

Inovasi Digital dalam Ritel Kelontong Tradisional Indonesia: Studi Kasus Sampoerna Retail Community (SRC) = Digital Innovation in Indonesian Traditional Grocery Retail: The Case of Sampoerna Retail Community (SRC)

Deninta Prasetya Juhara, author

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Abstrak

This case study examines the impact of digital innovation in Indonesian traditional grocery retail through the lens of the Sampoerna Retail Community (SRC). Using three theoretical frameworks—Value Co-Creation, Data and Value, and Scaling Digital Enterprises—the analysis highlights how SRC has enabled traditional MSMEs to embrace digital tools, modernize operations, and drive sustainable growth. Insights reveal how SRC's strategic ecosystem design, data-driven approaches, and scaling techniques contribute to both social empowerment and economic development. This study aims to comprehensively SRC's transformative role in Indonesia's retail sector.

.....Studi kasus ini meneliti dampak inovasi digital dalam ritel toko kelontong tradisional di Indonesia melalui perspektif Sampoerna Retail Community (SRC). Dengan menggunakan tiga kerangkateori—Value Co-Creation, Data and Value, dan Scaling Digital Enterprises—analisis ini menyoroti bagaimana SRC membantuUMKM tradisional mengadopsi alat digital, memodernisasioperasional, dan mendorong pertumbuhan berkelanjutan. Temuan mengungkapkan bagaimana desain ekosistem strategisSRC, pendekatan berbasis data, dan teknik skala berkontribusipada pemberdayaan sosial dan pengembangan ekonomi. Studiini bertujuan untuk menguraikan secara komprehensif perantransformasional SRC dalam sektor ritel Indonesia.