

Optimizing Online Delivery System to Enhance Product Marketing for PT Kopie Humble Indonesia

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Abstract

Purpose: This research addresses PT Kopie Humble Indonesia's suboptimal use of online marketing for product marketing, stemming from a need for workforce knowledge and skills. It highlights the importance of optimizing online delivery platforms to enhance product marketing strategies.

Method: Utilizing socialization, training, and mentoring, the study seeks to improve staff insights and skills in product marketing. Through surveys, interviews, and qualitative analysis, the research evaluates current practices and identifies areas for improvement.

Practical Applications: The research offers valuable insights for PT Kopie Humble Indonesia and similar firms leveraging online delivery for enhanced marketing. Companies can improve marketing effectiveness and overall business performance by investing in staff training, and recruitment focused on online delivery services.

Conclusion: This study emphasizes the significance of addressing suboptimal online delivery utilization. It provides actionable steps for companies to enhance their marketing strategies and underscores the importance of adapting to digital trends for sustained competitiveness.



Introduction

The utilization of technology is increasingly prevalent in this era of globalization. According to (Indraswari & Kusuma, 2018), rapid technological advancements have resulted in more realistic and innovative financial and technological sectors. Technology is now beneficial in everyday life and aids business growth. The large number of mobile users provides opportunities for online business, enabling marketing efficiency and creativity (Ištvančić et al., 2017). Due to the convenience technology offers to both buyers and sellers, many business owners are incorporating technology into their marketing and business development processes (Nadif & Wijaya, 2019). One prevalent business type during the pandemic is digital product delivery services (Taufik & Ayuningtyas, 2020).

With skill enhancement and product availability, food delivery platforms represent a digital marketing trend that SMEs can utilize. To enhance productivity and success in a competitive landscape, SMEs must raise awareness and adapt to their usage (Bojorges, 2017). Online delivery platforms are advantageous as they do not require physical space. This aligns with studies on digital marketing applications facilitating online access and increasing consumer desire in both business-to-business (B2B) and Business-to-customer (B2C) patterns (López García et al., 2019). GoFood and GrabFood are popular online delivery platforms among the public. One immediate benefit for culinary business owners is avoiding high setup costs for delivery services, making GoFood a practical, convenient, and profitable choice (Widyayanti & Insiatiningsih, 2021).

Food and Beverages (F&B) companies using GoFood and GrabFood can leverage various features for publicity. This aligns with digital marketing principles and is considered effective in brand awareness and customer acquisition (Yoga et al., 2019). Brand equity, innovation, and sustainable development benefit from digital marketing adaptation (Dumitriu et al., 2019). Overall, digital marketing platforms positively impact a company's sales (Hendrawan, 2019).

PT Kopie Humble Indonesia is an F&B company utilizing GoFood and GrabFood services. Established in 2019, it initially focused on roastery coffee beans and expanded into the café industry. The company aims to create a comfortable space for various activities, from studying and working to relaxing and socializing. Its market segmentation includes active internet users, including those using online delivery services. One of its missions is to provide the best quality beverages and service, ensuring customer comfort at Humble Espresso.

Based on observations and direct discussions with company management, the main issue faced is the minimal utilization of online delivery platforms due to staff knowledge and skill gaps. Hence, solutions are needed to address the company's main challenges, as presented in Table 1.

Table 1. Main Issues Faced by the Company and Their Solutions

No	Issues	Issue Description	Solution
1.	Knowledge	Staff lack knowledge about the role of Online delivery in enhancing product marketing.	Provide socialization about online delivery and its role.
2.	Skill	Staff struggle to use applications to send online delivery orders.	Provide training and mentoring in operating order delivery applications through online delivery platforms.

The solutions offered in the above table are the objectives of this activity, which aim to assist the company in overcoming its issues by optimizing the use of online delivery platforms, thus enhancing product marketing. Based on the background provided, the author is motivated to provide training and mentoring in using online delivery platforms to all staff, especially

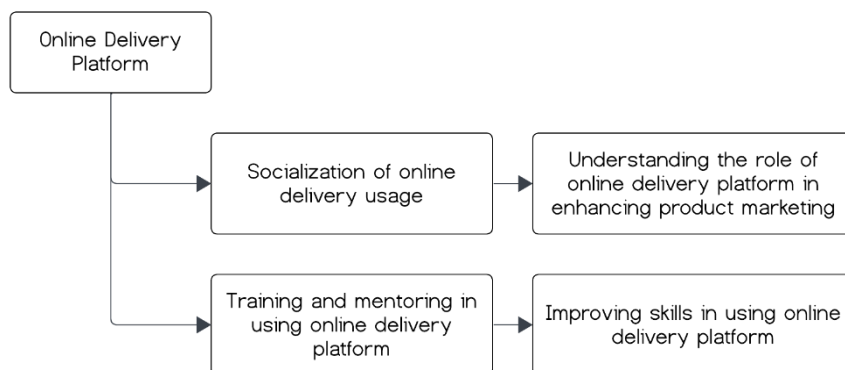
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baristas, to enable them to understand the role and usage of online delivery platforms as a strategy for improving product marketing that can be implemented.

Method

The subject of this activity is the Baristas of PT Kopie Humble Indonesia in Denpasar City. The time and location of implementation are as follows: on Friday, July 29, 2022, from 10:00 to 12:00 WITA at Humble Espresso, Serma Made Pil Street, Dauh Puri Klod, Denpasar. The methods used include socialization, training, and mentoring. The planning process and methods used are depicted in Figure 1.

Figure 1. Flowchart of Training and Mentoring Process for Online Delivery Platform Utilization.



Result

Socialization of online delivery usage to baristas responsible for handling online delivery is conducted through presentations with the aim of providing general knowledge about online delivery and its role in enhancing product marketing. An online delivery platform is an application that provides food and beverage delivery services online through everyone's smartphone. The use of online delivery is beneficial for companies in expanding their business areas, particularly as a marketing strategy to reach target markets indirectly (Suryadi & Ilyas, 2018). GoFood and GrabFood are two of the most popular platforms used in society. According to (Jasmine, 2022), by partnering or participating in GoFood services, users can gain many benefits not only for businesses but also for drivers and buyers. The advantages of using GoFood and GrabFood include reaching more customers, secure purchasing transactions, easy arrangements, transparent profit-sharing systems, and user-friendly layouts and systems.

Figure 2. Socialization about Online Delivery and its Role



After brief socialization about GoFood and GrabFood, the session concluded with a

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question-and-answer segment followed by training and mentoring on the use of both applications, focusing on

1. Product Photos

Taken for marketing through both applications are advised to be clear, attractive, and reflect the company's characteristics, such as trademarks, to prevent photo theft. The result of the product photos taken is shown in Figure 3 below.

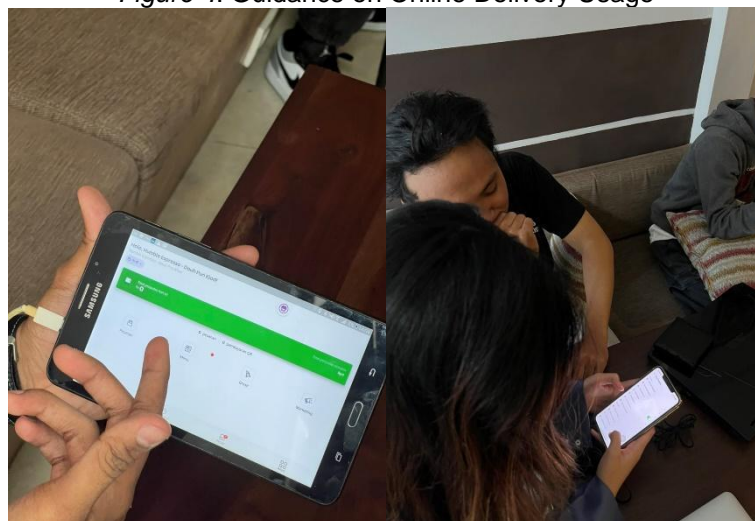
Figure 3. Example of Product Photo



2. Adding Menu

The first step in adding a menu is to go to the 'Menu' tab in the GrabMerchant application. Then, click 'Create Menu List' on the 'Main Course' page. Next, click 'Add Dishes and Categories', which will then be filled with 'Category Name' and options as per the 'Select Menu' column and saved. After that, the new category will appear on the restaurant menu category list. Restaurants can also add product photos according to the registered menu.

Figure 4. Guidance on Online Delivery Usage



3. Receiving and Processing Orders

After successfully adding to the menu, participants are guided to receive and process orders in the GoFood and GrabFood applications. When an order comes in, a

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notification appears in the application. One participant acting as a representative is required to press the 'Accept' button within 3 minutes. The order will be automatically rejected if it takes more than 3 minutes. After accepting the order through the application, participants immediately prepare the ordered products.

4. Delivering Orders

After receiving the order and preparing it, the participant representative is required to check the information about the assigned delivery driver. Next, they must provide the 4-digit order PIN to the driver and verify that the driver has correctly entered the PIN. Once the order has been delivered to the destination, the restaurant will automatically receive a 'Completed' notification.

Discussion

Based on the results of activities through socialization, training, and mentoring on the use of online delivery, it was found that online delivery services have a significant impact and importance for companies, especially in this digital era. Online delivery provides advantages for companies, particularly in product marketing and brand awareness. Marketing strategies are necessary to enhance competitiveness with competitors (Dura et al., 2020). This aligns with the benefits of digital marketing, which are considered to increase brand awareness and reach potential buyers (Yoga et al., 2019). According to the findings of a study (Arashi, 2021), online food delivery service providers can use applications as platforms for advertising by offering discounts or innovative menus. This impacts the company's performance because the company is obliged to provide attractive images, product offerings, product value, and convenience to consumers. This indicates that digital advertising services offer opportunities for every company to be creative, advertise, and simultaneously provide added value to customers (Key, 2017).

Conclusion

The activities of socialization, training, and mentoring in using GrabFood and GoFood applications have greatly helped PT Kopie Humble Indonesia enhance product marketing, providing additional insights and skills to participants regarding the importance and use of online delivery in the digital era.

A suggestion for company management is to establish a division and recruit staff specifically dedicated to managing online delivery applications and conduct training sessions for using these applications regularly. This would allow assigned staff to be more focused on their work, considering the time constraints for accepting orders in the application.

Recommendations for future activities include continuing this program with ongoing mentoring and periodic evaluation to ensure that online delivery applications support product marketing and promotion efforts to achieve brand awareness, customer satisfaction, and increased profits.

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