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Increasing Sales Based On The Grab Platform At Pak Novi's Madura Satay MSMEs

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Abstract. This study aims to determine the increase in sales based on the grab platform at Pak Novi's Madura Satay UMKM. According to lion rimbun in andreas (2010: 38) the definition of quantitative methodology is a procedure that produces descriptive data in the form of research data or oral from people and observable behavior. This research includes descriptive qualitative using primary and secondary data sources, while the data collection techniques used are through in-depth interviews, observation and documentation. The marketing strategy uses a direct face-to-face or word-of-mouth system, so businesses should use social media to market their products.

Keywords: *Sales And Platform Grab*

INTRODUCTION

Small and medium enterprises (MSMEs) have an important role in improving the economy in Indonesia. This shows that MSMEs must play an important role in overcoming the challenges and obstacles that have caused the weakening of the Indonesian economy. MSMEs can run and develop thoroughly by utilizing internet media with this increasingly sophisticated technology. Business progress depends on business owners, the more creative their ideas and innovations, the more their business or company will progress and develop. An entrepreneur is someone who finds opportunities and establishes an organization to take advantage of these opportunities and start a new business. Or a person's ability to take any business opportunity and utilize it as a business line or business and spend all his time looking for business opportunities (Margahana 2019).

Hasan in Aisy (2021: 16) suggests digital marketing is a form of company business with marketing practices that utilize digital technology in terms of marketing the company's products or services online. Marketing strategy has a very big role in achieving business success, this must be done if you want to maintain and increase sales of business products produced. Platform according to the Big Indonesian Dictionary (KBBI), a platform is a program, work plan, a statement from a party group about a policy program, to a pulpit, stage, or stage. Meanwhile, according to Wikipedia, a platform is a medium or container used to run software. Grab is a transportation service company that provides mobile-based services in its operational activities to increase ease of access for its customers and the welfare of workers in various informal sectors in Indonesia By using the right sales platform, a business can grow and can continue to run as desired. one of the businesses that we want to improve its marketing strategy is the Pak Novi madura satay MSME.

Satay madura is a type of satay made from chicken or goat meat and then processed with a special blend of spices from madura, east Java. Satay madura is one of the traditional foods

that is very popular among Indonesian people. Pak Novi's madura satay MSME is one of the MSMEs that sells madura satay in Bengkulu. The full address is on Jalan Mahakam raya, West Circle, Jalan Gedang village, Bengkulu city. One of the efforts to increase and expand the sales of Pak Novi's madura satay MSMEs in the Bengkulu city market, socialization is carried out to these business actors by utilizing the sales platform as a product marketing tool, which aims to:

- 1.) Introducing how to market products through the grab application platform, so that this method can increase sales more widely and increase the income of business actors.
- 2.) Comparing which is more optimal between offline and online sales.

The following is a list of food and beverage menus at Sate Madura Pak Novi:

Figure 1 Food Menu List

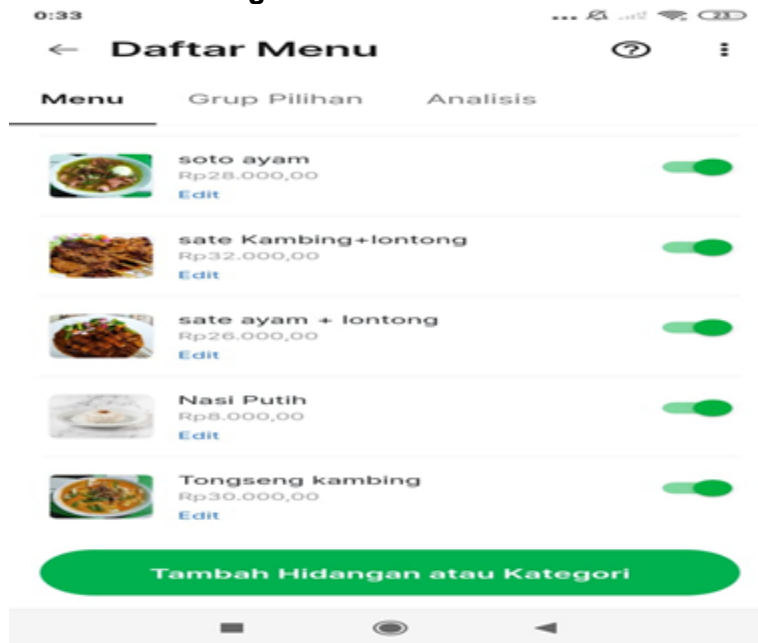
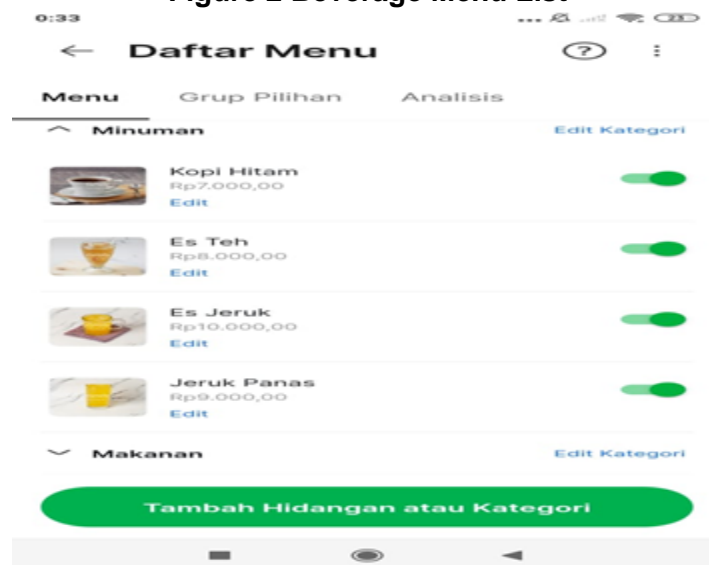


Figure 2 Beverage Menu List



RESEARCH METHODS

The method used by students when doing community service uses the FAR Method. The FAR analogy method is a method of linking or making new things with basic material or old things that emphasize Focus, Action and Reflection.

- 1) conduct a survey first before doing community service in the place to be addressed.
- 2) determine the schedule for socialization at Pak Novi's Madura Satay UMKM
- 3) then conduct socialization and training on how to use the grab application in marketing the products sold and it is hoped that the products that have been uploaded on the grab sales platform can be recognized by many people so that they can increase the income of Pak Novi's Madura Satay business actors.

RESULTS AND DISCUSSION

Community service activities carried out on Jalan Mahakam raya, West Ring, Jalan Gedang village, Bengkulu city. Pak Novi's madura satay MSME has been established since 1995, which initially only sold using a cart until now it has a stall to sell and also has a second cabar which is run by his first child. Pak Novi's madura satay MSME starts selling from 15.00 to 00.00 WIB, but if the stock runs out, it will close sooner. Not only selling satay at Pak Novi's Madura Satay UMKM also provides other menus such as tongseng, soup, curry and drinks such as iced tea and iced orange. This Umkm has one employee and for the concoction of seasonings is a hereditary recipe that has become a secret blend.

In the implementation of community service, students visit business actors with the time and place that has been promised. The results expected after doing this community service are, among others: (1) business owners can utilize the grab sales platform as a marketing tool. (2) to find out that the grab application is very influential in increasing the sales of Pak Novi's madura satay. The stages of implementing the activities carried out:

1. Asked questions about the grab sales platform to the owner of Pak Novi's Madura Satay MSME. Before starting community service, the owner of Pak Novi's Madura Satay MSMEs was first surveyed for their knowledge of marketing through the grab application.

Figure 3 Team Interviewing The Owner Of Pak Novi's Madura Satay MSMEs



Table 1 Results Of Questions And Answers Between The Team And The Owner Of Pak Novi's Madura Satay UMKM

No	Question	Answer	Presentase
1	Do you know the grab app?	Yes	70%
		No	30%
2.	Do you use the grab app to sell your products?	No	100%
3.	Are you interested in using the grab app to sell your products?	Yes	100%

Source: Primary Data 2024.

Based on the table above, the answers that have been given by the owner of Pak Novi's Madura Satay MSMEs before carrying out activities as in table 1. Explains that 70% of owners know the grab application and 30% do not know the grab application. And 100% do not use the grab application in selling the products they sell, and 100% are interested in using the grab application in selling their products.

Based on the results of this data that has been conducted to the owners of Pak Novi's Madura Satay MSMEs, so many do not understand the use of the grab platform, due to their lack of knowledge of technology that is increasingly developing like today.

2. Implementation of the use of the Grab application to the owner of Pak Novi's Madura Satay MSMEs

After knowing the extent of the understanding of the owner of Pak Novi's Madura Satay MSMEs in using the grab application, followed by training them. Training is carried out according to the needs of the owners and employees. For employees who do not understand the use of the grab application, the service team will provide guidance to these employees.

3. Evaluation of training results conducted by the Community Service Team

The end of the activity is an evaluation of the results of the implementation of marketing training using the grab application. In this activity, the community service team asked several questions to find out the extent of the understanding of the owners and employees after participating in this activity.

the extent of the understanding of the owners and employees after participating in this activity.

Table 2 Evaluation Of Training Results With The Use Of The Grab Application As Marketing For Mr. Novi's Madura Satay MSME Products

No	Question	Jawaban	Persentase
1.	After you get the training, are you interested in marketing through the grab application?	Yes	100%
2.	After you participated in this activity, do you understand how to market products through the grab application?	Yes	100%
3.	Is the grab application more optimal in selling products than offline sales?	Yes	80%
		No	20%

Source: Primary Data 2024.

The evaluation results in table 2 above explain that after attending the training and implementation, the owner and employees of Pak Novi's Madura Satay UMKM stated that they were able to use the Grab application by themselves. That after using the grab application the sales level has increased. Sales using grab are 80% more optimal than before using the grab application.

Figure 4 Activity Documentation



CONCLUSION

Based on the results of data that has been conducted to the owners and employees of Pak Novi's Madura Satay MSMEs, they still do not understand the use of the grab application, due to their lack of knowledge of technology that is increasingly developing like today. And after using the grab application the sales level has increased

LITERATURE

From the results of the author's observations and conclusions made, the author puts forward suggestions, among others:

1. Efforts to further increase sales of Mr. Novi's Madura Satay MSMEs through the grab application
2. Adding knowledge and insight for owners and employees of Pak Novi's Madura Satay MSMEs so that they can better take advantage of business opportunities through sales platforms.

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