

E-CULINER DESIGN DURING THE COVID-19 PANDEMIC (CASE STUDY OF CIBANTENG VILLAGE)

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Abstract

The Corona virus pandemic that is happening in Indonesia and also other countries has a major impact on the economy of various sectors, especially in the culinary business sector. As if the times, technology can now help people who have culinary businesses by using applications to receive orders online or by providing culinary locations. Utilization of information technology, which is currently developing, is an appropriate strategy in order to introduce the culinary potential of a region. Designing mobile-based applications and using product and location visualizations (maps) will make it easier for people to find and reach culinary locations by utilizing Google Map technology to answer these needs. The design of E-culinary in Cibanteng Village will be realized as a Mobile application, helping to provide information on culinary places in Cibanteng Village. Besides being able to order online from this Mobile application, this application also provides information for people who have a street vendor culinary business (PKL), but only provides place information for street vendors, does not accept delivery messages.

Keywords: COVID-19 pandemic, Culinary Business, Cibanteng Village

INTRODUCTION

Background of the problem

The Corona virus pandemic that is happening in Indonesia and also other countries has a major impact on the economy of various sectors, especially in the culinary business sector. Business activities must also adapt to the new behavior of people who implement work from home and social distancing. This makes business actors change marketing strategies that are relevant to the current situation. Currently, consumers are afraid or unable to eat in places and various restaurants only focus on take away and delivery orders (Triana, Wijaya, and Lesmana, 2020). The corona virus infects the lungs so that those who are infected with this virus will experience acute disorders of the respiratory tract. If pneumonia can be easily cured, it is different from Covid-19, if infected, the patient will experience respiratory tract damage and the most severe case of Covid-19 will cause death (Ardianti, Suwandewi, and Danini, 2020). Covid-19 caused an economic shock that affected the economy of individuals, households, micro, small, medium and large companies, and even affected the country's economy with a scale of coverage from local, national and even global (Kusumastuti, 2020). Small-level micro-enterprises, known as SMEs such as Warkop, are a form of restaurant service business that is still traditionally managed, which has existed since the Middle Ages until now. The pattern of serving complementary food menus other than brewed coffee is

quite distinctive, and seems modest, where the existence of these warkop or coffee shops provides an overview of collective behavior that is a habit of the community (Soetjipto, 2020). From what has happened in the current COVID-19 pandemic, it can be seen that there are many obstacles for those who run MSMEs or SMEs in the culinary field, delivery services and knowing culinary locations with the Mobile application can help people who have culinary businesses and help consumers.

Cibanteng Village is a village located in Ciampea District, Bogor City, West Java Province. From before, some of the culinary delights in Cibanteng Village can be counted on the fingers, because there are not many culinary delights in Cibanteng Village. During this pandemic, the number of culinary delights in Cibanteng Village increased, due to many who lost their jobs during the pandemic, and were thinking of opening a business in the culinary field. Two times more people are opening culinary businesses during the current COVID-19 pandemic, many are opening businesses by taking names for existing products, and opening at home or on the side of the road.

As a new economic sector, online business in Indonesia is growing rapidly. Businesses that rely on the internet network have a positive impact on new businesses. Because this business does not require large costs, as well as a physical place to make a business. (Kompasiana, 2016). So even with limited capital, a businessman can still start his business. A CNN Indonesia report (2017) shows that the online culinary business in Indonesia has been growing in recent years. This is partly due to the increasing needs and lifestyle of the population. The existence of an online business is slowly killing conventional businesses. So an entrepreneur must be able to think about how they can survive (Prapti and Rahoyo, 2018). Food, Micro, Small and Medium Enterprises (MSMEs) are one of the business units that are currently growing and developing, and are starting to penetrate the OL media. One of the factors that trigger the growth of MSMEs is the existence of various OL promotional media, including OL motorcycle taxis (Grabfood and Gofood). (Setiawan, Suharjo, and Syamsun, 2018). Culinary tourism is currently a type of tourism that has many impacts on the development of an area (Stowe & Johnston, 2010) (Leuhoe, Santoso, and Rusdianto, 2013). This ordering process can also be done directly by the waiter by giving the food menu and allowing the buyer to write his order on paper. A restaurant that uses a manual ordering system will require a lot of time and labor (Defrina, Lestari, 2017). The business of buying and selling food is becoming a trend in all circles. This can be seen from the number of social media accounts that sell food online and offline. For example, there are many food, dessert and beverage sellers who use social media as their promotional media, such as Instagram which has now become one of the most superior social media to promote their wares (Yosowanto, Santoso, and Noertjahyana). Indonesia has a lot of potential and natural resources that have not been fully developed, including the culinary sector. So it is necessary to strive for the development of products that have links with the culinary sector (MAKMUR, 2019).

Formulation of the problem

(1). How do restaurants and street vendors earn profits during the COVID-19 pandemic?, (2). What is the impact after the design and creation of the Mobile E-Culinary application after it is held?

Destination

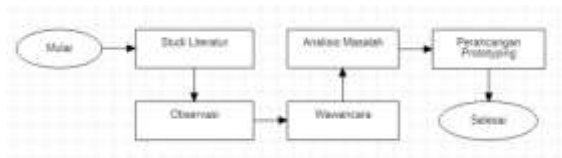
The purpose of this research is to make it easier for culinary business owners around Cibanteng Village to promote their food or beverage products to be marketed by displaying them on a mobile application as an information platform to disseminate widely so that buyers in the area around Cibanteng Village, Bogor Regency can easily find out.

METHODOLOGY

The method used in this research is descriptive method. Descriptive method is a research procedure or problem solving that is investigated with a description of the subject or object used in the form of people, institutions, communities and others [11]. This method is used to describe how culinary businesses in Cibanteng Village are affected by the COVID-19 pandemic.

In this study, qualitative data was collected which aims to provide an overview of the object of research. While the methods used in the problem solving approach are as follows:

Figure 1. Implementation Flowchart



Study of literature

Literary studies are carried out by studying written materials either from books, journals, or articles. Literary studies are carried out by studying written materials either from books, journals or articles.

Observation

Researchers conducted observations and records systematically directly to obtain the required information.

Interview

At this stage the researcher collects information data related to parties who are considered to be able to provide the necessary information such as Mrs. Lela, an entrepreneur with Crispy Japanese Chicken partners and several culinary business owners in Cibanteng Village.

RESULTS

1. Needs Collection

From the results of an interview on September 16, 2021 conducted with the owner of a fruit juice and pop ice business in the village of Cibanteng, that during the COVID-19 pandemic, the income earned was quite large. Usually buyers of fruit juice and pop ice are busy with buyers, from local children, and drivers who take the time to buy fruit juice or pop ice, and while during this pandemic there are fewer buyers, which are usually busy with buyers, now there are quite few buyers from drivers who usually stop to buy.

Furthermore, the results of an interview on September 18, 2021 conducted with the

owner of a scoot shop business in the village of Cibanteng that during the COVID-19 pandemic did not have an impact on the income earned. Due to the varied menus, buyers are not bored, and the availability of delivery messages via WhatsApp messages and orders for delivery by the business owner himself, so the pandemic period has no impact at all.

Furthermore, the results of an interview on September 19, 2021 conducted with business owner Mrs. Lela with crispy Japanese chicken in Cibanteng village that opening this business during the COVID-19 pandemic, because opening a business during a pandemic according to Mrs. Lela is more effective and difficult to find a job. during the covid-19 pandemic. The existence of a residential WhatsApp group, can promote crispy Japanese chicken in the group.

Furthermore, the results of an interview on September 22, 2021 conducted with the owner of a Sakila warung business in the Cibanteng village that opening a business during the Covid-19 pandemic, for daily income is not constant, because buyers are sometimes busy, sometimes also quiet. Only when there is an emergency PPKM, for quiet buyers for a few days. Because the owner already knows that it will be quiet when the emergency PPKM takes effect, the business owner reduces the materials for selling.

Thus, buyers who need information about culinary in the Cibanteng Village area can easily find out or can order delivery for several culinary business places.

2. Parties Involved In Implementing the Application

In realizing the concept of designing and making a mobile-based E-uliner application located in Cibanteng Village, several parties will be involved in implementing it. The parties considered in realizing this application are:

a. Pemilik Usaha

Business owners in this application will inform potential buyers about the culinary locations presented in this application.

b. Pembeli

The buyer in this application is every prospective buyer who visits the mobile-based E-culinary application as the information platform presented.

3. Prototype Implementation Results

The results of this research design display several prototype displays that are already in the manufacturing process.

1. SplashScreen page

This page initially displays the application when opened by the buyer.

2. Main page

The main page is an initial display after the splashscreen there are 2 buttons to the restaurant or snack page.

3. Restaurant Page

This page displays restaurants in Cibanteng Village, and can be viewed in full to see more complete information on the intended restaurant.

4. Warung Sakila Details page

This page is a page that describes the restaurant restaurant Sakila.

5. Warung Sakila Rute Route Page

This page shows the route to Warung Sakila, with the initial location for the buyer to order.

6. Snack Page

This page is the same as the restaurant page, which contains hawker places in Cibanteng Village, and can be viewed in full to see more complete information on the intended hawker place.

CONCLUSION

From the results of the research conducted, it can be concluded that the design of the Cibanteng Culinary E-Culinary application system located in Cibanteng village as a platform for culinary businesses in Cibanteng village. The design of Cibanteng Culinary E-Culinary in Cibanteng Village is expected to help culinary business managers or buyers find the culinary they want.

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