

IMPLEMENTING MOBILE APPLICATIONS FOR MARKETING COFFEE BEANS AND POWDER PRODUCTS AT ANDATU STORES

MIFTA JANATUN KHONAZA
Informatics Study Program, Faculty of Science & Technology,
Yogyakarta University of Technology
Jl. North Ringroad Jombor Sleman Yogyakarta
E-mail: miftajanatun1705gmail.com

ABSTRACT

Rapid advances in information technology have significantly impacted various aspects of life, particularly in the marketing and product sales sector. Andatu Shop, located in Danau Rata Village, Kisam Tinggi District, South Ogan Komering Ulu Regency, specializes in marketing coffee beans and powders from a diverse selection. However, the marketing operations are still conducted manually, encompassing product promotion, recording marketing summaries, and providing information on prices and types of coffee. This manual approach risks the loss of sales data and complicates the shop owner's ability to monitor stock levels and transactions. Additionally, Andatu Shop encounters challenges in the product delivery process, as there is no package tracking system in place once the items are handed over to the courier. Consequently, consumers are unable to check the shipping status in real-time, which may diminish their shopping experience. To address these issues, a mobile-based application for marketing coffee beans and powders has been developed. This application is designed to improve marketing efficiency and sales data management, making it easier for shop owners to monitor product marketing and facilitate consumer access to product information and online transactions. Additionally, the system incorporates a shipping tracking feature to enhance transparency and convenience for consumers.

Keywords: Technology, product, Mobile, Marketing and delivery