ANALYSIS OF THE UTILIZATION OF SHOPEEFOOD FEATURES ON INCOME OF MICRO, SMALL AND MEDIUM ENTERPRISES IN THE CULINARY FIELD IN SOUTH JAKARTA

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Abstract

Shopee is an online Marketplace application for buying and selling on mobile phones easily and quickly. Shopee has a food delivery service called Shopee Food which has the same function and purpose as other food delivery services. This study aims to explore the benefits of the ShopeeFood feature on the income of micro, small and medium enterprises in the culinary field in South Jakarta. The place of this research was conducted at the location of MSMEs in the culinary field in the South Jakarta area, DKI Jakarta, named Rena Foodies. This research will be conducted in July 2022. This research uses 3 types of informants, namely main informants, key informants, and additional informants. This research data was obtained from interviews, observations and documentation. This research was conducted by collecting data through interviews with three resource persons, namely MSMEs, ShopeeFood parties, and ShopeeFood users. The research was conducted. From the analysis of the data collected, three main studies were produced, namely the influence obtained by MSME entrepreneurs in the South Jakarta area in developing ShopeeFood features, the condition of the sales level of culinary MSMEs in the city of South Jakarta after joining ShopeeFood and the obstacles experienced by culinary MSMEs while joining the ShopeeFood program.

Keywords: *Culinary field, Income of MSME, ShopeeFood Features*

Abstrak

Shopee adalah aplikasi Marketplace online untuk jual beli di ponsel dengan mudah dan cepat. Shopee memiliki layanan pesan antar makanan yang bernama Shopee Food yang memiliki fungsi dan tujuan yang sama dengan layanan pesan antar makanan lainnya. Penelitian ini bertujuan untuk mengeksplorasi manfaat fitur ShopeeFood terhadap pendapatan pelaku usaha mikro, kecil, dan menengah di bidang kuliner di Jakarta Selatan. Tempat penelitian ini dilakukan di lokasi UMKM di bidang kuliner di wilayah Jakarta Selatan, DKI Jakarta, yang bernama Rena Foodies. Penelitian ini akan dilakukan pada bulan Juli 2022. Penelitian ini menggunakan 3 jenis informan, yaitu informan utama, informan kunci, dan informan tambahan. Data penelitian ini diperoleh dari hasil wawancara, observasi, dan dokumentasi. Penelitian ini dilakukan dengan mengumpulkan data melalui wawancara dengan tiga narasumber, yaitu UMKM, pihak ShopeeFood, dan pengguna ShopeeFood. Penelitian dilakukan. Dari analisis data yang dilakukan, dihasilkan tiga kajian utama, yaitu pengaruh yang didapatkan oleh pengusaha UMKM di wilayah Jakarta Selatan dalam mengembangkan fitur ShopeeFood, kondisi tingkat penjualan UMKM kuliner di kota Jakarta Selatan setelah bergabung dengan ShopeeFood dan kendala yang dialami oleh UMKM kuliner selama bergabung dengan program ShopeeFood.

Kata kunci: Bidang Kuliner, Fitur ShopeeFood, Pendapatan UMKM

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INTRODUCTION

The majority of South Jakarta City consists of public and private company offices, both large companies and household businesses, making it a lot of various kinds of culinary businesses in the South Jakarta city area. Considering that the population in South Jakarta continues to increase until it has reached 2,376,002 people (DKI Jakarta Statistics Service Unit, 2021) and the increasing rate of economic growth, there will be more and more public consumption. Furthermore, according to the Ministry of Trade, (2013), one type of consumption that is needed by the community is food. Food is the most important basic human need and its fulfillment is part of human rights guaranteed in the 1945 Constitution of the Republic of Indonesia. The fulfillment of food needs is also related to efforts to improve the quality of public health, so that quality human resources (HR) will be obtained. The fulfillment of adequate food for every Indonesian citizen is a joint obligation of the government and society, both morally, socially and legally. (Ministry of Commerce (2013) in (Minister of Health, 2005).

E-commerce platforms such as Shopee are expected to help MSME players in buying and selling activities, especially in the pandemic era because e-commerce platforms can serve the public without having to come to the location of the trading place so that with a pandemic, buying and selling activities can be helped to continue. Previously, there were several food delivery services such as GrabFood and GoFood which are food delivery services developed by Grab and Gojek. PT Shopee Indonesia, which is one of the major marketplaces in Indonesia, also issued a food delivery service feature called ShopeeFood in order to increase sales of MSMEs, especially in the culinary field, to increase revenue from MSMEs and shopefood also offers discounts or service promos to be offered to people in the offered to people in the South Jakarta area.

Owners of Micro, Small and Medium Enterprises (MSMEs), especially in the field of culinary field, of course, benefit from the existence of ShopeeFood service. This delivery service from ShopeeFood can be used by MSMEs in the development of the delivery service itself. in the development of the delivery service itself which of course can reduce MSME expenditure budgets to increase product sales products from these MSMEs. Entrepreneurs (MSMEs) can carry out delivery services delivery services without having to provide their own resources to deliver them to consumers. to consumers and even MSMEs do not need to rent a special place to sell. selling. ShopeeFood partners in DKI Jakarta are also quite widespread, one of which is the city of South Jakarta. one of them is the city of South Jakarta.

The requirements to join ShopeeFood are quite easy, for MSMEs who are joining at this time called Merchants are simply register themselves with Shopee, after which Shopee will help by providing help by providing education to sell at Shopee, then the menu or culinary products that are sold can be entered into ShopeeFood. or culinary products that are sold can already be included in the ShopeeFood menu. ShopeeFood.

The ShopeeFood feature is expected to benefit many parties. For Shopee, in addition to being able to reduce the amount of unemployment from the addition of jobs for ShopeeFood drivers, it can also help MSMEs increase their income with the large number of sales from the food delivery facilities that ShopeeFood offers. ShopeeFood services have received a positive response from MSME players and the public as consumers. For consumers, it can be facilitated in terms of ordering the desired food. ShopeeFood also has an interesting advantage in terms of the discounts provided, when compared to GrabFood or GoFood, ShopeeFood can provide a fairly large discount with a discount range of 30% to 50% for small scale purchases such as purchases under Rp. 40,000, while for GoFood and GrabFood can provide discounts for purchases with a larger purchase scale such as purchases above Rp. 100,000, with these advantages making Shopefood superior in society because people are used to making small-scale purchases.

Based on the background above, it shows that the development of ShopeeFood services needs and is interesting to study. Researchers are interested in conducting further research with the title "Analysis of ShopeeFood Feature Utilization on the Income of Micro, Small and Medium Enterprises in the Culinary Field in South Jakarta".

LITERATURE REVIEW

Theory of TAM

The TAM (Technology Acceptance Model) theory was developed by Davis in 1986 which is one type of theory using a behavioral theory approach which is widely used to study the information technology adoption process. According to Davis (1989) in Syahril & Rikumahu (2019), TAM is an information systems theory designed to explain how users understand and apply information technology. This research has a strong relationship with TAM theory because this study tries to explain the quality of accounting applications from the TAM theory. explain the quality of accounting applications from use as a basis for individual acceptance of the quality of information generated by the software such as the use or utilization of ShopeeFood software such as the use or utilization of ShopeeFood in order to increase the income of Micro, Small and Medium Enterprises in the culinary field.

MSME

Definition of MSME

Here are some definitions of MSMEs according to experts:

- Rudjito (2003), MSMEs are businesses that help the Indonesian economy. Indonesia's economy. This is because through MSMEs it will create employment opportunities and increase foreign exchange through business entity taxes.

- According to Dr. Andi M. Kwartono, MSMEs are people's economic activities that have a maximum net worth of IDR 200,000,000. has a maximum net worth of IDR 200,000,000, - where the land and building of the business premises are not taken into account. MSMEs can also be interpreted as economic activities that have a maximum annual sales turnover of IDR 1,000,000,000 and belong to Indonesian citizens. (INDONESIAN CITIZEN)

The role of MSMEs in building the National Economy

MSMEs or Micro, Small and Medium Enterprises are one of the solutions to poverty reduction in Indonesia because MSMEs can open up opportunities for labor so as to reduce unemployment in Indonesia. Data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia shows that the MSME sector makes a significant contribution to GDP and is able to absorb labor (Haryanti & Hidayah, 2019). The coordinating ministry for the economy of the Republic of Indonesia, (2021) states that MSMEs are an important pillar in the Indonesian economy. The national entrepreneurship ratio target in the National Medium-Term Development Plan (RPJMN) is to reach 3.9% and the growth of new entrepreneurs is 4% by 2024.

Culinary Business

According to data from the website presidenri.go.id, there are 56 million Small and Medium Enterprises (SMEs) in Indonesia and 70% of them consist of food SMEs (Aulia et al., 2019). According to data from the Central Statistics Agency, the number of restaurants in DKI Jakarta is approximately 4,812. business actors. (Rizaty, 2021)

E-Commerce

Electronic Commerce (e-commerce) is the process of buying, selling or exchanging products, services and information through computer networks. ecommerce is part of e-business, where the scope of e-business is broader, not just commerce but also includes collaborating business partners, customer service, job vacancies etc. In addition to www network technology, e-commerce also requires database technology, e-letters or electronic

mail (e-mail), and other forms of non-computer technology such as goods delivery systems, and payment instruments for this e-commerce (Siregar, 2010).

Shopee

Shopee is an online Marketplace application for buying and selling on mobile phones easily and quickly. easily and quickly. Shopee offers a wide range of products, from from fashion products to products for daily needs. Shopee comes in the form of a mobile application to make it easier for users to do online shopping without having to open a website. in doing online shopping activities without having to open a website through a computer device. Shopee is present in Indonesia to bring a new shopping experience. Shopee facilitates sellers to sell easily and equip buyers with a secure payment process and integrated logistics arrangements. and integrated logistics arrangements. Currently, Shopee's download numbers have reached more than 100 million downloads on Google Play Store.

ShopeeFood

In April 2020 stated by Katadata.co.id (Jayani, 2021), Shopee introduced its new food delivery service called Shopee Food, which has the same functions and objectives as other food delivery services. Previously, Shopee Food was still working with Grab and Gojek in pick-up services and sending food to customers, now Shopee Food itself started recruiting driver partners on November 25, 2020, which can be seen that Shopee is quite serious in developing Shopee Food. So, Shopee Food in early 2021 has started operating for the first time in the Jakarta area for now (Catriana, 2021).

Income

In general, income is the result of the process of selling goods and services, income is also an indicator to measure the welfare of society. Income is defined as the entire amount of money received by a person or household during a certain period of time. Income consists of wages or labor income, income from wealth such as: rent, interest, dividends and transfer payments or receipts from the government such as social benefits or unemployment insurance (Samuelson and Nordhaus, 2003).

RESEARCH METHOD

Research Location and Time

The place of this research was conducted at the location of MSMEs in the culinary field in the South Jakarta area, DKI Jakarta, named Rena Foodies. This research will be conducted in July 2022. Researchers chose Rena Foodies, because Rena Foodies is one of the MSMEs that has partnered for a long time with ShopeeFood.

Informants

This research uses 3 types of informants, namely main informants, key informants, and additional informants. The main informant in this research is ShopeeFood, where ShopeeFood has data or information related to research problems regarding the utilization of ShopeeFood on MSME income. ShopeeFood on MSME income. Key informants who will be researched. The key informant who will be studied is the owner of a culinary MSME in South Jakarta because the owner of the business can know the development and flow of ShopeeFood. business owners can find out the development and income flow of these MSMEs. income from these MSMEs. The criteria for MSMEs in the culinary sector that will be studied, namely MSMEs that have been established since 2018 and have used ShopeeFood to help their sales business. and have used ShopeeFood to help their sales efforts. MSMEs. Additional informants for this research are consumers who use ShopeeFood, where ShopeeFood users have secondary data or information or an overview of the sales business of these MSMEs. ShopeeFood users have secondary data or information or a supporting picture of how ShopeeFood has a positive impact on their business. related to how shopefood has an impact on consumers. consumers.

Data Collection Methods

In this research, data collection will use several methods, namely:

a. Interview

Interviews are addressed to data sources involved in the implementation of revenue calculations and people who know more about various aspects related to the income content of an MSME. The data sources in the interview technique are culinary business owners in South Jakarta, ShopeeFood users, and ShopeeFood parties. Interview activities are carried out using interview guidelines that are tailored to the source and researcher. The contents of the interview include how the effectiveness of ShopeeFood on MSMEs, the effect of developing ShopeeFood features on culinary MSMEs in the South Jakarta area, the level of sales of culinary MSMEs in the city of South Jakarta after joining ShopeeFood and what obstacles MSMEs in the culinary field experience while joining the ShopeeFood program.

b. Observation

Observation is carried out by observing the implementation of culinary sales at sales at Rena Foodies MSMEs.

c. Documentation

Documentation done in this research is also used as authentic evidence that this research was properly conducted as a support for the accuracy of the research results to be obtained. supporting the accuracy of the research results that will be obtained. The results of Research results from observations and interviews will be more reliable or credible if supported by documentation. or credible when supported by documentation. Besides through interviews and observations, information can also be obtained through facts that are stored in the form of letters, diaries, photo archives, results of interviews and observations. stored in the form of letters, diaries, photo archives, meeting results, souvenirs, activity journals and so on. meetings, souvenirs, activity journals and so on. Data in the form of documents like this can be used to dig up information that happened in the past.

Data Processing Technique

Data analysis in qualitative research on one of the MSMEs in South Jakarta was carried out since before going to the field, observation, during the implementation of research in the field and after completing research in the field. This research data was obtained from interviews, observations and documentation. Data analysis is carried out by organizing the data obtained into a category, breaking down the data into units, analyzing important data, compiling or presenting data in accordance with research problems in the form of reports and making conclusions so that it is easy to understand. The interactive model in question is as follows:
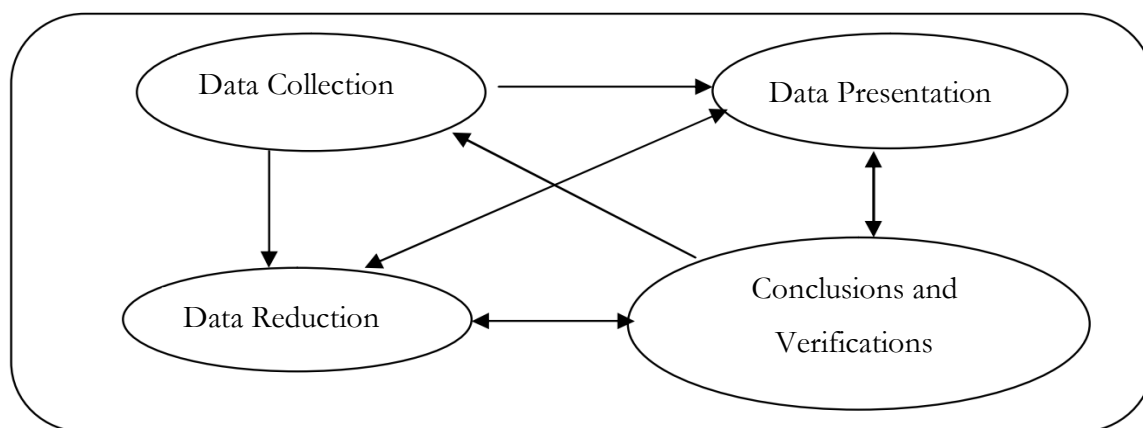
Figure 1. Conceptual Framework

RESULT AND DISCUSSION

Result

Data collection was carried out by involving 3 informants. The main informant in this research is ShopeeFood, where ShopeeFood has data or information related to research problems regarding the utilization of ShopeeFood on MSME income. The key informant who will be studied is the owner of a culinary MSME in South Jakarta because the business owner can find out the development and income flow of the MSME. The criteria for MSMEs in the culinary sector that will be studied are MSMEs that have at least been established since 2018 and have used ShopeeFood to help the MSME sales business. Additional informants for this research are consumers who use ShopeeFood where shopefood users have secondary data or information or supporting images related to how shopefood has an impact on consumers. The characteristics of the informants in this study can be seen in the following table.

Table 1. Research Informants

Informant	Informant Code	Desc.
Ms. Rosa	A	Owner of "Rennafoodies" food MSME
AMS	B	ShopeeFood Business Development
Rahmawati	C	ShopeeFood Customer

TAM

As for TAM, it can be seen from several aspects below:

a. Perceived Ease of Use

In this section, a person believes that using a particular system will be free of effort. This follows from the definition of "ease" and "freedom from difficulty or great effort". This can be seen in the conveniences that are felt by users, as in users, as in the statement of Interviewee C as a customer, that:

"I think shopee is easy to access, all the guides are already there everything is already there"

Based on this statement, it is known that the customer thinks that that only with a guide, it will facilitate the process of accessing to ShopeeFood.

b. Perceived Usefulness

In this section, it is a level where a person believes that the use of a certain technology will improve that person's work performance. Perceived usefulness in this study can be seen through the statement of Interviewee A, that:

"But because our people like to promo and like to download applications so we follow what they want."

Based on this statement, it is known that users feel that through the use of ShopeeFood which provides many promos, it will increase consumers which will then have an impact on improving business performance. impact on improving business performance.

c. Attitude Toward Usage

In this section, attitudes towards using the system in the form of acceptance or rejection as an impact when someone uses a technology in their work. In general, from the overall research results, it is known that users choose acceptance, one of which is seen in the statement of Interviewee A, that:

"We have been doing online marketing since 2019, initially we used whatsapp online media, and indeed online media has been very helpful for ordering activities until now." Then also through the statement of Interviewee C, who stated that: "Because I am a member of shopee platinum so I feel that the CS is really fast to respond" Both statements of attitudes towards use come from both business actors and consumers, where both statements show that they have been using for a long time even now and do not indicate rejection. and do not indicate rejection.

d. Interest Usage Behavior

In this section, namely the extent to which a person has formulated conscious plan to do or not do some specific behavior in the future. This is in accordance with the planning of business actors, namely in the statement of Interviewee A, that:

"Our people love promos and love downloading apps so we follow what they want."

This statement shows that as long as ShopeeFood is performing as it is today and maybe even more, users will always make an effort as Shopee users for business.

e. Real Conditions of System Use

In this section is the real condition of using the ShopeeFood system. This can be seen through the statement of Interviewee A, that:

"In terms of registration, ShopeeFood is relatively easy because we MSMEs don't like what is too complicated, it only takes 2 weeks to be able to share the application account to all outlets. application to all outlets."

Based on the above statement, it is known that the perception of ease at the beginning is true through the convenience that users experience.

Discussion

This research was conducted by collecting data through interviews with three resource persons, namely MSMEs, ShopeeFood parties, and ShopeeFood users. The research was conducted. From the analysis of the data collected, three main studies were produced, namely the influence obtained by MSME entrepreneurs in the South Jakarta area in developing ShopeeFood features, the condition of the sales level of culinary MSMEs in the city of South Jakarta after joining ShopeeFood and the obstacles experienced by culinary MSMEs while joining the ShopeeFood program.

In the first study, namely the influence of ShopeeFood on MSMEs in the South Jakarta area. Through the results of the study, it is known that there are four main influences in the use of ShopeeFood on MSMEs in the Jakarta area, including an increase in consumers, convenience for business people and consumers, creating order in the business environment, and increasing security for business people. First, the increase in consumers themselves occurs mostly through promos provided by ShopeeFood. Nowadays, promi has become a guilty pleasure and platforms like ShopeeFood are capitalizing on this phenomenon. like ShopeeFood are making good use of this phenomenon. Second, there is convenience for businesses and consumers, where the convenience provided is quite diverse. is quite diverse. These conveniences include, among others, starting with easy registration on the application, user friendly interface, uncomplicated transactions, third parties as supporting elements, i.e., uncomplicated transactions, and the third party as a supporting element, namely the courier, which is also fairly fast. Also, fairly fast. Third, the creation of order in the business environment, which is seen from the information provided clearly so that it does not confuse both business people and consumers. both business people and consumers. In addition, it can also be seen from regulations set for customer privacy. Fourth, the increased security felt by business people through the ShopeeFood accountability and compensation system. liability and compensation system of ShopeeFood. So that if there is damage to goods or customer complaints caused by parties related to ShopeeFood, Shopee is also involved in solving the related to ShopeeFood, Shopee is also involved in solving the problem. Problem.

In the third study, which is the sales level of MSMEs in the South Jakarta area after joining ShopeeFood. Through the research results, it is known that ShopeeFood can affect the increase in sales which is assisted by maximizing marketing through the application, in this case ShopeeFood. In the fourth study, namely the obstacles encountered by MSMEs in the South Jakarta area in using ShopeeFood. Through the research results, it is known that there are three obstacles encountered by ShopeeFood users, including the need for extra effort in adapting the system and the obstacles themselves, there are still system deficiencies, and problems related to customer service. First, the extra effort needed is in adapting to the updates that always exist in every application that exists today where not everyone has the ability and understanding at the same level. Secondly, system imperfections are also common. Currently, application developers are often in the development stage for the perfection of the applications used so that there are still frequent problems with the system. Third, problems with customer service in terms of handling the many customer complaints that must be responded to immediately.

The first finding is related to the knowledge of the ShopeeFood feature. ShopeeFood started appearing in November 2020 and when ShopeeFood appeared, many approaches were taken by ShopeeFood. the emergence of ShopeeFood, many approaches were taken by ShopeeFood to promote the feature. to promote this feature. For consumers, it is very easy to know about this feature, because the shopee application itself is already in playstore and playstore is usually in the playstore and playstore is usually a common application download platform in the community. For MSME players, the shopee application has special procedures special procedure, namely that they offer personally for MSME players to be able to join ShopeeFood, ShopeeFood approaches MSME players through social media. MSME actors through social media.

The second finding is related to how the services provided by ShopeeFood, services from ShopeeFood can be assessed from various things such as, user interface, delivery system, information related to promos and discounts, customer service, data privacy preservation, ease of ShopeeFood merchant registration process.

The ease of accessing ShopeeFood can be seen through the user interface or graphical display of ShopeeFood. The user interface of ShopeeFood makes it very easy for users, information related to searching for the desired product, product selection filters, nominal prices, and so on is very clear. ShopeeFood also makes updates regarding the graphical appearance, adding features, adding merchants, etc., this will be a concern for users

because there needs to be a readjustment regarding the procedures for using these features, ShopeeFood also provides information every time it updates the ShopeeFood user interface system via email or through digital distribution services such as PlayStore. Users certainly need to pay attention to things like this so that access to application features can still be easily done.

The delivery system at ShopeeFood initially had problems at the time of launch, ShopeeFood came later than GoFood or GrabFood. GoFood has a delivery system where orders will be confirmed by both parties, namely the merchant and the driver, the existence of a system like this at GoFood makes driver activities much more efficient because drivers will save waiting time for food orders. In contrast to ShopeeFood, which uses a one-party confirmation system, namely the driver. The driver confirms the customer's order and then the driver submits the order to the merchant, of course this is not more efficient than gojek, therefore at the beginning of the appearance of ShopeeFood many drivers complained about the waiting time to the merchant because they were used to a more efficient system like GoFood.

Information related to promos and discounts is one of the services that is highly featured by ShopeeFood. This is very helpful for MSMEs because the promos and discounts provided by ShopeeFood can be used as an attraction to attract customers to merchants or MSME players. Many people are categorized as "promo hunters" and ShopeeFood is one of the platforms that is a field for people looking for promos from a merchant. ShopeeFood promos and discounts have advantages over other brands such as GoFood or GrabFood. The superiority of ShopeeFood promos over other brands can be seen from the scale of purchase. GrabFood and GoFood are accustomed to providing discounts for purchases on a larger scale than ShopeeFood, scale purchases with a minimum purchase of Rp. 70,000.00. Meanwhile, ShopeeFood is accustomed to smaller scale purchases than other brands with a minimum purchase of Rp. 40,000.00. Moreover, with discounts on small-scale purchases, ShopeeFood dares to issue discounts of up to 60%. Of course, this is an attraction for people who are accustomed to small-scale purchases or purchases for portions of one or two people. Information related to promos and discounts is also easy to obtain, usually ShopeeFood will make a banner display on the homepage of their application so that users will easily find out about discounts and promos.

Customer service is one type of service that is a factor assessment of ShopeeFood services, shopefood has access to customer service through four alternatives such as through

live chat agents on the application, call service through four alternatives such as through the live chat agent on the application, call center, email address, and social media. center, email address, and social media. Based on the results of the interview, the Based on the results of the interview, Rena Foodies MSMEs think that Shopee is still not responsive enough in replying to emails. in replying to emails, when faced with a problem that requires an immediate response to the complaint, the fastest response to the complaint is complaints as soon as possible, the fastest response from customer service is around three to four hours. three to four hours. ShopeeFood user consumers think that the ShopeeFood customer service is responsive in the complaint process, the consumers who are the source of interviews provide information that consumers who are the source of interviews provide information that the source of the interview provided information that the interviewee became a Shopee platinum member so that the response from customer service was faster. service is faster. ShopeeFood also explained this in relation to the existence of queues and various kinds of problems that do need to be studied, so it takes a lot of time. take a lot of time, but ShopeeFood always tries to provide the best service to customer service by reviewing the problems best service to customer service by reviewing the problems problems commonly encountered, then training will be carried out to customer service regarding problems that are commonly complained about.

Safeguarding service user identity data is also a serious matter to be assessed, the privacy of each user's data must be accounted for properly. well. Therefore, ShopeeFood has rules for each holder of responsibility to maintain the privacy of user data related to the service. responsibility in order to maintain the privacy of user data relating to Shopee, services, products, business affairs, marketing and promotional plans, or other operational activities. other operational activities. Data is required not to fall into the hands of any third party or use the data for any other purpose.

The ShopeeFood merchant registration process has its own flow. When the initial appearance of the ShopeeFood feature, ShopeeFood conducted canvassing. Canvassing itself is a system that is usually done during political campaigns, namely by visiting the targeted parties directly. ShopeeFood visited potential merchants to socialize about the use of ShopeeFood features. socialization related to the use of ShopeeFood features starting from receiving orders to the entry of money into the MSME account. Apart from coming directly to the location of MSMEs, ShopeeFood also usually approaches through social media.

If the MSME is willing, there are conditions that must be met must be done, namely having to collect an identity card and account number, The ID card and account number must have the same owner's name. After that shopefood will record the products to be sold, ShopeeFood will also explain the system of sharing shopee and merchant profits. will explain the profit-sharing system for shopee and merchants, shopee will take 20% of the selling price. shopee will take 20% of the selling price of the product, based on this explanation, ShopeeFood will make a profit-sharing system. based on this explanation, ShopeeFood will make a list of data related to the price of the product that has been added 20% along with photos of the product. price that has been added 20% along with photos of the product. After all the files collected, it will be immediately verified by shopee. Verification ShopeeFood merchant data submission has its own process. First, documents will be checked whether they are complete and have been filled in correctly. Second, the photo files will be given to the content team to revise the product photos according to the with the standard. Third, if all the files have been completed, they will be given to the product team to install the merchant data into the product. will be given to the product team to install merchant data into the application. The product team process is very time-consuming because based on ShopeeFood's sources, the queue for installing merchant data to the application is very large. application is very large. The total estimated time required from submission of file until completion takes as much as two weeks.

The findings related to service problems such as damage to goods, discrepancies in goods, or lost goods are also a discussion related to the utilization of ShopeeFood application features. Based on the interviewees' information, ShopeeFood will not be responsible for damage, loss, or mismatch of goods if the error comes from the merchant, if the error comes from the driver or an error in the application system then ShopeeFood will be responsible. If there is a complaint regarding damage, loss, or discrepancy of goods, ShopeeFood will immediately investigate the three parties, namely the driver, consumer, and merchant to find out the root cause of the problem complained of. If ShopeeFood makes a mistake, then consumers will get compensation in the form of product replacement, cost replacement, or driver replacement, depending on the type of problem.

The next finding is related to the transaction system. Regarding the transaction system, ShopeeFood is not much different from other brands, transactions can be made using Shopeepay and cash on delivery, as well as other brands that have their own electronic money.

The following finding is how the utilization of shopeepay affects the income of Rena Foodies MSMEs. Rena Foodies is an MSME that engaged in the culinary field. Rena Foodies itself is located in Tebet, South Jakarta. South. Rena Foodies was established in 2018. Initially, promotional activities were carried out by distributing products to the public for free. Activities These promotional activities bore fruit with the reciprocity of the community who who provide promotions through their respective social media. As time goes by time, promotion is carried out via WhatsApp social media until now. On when ShopeeFood appeared, Rena Foodies was contacted by ShopeeFood to join ShopeeFood. to join ShopeeFood as a merchant. The COVID-19 pandemic has also During the COVID-19 pandemic era, all people, especially in Indonesia, were required to carry out social distancing and all people were required to stay at home, with this all people could not carry out buying and selling activities, especially in the MSME sector, so that the use of e-commerce is needed, one of which is online food ordering services such as ShopeeFood. Rena Foodies has great confidence in e-commerce because since the COVID-19 pandemic e-commerce has become part of the culture of society. Therefore, ShopeeFood greatly affects the income of Rena Foodies MSMEs, because ShopeeFood has its own charm from people who like promos and discounts. promos and appropriate discounts.

CONCLUSION

Based on the results of interviews and analysis of the results of interviews, the utilization of ShopeeFood application features for MSMEs with descriptive qualitative methods can be concluded that the ShopeeFood feature has services that help MSME actors in sales operations in terms of services such as, user interface, delivery system, information related to promos and discounts, customer service, maintaining data privacy, and the ease of the ShopeeFood merchant registration process. ShopeeFood features affect the sales level of MSMEs because ShopeeFood has advantages in the aspect of providing promos and discounts. The superiority of ShopeeFood promos over other brands can be seen from the scale of purchases. GrabFood and GoFood are accustomed to providing discounts for purchases on a larger scale than ShopeeFood.

While ShopeeFood is used to smaller scale purchases than other brands. other brands. This is certainly an attraction for people who are accustomed to small-scale purchases or purchases for portions of one or two people. The obstacles that have been experienced by MSME business actors while using ShopeeFood are obstacles related to customer service that is not fast enough to respond, and a delivery system that makes the waiting time for

drivers less efficient. In addition to the perceived obstacles, MSME business actors also have unpleasant experiences regarding technology and unpleasant experiences with consumers.

Furthermore, this research can be used as a reference for further research with similar research topics. Researchers realize that this research is not perfect, so it is necessary to improve for further research to get more perfect results regarding the use of social media and e-commerce.

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