

A Y O D A H

AYODAH Merchant Manual

How to list and manage your products, step by step

Edition 3 · August 2026
PT Danum Inovasi Teknologi

What is in this guide

1. Before you start, have these ready
2. Step 1. Apply to become a partner
3. Step 2. Getting to know your dashboard
4. Step 3. Listing your first product
5. Step 3b. Saying what is included, and what is not
6. Step 4. Write in one language; we write the other
7. Step 5. What happens after you save
8. Step 6. Editing or removing a product
9. Step 7. Taking and completing orders
10. Step 8. Cancelling an order, and refunds
11. Step 9. Quoting for something that is not in your catalogue
12. AYODAH fees, what is deducted
13. Promotion (optional)
14. Your shop and your account
15. Talking to your buyers
16. Rules you must know
17. If you are stuck or something is wrong

Before you start, have these ready

- Photos. Landscape works best. Up to 4 MB each, in JPG, PNG or WebP. The more angles you show, the more likely somebody books.
- Your price in Rupiah. Digits only, no dots, no commas, no "Rp". For example: 450000.
- The place and the city. For example: "Borobudur Temple, Magelang" for the place, and "Yogyakarta" for the city.
- A short description. Three to five sentences about what the buyer actually gets.
- An identity number. For Indonesian merchants that is a 16-digit KTP. For other countries the app will name the document it needs.

NOTE

No photos of your own yet? That is fine. The form offers stock photos you can use for now, and you can replace them any time.

Step 1. Apply to become a partner

1. Open numintek.com/ayodah-demo, then create an account or sign in.
2. Tap Profile → Become a partner.
3. Fill in your business name, main line of business, country, and city.
4. Enter the identity number it asks for, then submit.

AYO DAH

Welcome back

Log in to continue your adventures.

Email

Password

[Login →](#)

[Forgot your password?](#)

Don't have an account? [Create account](#)

Figure 1 : The sign-in page. Enter your email and password here.

Field	What goes in it
Country	Where your business operates. This decides which identity document is asked for, an Indonesian merchant is asked for a KTP, a Thai merchant for a National ID. Travellers still come from everywhere. Example: Indonesia
Main line of business	Pick the closest match. This is not a lock, once approved, one account can sell in any category. Example: Tour Packages
Identity number	Stored encrypted. Never shown in full to anybody, including our own team. Only the last four digits are ever visible. Example: 3401.....0002

NOTE

Approval usually takes one working day. The status shows on the same page.

Step 2. Getting to know your dashboard

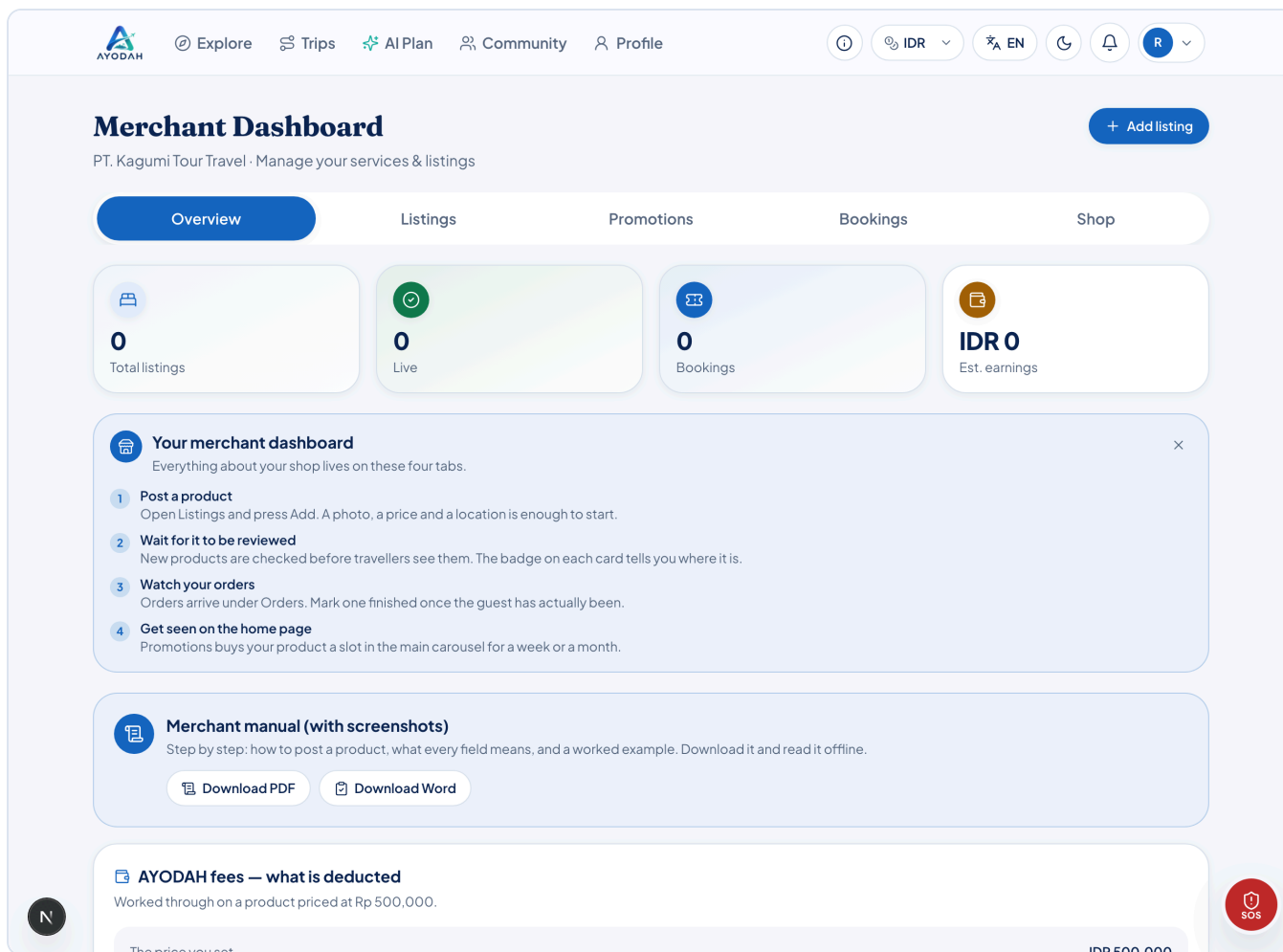


Figure 2 : The dashboard when you arrive. The figures fill in by themselves once you list something.

Tab	What is in it
Overview	Your product and order counts, estimated earnings, and a breakdown of AYODAH fees.
Listings	Your products. This is where you add a new one.
Promotions	Buy a slot so one of your products appears on the AYODAH home page.
Bookings	Orders that come in, with the buttons to mark them done or cancel them.
Shop	Your business details: name, country, city, phone, address, and verification documents.

NOTE

All zeros? That is normal for a new shop. The numbers fill in once your products are live and somebody books.

Step 3. Listing your first product

1. Open the Listings tab.

2. Press + Add listing at the top right.
3. A form appears. Work down it from the top.

Figure 3 : The new-product form. Required: title, category, place, city, price, and a photo.

Here is what each field means, one at a time:

Field	What goes in it
Title	The name a buyer will read. Be clear and specific. Avoid ALL CAPITALS, it reads as shouting, and it gets your listing flagged for review. Example: Borobudur Sunrise Day Tour
Category	The kind of product. One account may sell in any category, you are not locked to one. Example: Tour Packages
Subcategory	A finer classification. You may leave it empty. If yours is missing, press "Suggest a new subcategory" and our team will add it. Example: . No subcategory,
Place	Where it actually happens. Write the place, not the city. Example: Borobudur Temple, Magelang

Field	What goes in it
City	The city people search under. This is what a buyer filters by. Example: Yogyakarta
Price (Rupiah)	Digits only. No dots, commas or "Rp". A price far above or below others in its category gets flagged for a look, usually that means a typo in the zeros. Example: 450000
Price unit	What the price is for, per person, per night, or per day. Get this right: it sits next to the price on every card. Example: /person
Duration	How long it lasts. Optional, but worth filling in for a tour package, it appears beside the price and buyers can filter on it. Do not bury it in the description any more. Example: 3 days
Minimum booking	Orders below this are refused by the system. For example: minimum 2 people, or minimum 2 nights. Leave empty if there is no minimum. Example: 2
Description	Say what the buyer gets: start time, what is included, and any conditions. A very short description gets flagged for review. Example: Hotel pickup at 03:30, sunrise ticket, guide, breakfast, and drop-off before 12:00. Minimum 2 people.
Photos	Press "Upload photo", you can pick several at once. The first becomes the cover, and any of them can be made the cover without re-uploading. Example: 3, 5 photos

New listing

Title
Borobudur Sunrise Day Tour

Category
Tour Packages

Subcategory
— No subcategory —
[+ Request a new subcategory](#)

Location
Borobudur Temple, Magelang

City
Yogyakarta

Price (Rupiah)
450000

Price unit
/night

Duration
Duration unit
days

Minimum booking

For a tour package: how long it lasts. Optional.
Orders below this are refused. For example: minimum 2 people, or minimum 2 nights.

Description
Hotel pickup at 03:30, the Borobudur sunrise ticket, an English-speaking guide, breakfast, and drop-off before 12:00.
Minimum 2 people.

Cover image

Figure 4 : A correctly filled form. Note that Place and City are different, and the price has no dots.

1. Scroll to the bottom of the form.
2. Press Save.

Step 3b. Saying what is included, and what is not

Under the description there are four lists. They are optional, and they are the single biggest reason a booking goes wrong: almost every complaint we see is somebody who assumed lunch was included, or turned up at the wrong gate.

List	What goes in it
Included	Everything the price covers. One line each. Example: Hotel pickup and drop-off; Entrance ticket; Bottled water; English-speaking guide
Not included	Everything it does not, especially anything they will have to pay for on the day. Example: Lunch; Personal expenses; Tips for the guide
Meeting point	Exactly where and when to be. Write it the way you would tell a friend who has never been. Example: Hotel lobby, 04:30. If your hotel is outside Magelang, we agree a point the evening before.
What to bring	What the trip needs from them.

List	What goes in it
	Example: Comfortable shoes; A light jacket; A copy of your passport

NOTE

These are written once and translated like the rest of your listing. Editing them does not take the product off the catalogue.

IMPORTANT

For a tour package, entrance tickets are usually bought by you, not the traveller. If your price covers them, say so under Included. If it does not, say so under Not included, and give the amount. A traveller who finds out at the gate blames the app and blames you.

Step 4. Write in one language; we write the other

Write in whatever language you think in. When you save, the system produces the other language, and buyers read your listing in theirs.

- The translation is clearly marked as machine-made, so buyers know what they are reading.
- If you correct the translation yourself, the system will never overwrite it again.
- Changing only the price does not trigger a re-translation.

NOTE

Place names, brands and numbers are left alone, "Candi Borobudur" stays "Candi Borobudur".

Step 5. What happens after you save

Every new product is screened. If nothing is found and your record is clean, it goes live immediately. If anything needs a human eye, it queues for a short while.

Label on the product	What it means
In review	Being checked. Not bookable yet. Usually cleared within one working day.
Live	Visible in the app and bookable.
Not approved	Something needs fixing. Check the title, photos and description, then save again.
Archived	You deleted it, but it had orders, so we keep the record.

Once a few of your products have been approved, later ones usually go live without queuing. Trust is built from your record.

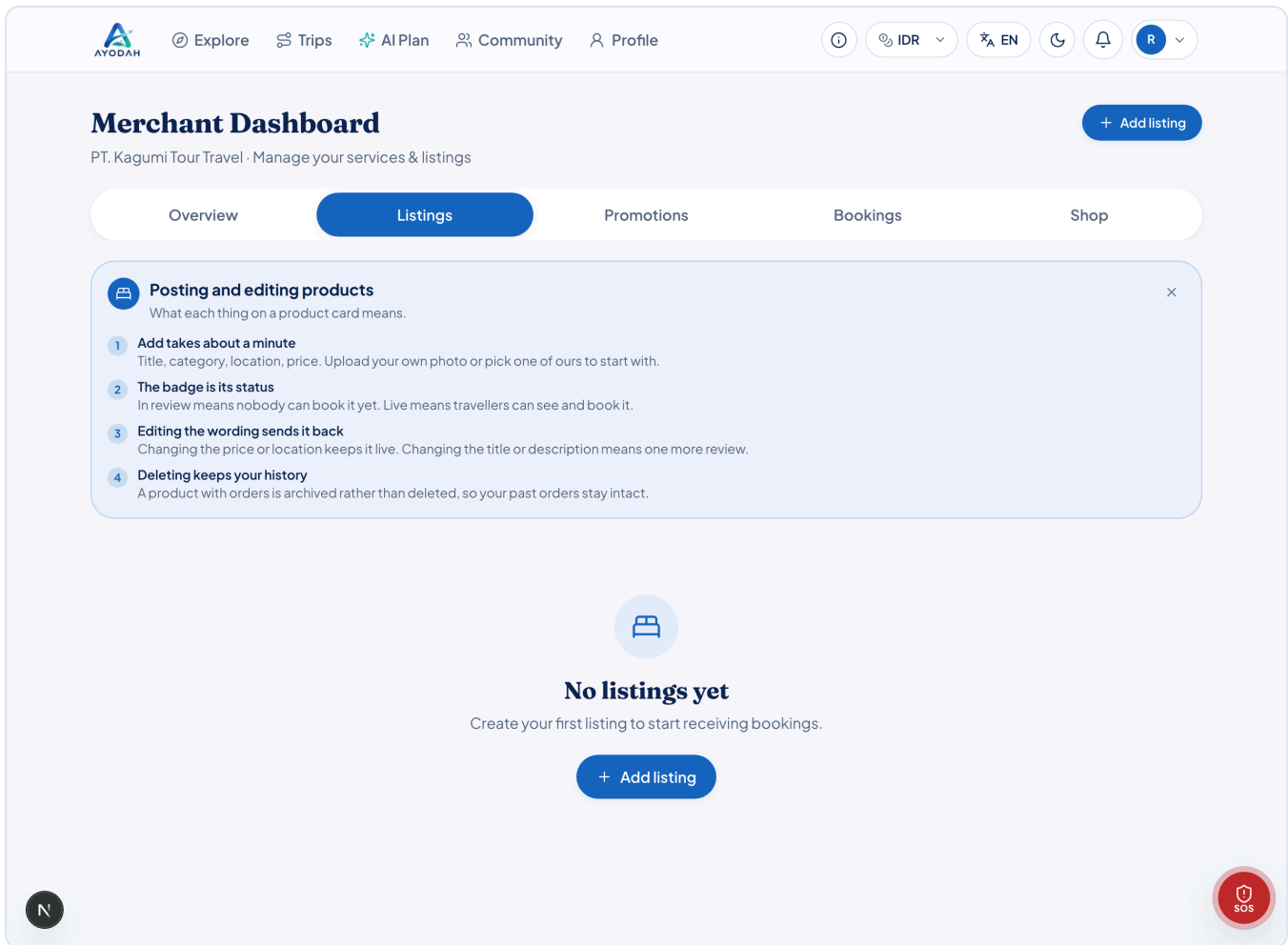


Figure 5 : The Listings tab. The status label sits on each card.

Step 6. Editing or removing a product

1. Open the Listings tab.
 2. Tap the product you want to change.
 3. Change what you need, then press Save.
- Changing the price or the place: it stays live, and takes effect straight away.
 - Changing the title, photos or description: it rejoins the review queue and is briefly hidden.

NOTE

So if you only want to raise the price, change only the price. Do not also rewrite the title, or your product comes off the catalogue while it waits.

IMPORTANT

Deleting cannot be undone. If the product has ever been booked we do not delete it, we archive it, so the buyer's order history stays intact.

Step 7. Taking and completing orders

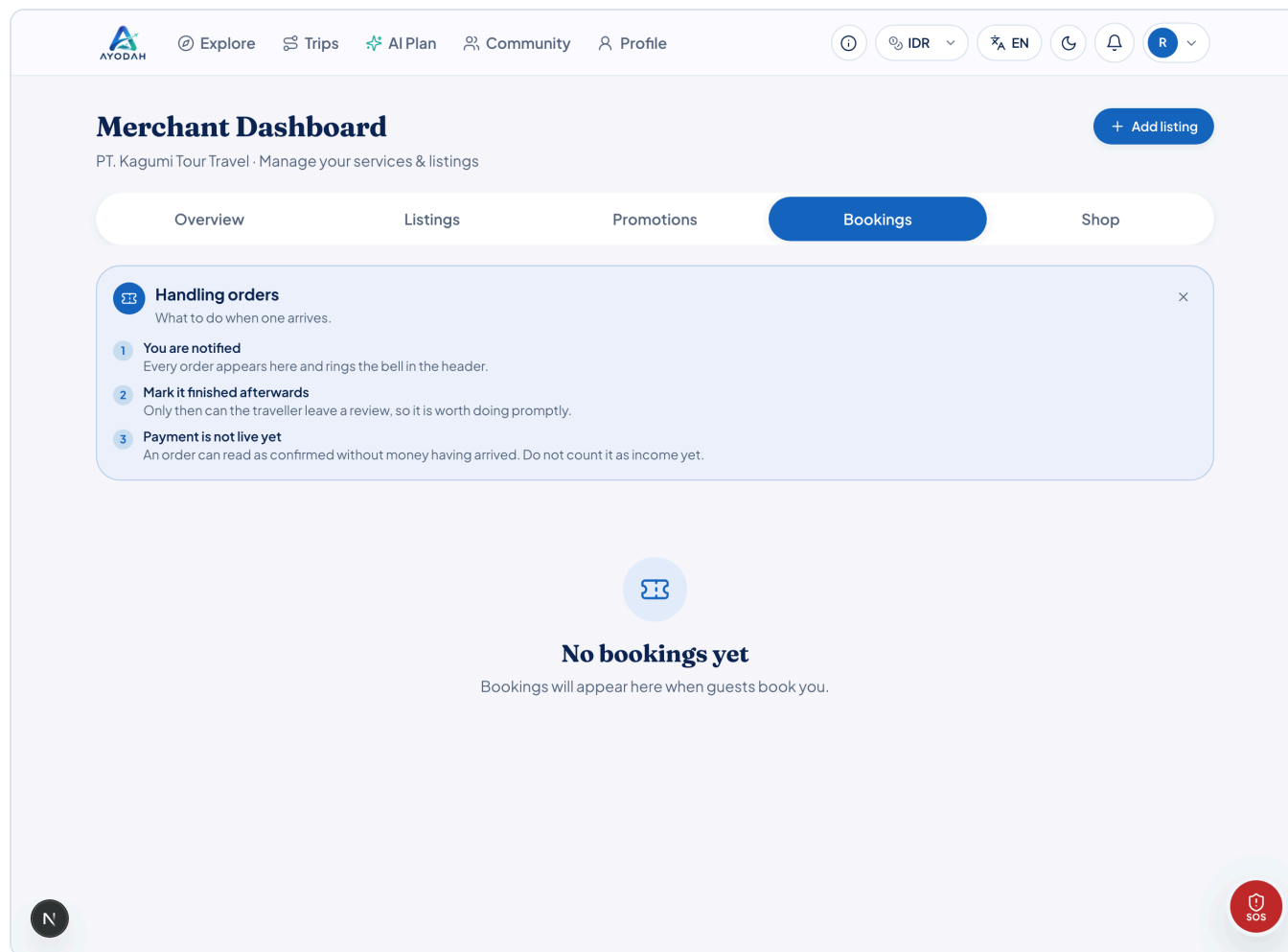


Figure 6 : The Bookings tab. Every order lands here.

1. Open the Bookings tab to see what has come in.
2. Once the guest has actually turned up and the service is done, press Mark completed.

Marking it matters twice over: the buyer can only leave a review afterwards, and the order only counts as earnings once it is complete.

IMPORTANT

An order can read "confirmed" before any money has arrived. Do not count it as earnings yet, check the payment status first.

Step 8. Cancelling an order, and refunds

Sometimes it cannot go ahead: bad weather, a broken vehicle, illness. You can cancel from the Bookings tab, and you must write a reason, it is sent to the buyer.

IMPORTANT

If you are the one cancelling, the buyer always receives a full refund, whenever it happens. It was not their doing.

If the buyer cancels, how much comes back depends on how close it is to the travel date, counted from the date of travel, not the date of purchase.

When they cancel	Refund
Well before the travel date	In full
Closer to the date	Partial
Very close to the date	None, but they may still cancel

NOTE

The exact windows are set by the AYODAH team and can change. Whatever applies is always shown to the buyer before they confirm.

Step 9. Quoting for something that is not in your catalogue

A traveller may want something your listing does not cover: an extra day, an airport pickup at three in the morning, tickets bought on their behalf, a private car for a group of nine. Before, that conversation moved to WhatsApp and the money left the app with it. It no longer has to.

1. The traveller opens your product and presses Ask for a price, describing what they want.
2. The request lands in your Quotes tab, with the product and the traveller it came from.
3. You reply with an amount and, if it helps, a note explaining what it covers.
4. The traveller accepts or declines. Accepting creates a normal order at that price.

State	What it means
Waiting for you	They have asked. Nothing happens until you answer.
Priced	You have quoted. It is theirs to accept or decline.
Accepted	It became an order, and it is in your Bookings tab like any other.
Declined or expired	Nothing was charged. A quote stays valid for a limited number of days.

NOTE

An accepted quote is charged the same way as anything else: the AYODAH service fee and tax are added on top of the amount you quoted. You receive the amount you quoted.

IMPORTANT

Quote inside the app. This is exactly the case that used to push people off-platform, and a traveller who pays you outside AYODAH has no order, no refund route, and no protection if the day goes wrong.

AYODAH fees, what is deducted

This is the most commonly misunderstood part, so please read it slowly.

Line	Example
The price you set	Rp 500,000
AYODAH service fee	+ Rp 25,000
Tax	+ Rp 55,000
Traveller pays	Rp 580,000
You receive	Rp 500,000

IMPORTANT

The service fee is added ON TOP of your price, not taken out of it. You receive exactly what you set. Do not raise your price to "cover" it, you would only become dearer than your competitors for no reason.

The only thing you pay for directly is Promotion, and that is optional. The current figures always appear on the Overview tab.

Promotion (optional)

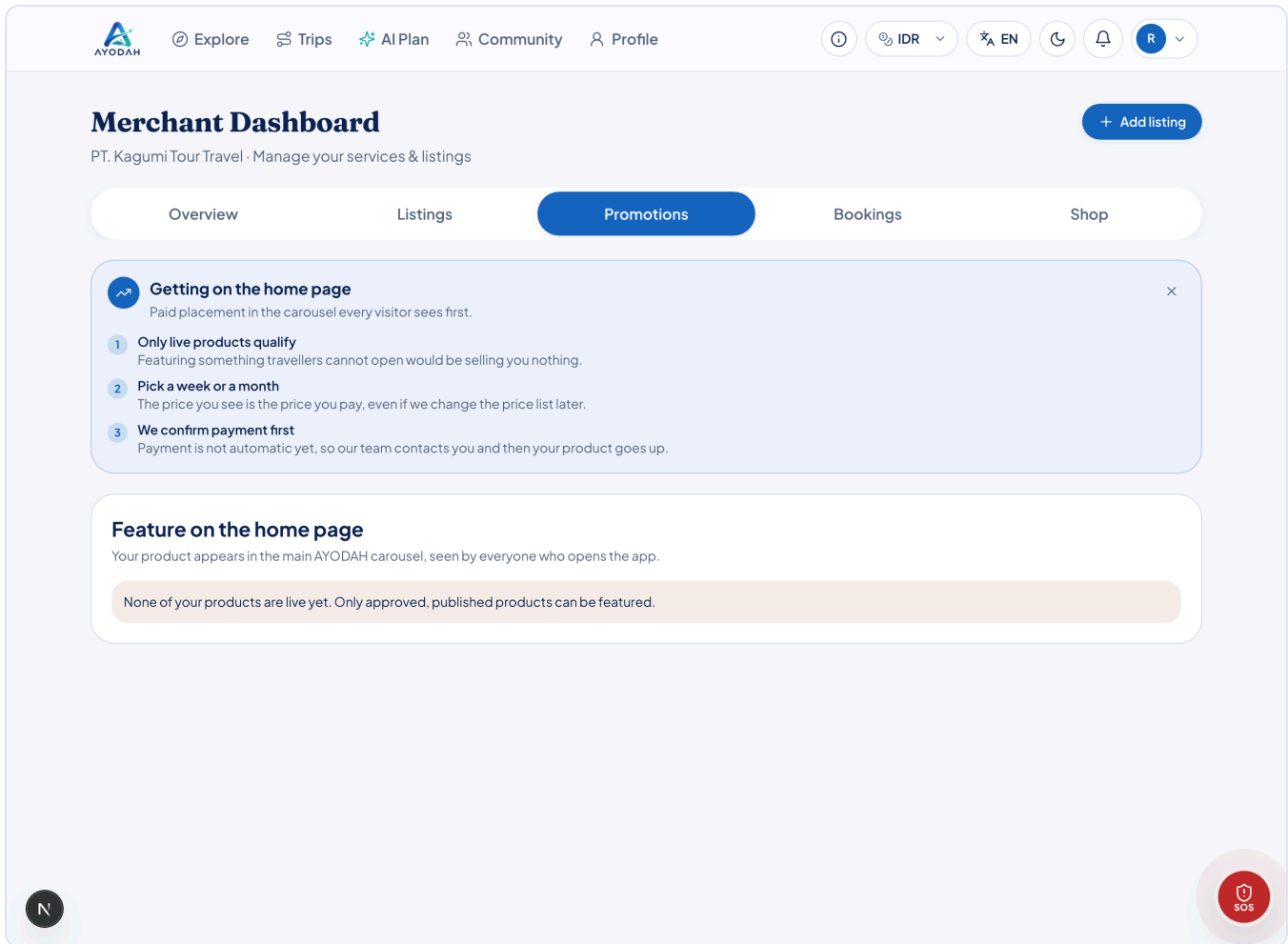


Figure 7 : The Promotions tab. You buy a run of days on the home page.

- Only products that are already Live can be promoted.
- It starts once our team confirms your payment, not the moment you press the button.
- Slots are limited, so the home page stays a shortlist rather than a second catalogue.

Your shop and your account

The screenshot shows the 'Merchant Dashboard' for 'PT. Kagumi Tour Travel'. The 'Shop' tab is selected, displaying a form for business details. At the top, there's a navigation bar with 'Explore', 'Trips', 'AI Plan', 'Community', and 'Profile'. Below the dashboard title, there are tabs for 'Overview', 'Listings', 'Promotions', 'Bookings', and 'Shop'. A 'Your shop profile' section lists three items: 'Contact and story: change freely', 'Name and category: reviewed again', and 'KTP and SKCK: talk to us'. The form fields include 'Business name' (PT. Kagumi Tour Travel), 'Main line of business' (Tour Packages), 'Country you operate in' (Indonesia), 'City' (Yogyakarta), and 'Shop phone'. A red SOS button is visible in the bottom right corner.

Merchant Dashboard + Add listing

PT. Kagumi Tour Travel · Manage your services & listings

Overview Listings Promotions Bookings **Shop**

Your shop profile ×

What you can change yourself, and what you cannot.

- Contact and story: change freely**
Phone, address and description save straight away. Your shop stays live.
- Name and category: reviewed again**
Those are what we checked. Change either and the shop rejoins the queue, with your products off the catalogue meanwhile.
- KTP and SKCK: talk to us**
Identity documents cannot be swapped by their holder — if they could, verification would mean nothing.

Business name

PT. Kagumi Tour Travel

Main line of business

Tour Packages

Just pick your main one. Once approved you can add products in any category — a single account can sell tour packages, stays and souvenirs side by side.

Country you operate in

Indonesia

Decides which identity document we ask for. Travellers still come from everywhere.

City

Yogyakarta

Shop phone

0812 1234 5678

N **SOS**

Figure 8 : The Shop tab. Your business details and verification documents.

- Phone, address and description: saved straight away, and your shop stays live.
- Business name, country and category: the shop rejoins review and your products are briefly hidden. The app warns you before you save.
- Identity documents: you cannot change these yourself. If something is wrong, contact our team.

For your own account, name, email, password, and which devices are still signed in, go to Profile → Account & security.

NOTE

Changing your password signs out every other device. That is the point: if you think somebody got in, changing it is how you throw them out.

Talking to your buyers

Every order has its own chat between you and the buyer. Open it from Profile → Messages. You may exchange phone numbers there to arrange a pickup, that is what it is for.

That conversation is private. Not even an admin can read it unless somebody reports a message in it.

NOTE

There is a Translate button on every message, so you can serve foreign guests without speaking their language.

Rules you must know

IMPORTANT

Do not invite buyers to transact outside AYODAH. A WhatsApp number, a link or a bank account in a product description, a review, or the public room is automatically masked as ***, and anybody who keeps trying is reviewed by our team.

This is not merely a rule. A buyer who pays outside the app loses every protection: no order record, no refund route, and if something goes wrong we cannot help either of you. That harms the buyer, and in the end it harms you.

In the order chat with your own buyer, phone numbers are fine. What is never allowed, anywhere, is moving the payment off the platform.

IMPORTANT

Bad language is masked automatically too, in product descriptions, reviews, chat and the community feed.

If you are stuck or something is wrong

1. There is a blue guide box at the top of every screen. Read that first.
2. If you dismissed it, open Profile → Help to bring them all back.
3. Still not answered? Open Profile → Help & complaints, then press Report a problem.

When you report, pick the right category and quote the booking code if you have one (for example AYD-1234). That lets us find it immediately instead of asking first. Our reply arrives in your notifications.

NOTE

Safety reports are always put first. If you are in danger right now, call 112 before anything else.

Checklist before you press Save

- ☐ Photos ready (several of them, up to 4 MB each)
- ☐ Title clear and specific, not in all capitals
- ☐ Category chosen
- ☐ Place is the venue, City is the city
- ☐ Price in digits only, no dots
- ☐ Price unit correct (/person, /night, or /day)

- ☐ Duration filled in if this is a tour package
- ☐ Description says what the buyer gets
- ☐ No phone number, link or bank account in the description
- ☐ You pressed Save