

## ABSTRACT

*Technology RFID (Radio Frequency Identification) is a technology that is growing rapidly, especially in the retail business world today, there are many applications that can be done by various retail businesses in the use of RFID in the hope of increasing work effectiveness and cost efficiency. In general, the integration of RFID technology in various aspects of the retail industry, from supply chain, sales, and inventory monitoring requires a fairly expensive cost for a company, but it must be reviewed that there is a sweet spot in enabling efforts. a technology into the company's activity cycle from even a small thing, therefore this study was made to find out how much influence RFID technology has in an effort to reduce costs and produce a sweet spot that is useful for a company.*

**Keywords :** *Technology RFID, Retail, Supply Chain, Sales, Inventory.*