

ABSTRAK

Penelitian ini bertujuan untuk mengetahui proses implementasi aplikasi Ginee dalam mensinkronisasi stok Shopee dan TikTok Shop, kinerjanya dalam mendukung efisiensi operasional, faktor penghambat yang dihadapi, serta strategi Hap-Hap Sports dalam mengatasinya. Penelitian menggunakan pendekatan kualitatif deskriptif dengan desain studi kasus tunggal. Data dikumpulkan melalui wawancara mendalam dengan pemilik dan staf operasional sebagai informan utama, serta konsumen, akademisi, dan pelaku usaha sejenis sebagai informan pendukung, ditambah observasi dan dokumentasi. Analisis data menggunakan model Miles, Huberman, dan Saldaña dengan bantuan NVivo, dilengkapi analisis SWOT-TOWS, dan keabsahan data diuji melalui triangulasi sumber dan teknik. Hasil penelitian menunjukkan bahwa: (1) implementasi Ginee diawali dengan penyeragaman struktur SKU dan integrasi akun melalui API secara bertahap, dan Ginee dipilih karena biayanya terjangkau serta mampu mengelola variasi SKU yang kompleks; (2) Ginee meningkatkan akurasi stok, menekan risiko *overselling*, menghemat waktu dan biaya operasional, serta memungkinkan pengelolaan beberapa toko secara terpusat menggantikan pencatatan manual; (3) faktor penghambat meliputi kendala teknis, non-teknis, dan eksternal berupa perubahan kebijakan *marketplace*; (4) strategi yang diterapkan meliputi penetapan sistem internal sebagai *source of truth*, *stock opname* fisik, pengawasan berbasis POLC, input manual darurat, dan koordinasi dengan tim dukungan Ginee. Dengan demikian, Ginee layak dimanfaatkan oleh UMKM perlengkapan olahraga dengan SOP validasi stok yang konsisten.

Kata Kunci: Aplikasi Ginee, Sinkronisasi Stok, Efisiensi Operasional, UMKM, Shopee, TikTok Shop.

ABSTRACT

This study aims to examine the implementation process of the Ginee application in synchronizing stock across Shopee and TikTok Shop, its performance in supporting operational efficiency, the inhibiting factors encountered, and the strategies adopted by Hap-Hap Sports to overcome them. The research employed a descriptive qualitative approach with a single case study design. Data were collected through in-depth interviews with the owner and operational staff as primary informants, and with consumers, an academic, and a similar business operator as supporting informants, complemented by observation and documentation. The data were analyzed using the Miles, Huberman, and Saldaña model with the assistance of NVivo, supplemented by a SWOT-TOWS analysis, and data validity was tested through source and technique triangulation. The results show that: (1) the implementation began with standardizing the SKU structure and gradually integrating accounts via the API, and Ginee was chosen for its affordable cost and its ability to handle complex SKU variations; (2) Ginee improves stock accuracy, minimizes the risk of overselling, saves time and operational costs, and enables centralized management of several stores, replacing manual recording; (3) the inhibiting factors include technical, non-technical, and external constraints in the form of marketplace policy changes; (4) the strategies implemented include establishing the internal system as the source of truth, physical stock opname, supervision based on the POLC functions, emergency manual input, and coordination with Ginee's technical support team. Therefore, Ginee is suitable for use by sporting goods MSMEs, provided that consistent stock validation SOPs are applied.

Keywords: *Ginee Application, Stock Synchronization, Operational Efficiency, MSMEs, Shopee, TikTok Shop.*