



# The Analysis Go-Food of Sales (Case Study Salad Buah Kembar)

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**Abstract:** Salad Buah Kembar is a small and medium enterprise (MSME) food product with great potential to be developed in the market and in Go-food. However, sales of Salad Buah Kembar are still not optimal due to the lack of an effective marketing strategy. This research aims to develop a marketing strategy that can increase sales of Salad Buah Kembar in small and medium businesses. The research method used is a qualitative method with data collection techniques through interviews, observations, and document analysis. The results of the study show that an effective marketing strategy to increase sales of Salad Buah Kembar is to use the go food app, and develop innovative and high-quality products. In addition, this study also found that the factors that affect the sales of Salad Buah Kembar are product quality, price, and promotion. This research is expected to contribute to the development of effective marketing strategies to increase sales of Salad Buah Kembar in Small and Medium Enterprises (MSMEs).

**Keywords:** Salad Buah Kembar, MSMEs, Go-Food

## Introduction

The government has issued Government Regulation Number 80 of 2019 concerning Trading Through Electronic Systems on November 24, 2019. According to the Government Regulation, Trading Through Electronic Systems is trading whose transactions are carried out through a series of electronic devices and procedures or better known as e-commerce. Technology that continues to advance and develop requires micro, small, and medium enterprises (MSMEs) to innovate in marketing products so that micro, small, and medium business products are increasingly known by the wider community. Micro, Small, and Medium Enterprises (MSMEs) themselves are small-scale business activities that encourage the movement of Indonesia's development and economy, as defined by (Prof. Ina Primianadi 2022). Previously, micro, small, and medium enterprises (MSMEs) only sold their products directly without intermediaries. Now, micro, small, and medium enterprises (MSMEs) must be able to compete by using digital platform technology so that products from micro, small, and medium enterprises are not left behind and can keep up with the times. the role of digital platforms in the development of MSMEs in Indonesia, showing that digital platforms function as a means of marketing that expands market share and increases economic activity (INDEF 2024). Through digital platforms, micro, small, and medium enterprises (MSMEs) can more easily get customers and customers can also order more

easily without having to come directly to the seller's place, they only need to see the product through the seller's post and just wait for their order which will later be sent via courier. With digital platforms, buyers usually get discounts from apps and sellers can easily control their products. The growth of e-commerce in Indonesia has a rapid influence on public sales, especially micro, small, and medium enterprises (MSMEs). Because the influence of E-commerce on (MSMEs) is very influential, the government has made a policy on E-commerce to help micro, small, and medium enterprises (MSMEs). Therefore, the government strongly supports the existence of e-commerce companies in Indonesia so that it can improve the economy in Indonesia and also increase state revenue.

The Ministry of Trade (Kemendag) estimates that the value of digital trade or e-commerce transactions will reach IDR 533 trillion in 2023 compared to the previous year which was recorded at IDR 476 trillion (Ministry of Trade of the Republic of Indonesia 2023). E-commerce first emerged in Indonesia with the launch of Mojotopia by PT Telkom in 2009 which is an effort by SOEs to help (MSMEs) market their products online. So that over time a private company called Gojek emerged in 2010. Go-jek used to be only an application for traveling that could be ordered anywhere, but it also created a feature in the form of Go-food that encourages business actors, especially (MSMEs) to sell online. Go- Food allows MSMEs to reach a wider range of customers without having to have a large physical store (Wijaya & Susanto, 2020).

Healthy food is one of the growing trends among urban communities, especially due to the increasing awareness of healthy lifestyles (Sari & Putri, 2022). Fruit salads, as a type of healthy food rich in fiber and vitamins, are becoming a popular choice amid the growing demand for practical yet nutritious foods. This opens up opportunities for MSME actors in the culinary sector to develop healthy food products-based businesses.

One of the MSMEs that also takes advantage of the development of e-commerce such as Go-food that sells healthy food is Salad Buah Kembar. Salad Buah Kembar is one of the culinary MSMEs engaged in healthy food and has grown rapidly since it was established in 2018 by Rony Tambunan in Medan, North Sumatra. The business started out of a need to increase family income and saw a promising market opportunity in the fruit salad business. In a few years, Salad Buah Kembar has successfully opened six branches in various strategic locations in Medan City, such as Jalan Tuasan, Jalan Garu 6, Jalan Setiabudi, Jalan Marelan, Jalan Ayahanda, and Binjai. The main product of the Salad Buah Kembar is a fruit salad, which consists of a mixture of various fresh fruits such as apples, melons, grapes, watermelons, and mangoes, served with thick yogurt and cheese-based sauces. In addition, the business also offers other menus such as pickled fruits, ximilu, smoothies, ice teler, jelly balls, and spring rolls which are all made from natural ingredients and rich in nutrients.

With the business growing rapidly, the owner of Salad Buah Kembar realized the importance of marketing innovation and the use of digital technology to increase sales. Therefore, since January 2019, Salad Buah Kembar has started to join the Go-Food platform, which is a food delivery service from Gojek.

The main benefits of Go-Food for culinary MSMEs such as Salad Buah Kembar include:

- Increasing Market Reach  
With Go-Food, customers from various locations in Medan City can easily order Salad Buah Kembar products without having to come directly to the store.
- Ease of Transaction  
Digital payment systems such as Go-Pay simplify customer transactions and reduce cash risk for sellers.
- Effective Digital Promotion  
Through paid advertising, discounts, and customer rating features, MSMEs can increase the visibility of their products on the Go-Food platform.
- Ease of Sales Analytics  
Go-Food provides an analytics dashboard through the GoBiz application, which allows business owners to track order counts, turnover, and sales trends in real-time (Basri, 2024). However, although Go-Food provides many benefits for MSMEs, there are several challenges faced by business actors such as Salad Buah Kembar, including:
- Commission Fees  
Go-Food charges a fairly high commission fee for its partners, thus affecting the profit margins of MSMEs.
- Fierce competition  
With more and more business actors joining Go-Food, competition is getting higher and MSMEs must have the right marketing strategy.
- Advertising and Promo Effectiveness  
Not all promotional strategies at Go-Food have a significant impact on sales, so continuous evaluation is needed in the selection of promotional packages. This study aims to analyze the extent to which the use of Go-Food can affect the sales of Salad Buah Kembar, as well as identify factors that can increase the effectiveness of marketing through this platform. More specifically, this research will:
- Compare direct sales (offline) and sales through Go-Food (online) to see the extent of digitalization's contribution to business turnover.
- Identify the most effective marketing strategies to increase sales of Salad Buah Kembar through Go-Food.
- Exploring the challenges and obstacles faced by MSMEs in using Go-Food, as well as how to overcome them.

The results of this research are expected to be a reference for other MSMEs in optimizing the use of digital platforms to increase their competitiveness in the digital era.

## **Methodology**

### **Types of Research**

This study uses a qualitative descriptive approach with comparative analysis to compare the sales of Salad Buah Kembar through Go-Food and directly (offline).

### **Data Sources**

- Primary Data: Interviews with the owners of Salad Buah Kembars, operational observations, and sales data from the GoBiz application.
- Secondary Data: Academic journals, industry reports, and data from the Ministry of Trade of the Republic of Indonesia on MSMEs and the digitalization of the culinary business and various journals.

### **Data Collection Techniques**

- In-Depth Interviews with business owners and customers to understand marketing strategies and obstacles in using Go-Food.
- Field observation on business operations and the use of Go-Food promotional features.
- Sales Data Analysis, comparing online and offline transactions to see the effectiveness of digital marketing.

### **Data Analysis Techniques**

The data was analyzed using the triangulation method, with the following stages:

- Data Reduction: Filter relevant information.
- Data Presentation: Using tables and graphs to compare sales trends.

### **Research Limitations**

Focus only on one MSME (Salad Buah Kembar) in Medan. Not analyzing the financial aspects in depth.

### **Result and Discussion**

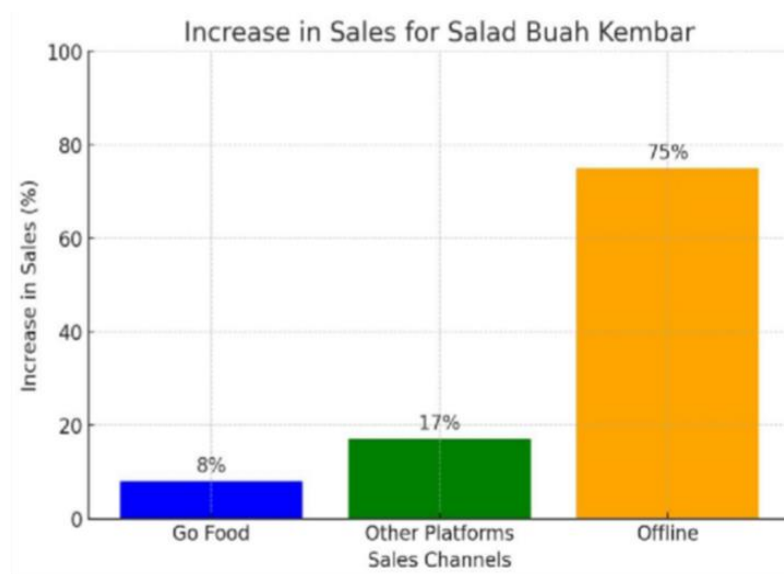
Salad Buah Kembar is a culinary business founded by Mr. Rony Tambunan (33). It has been a culinary trend since 2018. Mr. Rony Tambunan and his wife use this fruit salad to increase family income. Mr. Rony wants to increase his income by selling healthy, nutritious and delicious fruit salads. Currently, Salad Buah Kembar is an MSME known to the public, especially in the city of Medan because it already has 6 branches spread around the city of Medan. The branches are located at Jalan Tuasan, Jalan Garu 6, Jalan Setiabudi, Jalan Marelan, Jalan Ayahanda, and Binjai. Salad Buah Kembar is famous for its delicious taste and uses fresh fruit so it is always a favorite food for its buyers. In addition to selling online, Salad Buah Kembar is also sold offline through e-commerce, one of which is the Go-Food application. The beginning of Salad Buah Kembar joined Go-Food in January 2019 and continues to this day. Interview (Rony Tambunan, 33 years old, owner of Salad Buah Kembar)

For owners of Salad Buah Kembars, Go-Food has a good influence in increasing sales of Salad Buah Kembar. The Go-food forum has a big impact, especially in helping to increase sales of fruit salads and also helping to increase store branding or brand name because its purchasing power is not only in the store area but can reach far outside the area. In increasing sales of Salad Buah Kembar, they also made a strategy in the form of advertising, namely by participating in advertising programs on the Go-food application, such as advertisements and promos and investing large funds in Go-food so that Salad Buah

Kembar appeared at the beginning of the go-food search. Salad Buah Kembar also has a special strategy in setting prices even though it conducts promos so that the disbursement of funds does not result in losses so that it continues to increase the margin from the sale of Salad Buah Kembar.

However, from the positive impact that occurs, the obstacles that must be faced, such as a decrease in purchasing power, Salad Buah Kembar overcomes it by trying other ways besides following advertisements from Go-food by following other advertising programs available on go-food because on the platform there are various advertising programs (Champion) that can be used by producers to market their products. In addition, there are other obstacles in the form of internal issues such as missing items, but the problem has been resolved by the delivery crew from those constraints, there are no significant issues affecting sales or being too urgent that have a big impact on sales. The Go-food platform also has a negative impact on its advertising program, for example there is a Go-food advertising program that is not relevant to the needs of the store, therefore the owner of the Salad Buah Kembar must be wise in choosing the advertising package offered by the Go-food application and must also understand how to calculate it so that there are no losses. Sales of Salad Buah Kembar are analyzed through a website called the Gobiz website, which is an application for restaurant operational processes on Go-Food used by Go-Food partners so that partners are integrated and competitive.

The Salad Buah Kembar regulatory monitoring system has a special system to know if there are any changes and to find out how much sales through go-food compared to offline. The percentage of online and offline sales at Salad Buah Kembar is 75% and the rest is from online sales, which is 25%, 17% from other platforms and 8% from the Go-food platform.



**Figure 1.** Salad Buah Kembar Sales Percentage

Ratings are also the most important thing in Salad Buah Kembar so that Salad Buah Kembar will always try to maintain a good rating so that it can increase consumer trust. However, in handling customer complaints from the Go-food platform, the admin will

respond through the platform and also through social media such as whatsapp and instagram the admin will immediately respond well.

Buah Kembar's salad plan in increasing sales and improving service quality through Go- food is very effective, namely through advertising and responding to customer complaints quickly. For Salad Buah Kembar, Go-food provides a good opportunity in future sales because currently many people choose instant or do not want to be complicated and also their purchasing power not only in the store but also reaches far outside the store area, and consumers also do not bother to leave the house to enjoy the Salad Buah Kembar so Go-food is very helpful for owners and also consumers of Salad Buah Kembar.

## Conclusion

Based on our interview with Salad Buah Kembar sellers, the role of e-commerce such as Go-food has an impact on the sales of Salad Buah Kembars. The use of the Go-food app increases sales by 8%, well below direct sales, which is greater than sales through the Go-food app, direct sales increase the percentage of sales by 75%, and sales through other platforms by 17%. we can conclude that direct sales have the largest percentage of sales than sales using the Go-food app or any other platform. Sellers of Salad Buah Kembar must choose appropriate advertisements in the Go-Food application to increase sales of Salad Buah Kembar on the Go-Food application.

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