

DIGITILAZING GROCERY WARE TECHNOLOGY AS A COMMUNITY ECONOMY DRIVER

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ABSTRACT

This study aims to dig deeper into the use of technology that can be used by grocery shop entrepreneurs using the literature study method. The results obtained from this study indicate that grocery stalls still use manual or conventional methods, in order to be able to compete in modern times, there are four things that can be done as a form of digitizing grocery stalls. The four things, including are as follows; 1). Making a grocery shop web, 2). Grocery shop application design, 3). Technology-based sales data processing, 4). Payments or transactions made using digital wallets. Digitalization is expected to be able to increase buying and selling activities at grocery stalls, to make it more effective and efficient, so that it can boost the people's economy.

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1. INTRODUCTION

The strength of a country's economy is not only supported by large-scale economic activities, such as in the industrial, agricultural and mining sectors, but also supported by economic activities carried out directly by the community in the business sector. One form of economic activity in the business sector that is close to the community is buying and selling activities directly at grocery stalls. Grocery store is a form of economic business which is also a livelihood for most people in Indonesia. This populist business is very easy to find around housing and community settlements, and has grown and developed for generations among the community and has provided various positive impacts in the business sector. Grocery stalls are part of the Micro, Small and Medium Enterprises (MSMEs) sector. Based on data obtained by researchers, the number of grocery stalls spread across 34 provinces in Indonesia is around 3.6 million stalls. Based on this amount, at least grocery stalls have contributed to the Gross Domestic Product (GDP) by an average of 57.8 percent per year or approximately eight thousand trillion rupiah [1]. The large number of contribution figures provided by grocery stalls makes the MSME business sector in the form of grocery stalls quite real and prospective to be developed as a driver of the people's economy in particular and Indonesia in general. As a form of the government's seriousness in developing MSMEs or grocery stalls in Indonesia, the government has provided full support to Bank Indonesia as the monetary, macro-prudential and payment system policy holder. This support can be seen from the existence of three forms of policies issued, including corporatization, capacity building, and expansion of access to finance [2]. The magnitude of this support has made this sector's business not only eye-catching for small communities but has also penetrated most entrepreneurs with business entities both CV and PT. Business entities in the form of CV or PT also compete in providing grocery shop services in the form of more modern small retail or known as minimarkets. The existence of minimarkets has become a reason for grocery shop entrepreneurs to improve facilities and provide the best service for consumers [3]. Convenience in terms of facilities and convenience provided, really supports the growth of minimarkets among the community. Facilities are one form of service provided. The facilities provided are divided into physical and non-physical facilities, the non-physical facility services provided are support in the use of technology that facilitates interaction between sellers and buyers. The rapid development of technology has made minimarkets grow quite rapidly, not only in certain locations, but even closer to the neighborhood where people live.

This is a problem for grocery stalls, especially in terms of access or utilization of the technology used. Based on the results of research conducted by Nielsen in May 2022, from around 2,736 grocery stalls and credit kiosks spread across 14 cities in Indonesia, 25 percent of the results were digitized, while the rest still used conventional methods [4]. Manual activity still dominates grocery stalls, especially in terms of financial records, the amount of goods available, up to the expiration date on uncontrolled selling products. Based on the problems that have been described, the researcher aims to dig deeper into the use of technology that can be used by grocery shop businesses as a form of digitizing grocery stalls in the face of technological change and the high demand for more effective and efficient buying and selling activities.

2. METHOD

2.1 Type and Data Source

The type of data used in this study is secondary data. The method used in this research is descriptive qualitative research in the nature of *library research*, where the data used is the result of observations from the results of understanding the data obtained from theories in articles and related scientific journals.

2.2 Analysis Method

According to Zed, there are four stages carried out in literature study, namely preparing the tools needed, summarizing the research bibliography, organizing the time, then reading and recording research material [5]. As for this study, the researcher carried out five literature study procedures, which included the following: first step, understanding research ideas or ideas, secondly collecting articles, journals and references related to research ideas, thirdly researchers reading and summarizing related materials, the four related materials in the form of data are analyzed and multiply sources to strengthen research results, in the fifth stage the researcher arranges research results that are adapted to research ideas.

3. RELUST AND DISCUSSION

3.1 Grocery Store

According to Law no. 20 of 2008 concerning Micro, Small and Medium Enterprises, explains that MSMEs can be categorized based on their business, namely micro, small and medium enterprises. This classification is stated in Chapter V Article 6, which classifies MSMEs based on annual turnover, number of employees and assets owned by business actors. The categories are as follows:

1. Micro business; Micro businesses in MSME are productive economic businesses owned by individuals or business entities that are in accordance with the micro category, namely having assets outside of buildings and land in the form of a net worth of fifty million rupiahs, as well as profits that can be obtained of three hundred million rupiahs. .
2. Small business; Small businesses within MSMEs are productive economic enterprises that are independent or stand alone owned by individuals or or groups that are not branches of the main company. Furthermore, become a part either directly or indirectly of medium-sized businesses. Businesses classified as small businesses are businesses with an average annual income of three hundred million to two point five billion rupiahs, with a net worth ranging from fifty to five hundred million rupiahs.
3. Medium Enterprises; Medium businesses in MSME are part of productive economic businesses and are not included in the central branch or subsidiary. Medium businesses have a net worth above micro and small businesses, with an income value of over five hundred million to ten billion rupiah, excluding the land and buildings they own [6].

Based on this classification, grocery stalls can be categorized as part of MSME or, more precisely, on the micro group. According to the Big Indonesian Dictionary (KBBI), a shop is a place to sell food, drinks, grocery and so on, while grocery is a flexible tool used by peddlers or sellers to attract buyers for goods sold for daily needs such as , soap, toothbrush, glasses, cups, and bowls [7] . According to Kotler, grocery stalls or *retailing* are the sale of goods in retail which includes all activities of selling goods or services to final consumers who are private [8].

3.2 Economic

According to Sadono, economic activity can be interpreted as activities carried out by individuals or groups or communities in producing or consuming goods and services. In these activities various alternative choices are often found, but it is important to be able to choose the best alternative [9]. Another definition states that the economy is all that concerns matters related to life in the household, which does not only refer to a family but a household in the broader sense of the word, namely the household of the country to the world [10]. Based on this understanding, it can be seen that economic activity is an activity

that can reach various lines of community life. The close relationship between the economy and society can be reflected in buying and selling activities that can be seen being carried out directly by the community at grocery stalls.

3.3 Society/ Community

The existence of grocery stalls is closely related to the location of housing or community settlements. Communities have an important role in economic development, caused by interactions as social beings, as well as buying and selling activities carried out. According to Emile Durkheim, states that society is an objective reality of the individuals who are its members [11]. Another definition of society was stated by Karl Max who explained that society is divided into two structures called infrastructure and superstructure, while the explanation is as follows:

- 1) Infrastructure; determined by two things, the first is the productive forces, which are the forces used by society to work on and change nature. Second, namely the components that make up productive forces, which consist of work tools, the ability and experience of the community at work, as well as the technology used in the production process.
- 2) The superstructure consists of two parts, the first of which is the institutional order, namely all kinds of institutions that regulate the common life of the community outside the field of production, such as market organizations, educational systems, public health systems, law and the state. Second, collective consciousness, is an order that contains the concept of a belief system, norms and values that form a framework of understanding, meaning and social orientation, such as world views, religious beliefs, philosophy, public morality, cultural values and art [12].

3.4 Digitalization of Grocery Ware Technology

Digitalization is a process of transferring media from printed, audio and video forms to electronic or digital forms [13]. According to Sugiharto, digitization is a process of transferring conventional archives into various styles and forms of archives into electronic or digital archives that can be formed from media transfer, namely by means of reproduction and *scanning* [14]. Recording that is still done manually by grocery stalls can be changed to be more practical with the digitization of the technology used. Digitizing the technology used in grocery shop activities will be a new change for the development of grocery stalls in the face of changing times.

In order to encourage the community's economy through buying and selling activities carried out at grocery stalls, various steps and efforts have been made by the government which are contained in various policies and regulations, as well as many studies that focus on this field. As for one of the efforts made by the government in supporting the digitization of technology for grocery stalls, the Government through the Ministry of Communication and Information (Kominfo) provides support for the development of technology digitization for grocery stalls. This can be seen through the meeting held by Kominfo at *The 4th Digital Economy Working Group (DEWG) G20 Meeting* in Nusa Dua, Bali on 29-30 August 2022. Kominfo supports the development of Gudangada, which is a national level *e-commerce company that provides services in connecting* manufacturers, distributors, wholesalers to retailers or grocery stores [15]. This shows that the government has shown its support in digitizing grocery shop technology so that it can boost the community's economy.

In addition, based on the results of research conducted by researchers, several efforts have been made to support the digitization of grocery stalls. The forms of efforts that can be made in upgrading conventional grocery stalls to technology-based ones include the following:

1. Making a Grocery Store Web

The use of the Web in everyday life is very familiar among the public. Grocery store entrepreneurs, in this case, can take advantage of using the web as a form of digitization. According to Yuhefizar, explained that the web is a method used to display information on the internet, which can be in the form of text, images, video and sound, or interactive, has the advantage of connecting (*links*) from one document to another (*hyperlinks*) which can be obtained through a browser. [16]. Based on research conducted by Nurdewato in 2020, it is research that utilizes websites to increase sales of grocery stalls. The grocery shop website used is the E-Tokel website, where this website is expected to be able to see real and up-to-date sales transaction data. The E-Tokel website has a responsive and simple interface, making it easier for *administrators* (grocery shop sellers) to see sales statistics, because sales statistics are directly available on the main page of the E-Tokel program/website. Furthermore, the *user* will find it easier to search for products that are sold

because the goods have been grouped into various categories [17]. Making the Web will greatly support the digitalization of grocery stalls, a web presence that is known and understood by all levels of society, will facilitate the dissemination and explanation of web usage for grocery shop customers.

2. Cashier Application Design

Another thing that can be developed in encouraging the use of digital or technology for grocery shop customers is the use of applications. The community cannot be separated from the use of various applications on smartphones, therefore applications made specifically for buying and selling activities can be done as a form of digitization. According to Jogiyanto, an application is used on a computer, having instructions or statements arranged in such a way that the computer can process an input into output [18]. Based on research conducted by Akbar in 2022, at a grocery shop, it shows that the manual recording system has many weaknesses, including recording information and searching for information data which is quite complicated, the *checkout system* used by the grocery shop when entering information on selling activities - Buying still uses a manual system, causing quite a long queue. The design of the cashier application is a form of using technology that can help grocery shop entrepreneurs. The method used in developing this cashier application is SDLC, which is a model of the *waterfall process*, with the following stages; analysis stages, application design, coding implementation, application testing, error evaluation and development [19]. In the end, the use of the cashier application, can make it easier for cashiers to input data and in making *stock* reports to sales reports. The reports obtained can help shopkeepers in monitoring shop expenses and income.

3. Sales Data Processing

In addition to the web and applications that can be created or used by grocery shop entrepreneurs in increasing supervision and efficiency of sales time. Sales data processing is also a priority for digitizing grocery stalls. Grocery stalls that want to grow bigger must make greater efforts than just using the web and applications, namely processing sales data, which is able to see market or consumer needs. Based on research conducted by Megawaty in 2022, grocery stalls still use a non-computerized sales data processing system, so they do not yet have accurate data. In order to have more actual and clear sales data, sales data can be processed using the *Rapid Application Development* (RAD) method. The RAD method is carried out with the phases of requirements planning, system design, system development, and system implementation [20]. The use of this method can provide convenience for grocery shop entrepreneurs in processing sales data. Digitized sales data will provide fast, precise, and accurate product search results, thereby speeding up the sales process and providing anticipatory steps for sellers for products that will expire or those that have sold the least.

4. Digital Payment Methods

In order to increase transactions by grocery stalls in order to create a conducive and time-efficient market atmosphere, the digital payment method is a form of real solution. According to Sagayarani, digital payment is a payment method using a digital method. In digital payments, the payer and payee together use digital means, also known as electronic payments. Cash is not used in digital payments, all transactions are carried out online where it is very instant and easy to do [21]. One form of digital payment can be done using a digital wallet. A digital wallet is a form of digitizing the economy in society. The use of digital wallets has been widely used by people from various types of circles. Based on research conducted by Kumala in 2020, it was explained that the existence of promotions such as discounts and cashback offered by digital wallets on a regular basis has had a significant influence on consumptive behavior [22]. The use of digital wallets at grocery stalls will make it easier for buyers and sellers to make buying and selling transactions, so that sales of products at grocery stalls will increase significantly, and more and more people will shop at grocery stalls.

4. CONCLUSION

Based on research that has been conducted by researchers, the results show that the government has made various efforts to encourage the use of technology by grocery shop entrepreneurs, one of which is by involving *e-commerce entrepreneurs* in introducing digital products that can be used by grocery shop

entrepreneurs. In addition, in terms of changing grocery stalls that still use manual or conventional methods to become modern or technologically digitized, there are four things that can be done. The four things, including are as follows; 1). Making a grocery shop web, 2). Grocery store application design, 3). Technology-based sales data processing, 4). Payments or transactions made using digital wallets. Digitizing grocery shop technology should be done, so that economic activities that are very close to the community can continue to grow and keep up with changing eras/times and not be unable to compete with modern retailers that offer various advantages in terms of facilities, convenience and technology. Grocery stalls that have been digitized technologically will increase buying and selling activities so that they can boost the community's economy.

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