

DEVELOPMENT POTENTIAL OF CATERING BUSINESS USING ONLINE MARKETING IN SURAKARTA REGENCY

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Abstract Online catering business is one of the promising business opportunities. In big cities, such as Jakarta and Surabaya, this business is able to provide an alternative for office workers, households and even schools to continue to enjoy home-cooked food according to taste with many choices or variants. In the Surakarta area, online catering business has not yet become an option, even though the catering business in Surakarta is developing quite rapidly. A number of catering entrepreneurs in Surakarta said that the lack of understanding related to online transactions and management of management in the online catering business was an obstacle in the development of that direction. This study intends to map the potential of catering businesses in the Surakarta region by referring to the potential use of social media in the online food ordering business in Surakarta in 2017-2019. The result is, Surakarta has a huge market potential for the development of catering from manual to digital systems, especially online. This refers to the high use of online delivery services, such as Gojek and Grab, which until now has a quite high service for food traffic. Thus, catering businesses in Surakarta basically have the potential to be developed towards online catering through strengthening managerial capabilities of online businesses and technical understanding in social media.

Keywords catering, online, communication technology

1. Introduction

The food industry is a prospective industry in Indonesia, because food is a basic human need. This then underlies the emergence of businesses in the culinary field. Entrepreneurs see this as a pity business opportunity if it is not responded well. Proven at the present time, business in the field of food is increasing rapidly, both small and large scale. This increase certainly has an impact on the high level of competition in business. Some who understand the character of the market at this time will be able to survive and even develop rapidly. The use of information technology in supporting marketing, is one of the solutions for culinary entrepreneurs to win the competition. Starting from the presence of food delivery features in transportation communication technology applications such as Gofood in Gojek and Grabfood in Grab. Through these applications, food entrepreneurs are quite helped to distribute their products to consumers

However, now food entrepreneurs, especially culinary delights in big cities like Jakarta and Surabaya, are starting to open online buying and selling platforms specifically for catering services. In Jakarta there are Berrykitchen, Kulina, Leafwell, Lemonilo and Gorry Gourmet [1]. In Surabaya several caterers whose marketing is based online are Eatez, Berkah Catering, and Mekar Jaya Catering [2]. The online catering mentioned above also has the same services or

services as catering in general, namely catering for households, offices, and schools. Besides also still accepting orders in large quantities for parties and the like. Some of them are catering businesses that have long been engaged in the catering business, such as Mekar Jaya Catering which has been established since 1975 and Berkah Jaya Catering which was founded in 2014 [3].

In Surakarta the development of the food business, especially the catering business, has also increased quite rapidly. Today, home-based catering businesses are grown in the Micro, Small and Medium Enterprises (MSME) container. The MSME sectors in Surabaya have increased by 10% every year. The increase is in line with the new entrepreneurship growth program every year. Based on data collected by the Central Statistics Agency (BPS) of Surakarta from the results of records by the Surakarta City Cooperative and UMKM Office, up to the end of 2018 there were around 3,200 MSMEs specialized in the productive sector, and around 43,700 MSMEs in the entire MSME sector in Surakarta. Among these sectors, the most interested is the MSME culinary or food and beverage sector [4].

Quoting Radarsolo - Ja-wapos.com online newspaper interview on April 10, 2019 with Surakarta UMKM Forum Chairperson, Rony Prasetyo explained that the quantity of

Surakarta UMKM Forum members is always increasing every year and in 2019 there were 122 UMKM from all fields, with the highest percentage, ie 60 percent is the culinary sector, followed by the fashion, craft, services sector, and the least is children's toys [5]. One of the reasons for the SME Culinary sector was chosen because it relatively requires a smaller capital than other sectors. In addition, the support of the application of transportation communication technology in the form of food delivery services is currently influential in increasing culinary business in Surakarta [6].

At the end of 2018, the Demographic Institute of the Faculty of Economics and Business, University of Indonesia (LD FEB UI) published the results of research related to the impact of on demand applications, namely Gojek on the Indonesian economy in 2018. LD FEB UI revealed that Micro, Small and Medium Enterprises (MSMEs) experienced increase in turnover and is growing rapidly thanks to online delivery services [7].

In this study LD FEB UI involved more than 7,500 respondents, including 3,465 consumers and 806 MSME partners incorporated in the Go-jek platform. The respondents are spread in nine regions namely Bandung, Bali, Balikpapan, Greater Jakarta, DI Yogyakarta, Makassar, Medan, Palembang and Surabaya. The results of this research found that the average increase in turnover from culinary MSMEs after joining Gojek was 26%. Of all the culinary MSMEs, 82% experienced an increase in turnover. 50% of the increase in turnover has increased above 10%. From this calculation the National culinary business this year jumped sharply to 9.5% of the National Gross Domestic Product (GDP). The results of the LD FEB UI research also mentioned the reason for MSMEs working with Gojek to be 80% so that customer confidence increased and 76% to maintain long-term business continuity, and as of July 2018, culinary MSMEs who joined Gojek reached 120,000 partners [8]

In Surakarta, the rapid growth of the MSME Culinary sector was also quite helped by the existence of online delivery services. However, until now in Surakarta there is no online catering service that provides daily, weekly or monthly services such as online catering in Jakarta and Surabaya. Through this research the potential of catering businesses in the Surakarta area will be mapped by referring to the potential use of social media in online food ordering businesses in Surakarta in 2017-2019.

2. Methods

This research uses descriptive qualitative method by describing the object of research based on facts that appear or as they are. Some techniques in data collection, in addition to interviews also conducted literature research and data retrieval from websites / pages of online catering companies. Data sources in this research are respondents

from catering business owners in 5 sub-districts in Surakarta, namely Banjarsari, Laweyan, Serengan, Jebres, and Kliwon Markets. In addition to catering business owners, 50 customers also became respondents who focused on providing responses related to the effectiveness level of online media usage in catering bookings.

3. Result and Discussion

Micro, Small and Medium Enterprises (MSMEs) have an important role in the development of the Indonesian economy, especially in providing employment and sources of income for low-income groups. The MSME sector also has a very strategic role both socio-economic and political, by providing goods and services for consumers with low to medium purchasing power. MSMEs can assist the Government in efforts to eradicate poverty through the development of a populist system economy [9].

Catering business is a general term for entrepreneurs who serve ordering a variety of dishes and drinks that involve equipment for the needs of parties and agencies that are prepared at certain times and places [10]. Based on the Decree of the Minister of Health of the Republic of Indonesia Number 715 / Menkes / SK / V / 2003 catering or catering services are companies or individuals that carry out food management activities that are served outside the place of business on the basis of orders [11]. The Ministry of Industry and Trade defines catering service business including the sale of ready-to-eat food that is carried out through orders for celebrations, parties, seminars, meetings, pilgrimage travel packages, public transportation and the like [12].

As stated in the Decree of the Minister of Health No. 715 / Menkes / SK / V / 2003 the catering service industry can be classified into three main categories, namely the small catering service industry (golong-golongan A) is a catering industry that serves the needs general public (parties) weddings, birthdays and other celebrations with a relatively small scale. Golong-A catering services are divided into groups A1, A2 and A3, each of which is distinguished by the size of the ability to provide food (portions), kitchen buildings and the use of labor from outside the family. C-class catering industry (large scale) is a catering service that serves special needs such as Hajj catering services, companies, mining, oil drilling, hospitals and others. Group B can also be called corpo-rate catering. C class food service industry is a very large-scale catering service serving the needs of international public transportation and aircraft [13].

The reality that is happening now is that a number of home catering industries have developed and served several events in large quantities and scopes. With the growing demand for catering services, many new catering MSMEs have jumped into this field, thus making catering MSMEs

experience the challenge of maintaining their existence and also developing his business [14]. The development of catering business also took place in the city of Surakarta, so that the increase in catering business contributed to the increase in the number of MSMEs in Surakarta.

The ability of catering MSMEs in Surakarta to endure or grow and develop must be seen from the performance of MSMEs. Like catering MSMEs in other areas, catering businesses in Surakarta in general are very concerned about achieving profit or profit targets, this is very important so that SMEs can maintain the continuity or viability of the catering business.

One effort needed is to develop catering MSMEs towards online services. This is in line with the needs of today's customers who prefer to use internet media in conducting ordering activities, including food. Changes in behavior in transaction activities are influenced by current developments in information media technology which then develop into needs and habits.

In Indonesia, internet users, especially for social media needs, are relatively high. Data from <https://hootsuite.com> [15], resume data on Internet trends and Social Media 2019 in the world are as follows:

- Total Population (total population): 7.676 billion
- Unique Mobile Users: 5.112 billion
- Internet users: 4.388 billion
- Active Social Media Users: 3.484 billion
- Mobile Social Media Users: 3.256 billion

While the summary data on internet trends and social media in 2019 in Indonesia:

- Total Population (total population): 268.2 million (up 1% or around 3 million population from 2018)
- Unique Mobile Users: 355.5 million (down 19% or around 83 million from 2018)
- Internet users: 150 million (up 13% or around 17 from 2018)
- Active Social Media Users: 150 million (up 15% or around 20 from 2018)
- Mobile Social Media Users: 130 million (up 8.3% or around 10 from 2018)
- In accessing media, users in Indonesia spend a variety of time, the following are the details:
- The average daily time using the internet through any device: 8 hours, 36 minutes.
- Average daily time using social media on any device: 3 hours, 26 minutes.
- Average daily tv viewing time (broadcast, streaming and video about requests): 2 hours, 52 minutes.
- Average time spent on music: 1 hour, 22 minutes.

The percentage of internet users who use each platform [survey-based] is as follows:

- Youtube: 88%

- Whatsapp: 83%
- Facebook: 81%
- Instagram: 80%

From the above description, at the same time see the results of research from the Demographic Institute of the Faculty of Economics and Business UI in nine regions namely Bandung, Bali, Balikpapan, Greater Jakarta, DI Yogyakarta, Makassar, Medan, Palembang and Surabaya, the trends of the Surakarta community in the use of internet and social media in general the same as the above regions. This includes consumption patterns and online buying and selling businesses in the daily life of the Surakarta community. Thus, UMKM Culinary sector in Surakarta should be more confident and optimistic in developing its business towards online catering. Supported by assistance in promotion, especially how to build a good product branding owned by businesses. Such as making packaging design, photography, and making attractive logos.

4. Conclusion

The development of the MSME Culinary sector, especially from the old pattern to the online digital model in the form of online catering is an effort so that the catering business increases in turnover and prestige. In addition to increasing the number of MSMEs up the class to a higher level. However, the strengthening of managerial areas, understanding of the media, consumer character, and promotion of online catering entrepreneurs also need to be improved, because trade competition in online marketing is quite competitive.

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