmiah ADBIS (Administrasi Bisnis)*, 1(2), 183-196.
- Tantrinesia, M., Amelia, L. F., & Sidarwaya, H. A. (2023). Pengaruh M-banking Terhadap Pola Belanja Masyarakat di Surabaya. *Prosiding Seminar Nasional Ilmu Ilmu Sosial (SNIIS)*, 2, 24-38. <https://proceeding.unesa.ac.id/index.php/sniis/article/download/779/255>
- Wardhana, A., Khudori, A. N., Wijaya, A., Harto, B., Grace, E., Silitonga, H. P., Umiyati, H., Ak, M., Kom, M., & Si, M. (2022). *The Art of Digital Marketing: Strategi Pemasaran Generasi Milenial*. <https://repository.bungabangsacirebon.ac.id/xmlui/handle/123456789/1194>