REVIEW JURNAL

Title	Implementasi Machine Learning pada Aplikasi Penjualan Produk Digital (Studi Pada Grabkios)
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Abstract	The abstract of the journal titled *"Implementasi Machine Learning Pada Aplikasi Penjualan Produk Digital (Studi Pada Grabkios)"* elucidates a qualitative study on a product through the utilization of interview techniques and documentation, showcasing that the implementation of the GrabKios application boasts a machine learning system that is notably proficient, comprehensive, secure, and precise.
Introduction	The introduction in this journal explains the positive impact of unstoppable information system technology on various fields such as industry, agriculture, livestock, arts, and the economy. Surveys have shown that according to the Association of Internet Service Providers in Indonesia (APJII), out of a total population of 264.14 million in Indonesia, approximately 171.17 million individuals were already connected to the internet by 2019. This represents a significant portion of the population, about 64%. Additionally, there are about 59.2 million micro, small, and medium-sized enterprises (MSMEs) in Indonesia. Convenience stores, as one part of MSMEs, have gone online with the help of digital product sales applications. Based on the background information provided above, the researchers are interested in conducting a study that focuses on the implementation of machine learning in digital product sales applications. This research aims to understand how machine learning is implemented in digital product sales applications.
Research Method	The research method described in this journal is qualitative-phenomenological, involving interviews with informants, namely, shop/store owners who use the GrabKios application. Meanwhile, secondary data used in the study consists of journals, reports, and news, obtained through documentation techniques.
Results	The results of this journal research indicate that the GrabKios application, published by Kudo Digital Solutions since March 1, 2016, on Google Playstore, offers various features. These features include purchasing store inventory through the application, sending money, digital financial services, registering Grab drivers, paying BPJS contributions, gold savings services, phone protection, and package

	delivery. GrabKios stores can range from convenience stores, mobile phone credit stores, eateries, electronics shops, to payment counters (kios.grab.com). Furthermore, the data presented by the researchers is derived from a study on the implementation of machine learning in digital product sales applications. The data is classified based on the PIECES components, which include Performance, Information, Economy, Control, Efficiency, and Service. 1. Performance: All informants found that the GrabKios application processes transactions quickly and accurately. The application also facilitates online user data verification. 2. Information: According to all informants, information regarding announcements, features, transaction details, and transaction reports is well presented. Users can find transaction history in the "transaction record" section of the application. 3. Economy: In the GrabKios application, users can clearly see the purchase price and specifications of a product, enabling them to determine the final selling price to buyers. Users are not charged any specific fees for using the GrabKios application, allowing for pure sales profits. 4. Control: The GrabKios application employs common information system security technology, namely cryptography, for user data security. 5. Efficiency: Informant 1 mentioned that integrating electronic payments with the GrabKios application greatly facilitates users when paying for products within the application. The electronic payment referred to here is Grab's official digital wallet in Indonesia, OVO. 6. Service: According to them, the GrabKios application is quite helpful in supporting their businesses. Additionally, the application is easy to use and understand for users. The services provided, both within and outside the application, are considered satisfactory.
Conclusion	Based on the results of the research using the PIECES method, it can be concluded that the performance of the GrabKios application is commendable. Transactions are executed smoothly, and the information provided by the GrabKios application is quite comprehensive, including transaction details, transaction history, announcements, and features. The implementation of machine learning in the form of recommendation systems also operates smoothly. The economy of the informants is significantly aided by the GrabKios application. The security control of the GrabKios application has not received any complaints from users. Efficiency in the GrabKios application in this

	study is measured by the speed and accuracy in processing transactions. The services and the quality of the application system provided by GrabKios are quite good.
Strength	1. The author presents the information in a well-organized manner, making it easy to understand. 2. The analysis method is appropriate and effectively conveyed. 3. The explanations are easy to comprehend. 4. The conclusions are explained comprehensively.
Weakness	1. The selection of informants by the author lacks diversity for sampling. 2. There should be more extensive explanations about machine learning.

REFERENCE

[1] A. S. Diantika, "Implementasi Machine Learning pada Aplikasi Penjualan Produk Digital (Studi pada GrabKios)," Jurusan Akuntansi, Fakultas Ekonomi dan Bisnis, Universitas Brawijaya, Malang, Indonesia, 2023