

ABSTRACT

The service known as "Jasa Titip" (Jastip), or delivery-by-request, has become increasingly popular among Indonesian communities, particularly within student circles, as an alternative means to meet daily needs such as food, stationery, and other essentials. However, students often face challenges such as limited time, long travel distances, and high courier fees, all of which pose significant barriers amid their busy academic routines. At the same time, many students are seeking part-time job opportunities that do not interfere with their studies, while Micro, Small, and Medium Enterprises (MSMEs) located near campuses struggle to compete in the broader digital marketplace. In response to these issues, this study aims to propose an innovative solution in the form of a delivery-request service application called Nitip-U, specifically designed for university students in Bandung. The application not only facilitates affordable access to essential goods but also offers students flexible part-time job opportunities as couriers, thereby increasing MSMEs' market reach through a digital ordering system. This study adopts a mixed-methods approach, utilizing data collection techniques such as questionnaires, interviews, and literature review, which are analyzed using SWOT analysis, matrix evaluation, and non-probability sampling methods. The findings of this research are expected to foster a symbiotic digital ecosystem among student users, student couriers, and local MSMEs, while contributing meaningfully to the promotion of sustainable development goals particularly SDG 1 and strengthening the local economic landscape surrounding university campuses in Bandung.

Keywords: *Service applications, Students, Bandung.*