

## Leveraging the Gojek Application to Increase Sales at Swiwings Express Ungaran

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### Abstract

This research aims to analyze the use of the Gojek application in increasing sales at Swiwings Exspres Ungaran, as well as exploring operational efficiency and digital marketing strategies implemented. In the digital era, application platforms such as Gojek have become an important means for small to medium businesses to reach a wider market. This study uses observation and interview methods to collect data from the management of Swiwings Exspres Ungaran. The research results show that ease of access, speed of service, and promotions offered by the Gojek application make a significant contribution to increasing sales. In addition, integration with the Gojek ecosystem helps expand market reach and strengthen the brand among customers. The research also found that customer review management and operational efficiency play a key role in the success of these businesses. By maximizing Gojek features, such as GoFood and location promotions, Swiwings Exspres Ungaran can increase its visibility and competitiveness in the market. Based on these findings, it is recommended that Swiwings Exspres Ungaran continue to optimize the use of digital technology, improve customer service, and periodically evaluate operational costs to maintain sustainable growth.

**Keywords:** Gojek, Swiwings Express Ungaran, Increased Sales, Digital Marketing, Operational Efficiency.

### Introduction

In today's digital era, technology is developing rapidly and bringing about many changes in various aspects of life, including the business world. One significant technological development is the emergence of online applications that simplify various activities, from transportation and delivery to ordering food.

On the other hand, internships are an important step for students to prepare themselves for entering the workforce. Through internships, students can hone their skills in their field of study and gain real world experience in the workplace. Internships also help students understand how the theories learned in class can be applied practically. Internships provide an opportunity to learn directly from professionals, so students are better prepared to face career challenges after graduation.

PT. GoToGojek Tokopedia Tbk is a merger or the result of a merger between Gojek and Tokopedia. PT. GoToGojekTokopediaTbk is known as the largest digital ecosystem company in Indonesia, headquartered in Jakarta. The merger of Gojek and Tokopedia is expected to benefit the public, especially drivers, users, and even sellers, to conduct transactions quickly and easily anytime and anywhere. The rapid advancement of information technology has made it easier for students to carry out their activities. Therefore, students are choosing transportation that is easier and gets them to their destinations quickly. ( Siagan, H., & Wang, V. 2021 ).

Gojek is a startup operating in the ride-hailing sector. Founded in 2010 by Nadiem Makarim, Gojek now serves nearly every city in Indonesia. Following rapid growth, Gojek expanded into other sectors, including GoRide, GoCar, GoBluebird, GoFood, GoMart, GoMall, GoSend, and many more, making it one of the largest startups in Indonesia. The Gojek app has been downloaded over 190 million times, with over 2 million registered drivers and over 900,000 users becoming partners. (Irawan, F. R., Jazuli, A., & Khotimah, T. 2022).

E-commerce has at least six positive impacts on a company's business operations. These six impacts are: increased efficiency, cost savings, improved control over goods, improved supply chains, helping companies maintain better relationships with customers, and helping companies maintain better relationships with suppliers. (Alwendi, A. 2020).

The online transportation services that are currently very well-known and frequently used by the public are Gojek and Grab. Gojek is a company founded by Indonesian Nadiem Makarim and his friend Michaelangelo Moran in March 2014. (Maulidia, G., & Ratnasari, I. 2021)

## Methods

The results of this study used an observational method. Observation is a data collection technique conducted directly in the field. The purpose of this study was to analyze the factors influencing the increase in Swiwings Express Ungaran sales through the Gojek application, to introduce Swiwings Express Ungaran to a wider market, and to analyze the operational efficiency of Swiwings Express Ungaran sales on the Gojek application. Some of the results of this study include:

Direct Observation: Monitoring incoming orders through GoBiz to understand ordering patterns and service flow.

Interviews: Conducting interviews with delivery couriers to verify order accuracy and fulfillment.

E-Commerce Analysis: Evaluating the role of online platforms in increasing competitiveness and market reach.

The objective is to explore the key factors driving increased sales at Swiwings Express Ungaran through the use of the Gojek application, assess operational efficiency, and examine how digital integration supports market expansion.

## Research result

This research was conducted directly at Swiwings Express Ungaran, located at Jl. Brigjen Sudiarto No. 31, Dliwang, Ungaran, West Ungaran District. The following are the research results. Increased Sales. Based on Swiwings Express Ungaran sales data, four months after using Gojek services, there was a 35% increase in sales compared to the previous period. Wider consumer reach With the GoFood feature, Swiwings Express Ungaran is able to reach consumers within a 5km radius of the outlet. Before using Gojek, consumers tended to come from the surrounding area.

The operational efficiency of Gojek's delivery service reduces the need for in-house couriers, reducing costs by 10%. This research focuses on the role of digitalization in the culinary business. The presence of apps like Gojek has brought significant digital transformation to the culinary sector. Swiwings Express utilizes the GoFood feature to expand service accessibility without the need to open new branches, which is costly. This digitalization enables small to medium-sized businesses to compete with major players in the industry. The market expansion strategy emphasizes the importance of effective digital promotion and collaboration with local platforms.

Digital marketing in Indonesia is growing rapidly, leveraging social media and marketplaces to reach new consumers. The importance of branding and digital campaigns is a key factor in increasing competitiveness in the online market. Using the Gojek app offers a significant opportunity for Swiwings Express Ungaran to expand its market reach. By leveraging Gojek features such as Gojek Delivery and Gojek Food, it can target customers based on location. Integration with the Gojek ecosystem not only helps introduce services to a wider consumer base but also accelerates growth and brand recognition in a larger market.

The operational efficiency of Swiwings Express Ungaran's sales on the Gojek app can be assessed from several important aspects, starting from the speed of order processing, costs incurred, and the extent of the market reached. The Gojek app has actually been very helpful, especially in broader promotions. However, there are also things to pay attention to, such as negative customer reviews. If managed well, Swiwings Express Ungaran can grow further and remain profitable amidst competition. Operational efficiency can be improved through supply chain management and digital technology. Efficiency in online food business operations is influenced by order management, raw material inventory, and delivery processes integrated with app technology. Reducing waste through a lean approach is also relevant for optimizing resources.

## Conclusion

The increase in Swiwings Express Ungaran sales through the Gojek app is influenced by many interrelated factors. Gojek's easy access and speed of service provide a positive experience for customers, while its extensive market reach and attractive promotions further increase opportunities to attract new customers. Furthermore, introducing the service to a wider market is made easier thanks to integration with Gojek features, such as Gojek Food, which can accelerate growth and brand recognition. However, operational efficiency remains key to success. Factors such as order processing speed, operational cost control, and responsiveness to customer reviews must be continuously addressed. By optimally managing all of these factors, Swiwings Express Ungaran has the potential to continue to grow and sustainably increase its sales.

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