

The Role of the Grab Application in Increasing Sales of Culinary SME Products from Shari'ah Marketing Perspective in Wonosobo Subdistrict

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ABSTRACT

The development of technology and information plays an important role in economic growth. Today, the demand for technology and information in the culinary business is very high. The presence of GrabFood, a food delivery E-Commerce platform created by the Grab app, helps small and medium-sized enterprises (SMEs) in the culinary industry to market and grow their businesses. The purpose of this research is to understand the role of the Grab app in increasing the sales of culinary SME products in the Wonosobo subdistrict, as well as how culinary SME owners can operate and utilize digital applications to develop their businesses in accordance with Sharia principles. This research is a descriptive qualitative study, using observation and interview methods with SMEs that use GrabFood services in the Wonosobo subdistrict. The data sources used are primary and secondary data. Primary data sources are obtained directly from SMEs using GrabFood services, while secondary data sources are derived from books, journals, and articles relevant to the research theme. The results of this research show that the presence of GrabFood significantly helps culinary SMEs in marketing and increasing sales by enhancing distribution channels, information flow, communication, and the quality of human resources among culinary SMEs. From a Sharia marketing perspective, the use of digital marketing through the GrabFood service app by SMEs in Wonosobo subdistrict is in line with Sharia principles.

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1. INTRODUCTION

Considering that food is one of the needs that must be met, the food sector in Indonesia has high potential. Communities that have independent sources of income and do not depend on other sources to meet their needs can be formed thanks to the presence of Micro, Small, and Medium Enterprises (MSMEs). MSMEs are commercial businesses that can increase employment, reduce poverty rates, and encourage economic growth and income equality. Therefore, the presence of MSMEs must be appreciated and expanded to be able to continue to improve the economic welfare of the community, especially small communities such as Wonosobo.

Wonosobo Regency is an area located in Central Java province which is known as an agricultural area, as well as a natural tourist destination especially because of its natural beauty. Based on the latest data from the Central Statistics Agency (BPS) of Wonosobo Regency, the population in 2023 is estimated to be around 827,596 people, and the economic growth rate of Wonosobo Regency is quite stable. In 2022, Wonosobo's economic

growth reached around 4.86%, after being affected by the COVID-19 pandemic. As the population increases, community consumption increases, one of the main needs that is very important for the community is food. According to the Wonosobo Regency Trade, Cooperatives, and MSMEs Service, there are around 31,881 MSMEs spread across this Regency until 2023. From this data, the culinary sector is one of the main sectors that contributes significantly to the regional economy. The Regent of Wonosobo, Afif Nurhidayat, emphasized the importance of the growth of the MSME sector which is expected to increase employment and community welfare. For this reason, MSMEs play an important role in the regional and national economy, with a contribution of 61% to GDP and employment absorption of 97%.

In relation to the important role of MSMEs in the regional economy, along with technological developments and changes in consumer behavior, MSMEs are expected to be able to utilize the current technology to market their products more widely. Although digital technology is able to access a wider market, the results in the field show that some business actors still lack understanding in utilizing digital technology for their business, this may be due to age factors, where some business actors are in the age group of 45 and above which is commonly known as the Boomers generation to generation X. This generation is often considered as a generation that is slower to adapt to technological developments compared to the younger generation. Therefore, some business actors in this age group find it difficult and are less active in utilizing current digital technology. As a result, product marketing becomes less efficient, and cannot follow rapidly developing market trends, ultimately making their business products less attractive to consumers. In this context, food delivery services such as Grabfood can help business actors access a wider market and facilitate the marketing of their business products.

The existence of the Grab Food food delivery service is one of the technological advances that has a significant impact. This service is offered as a promotional activity with the aim of informing consumers about a product presented by a particular distributor or producer—in this case, a culinary presenter. The tasks carried out by Grab Food include introducing culinary to consumers and providing advice and information. The Grab Food service can be a very useful alternative choice for culinary business actors, especially Micro, Small, and Medium Enterprises (MSMEs), who have to spend a large budget to establish their own delivery service. This delivery service is available for MSME actors without requiring them to provide their own manpower and fleet. This means that MSME actors can deliver orders without having to employ employees. In fact, they don't need a physical store to offer their business merchandise. With more than 2,000 Grab fleets available for food delivery in Indonesia, the Grab Food service is expanding its market reach. The requirements are easy, just work with Grab to register culinary merchandise sold by MSME actors in the Grab Food feature selection menu.

Many parties benefit from the Grab Food service. With the many orders, this service helps Grab increase the income of MSMEs and reduce unemployment. Meanwhile, this service provides opportunities for MSMEs to boost sales by offering food delivery services. It is not surprising that MSMEs respond well to the Grab Food service. Regarding Grab's function for customers, this service can make it easier for them to order the food they want. Customers can use this service to buy the food they want at a relatively low cost thanks to the Grab Food promotion. Consumers or customers can also save time, energy, and transportation costs because the cost per kilometer is quite low. In Wonosobo Regency, especially in Wonosobo District, the culinary business is growing rapidly among the community. Currently, many MSMEs are using the Grab food service to attract more consumers. However, in implementing this marketing strategy, it is important to consider values that are in accordance with sharia principles, considering that the majority of the community in Wonosobo has a strong cultural and religious background. Sharia marketing is not only about profit, but also about maintaining ethics in business, honesty, transparency, and customer satisfaction. Applications such as Grab can act as a tool that supports culinary MSMEs in Wonosobo to develop, as long as the implementation is in line with sharia principles. This includes providing halal products, fair transactions, and maintaining quality and reasonable prices.

Seeing the statement above, that many business actors face challenges in utilizing digital technology optimally, this condition shows the importance of digital assistance and training for business actors so that they can utilize technology to expand market reach and increase competitiveness. By combining the use of digital technology and sharia marketing principles, culinary MSMEs in Wonosobo District are expected to not only be able to increase sales, but also maintain consumer integrity and trust. This study was conducted to discuss in more depth how the role of the Grab application in increasing sales of culinary MSME products, as well as the ethical implications that arise from the use of this technology in the business world. Therefore, the title of this study is **"The Role of the Grab Application in Increasing Culinary MSME Sales from a Sharia Marketing Perspective in Wonosobo District"**.

2. LITERATURE REVIEW

a. Sale

The essence of Fandy Tjiptono's study (written by Riri Oktarini) on sales is related to three assessments: first, the level of sales target, second, the market that wants to be used as a place for transaction activities or transaction locations, and third, the market that wants to be used as a place for transaction activities or transaction locations.

As a result of these three essences, sales are essentially limited to adding economic value generated from various industrial business activities that provide products for sale to customers. Based on expert opinion, sales clearly show that product marketing is closely related to the quantity of offers given to consumers based on how satisfied they are with the products they use. Furthermore, according to Basu Swastha, sales volume is one of the actions taken by a company to maintain and develop the company and provide the desired benefits or advantages. The science and art of selling involves efforts to persuade people to buy the products or services provided. Basu Swastha also stated that to achieve a goal, entrepreneurs need to pay attention to the product and how it is made, the ability to determine the right price, and the ability to choose the right distributor and advertising media. Therefore, if the company is able to implement these goals with adequate skills, these goals can be achieved as expected. In its implementation, as explained by Swastha and Irawan (1990), sales activities are influenced by several factors such as the condition and ability of the seller, market conditions, capital, the condition of the company's organization and other factors.

b. Marketing

Referring to Philip Kotler (1990), marketing can be interpreted as a social and administrative activity that involves creating and exchanging goods and values to help individuals or groups achieve their goals. Arif Yusuf Hamali (Jakarta: Prenada media group, 2016) claims that although marketing is "the art of selling goods" according to the managerial definition, sales are not the most important aspect of marketing because sales are just the tip of the marketing mountain. Based on Peter Drucker's opinion in the book Marketing (Philip Kotler: 1984) the purpose of marketing is to increase sales and understand and understand customers well so that products or services fit them and sell themselves are the two main goals of marketing. This does not mean that sales and advertising are worthless; on the contrary, it means that both are components of a larger marketing mix, or collection of marketing instruments, which must be used in order to have the greatest possible influence on the market. Based on the view of Kotler & Armstrong (1992), marketing strategy is a fundamental method used by a business to achieve predetermined goals. This strategy involves fundamental choices about target market, product placement in the market, marketing mix, and the amount of marketing expenditure required. Five marketing strategies to increase sales (Asri Tadda: 2013) in running a business there is something more important than creating a product, namely marketing products and services that are carried out reliably. Marketing strategy is the key to the success of selling a product. The following are five marketing strategies in business that can be applied to increase sales of products or services, Recognizing customers, Carrying out promotions, Choosing a strategic location, Using Internet Marketing, and Establishing good relationships with consumers.

1. Marketing Mix

According to Philip Kotler, the marketing mix is a set of variables that can be managed by a company where each variable is used to influence the target market. These variables include product, price, distribution or place and promotion.

Product, Product is a crucial element in the marketing mix variable. In a competitive situation, it is very risky for a company to rely only on products without developing them. Thus, to maintain and increase sales and market share, it is necessary to improve and develop the products produced to improve quality standards. So that it can produce higher utility, satisfaction and attraction. Product strategy in this context is to determine a method to provide products that are more in line with the target market. **Price**, According to Tjiptono (2000), price is a monetary unit or measure that can also refer to other products and services traded to obtain ownership or use rights. Price is also an important aspect of the marketing mix, despite the fact that pricing is a crucial element, many businesses are still struggling with pricing issues that may affect revenue because price can affect sales volume, which in turn affects the Company's revenue and market share. In the book by Samsul Arifin, Koteler states that the objectives of pricing are: Obtaining optimal profit, Expanding market share, Optimizing market potential, Achieving profit, Marketing products. **Distribution or Place**, One of the elements of marketing is distribution, which includes physical distribution and identification of marketing channels. Regarding the components of the Company's operating mix that make goods accessible to target consumers, including as marketing channels or place distribution. These activities include distribution channels, location selection, transportation provision, and reach logistics. Business actors must consider the stages of the channel that will be used according to the goods being marketed when distributing their goods. Products sold to consumers can be distributed through several methods, including one-level channels (product delivery through merchants) and zero-level channels (direct manufacturers to customers). **Promotion**, Promotion is an action taken by the Company to attract customers who not only make one-time purchases but also Return. Promotion is intended to increase awareness, improve consumer perception, attract consumers, develop the proportion of Returning business, grow brand loyalty, increase sales, and introduce new menu items.

2. Marketing Channels

According to Kotler (2007), marketing channels are individuals or organizations that function as intermediaries in the transfer, ownership, and delivery of commodities from producers to consumers. There are

three aspects in marketing channels, including distribution channels, information channels, and communication channels.

Referring to Saladin (2006), distribution channels are interconnected and cooperative business networks to present goods or services for use or consumption. Distribution channels can also be interpreted as a network used by producers to move their products from producers to consumers or business customers (Keegan, 2003). The position of distribution channels in marketing channels is that distribution channels are part of marketing channels that help producers deliver their products to customers. Distribution, promotion, transportation, and other activities are part of marketing channel activities, however, distribution channels do not carry out the same tasks as marketing channels. While the function of distribution channels includes several aspects including: Information, Promotion, Negotiation, Ordering, Financing, Risk Taking, Physical Ownership, and Payment.

Then the information channel, which includes the media or the company's way of conveying product values and features to consumers. This information can be based on facts or product specifications or building brand appearance. In the information channel there is information accuracy, namely timely information and also relevant in improving purchasing decisions. And also as an information medium, for example as print, digital, or electronic media used to reach a wider audience. Integrated Marketing Communication (IMC) theory is a strategic approach in marketing that integrates various marketing communication tools to deliver consistent, clear and attractive messages to targeted consumers.

And finally, Communication channels, include two-way interactions between companies and consumers. The focus of this marketing channel is to build sustainable relationships and strengthen consumer loyalty. Consumer feedback in this communication channel is the collection and analysis of input from customers to improve products or services. Communication media used in channels such as social media, email, chatbots, or online forums are often used to establish personal communication.

3. Sharia Marketing

Sharia Marketing is a commercial strategy field that creates, offers, and transfers value from pioneers to stakeholders while adhering to Islamic contract law and muamalah principles. (Kartajaya, H., & Sula, 2006), Islam permits marketing as one type of muamalah, on condition that the entire transaction process is protected from actions prohibited by sharia law. On the other hand, Kartajaya and Sula stated that sharia marketing is a strategic business discipline that guides the process of generating, providing, and transferring value from pioneers to their stakeholders. This process is fully in accordance with Islamic business principles and muamalah agreements.

There are several principles of sharia marketing that refer to the opinion of Prakkasi (2020), including the principle of tolerance (Ibahah), the principle of justice (al'adl), the principle of free will (al-hurriyah), the principle of accountability, the principle of truth and honesty, the principle of willingness (ar-ridha) and the principle of profit. The principles are explained as follows:

Principle of Tolerance (Ibahah), The dynamics of human demands are taken into account in this principle. As economic actors, society is allowed to trade with others as long as it is in accordance with sharia. *Principle of Justice* (al'adl), The concept that a person obtains his/her needs is affirmed by justice. Thus, every transaction is carried out fairly, openly, honestly, reasonably and not excessively. The *principle of free will* (al-hurriyah), Freedom is a quality and contribution that Islam gives to humans. Based on this principle, marketers can conduct business activities by making contracts and promises. *Principle of responsibility*, According to this principle, business owners must implement appropriate contracts, calculate margins accurately, obtain income fairly, and prevent any transactions involving individual elements.

The *principle of Virtue and honesty*, Determination, Action, habits, development, profit management, business performance, and agreements implemented are components of truth in business. The purpose of marketing is to provide the best, transparent, and enjoyable service. Integrity must be upheld in marketing ideas in order to realize and maintain trust. *Principle of Willingness* (ar-ridha), Islam highly emphasizes voluntary business practices (Ridha). *Principle of Profit*, Trade is always a factor in how the principle of utility is applied in marketing ideas. The business goods marketed must be worthy and halal.

4. Grab Application

Singapore-based startup Grab (previously known as Grab Taxi) offers a transportation application that can be accessed in six Southeast Asian countries including Malaysia, Singapore, Thailand, Vietnam, Indonesia, the Philippines, Myanmar, and Cambodia. Grab provides car, motorcycle taxi and taxi bookings in Indonesia. Grab is currently accessible in several cities in Indonesia. Since 2011, the company has grown rapidly and is now one of the suppliers of online transportation applications. Providing protected services, offering practical facilities for the community to reach, and improving the standard of living of partners, drivers and passengers are part of Grab's goals. In Indonesia, there are several types of Grab services including Grab Taxi, Grab car, Grab bike, Grab express, Grab food, Grab mart, and grab rental. Grab food is one of the types of Grab services that is quite often operated. The Grab food service was initially published in 2016 and is available in the Grab application in the delivery service area. Consumers can observe various variants of food menus from nearby restaurants. Previously, the Grab Food service was only available in nine cities in Indonesia. However, after the acquisition, Grab

Indonesia's President Director Ridzi Kramadibitara said that Grab food is now needed in 26 cities. With more than 30 thousand merchants, Grab food allows customers to order food from nearby restaurants, and Grab drivers will deliver orders to customer locations.

3. RESEARCH METHODS

In this study, the methods applied include qualitative. Qualitative methods as defined by Sugiyono (2017), are research approaches based on postpositivism and are applied for research involving natural objects, not through experiments, the research instrument is the researcher himself, and the results of qualitative research emphasize meaning rather than generalization. The research subjects or respondents are individuals who are considered to have a good grasp of the issues being studied by the researcher and are willing to provide information to the researcher, namely culinary MSME actors in Wonosobo sub-district, with the criteria that the business has been registered in the Grab application. Determination of respondents in this study used the Snowball Sampling Technique.

In determining the sample, initially one or two MSME actors were determined, but because one or two MSME actors were not considered perfect regarding the data provided, the researcher looked for other MSME actors who were considered to have more mastery and could perfect the data provided from the two previous MSME actors. And so on until the number of samples increases. Researchers use the Snowball Sampling Technique because in some conditions, the number of samples that have been previously determined is not enough to obtain detailed information, or in other conditions do not provide access to the source, location or subject to be studied. In this study, the number of respondents obtained consisted of 6 individuals, where the 6 individuals were culinary MSME actors who had joined the Grab application.

The data sources applied in this study are primary data and secondary data. Primary data is data obtained directly from respondents expected by researchers. Primary data used in this study were obtained through direct observation and interviews with MSME actors in Wonosobo sub-district by observing the business activities carried out and providing several questions related to the research theme. While secondary data is data obtained indirectly from the object being studied, including from books, journals and previous researchers that are relevant to the research theme. After the data is collected, the data is processed qualitatively as a research method that obtains descriptive data in the form of written words, namely by using the method of collecting data, editing data, and coding data.

4. RESULTS AND DISCUSSIONS

This research was conducted in Wonosobo sub-district, Wonosobo regency. Based on the results of interviews with informants from UMKM actors in Wonosobo sub-district who have joined the Grab application, aiming to find out the role of the Grab application in increasing sales of the businesses they are running, there were 6 informants that researchers successfully interviewed as shown in the following **Tabel 1**.

Tabel 1. List of Culinary Businesses, Sales Prices and Length of Joining With Grab Food

No.	Business Name	Best Seller Menu	Local Price (Rp)	Price Grab (Rp)	Business age	Joined long time ago	Store Rating
1.	Warung Makan Taman Sari	Sop Buntut	50.000	60.000	36 tahun	4 Tahun	* 4.8
2.	Warung nasi pecel longkrang	Nasi pecel	10.000	12.500	6 bulan	6 bulan	*4.9
3.	Mizan Pukis	Pukis coklat	10.000	14.900	5 tahun	3 tahun	*4.6
4.	Kue Balok lumer	Kue balok original	15.000	18.000	7 tahun	5 tahun	*4.4
5.	Es Dawet Duren BRI	Es Dawet + Durian	6.000	9.000	27 tahun	1 tahun	-
6.	Dum Thai Tea	Green Tea + Original thaitea	10.000	12.500	7 tahun	5 tahun	*4.7

Tabel 1 shows 6 entrepreneurs who were successfully interviewed regarding culinary businesses in Wonosobo sub-district. To understand how the Grab application plays a role in increasing sales of culinary MSME products, the following interview results can be seen:

- a. Mr. Tomi Herisantoso is the owner of the Taman Sari food stall, a stall that sells various types of heavy meals and the main menu at this stall is oxtail soup, because from the beginning the basic of this business was oxtail soup, but over time the menu at this restaurant has become more varied. This business has been established since 1988 and joined the Grab Food application in 2020, the business owner revealed that: "By using the

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Grab application in our business, it can make it easier to reach new consumers who previously did not know about our shop, through the homepage feature displayed on Grab, it makes it easier for potential consumers to find this shop, which of course helps increase sales of our products. Our sales have increased by 30% after joining Grab, although not significant, this still has a positive effect on increasing income in our business. Our income also experiences ups and downs, because the target market in our offline store is the Pemda (Local Government) people because the location of our shop is strategically located around the Pemda office, so on weekends or holidays we actually experience a decline. The system implemented by Grab also makes it easier for us regarding marketing, ordering to delivery, so we focus more on the production process such as maintaining food quality. To attract consumers, Grab also applies attractive promos such as discounts, Cashback and others. Regarding obstacles after joining Grab, so far we have not felt any obstacles."

- b. Longkrang Pecel Rice Stall (in front of Adina) managed by Mrs. Santi and her child. This business was established 6 months ago and has been with Grab since the beginning of the business until now. This business not only sells pecel rice menu, but there are various other menus available. The most popular menu is Pecel Rice itself. This business is carried out by relying on a cart across the street in front of Adina Hospital as a sales stall. The results of the researcher's interview with Mrs. Santi as the owner of the Pecel Rice Stall representing her child who also manages Mrs. Santi's business, he said that: *"Our business joined the Grab Food application service at the same time as we first opened our business, by joining the Grab Food application service, it helped us as a means of promotion and reaching more consumers. However, the results so far are that our consumers order more through offline purchases. Most of our consumers are actually offline compared to consumers on Grab. The average direct sales turnover at the location is around IDR 400,000/day and through the Grab Food application service around IDR 80,000/day. Although the number of sales in Grab is not too high compared to offline sales, apart from that, Grab also has an equally important role because we are able to promote our business products without spending more operational costs. If asked if there are any obstacles that are felt after joining the Grab application, we don't think there have been any obstacles so far."*
- c. Pukis Mizan Culinary Business is a business that was established in 2019 and is managed by Mr. Mizan. This business has 2 branches, the first branch is located on Jalan Dieng RT 999/ RW 999 (near Bank Jateng Kas Garung), and the second branch is on Jalan Pemuda (in front of the Longkrang tire vulcanization). This business has joined the priority restaurant on Grabfood. The best-selling menus in this business are Original Pukis, Chocolate, Pandan, and Red Velvet Topping Mix. The target market for this business is the general public from children to adults. Pukis Mizan has joined the Grab Food application since 2021. In his statement, he stated that: *"I feel helped by joining the Grab Food service application, besides helping to increase business sales, it also helps promote products and makes it easier for consumers to buy my products. Moreover, in today's era, especially Gen Z, most may be lazy to go out, or the place is far away so that the cost is more and lazy to queue, of course ordering through this Grabfood service really helps consumers and is also able to increase my business sales. My business has increased after joining Grab, before joining Grab, the average sales were around 15,000,000/month and after joining the Grab application, it has increased to 1,000,000 to 2,000,000/month. My business is also easy to find consumers who were previously unknown to many people through the Grab application service feature to display and convey information related to my business products transparently to consumers, so it is easier for consumers to access. For the promo feature implemented by Grab, I think there are advantages and disadvantages for my business, yes, one of the advantages is that it increases sales because there are promos that can attract consumer interest in buying, while the disadvantage is that my business gets less profit than without a promo, because it is divided Fifty-Fifty between Grab and the business actor."*
- d. Mrs. Oshi as the owner of Kue Balok Lumer business who has been running her business for about 7 years and has joined the Grabfood application in 2020. The mainstay menu in this business is the original block cake, not only that, Here also offers other menus such as chocolate block cake, Tiramisu, egg waffle and others. From the interview results, the business actor stated that: *"Since joining the Grabfood service, thank God my product sales have increased by around 30-50%. Grab also helps me reach more consumers without having to spend additional budget to promote my business products. In addition, Grab's delivery service helps me reduce the need for manpower for order delivery, so that operational costs become more efficient. As for the obstacles that are felt, there may not be any, but sometimes I forget to open or close the operational hours on the application."*
- e. The Es Dawet Durian BRI business is managed by Mr. Sarno and his wife, with the main menu being es dawet combined with durian. This business has been established since 1996 and started joining the Grab application in 2022. This business actor is 45 years old and above, so there are limitations in the use of digital marketing. This has an impact on the less than optimal use of features in the Grab application, such as discount promotions, the use of attractive product photos, or effective product descriptions. This business is run by utilizing a cart as the main sales stall. Based on the interview results, the experience of this business actor in

using the Grab application may be different from other business actors. As conveyed by the business actor: *"After joining the Grab application, we felt that our sales did not show an increase, which means that sales remained the same as before using the application, so there was no real change in achieving daily turnover. However, we feel helped by Grab, because as a small business actor who still relies on a cart as a place of business, we do not need to have a large production place like a restaurant. Grab provides a digital platform that allows us to sell products with only a small production place, so that my business can still be connected to consumers widely."*

- f. And the last informant is Mrs. Alisya Dewi, Mrs. Alisya Dewi is the owner of the Dum Thai Tea business which was founded in 2017 and started joining Grab in 2020. This business has 2 employees and focuses on selling various types of drinks, with its mainstay menu being Green Tea, Original Thai Tea and others. Based on the interview, the business owner said that: *"Previously, after we joined Grab at the beginning, sales had increased quite significantly, even reaching around 50%. However, since we moved locations in the past year, sales have actually decreased, both offline and through Grab. We hope that in the future sales can increase again like before. For obstacles after joining Grab, there is one problem that we often experience, namely delays in the system. Sometimes orders from customers have been received by the driver, but in our application as business owners, the order has not appeared. As a result, the driver has come to the outlet, but we have not received an order notification."*

Based on the interview results, most MSMEs experienced an increase in sales after joining the Grab application, although the level of increase varied. Business actors feel helped because Grab services make their operations easier through online ordering and delivery services. In addition, free product promotion support makes MSMEs more focused on production and reduces operational costs. However, there are several business actors who have not experienced an increase in sales, mainly due to the less than optimal use of digital features such as promotions, product photos, and less attractive descriptions. Seeing the condition where there are still business actors who have not actively utilized digital technology in their business, mentoring and training efforts related to digital technology are needed. This step is important so that business actors can optimize the use of digital platforms to expand market access and increase competitiveness amidst increasingly tight competition.

This shows that even though Grab provides many benefits, the success of MSMEs is still greatly influenced by internal factors such as pricing strategy, product quality, and service. Therefore, the presence of Grab not only helps MSMEs improve operational efficiency, but also expands market reach, strengthens communication with customers, and delivers relevant product information. Thus, the Grab application plays an important role in three main aspects: distribution channels, information, and communication.

1. Distribution Channels, GrabFood application helps culinary MSMEs distribute their products without the need for large physical stores or their own delivery fleet. For example, the owner of Warung Makan Taman Sari recorded an increase in sales of up to 30% after joining GrabFood. Through the delivery feature by Grab drivers, business actors can focus on production and reduce operational costs, such as the need to recruit additional employees.
2. Information Channel, Grab makes it easier for MSMEs to convey product information digitally to consumers, including prices, menus, and customer reviews, which increases transparency and consumer trust. For example, MSMEs such as Pukis Mizan use the review feature to get customer feedback that helps improve product and service quality. However, obstacles such as those experienced by Es Dawet Durian entrepreneurs show that a lack of understanding of technology can hinder the optimal use of Grab features for marketing their products.
3. Communication Channels, Grab Application also supports two-way interaction between MSMEs and consumers through a review system and promotion features. MSMEs feel helped by promotions such as discounts and cashback that increase customer loyalty. In addition, the review system allows consumers to provide direct feedback, which MSMEs can use to improve service quality. However, some business actors face technical obstacles, such as delays in order notifications, which can affect customer satisfaction.

In addition to supporting operations and finances, the Grab application is also in line with the principles of sharia marketing. In sharia marketing, the Grab application shows several important values such as: Transparency, Related to information about products, prices, and consumer reviews are displayed clearly, this helps maintain trust between business actors and consumers. Efficiency, this application helps business actors work more effectively by saving time and costs. Fairness, the profit sharing system implemented by Grab through a commission of 20% to 30% creates mutually beneficial cooperation between Grab and business actors. With this role, the Grab application is a strategic solution to help MSMEs grow amidst market competition, while reflecting ethical and inclusive values.

5. CONCLUSIONS

Based on the results of the research that has been conducted on the role of the Grab Food application service in increasing sales of culinary MSMEs in Wonosobo District from a sharia marketing perspective, it can be

concluded that most of the informants who have been successfully interviewed experienced an increase in sales after using this application service, although the increase in sales varied. Here the Grab Application has a significant role for MSMEs in Wonosobo District in 3 aspects, including: (a) Distribution Channels, Facilitating market access without requiring large physical infrastructure. (b) Information channels, Providing a transparent platform for product promotion and information, although it requires better digital literacy. (c) Communication Channels, Improving customer relations through promotions and reviews, although some technical constraints still need to be fixed.

However, the success of utilizing this application is also influenced by several internal factors, such as pricing strategy, product quality, utilization of application features, and the ability of business actors to actively market their products. From a sharia marketing perspective, the Grab application has met sharia principles including, Transparency in product information and prices displayed in the application, Fairness in the profit sharing system between Grab and business actors, Efficiency in operations, and Inclusivity that provides equal opportunities for all MSME actors.

Overall, the Grab application helps MSMEs improve operational efficiency, expand market access, and increase sales. By integrating digital technology and sharia marketing principles, Grab is not only a tool to support MSME business growth, but also ensures that the platform runs ethically, inclusively, and provides sustainable economic benefits to the community.

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