

GasOrder.id

Panduan Seller — Dari Buka Toko Sampai Tarik Dana

Seller Guide — From Store Setup to Withdrawal

Versi 2.0 (Oktober 2026) — Bilingual EN/ID

1. Apa itu GasOrder.id / What GasOrder.id Is

GasOrder.id is a COD (cash-on-delivery) order-form platform for Indonesian sellers. You create a product landing page in under a minute, share it on Instagram, TikTok, or WhatsApp, and buyers order through a simple form. WhatsApp messages fire automatically, orders land in your dashboard, and every landing page is its own standalone page — your logo, your colors, your theme.

GasOrder.id adalah platform form order COD (bayar di tempat) untuk seller Indonesia. Kamu membuat landing page produk dalam waktu kurang dari satu menit, membagikannya di Instagram, TikTok, atau WhatsApp, dan pembeli memesan lewat formulir sederhana. Pesan WhatsApp terkirim otomatis, order masuk ke dashboard, dan setiap landing page berdiri sendiri — logo kamu, warna kamu, tema kamu.

1.1 Alur Utama / The Core Loop

#	Step / Langkah	What happens / Yang terjadi
1	Buka toko (30 detik)	Nama toko + nomor WA + logo (opsional) → link dashboard rahasia
2	Tambah produk	Nama, harga, tipe, tema LP → link jualan langsung jadi
3	Share link	Bio IG/TikTok, WA Status, atau iklan ber-UTM
4	Pembeli order	Isi form + verifikasi kode WA (anti order palsu)
5	Sistem bekerja	Stok berkurang, WA otomatis, order masuk dashboard
6	Proses & cairkan	Konfirmasi → kirim COD → tandai lunas → tarik dana ke bank

Tabel 1. Dari buka toko sampai dana cair. / Table 1. From store setup to payout.

2. Panduan Seller / Seller Guide

2.1 Buka Toko / Create Your Store

- Open `/seller/new`, enter store name and WhatsApp number. Optionally upload your store logo — it appears on your dashboard, your public store page, and every landing page.
- Buka `/seller/new`, isi nama toko dan nomor WhatsApp. Opsional: upload logo toko — tampil di dashboard, halaman toko publik, dan setiap landing page.
- You receive a secret dashboard link (`/seller?k=...`). That link IS your login — save it like a password. If it leaks, press “Ganti Link Dashboard” in Pengaturan and the old link dies instantly.
- Kamu dapat link dashboard rahasia (`/seller?k=...`). Link itu ADALAH login — simpan seperti password. Kalau bocor, tekan “Ganti Link Dashboard” di Pengaturan dan link lama langsung mati.
- New stores see a Setup Toko checklist (create product → share link → first order). It disappears automatically once you are up and running.
- Toko baru melihat checklist Setup Toko (buat produk → share link → order pertama). Checklist hilang otomatis setelah toko aktif.

2.2 Dashboard — 9 Tab / The 9 Dashboard Tabs

Tab	Fungsi / What it does
Order	Semua order: filter status, tipe (fisik/digital/langganan), lunas/belum, tanggal, urutan; tandai lunas, isi resi, chat pembeli
COD	Kiriman COD per kurir (J&T;, JNE, dll.): buat kiriman, update status, tandai “COD cair”
Produk	Inventaris: harga, stok, aktif/nonaktif, tema & warna LP, terjual & omzet per produk
Analytics	Omzet kotor/bersih, order, AOV, produk terlaris, harian — rentang 7/30/90 hari atau kuartal
Pembayaran	Rekening pencairan (BCA/BNI/...), saldo, tarik dana, riwayat penarikan
Pelanggan	Mini-CRM: daftar pembeli per nomor HP, total belanja, tombol blokir COD
AI Studio	Generate headline & deskripsi landing page dengan AI, apply sekali klik
Pengaturan	Nama toko, logo, nomor WA, Meta Pixel/CAPI, area COD (kode pos)
Lanjutan	Bot WhatsApp (sambutan + aturan balasan), daftar blokir COD, tutorial & integrasi

Tabel 2. Semua fitur dashboard. / Table 2. Every dashboard feature.

Nearly every button saves silently in the background — no page reload, your scroll position stays put, and a green “Tersimpan” confirms it. This matters on slow connections.

Hampir semua tombol menyimpan diam-diam di belakang — tanpa reload halaman, posisi scroll tetap, dan “Tersimpan” hijau muncul sebagai konfirmasi. Penting saat koneksi lambat.

2.3 Tambah Produk / Add a Product

- Product types — Fisik: COD / kirim paket, with stock. Digital: access content (link/kode) is sent to the buyer's email/WA after payment is confirmed. Langganan (subscription): recurring billing — use “Perpanjang langganan” on the order to bill the next period.
- Tipe produk — Fisik: COD / kirim paket, ada stok. Digital: konten akses (link/kode) dikirim ke email/WA pembeli setelah pembayaran dikonfirmasi. Langganan: tagihan berulang — pakai tombol “Perpanjang langganan” di order untuk tagih periode berikutnya.
- Landing-page themes: Classic (clean), Dark (premium), Minimal (white), Bold (flash sale) — plus a custom accent color for buttons and price. Change any time from the Produk tab.
- Tema landing page: Classic (bersih), Dark (premium), Minimal (putih), Bold (flash sale) — plus warna aksen kustom untuk tombol dan harga. Bisa diganti kapan pun dari tab Produk.
- “Bikin Caption Otomatis (AI)” writes an Instagram caption; AI Studio writes your whole LP headline + description.

- “Bikin Caption Otomatis (AI)” menulis caption Instagram; AI Studio menulis headline + deskripsi LP sekaligus.

2.4 Proses Order / Handle Orders

Use the filter bar to slice orders by status, type, payment, date range, or search name/HP/resi. Each order row expands to: payment marking, courier + AWB entry (buyer sees it on their tracking page), WhatsApp chat, status dropdown, and Blokir COD.

Pakai filter untuk memilah order per status, tipe, pembayaran, rentang tanggal, atau cari nama/HP/resi. Tiap order bisa dibuka untuk: tandai lunas, isi kurir + resi (pembeli melihatnya di halaman lacak), chat WhatsApp, ubah status, dan Blokir COD.

2.5 COD & Kurir / COD Shipments

Confirming an order offers courier selection (J&T;, JNE, SAP, Ninja, ID Express, SiCepat, and more) and AWB input. The COD tab tracks per-shipment cash: when a package is delivered, press “COD cair” to reconcile. Courier APIs can push status updates via POST /api/webhooks/courier.

Mengonfirmasi order membuka pilihan kurir (J&T;, JNE, SAP, Ninja, ID Express, SiCepat, dll.) dan input resi. Tab COD melacak uang per kiriman: saat paket terkirim, tekan “COD cair” untuk rekonsiliasi. API kurir bisa mengirim update status via POST /api/webhooks/courier.

2.6 Tarik Dana / Withdraw Your Money

- In Pembayaran, save your bank account (BCA, BNI, BRI, Mandiri, e-wallet DANA/OVO/GoPay/ShopeePay, ...).
- Di tab Pembayaran, simpan rekening bank (BCA, BNI, BRI, Mandiri, e-wallet DANA/OVO/GoPay/ShopeePay, ...).
- Saldo bisa ditarik = semua order bertanda lunas, dikurangi penarikan yang sedang diproses. Minimum Rp10.000 per penarikan.
- Saldo bisa ditarik = semua order bertanda lunas, dikurangi penarikan yang sedang diproses. Minimal Rp10.000 per penarikan.
- Withdrawals are processed by transfer within 24 hours and marked Terbayar in your history. Automatic disbursement via payment gateway is on the roadmap.
- Penarikan diproses via transfer maksimal 24 jam dan ditandai Terbayar di riwayat. Pencairan otomatis via payment gateway ada di roadmap.

2.7 Tracking Iklan / Ad Attribution

Connect your OWN Meta Pixel in Pengaturan (Pixel ID + CAPI token, free from business.facebook.com → Events Manager). Your LP fires your Pixel: PageView from the browser, Purchase from our server with the same event ID — Meta deduplicates and credits the exact campaign/ad set/ad. Add UTM parameters (?utm_source=...) to shared links to segment sales per influencer or reseller in Ads Manager.

Hubungkan Meta Pixel MILIKMU di Pengaturan (Pixel ID + token CAPI, gratis dari business.facebook.com → Events Manager). LP-mu memicu Pixel-mu: PageView dari browser, Purchase dari server kami dengan event ID yang sama — Meta mendeduplikasi dan mengaitkan ke campaign/ad set/ad yang tepat. Tambahkan parameter UTM (?utm_source=...) di link yang dibagikan untuk memilah penjualan per influencer atau reseller di Ads Manager.

3. Alur Pembeli / Buyer Flow

- Opens your LP: your logo, your theme, photo, headline, price, live stock.
- Pembeli membuka LP-mu: logo kamu, tema kamu, foto, headline, harga, stok real-time.
- Picks a variant, enters name, WhatsApp number, and address (with kode pos for COD area checks).
- Pilih varian, isi nama, nomor WhatsApp, dan alamat (dengan kode pos untuk cek area COD).
- Taps “Kirim Kode” — a 6-digit WhatsApp code unlocks the order button (fake numbers cannot order).
- Tekan “Kirim Kode” — kode 6 digit dari WhatsApp membuka tombol order (nomor palsu tidak bisa order).
- Pays COD on delivery; tracks status on /track/[orderId] without messaging you.
- Bayar COD saat paket tiba; lacak status di /track/[orderId] tanpa perlu chat kamu.
- Digital/subscription buyers: access content opens on the tracking page once you confirm payment.
- Pembeli digital/langganan: konten akses terbuka di halaman lacak setelah kamu konfirmasi pembayaran.

4. Keamanan / Security & Anti-Fraud

Measure / Lapisan	What it blocks / Yang dicegah
OTP WhatsApp wajib (1 verifikasi = 1 order)	Order palsu dari nomor sembarangan
Rate limit per IP (10 order/10 mnt)	Spam order & brute force massal
Blokir COD per nomor HP	Pembeli yang pernah tolak/retur paket COD
Area COD by kode pos (geofence)	Pengiriman COD ke luar jangkauan kurir
Kode kedaluwarsa 5 mnt, maks 5 percobaan	Brute force kode OTP
Link dashboard rahasia + rotasi sekali klik	Peretasan toko lewat link bocor
Cek kepemilikan di semua API	Seller A tidak bisa lihat/ubah data Seller B

Tabel 3. Lapisan perlindungan COD. / Table 3. COD protection layers.

5. Paket & Biaya / Plans & Pricing

Paket	Harga/bln	Produk	Order/bln	Fitur khusus
Free	Rp0	3	50	Semua fitur dasar COD
Starter	Rp99.000	10	500	+ Produk digital & langganan
Growth	Rp199.000	50	5.000	+ AI caption

Pro	Rp399.000	Tanpa batas	Tanpa batas	+ Prioritas support
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Plus a platform transaction fee of 2% + Rp2.000 per order. Plans are activated by the operator after bank-transfer payment — contact GasOrder admin with your store name.

Plus biaya transaksi platform 2% + Rp2.000 per order. Paket diaktifkan operator setelah pembayaran via transfer bank — hubungi admin GasOrder dengan nama tokomu.

6. Teknis, Integrasi & Roadmap / Technical & Roadmap

Stack: Next.js on Vercel, Turso (libSQL) database, Fonnte for WhatsApp, Meta Pixel + Conversions API, OpenRouter for AI. Landing pages are standalone: own title, share preview (OpenGraph), theme and footer per product. Seller tools: `/seller?k=...`, public store page `/s/[key]`, buyer tracking `/track/[orderId]`.

Stack: Next.js di Vercel, database Turso (libSQL), Fonnte untuk WhatsApp, Meta Pixel + Conversions API, OpenRouter untuk AI. Landing page berdiri sendiri: judul sendiri, preview share (OpenGraph), tema dan footer per produk. Tools seller: `/seller?k=...`, halaman toko publik `/s/[key]`, lacak pembeli `/track/[orderId]`.

6.1 Sedang Berjalan / Now Live

- Dashboard v2 (9 tabs, silent saves), onboarding checklist, COD shipment lifecycle, payments tracking, digital + subscription products, withdrawals, LP themes, blacklist + geofence, AI Studio, mini-CRM.
- Dashboard v2 (9 tab, simpan silent), checklist onboarding, siklus kiriman COD, pelacakan pembayaran, produk digital + langganan, penarikan dana, tema LP, blokir + geofence, AI Studio, mini-CRM.

6.2 Roadmap / Coming Next

Prioritas	Item
1	Fonnte token → WhatsApp messages go fully live + WA bot auto-replies (config ready in Lanjutan)
2	gasorder.id DNS → custom domain
3	OpenRouter key → real AI captions & LP copy (mock mode until then)
4	Payment gateway (Midtrans/Xendit/Flip) → automatic payouts & plan payments
5	Reseller tracking links (?ref=), TikTok Pixel, abandoned-cart WA, CSV bulk upload

Tabel 4. Roadmap. / Table 4. Roadmap.

6.3 Misi & Visi / Mission & Vision

Mission. Help 100,000 Indonesian sellers go online without the hassle — order forms done in 30 seconds, COD working immediately, no credit card or complicated web store needed.

Misi. Membantu 100.000 seller Indonesia jualan online tanpa ribet — form order selesai dalam 30 detik, COD langsung jalan, tanpa kartu kredit atau toko online yang rumit.

Vision. Become the #1 COD order-form platform in Southeast Asia — the first place sellers think of when starting to sell anywhere: Instagram, TikTok, or WhatsApp.

Visi. Menjadi platform order-form COD #1 di Asia Tenggara — tempat pertama yang dipikirkan seller ketika mau mulai jualan di mana pun: Instagram, TikTok, maupun WhatsApp.

7. FAQ

Q. Can I change the WhatsApp number later? / Bisa ganti nomor WA nanti?

Yes — change it in Pengaturan any time; it applies to new products. / Bisa — ganti di Pengaturan kapan pun; berlaku untuk produk baru.

Q. How long does a withdrawal take? / Penarikan dana berapa lama?

Processed by bank transfer within 24 hours, then marked Terbayar. / Diproses via transfer maksimal 24 jam, lalu ditandai Terbayar.

Q. Buyer says the code never arrived. / Pembeli bilang kode tidak masuk.

Check number format (08... works). Codes expire in 5 min; resend once per minute. In mock mode the code shows on screen for testing. / Cek format nomor (08... bisa). Kode kedaluwarsa 5 mnt; resend 1× per menit. Dalam mode demo kode tampil di layar.

Q. What happens when stock hits zero? / Kalau stok habis?

The LP shows “Stok Habis” and ordering disables itself. / LP menampilkan “Stok Habis” dan order otomatis tertutup.

Q. A buyer keeps rejecting COD packages. / Pembeli sering tolak paket COD.

Open the order → “Blokir COD” . Their number can never order COD from your store again; manage the list in Lanjutan. / Buka order → “Blokir COD” . Nomornya tidak bisa order COD lagi; kelola di tab Lanjutan.

Q. Is buyer data safe? / Data pembeli aman?

Only name, phone and address needed for delivery are stored. No passwords anywhere — your dashboard link is the only key. / Hanya nama, HP, dan alamat untuk pengiriman yang disimpan. Tidak ada password — link dashboard satu-satunya kunci.

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