

Implementation of an Application-Based Goods Sales System at the Mitra Berkah Pemangkat Shop

Rudi Hartono

Institut Agama Islam Sultan Mahmud Syafiuddin Sambas

Corresponding Author: Rudi Hartono h.rudi@yahoo.co.id

ARTICLE INFO

Keywords: Grocery Stores, Technology, Applications, Effective

Received : 05, December

Revised : 07, January

Accepted: 13, February

©2024 Hartono : 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

Doing the basic food business is a business that is always alive, growing and developing, carried out by business actors in the basic food sector because these nine basic ingredients are part of the lives of Indonesian people. Therefore, basic food stores are mushrooming everywhere, present in communities both in rural and urban areas. More familiarly, the basic food stores don't seem to be far away because every few hundred meters there is a basic food shop or stall. Even in people's markets or traditional markets, most of the grocery stores serve their customers side by side. Grocery stores play a role in the process of economic growth among the lower middle class. These basic foodstuffs or nine basic commodities are very familiar to Indonesians. This anonymous word is very unique for foreigners and they quickly understand this unique word. The needs of these nine basic ingredients can be met when they are available in nearby shops and will make consumers anxious if they are not available in basic food stores. Therefore, the presence of grocery stores is very important in moving the wheels of the economy. to meet household expenses. This research uses descriptive quantitative research aimed at exploring the management of basic food businesses by traditional-based traders and technology-based traders.

INTRODUCTION

Background

The basic food shop is the pulse of people's economic growth and it is a business that is easy to find in the community. Grocery stores exist along with human growth which is increasing day by day. Grocery stores are mushrooming everywhere, in main markets, traditional markets, provincial roadsides, housing complexes and even in narrow alleys. All are oriented towards opportunities and segments of market players from small to large trading locations, from traders to basic food distributor agents. It boils down to the aim of meeting the basic food needs of every household in the community which can be obtained easily.

Nowadays, many people have opened grocery store businesses looking for their fortune in this business. From small capital to large capital. However, not many grocery stores have used technology. They focus only on sales without thinking about how much profit they can make and what goods are in demand by the public. In his opinion, as a trader, he had raised prices from suppliers and had smooth sales and his assets had also increased. His business parameters ran smoothly and he was able to get his money back.

Traders who have been involved for more than 5 years have felt how the wheels of the economy turn, starting from the market. One of them is basic food which generates quite a bit of turnover. These small profits multiplied by many are of course a magnet for people who want to try their luck as traders. The large number of basic food traders also has a good impact on consumers. Apart from being easy to find goods according to your wishes, you also get competitive prices. In the basic food business, price wars are not very significant, but price increases that vary between traders usually encourage consumers to choose the best price.

THEORETICAL REVIEW

There are two types of trader classification, namely retail traders and wholesale traders or agents or distributors. However, researchers only focused on retail traders who have shops or basic food stalls. Retail traders are divided into two classifications consisting of traditional traders and professional traders.

Based on the explanation above, this observation will reveal how to manage the basic food business between traditional and professional basic food traders to provide an understanding that the basic food business must be effective and efficient.

METHODOLOGY

The research used is research with descriptive qualitative methods where this research uses a qualitative approach, namely aiming to build propositions one by one and explain the meaning behind reality so that the research is clear. 1 In this research we will use procedures that can produce data in the form of descriptive speech, writing, behavior, and the object itself. This qualitative research is research that describes research results systematically, accurately, and reasoned by arranging sentences appropriately to obtain interesting and precise conclusions.

This research focuses on an object, namely the Mitra Berkah Pemangkat Store which has used digitalization of basic food sales transactions. The data collection techniques in this research used several techniques, namely:

Observation

Observation is a data collection method that uses direct or indirect observation (Riyanto 2010:96). The observation method used in this research is direct field observation. Where researchers go directly to the field and directly observe the process of how to implement and find out strategies in marketing the basic food business.

Interview

An interview is a meeting held by two people to exchange information or ideas using questions and answers so that it can be condensed into a conclusion or meaning on a particular topic (Esterberg in Sugiyono 2015:72). Where to launch the process of developing the basic food business. To obtain data, researchers for this basic food business conducted various interviews and research observations of the location of the surrounding community to obtain information to complete the research data to find out about the implementation of the marketing strategy for the basic food business that will be built in Pemangkat City.

Data analysis is reorganizing data that has been obtained from interviews, observations and documentation. And then make conclusions from the data that has been obtained so that the aim is easy for researchers or other people as readers to understand and can have an interesting meaning. There is data analysis carried out by basic food businesses between traditional-based traders and technology-based traders.

RESULT AND DISCUSSION

Overview of Pemangkat

Pemangkat District is located to the East of the capital city of Sambas Regency or between 1°05'01" North Latitude and 1°12'14" North Latitude and 108°54'01" East Longitude and 109°04'49" East Longitude.

Administratively, the territorial boundaries of Pemangkat District are:

- a. North: Jawai District
- b. South: Salatiga District
- c. West: Semparuk District
- d. East: Natuna Sea

The area of Pemangkat District is 111.00 km² or around 1.74 percent of the area of Sambas Regency. Pemangkat District in 2020 is divided into 8 villages. The largest village is Sebatuan Village with an area of 27.75 km² while the smallest is Gugah Sejahtera Village with an area of 2.1 km² or the area of Pemangkat District.

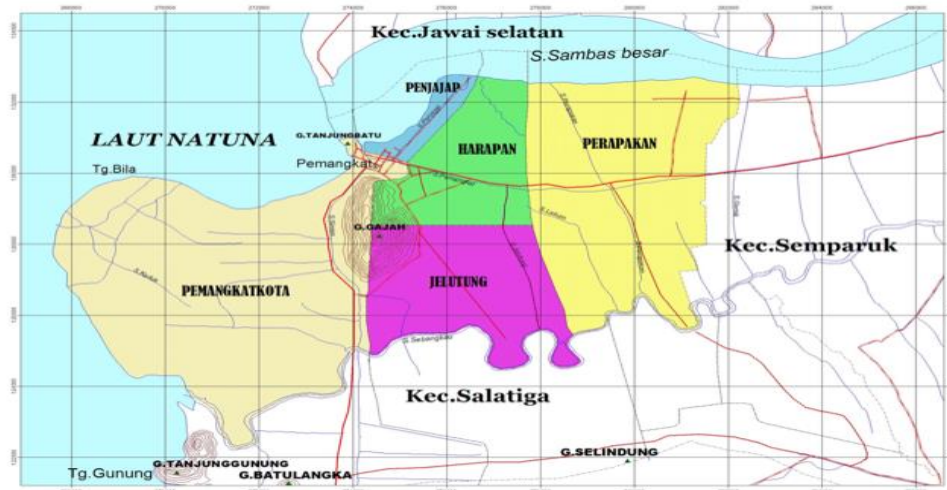


Figure 1. Map of the Pemangkat District Area

Tabel 1. Subdistrict Area and Population of Pemangkat by Village

No.	Village	Area (Km2)	Percentage of District Area (%)	Total population
1.	Perapakan	17,50	15,77	4.895
2.	Jelutung	16,16	14,56	4.899
3.	Harapan	11,54	10,40	5.731
4.	Penjajap	4,50	4,05	13.209
5.	Pemangkat	21,75	19,59	11.077
6.	Kota	27,25	24,55	3.701
7.	Sebatuan	2,10	1,89	3.829
8.	Gugah	10,20	9,19	5.907
	Sejahtera	111,00	100,00	53.248
	Lonam			
	Jumlah			

Source : BPS Kabupaten Sambas 2021

Based on figures from the 2021 Population Census, the population of Pemangkat District in 2021 was 53,248 people with a population density of around 480 people per square kilometer or 1,521 people per hamlet.

The distribution of population in Pemangkat District is not evenly distributed between one village and another. Penjajap Village is a village with a population density of the total area of Pemangkat District, only 816 people/km².

The livelihoods of the people of Pemangkat District are mostly farmers and fishermen. Apart from that, other professions are civil servants, private employees, traders and laborers.

Traditional Based Grocery Traders

Traditionally based basic food traders are traders who sell necessities and the like. Sembako is an abbreviation of nine basic commodities.⁴ It has a sales turnover of no more than Rp. 100,000 to Rp. 900,000 per day. Selling positions are in morning markets, people's markets and grocery store stalls in traditional markets. Apart from that, you can also find food stalls or shops on the sides of sub-district roads and in alleys, most of which are attached to or close to the house where the trader lives.

Managers vary. Some manage it, the owner, the owner's children, and family and some employ freelance daily workers. Usually, grocery stores that employ freelance daily workers are paid according to the agreement between both parties because they are employed part-time or for certain hours.

Bookkeeping for traditional food stalls or shops is largely non-existent. The owner only knows about his sales on that day, and the next day he will use them to shop for basic food items that have run out or to supplement materials that consumers are interested in. Traditional traders do not have warehouses and do not stock large amounts of goods. Although some do the minimal recording. Moreover, there are debts owed to consumers.

This traditional trader prioritizes profit instincts because he feels that he has increased the purchase price to the sales price, so the difference in numbers is a profit. In fact, he doesn't care about the size of the profits. If the business continues to run and can return the capital, it indicates that the business has been successful and profitable.

Technology-Based Grocery Traders

Technology-based grocery traders ⁵ are traders who sell necessities that use technology, namely a set of tools such as a mini cash drawer machine, qasir application, portable mini printer and laserjet barcode scanner. These technology-based grocery traders are also called professional traders with a daily sales turnover of between IDR 1,000,000 to IDR. 3,000,000,-. In the past, this set of tools was only used by mini markets and supermarkets, because the price was relatively expensive, namely tens of millions of rupiah along with the application and how to use it. Now, with advances in technology, this set of tools is simpler and easier to operate, where the price and program are around Rp. 3,199,000,- is the initial capital for a stall or shop that wants technology support.

The functions of this set of grocery store technology are:

- a. 10-inch Smartphone Tablet, this tool is used to install the Qasir program application which acts as a driving force and screen for incoming and outgoing goods transactions
 - b. Portable mini printer, functions to print out consumer shopping receipts
- Lestari, I. I., Sudianto, A., Sadali, M., & Ahmadi, H. Penerapan Aplikasi Penjualan E-Sembako Berbasis Android Pada Toko Rafa Untuk Meningkatkan Omset Pendapatan, 2022.

- c. Laser barcode scanner functions to automatically detect goods, both the name of the item and the selling price.
- d. Mini cash drawer or cashier's drawer, functions as a means of storing money from daily sales. This tool is also connected to a barcode scanner and automatically opens when the stall or shopkeeper has finished counting. Apart from that, it can also be used as a manual transaction calculator or not with a barcode scanner.
- e. Sales program. Many Android-based sales programs can be used, such as the Qasir application, Moka Pos, Vend, Square register, Smart Cashier, Pawoon and many more.

The following are the prices of goods or initial capital for shops that use technology as is done by the Mitra Berkah Pemangkat Shop:

Table 2. Professional trader support equipment

No.	Name of goods	Amount of Rupiah	Information
1	10" tablet smartphone	Rp. 2.499.000	
2	Portable mini printer	Rp. 185.000	
3	Barcode laser scanner	Rp. 195.000	
4	Mini cash drawer	Rp. 270.000	
5	Qasir Android application	Rp. 50.000	
	Total	Rp. 3.199.000	

This technology-based grocery store usually sells many types of goods. Apart from the nine basic ingredients, there are also other items that consumers usually need. Traders are usually very responsive to consumer needs. When a consumer asks for an item and the shop doesn't have it, he will quickly provide it.

Differences Between Traditional and Technology-Based Grocery Traders

Managing a shop is a very complete two-way activity and requires a lot of thought about its existence. When starting trading, traders first determine the completeness of their merchandise. The next activity is to determine the selling price, then the activity is to sell to consumers. When a transaction between a seller and a buyer occurs, what applies is the agreement between both parties. Traders offer their merchandise at prices agreed upon by consumers until a sale and purchase transaction occurs. Therefore, traders set final selling prices. It is not permissible for traders to convey "wrong prices" to consumers. This may be due to a trader's error or an unreasonable price.

If the sales price error is made by a traditional trader, then the problem simply evaporates because there is no evidence other than words and memories. If the sales price error is made by a professional or technology-based

trader, then there is proof of receipt that must be submitted to the consumer. However, this cannot be complained about because the sale and purchase transaction has already taken place. Therefore, technology-based traders must be careful and thorough in determining selling prices.

Caution can be realized with a double checker by the trader or someone who helps him. However, it is also possible to switch to technology that makes it easier for traders to control and be accurate in various matters relating to stockist transactions, sales and turnover. This also makes it easier for traders to make decisions about the business they are carrying out.

A very striking difference between traditional and technology is digitalization, where grocery stores managed with application programs will have their transactions recorded for years. Usually, sales applications can accommodate the wishes of users, such as: 1) entering the initial inventory of goods along with purchase price and selling price, 2) recording sales transactions into receipts for consumers, 3) recording daily, weekly and monthly sales turnover, 4) being able to see 10 sales rankings top of the types of goods sold and can also see 10 items that are not selling well, 5) can see the final stock of goods and assets of goods that have not been sold. And many more menus that can be used such as profits in one month. Sales transactions in one month. It is even known what type of goods have been sold.

From sampling data obtained through Mitra Berkah Pemangkat Store officers, sales transactions for the period January to December 2023 obtained an average transaction of 4,975 transactions per month or an average transaction per day of 203 transactions with the following table:

Table 3. Number of sales transactions during 2023

Month Year 2023	Transaction		Amount Working days
	Per month	Per day	
January	4.892	196	25
February	4.899	196	25
March	3.892	177	22
April	2.908	145	20
May	5.808	232	25
June	4.988	200	25
July	4.955	198	25
August	4.964	199	25
September	5.208	208	25
October	5.498	220	25
November	5.789	232	25
December	5.902	236	25
Average	4.975	203	

The application used is the Android version of the Qasir application which has two categories, namely paid (Qasir Pro) and free (Qasir Free) so that the application menu can be used according to user needs. For professionals, it is recommended to choose paid because the application menu is very helpful in knowing many things about the business being carried out. Currently, the Qasir Pro Android application is worth Rp. 31,500,- per month.

To operate this tool is very easy. Just one day of studying will make you proficient. The person who operates can use a smartphone and is someone who is thorough and has a patient spirit in serving and making transactions. When goods come in, a stockist must carry out goods which include the name of the type of goods, purchase price and selling price. Accuracy is needed when inputting prices in this application.

The following are the differences in sales transactions, sales turnover and stock-taking of goods between traditional and technology-based stores:

Table 4. Description of the differences between traditional and professional traders

NO	DESCRIPTION	TRADITIONAL BASED SHOP	TECHNOLOGY BASED SHOP
1	Sales Transactions	<ol style="list-style-type: none"> 1. Slow in transactions 2. Tools used Calculator 3. Consumer spending calculations have the potential to be less accurate 4. Slow in calculating daily sales 	<ol style="list-style-type: none"> 1. Fast in transactions 2. Tools used by the Qasir program 3. Consumer spending counts are more accurate 4. Find out daily sales results faster
2	Sales turnover	<ol style="list-style-type: none"> 1. Can't know the turnover in the store accurately 2. Can't find out what goods consumers like 	<ol style="list-style-type: none"> 1. Can calculate sales turnover every day 2. Can find out the 10 best-selling items and 10 immovable items.
3	Stock Taking of Goods	<ol style="list-style-type: none"> 1. You can take inventory of goods but it 	<ol style="list-style-type: none"> 1. Can quickly record items and

		takes a long time 2. Can't find out what type of item is out of stock 3. Cannot find out the total assets owned	synchronize them with the rest of the items in the program 2. Can find out the stock of goods available 3. Can find out the total assets of the shop
--	--	---	--

Apart from the technology-based sales system, the services of traders and their assistants are also considered so that they become part of the success of the basic food business. Because every action or activity in a transaction from one party to another party must uphold ethics, courtesy and character. Apart from that, service is a process that consists of a series of activities that usually occur in interactions between business owners and buyers.

The products sold at Toko Mitra Berkah consist of 1) Nine basic ingredients, 2) Electrical equipment, 3) Cakes and snacks, 4) Soft and cold drinks including ice cream, 5) Perfume, 6) Medicines, 7) The few grocery and other items recorded in the program are 1,742 types of goods that have been sold. To market products, of course, you need neat and attractive storage shelves. Consumers can comfortably choose the items they need, so they will come back again to shop.

CONCLUSIONS AND RECOMMENDATIONS

From the results of observations in the field, it can be concluded that traditional traders can become professional traders as long as they are willing to be technologically literate and feel how the accuracy and speed of a system will achieve high margins. Initial capital by providing technology is a must because like it or not, whether we like it or not, we will be included in the circle of the era of technological change. This technology-based initial capital must be budgeted as investment costs because it will be easier for us to serve and know the margin of a business.

Traders who are still based on traditional practices will continue to carry out their activities with the instincts of a trader. Profit parameters are when the merchandise sells, activities run smoothly he does not run out of capital and the number of merchandise increases. However, it is hoped that this category of traders will switch to trying out the power of technology.

In this way, the trade sector in Pemangkat District can be one step ahead with the presence of most grocery stores that are technologically literate so that service to consumers can be faster and more precise. The management of

grocery stores is more neatly organized, and the administration is more effective and efficient.

FURTHER STUDY

While making observations and preparing this paper, it is still far from perfect due to the limited knowledge we have. Therefore, the author hopes for suggestions and constructive criticism from readers of this paper.

The author also hopes that there will be continuous improvement in research on the implementation of this application-based basic food sales system in a better direction

REFERENCES

- Achwan, M., & Suyani, S. 2020. Tinjauan yuridis penguatan eksistensi usaha lokal terhadap toko modern di Kabupaten Ponorogo. *Yustisia Merdeka: Jurnal Imiah Hukum*, 6(1), (2020)
- AK, Warul Walidin, and Tabrani ZA. *Metodologi penelitian kualitatif & grounded theory*. (Banda Aceh : FTK Ar-Raniry Press, 2015)
- Budiono, Aris. "Pengaruh kualitas produk, persepsi harga, promosi, lokasi, kualitas pelayanan terhadap loyalitas konsumen melalui kepuasan konsumen di rumah makan Bebek Kaleo Tebet Jakarta Selatan dimasa pandemi Covid-19." *Segmen Jurnal Manajemen Dan Bisnis* 17.2 (2021)
- Lestari, I. I., Sudianto, A., Sadali, M., & Ahmadi, H. "Penerapan Aplikasi Penjualan E-Sembako Berbasis Android Pada Toko Rafa Untuk Meningkatkan Omset Pendapatan" (2022).
- Reysa, Riris, Agustian Zen, and Wirawan Widjanarko. "Pengaruh Literasi Keuangan, Efikasi Keuangan dan Pendapatan terhadap Keputusan Investasi pada Pedagang di Pasar Baru Kota Bekasi" *Jurnal Economina* 2.10 (2023).
- Rois, Muzaki. *Tinjauan Hukum Islam Tentang Bazar Sembako dalam menurunkan harga dan minat membeli masyarakat kepada pedagang lain (Studi kasus di Pasar Tradisional Pagelaran, Pringsewu)*. Diss. UIN Raden Intan Lampung, 2021
- Wirianata, Henny, and Ignatius Flora De Mayo. "Penerapan Aplikasi Qasir Dalam Sistem Penjualan PD XX " *Prosiding Senapenmas* 2.1 (2022)
- Yusuf, A. Muri. *Metode penelitian kuantitatif, kualitatif & penelitian gabungan*.(Jakarta : Prenada Media, 2016)