

OkeSayur, Groceries Shopping Apps by UGM Students to Empower Sellers from Traditional Market

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Now you don't need to go to the market to buy groceries but you can also do grocery shopping online. You can do that through OkeSayur applications developed by students of Universitas Gadjah Mada.

Co-founder of OkeSayur, Nindi Kusuma Ningrum, said the idea to develop the apps stemmed from the concerns over weakening presence of traditional markets due to modern lifestyle. Shopping has shifted to modern markets. So, this app is designed to sustain the traditional market.

"OkeSayur is made not only for helping people in getting them vegetables and groceries, but also sustaining traditional markets," she told reporters at UGM on Friday (8/3).

Nindi said the vegetables and other groceries were obtained from traditional markets in Yogyakarta and Klaten. Presently, they team up with 10 vegetable sellers in Kranggan and Klaten markets. They offer 150 products of vegetables, fruit, seafood, meat, spices, and organic products.

“There are 64 vegetables, 39 types of fruit, 40 seafoods, 20 side-dishes, and organic products,” said the Information Technology student.

The app made in 2017 formerly only covered consumers in Klaten, Central Java, but now they have covered also Yogyakarta, Sleman, Bantul, and Kulon Progo areas.

Consumers can download the app on Playstore or head over to okesayur.com and WhatsApp. They will get the groceries from the traditional market and deliver them to the consumers. Buyers can pay by bank transfer or cash on delivery.

“The last order can be made until 8 a.m. for delivery of the same date. Order placed after this will be served the next day,” she said.

The app was developed by Nindi and Fadlan Hawali, Alvin Novandi, Silvia, Muhammad Fuad Husein from Information Technology and Electrical Engineering Department and Donatus Yoga (Vocational School), and Losyiana Luh Jingga (Social and Political Sciences Faculty). This app brought them the first award title in information technology business development during the Gemnastik 2018 national competition.

Nindi said they wanted to expand their coverage not just for Yogyakarta and Klaten, but also traditional markets in outskirts areas.

“Hence, OkeSayur would not only benefit the sellers in traditional markets but also farmers that want to sell their products directly to customers without a middleman,” she said.

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