

An Analysis and Evaluation of the System Application by Data of Modern Beverage in Tangerang Selatan City

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ABSTRACT. The aims of this study is to determine how much the effect and the utilization of using the implementation of application system “by data” to increase in sales of modern beverage. Hopefully the application system “by data” can help the entrepreneurs of modern beverage in develop their business in order to reach the sales significantly and to give profit economically. The method used in this study was descriptive analysis of qualitative method. The analysis technique uses observation, interview, documentation, forum group discussion and triangulation. The analysis data method was inductive that based on the accumulation of data, and then developed in to hypothesis by organize the data in to category, outline into units, do synthesis, compile in to the pattern to get the conclusion. Based on the result of observation and interview with the owner and the consumers and also based on the result of sales day by day (product, price, promotion) that the implementation of application system “by data” gives benefits to the owner and the consumers. Added from the results of forum group discussion and from the results of SWOT matrix in SWOT analysis, that the implementation of application system “by data” can support the control of sales clearly which impact on the increase of sales and gives ease in the services to consumers.

Keywords: Products, Profit, “Application by data” system, modern beverage MSMEs.

1. INTRODUCTIONS

Changes and shifts in technology insist each company to be more organized in the face of increasingly competitive competition. to win the competition In business, company must be able to create innovation, that is a transformation within the company and is one way to develop the company. Transformation is necessary in order to keep the existence of the company and to improve its revenue. The aim of innovation is to improve the use of a product or source so that human can get more benefits from it. The phenomenon of product and service innovation are from food and beverage sector of MSMEs. the increasing of business in food and beverage sector shows that the economic climate is better and support the development of MSMEs.

Along with the advance of information technology and development of IT application, business field also become advance. Nowadays, businessmen use technology in promoted and marketed their products. One of the most attractive business is modern beverage, which is millennials favourite drinks who loves to be practical, creative and innovative.

The development of modern beverage is not just in big cities but also in small villeges, including

in South Tangerang. One of the famous brand of modern beverage in south tangerang is “Haus” which is very popular among the millennials.

Situation analysis

Since President Jokowi encouraged Micro, Small and Medium Enterprises (UMKM), there have been business players who are eager to start a business, and even develop existing ones. One of the favourable business is culinary sector, both food and beverage. Along with the advance of information technology and development of IT application, business field also become advance. Nowadays, businessmen use technology in promoted and marketed their products. One of the most attractive business is modern beverage, which is millennials favourite drinks who loves to be practical, creative and innovative.

The interesting phenomenon is that this modern beverage business runs mostly by millennials. This research will discuss about “NGOMBE”, one of the MSMEs modern beverage business in south tangerang.

Starting in 2016, Joko as the owner, collaborate with "rock & Roll" franchise, which located on Jalan Viktor BSD. Then the owner ended the partnership with Frenchise Rock & Roll since there are many binding rules making it difficult to develop his business.

The owner think to open his own business, by purchasing all the materials and equipments needed in beverage business through the Jakarta Bubble Drink distributor, which has BPOM standard and labeled halal MUI.

Still located on jalan viktor BSD, he re-opened his modern beverage with new brand "sunset". All the process from purchasing raw materials, equipment, marketing and sales, carried out by the management itself, learning from the experience of failure during the franchise business. still, there are obstacles in the process, one of which is supervising sales operations carried out by employees. from that obstacle, the owner thinking of an idea of how to supervise direct sales using IT-based technology. This application is called "system by data"

The advantages of using this system are:

- Sales control can be done directly through the application.
- Economical benefits, get free promotions throughsocial media : Instagram, Face Book, Go Food, and Grab Food.
- More practical and time efficient.
- It is easier for employees to remember orders according to data.

There is also a risk in using this system, thats

when a customer cancels an order, it cannot be corrected because it has entered the system, and the order cannot be changed. Since the modern beverage "sunset" continuous to grows, the owner tries to develop this business with new brand "Ngombe". Ngombe still use "system by data" application, but it has new promotion methods. in the first purchase, the customer will get a stamped card. and in the fifth purchase, the customer will get free product.

The purpose of this study is to analyze the success evaluation in the application by data system at modern beverage MSMEs (NGOMBE) in South Tangerang City.

2. METHODS

This research used descriptive analysis of qualitative methods. The data collection technique in this research used observation, interviews, documentation, FGD and triangulation. The data analysis method used is inductive, which is based on accumulation of data, then developed it to a hypothesis by organized data into categories, outline into units, to synthesis, compile in to the patterns to get a conclusion.

3. RESULT AND DISCUSSION

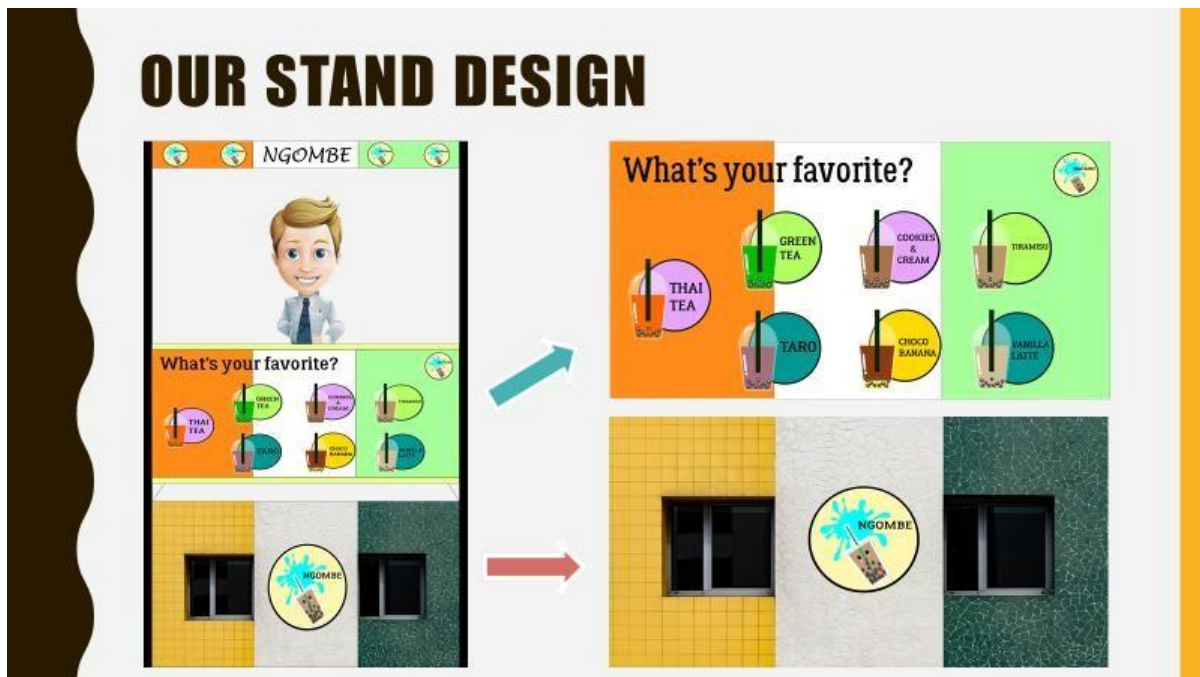


FIGURE 1. Flowchart of drinks order via "by data" application

3.1 Product

The product of ngombe is ice drink modern

beverage, with special design and innovation which different from others.



FIGURE 2. Product

3.2 Place

The location of Ngombe is in Indomaret area because there are many customers who shops there.



FIGURE 3. The location of Ngombe is in Indomaret area



FIGURE 4. The location of Ngombe is in Indomaret area

3.3 Price

The price is affordable, equal to the market

price. for the 22 oz cup, the price is IDR 10,000 and the small 16 oz cup is IDR 6,000

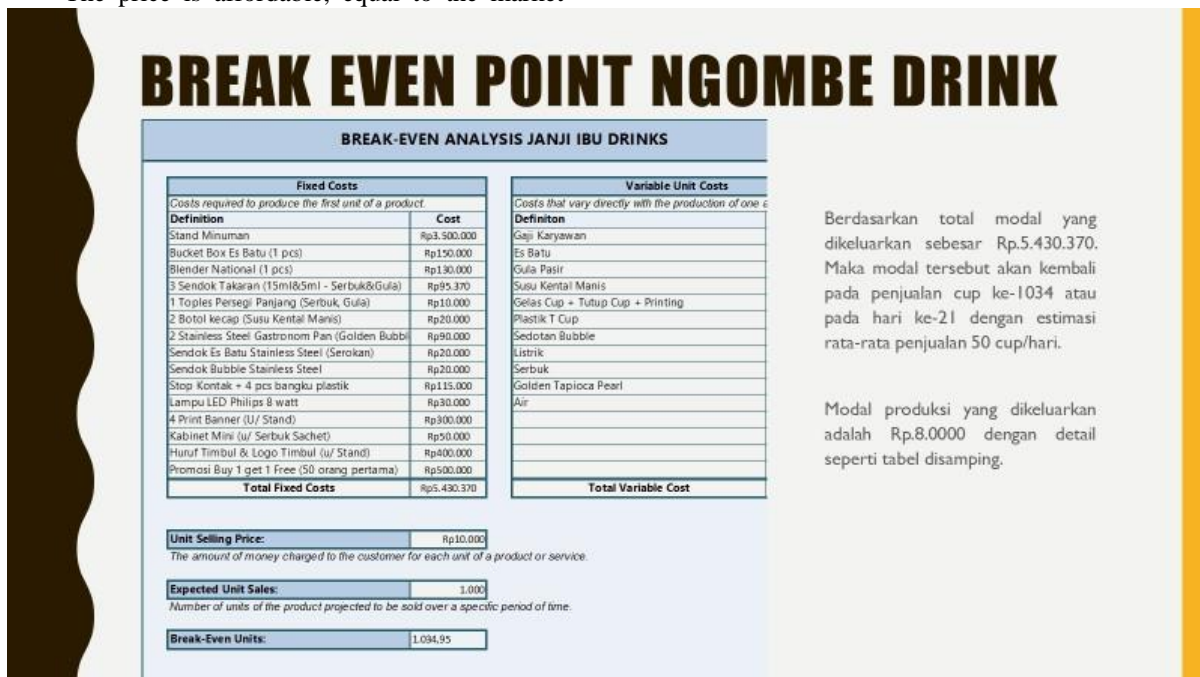


FIGURE 5. Layout Break Event Point

3.4 Product

Ngombe promotes the products through brochures, social media, via the internet or social networks, so that the customers are not only from

around the location but customers from wider area can also know about NGOMBE beverage through GO FOOD and GRAB FOOD.



FIGURE 6. Layout Our Promotion

4. RESULTS OF FORUM GROUP DISCUSSION

This “by data” application system can help modern beverage business actors in developing their business so that they can achieve a significant increase in sales and provide economic benefits. by learning and improving the brand, flavor variants, packaging, and marketing; modern beverage products will be able to compete with similar competitors.

Based on the problems, a simple step that can

be done is to provide reinforcement to the modern beverage MSMEs:

1. Improving digital skills during the Covid-19 pandemic.
2. Conducting sharing sessions between business actors, consumers and stake holders to get Win-Win solution.
3. Conducting SWOT analysis to determine strategic steps so that modern beverage MSMEs will continue to exist in all conditions or circumstances.

TABLE 1. Swot Analysis

MATRIKS SWOT	STRENGTH	WEAKNESS
	The product will always be exist. Consumers come from various society provide direct or indirect service the business capital is affordable Unlimited business locations	Many similar businesses offer products at more competitive prices Difficult to compete with well-known brand Products offered (flavour, packaging, etc.) service speed consumer trust price promotion Limited consumer reach
OPPORTUNITY	STRATEGI S-O	STRATEGI W-O

<ol style="list-style-type: none"> 1. Easy to reach and expand business partners (franchise) 2. Able to survive in economic crises (operating costs are more efficient) 3. Become a trendsetter 4. Provide opportunities to innovate 	<ol style="list-style-type: none"> 1. Provide business opportunities for new business actors (franchise) 2. Maintain product originality and quality 3. Make new innovations in product, information technology, marketing and promotion 	<ol style="list-style-type: none"> 1. Open an Outlet or Booth in a crowded place 2. modern packaging attracts customers 3. Often hold promotions 4. participating in the Bazaar and Events 5. Active in Social Media
TREATH	STRATEGI S-T	STRATEGI W-T
<ol style="list-style-type: none"> 1. consumer shifting taste (lifestyle & trends) unstable economic conditions (especially in covid-19 pandemic situation) Government policies, especially in business tax Development and advancement of information technology 	<ol style="list-style-type: none"> 1. studying the Developments and changes in consumer tastes in order to make the business continues 2. Maintain all the potential aspects (HR, internal business strategy, business relations) update skill in information technology to support product, service and sales innovation 	<ol style="list-style-type: none"> 1. Start a business from home to save operational costs Start a business with the guidance of a Mentorcooperatewith related partners joining training or workshop of business innovation

5. CONCLUSIONS

- Modern beverage business will still be a promising business trend in this economic crisis; since this business using small number of capital but providing a sizable advantage.
- The using of IT application system in modern beverage businesses will simplify sales and purchases.
- The “by data” application system makes sales and purchases easier; and also provides a significant advantage.
- Helps modern beverage business actors in developing their business so the sales and economic benefits will increase significantly

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