The Role of Technology in the Culinary Business

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Abstract. The purpose of this paper is to find out the role of technology in culinary business. While the benefits of technology can be used for young people who run businesses using technology, and also to understand information technology to increase business activities. This research used a descriptive method with gathering information through the internet. The result of this study is the recognition of the role of technology in business activities in the culinary field that can increase the effectiveness of time and value efficiently by technology. The conclusion of this research is that technology makes it easier for people to run a culinary business. By looking at the results, the authors hope this research can be used and supporting activities in business by implementing information technology that can save costs and time.

1. Introduction

We cannot escape from the existence of technology in our daily live these days. We are very dependant with the existence of technology itself. Technological innovation also improves rapidly. It gets bigger because all progress in digital is creating new chances that will effects everyone lives and business [1]. One of the innovation that has been carried out is a business modification using technology. Business itself is an activity carried out by someone entity in the form of services or goods to obtain benefits [2]. Some people also make business as their profession these days [3]. While culinary using technology has become very famour lately, the understanding of culinary also needs to improve. Culinary understanding define as a mode of resistance and abstract cultural production [4]. So the improvement of business using technology as a tool is very helpful in business in the culinary field is a trend now.

There are few things that need to be improved when it comes to technology in culinary. Technology in culinary innovation can and must be improve operations, increase revenue, minimize costs and increase competitive advantages [5]. One of a company that has been using technology in culinary is Go-jek one of the uses of technology in the culinary field is Go-Food. Go-Food is one of the facilities available in the Go-Jek application, which makes it easy for consumers to order food or drinks just by using their cell phones that have been connected to the internet and the application. the payments itself has many types either with cash or with Go-Pay (one of the feature in a company that runs by Go-Jek) This change can raise financing and direct intermediation, which will replace indirect payments. The contents are technological development can improve performance, can develop a
financial system that was originally manual to digital [7]. Like any business, early fans were big allies [8].

The purpose of this research is to analyse whether the role of technology today plays an active role in the world of culinary business. This study uses a descriptive methods with gathering information through the internet.

2. Method
This study used descriptive research methods and information gathering through the Internet, to determine the role of technology in the culinary business.

3. Results and Discussion
An example of the role of technology in the highly developed culinary business is Go-Food. Go-Food is a service in the field of services in the form of messages between food and drinks that have been selected by consumers according to the menu choices from the food places contained in the Go-Jek application, then after a driver is found, the consumer is just waiting and the order will be delivered to the address listed when ordering food [9]. Consumers can find out the amount of food or drink ordered and the total payment in the application. There is a choice of payment on Go-Food by cash or using Go-Pay. Thus, the existence of an online market increases a business’s profits [10].

Payment in cash, namely the agreement to pay in cash and directly to the driver when the order has arrived at the destination. While the payment by Go-Pay, consumers first fill the balance of Go-Pay and payment for consumer orders will be directly deducted through Go-Pay by the driver. Go-Pay itself can be filled via transfer via driver, Alfamart, ATM, SMS banking and Mobile / Internet Banking.

The amount of wages received by the driver is determined by the distance per kilometre between the location of the shop and the location of the customer. Consumers who want to use the Go-Food service must first download the Go-Jek application on the Play store for Android users or the App Store for iOS users. Then install it to register an account by filling in your identity, telephone number and email. Stages of ordering food or drinks through Go-Food on the Go-Jek application:
1. Open the Go-Jek application then select the Go-Food feature (Figure 1).
2. Select a restaurant and menu according to the available or closest category (Figure 2).

3. Choose food and enter the order amount (Figure 3).
Figure 3. Select menu

4. Enter the shipping address (Figure 4).

Figure 4. Booking Confirmation.

5. Select the payment method and click message (Figure 5).
6. The order is immediately delivered to the shipping address

If the customer has agreed to everything and is ready to make an order, the closest driver who receives the order will contact to confirm the order and address certainty to the customer. There is an online sending text message feature (SMS) that connects the customer and the driver in the application, so that it does not require payment such as SMS in general mobile phones. The obligation for the customer is to give a sum of money from the total price of the food along with the wages for the driver.

There are two ways to pay for this order transaction, namely payment by Go-Pay and Cash payment (cash). The form of cash payment can be made by the customer (order) if the driver has finished making a purchase transaction and arrives at the delivery location. While payment through Go-Pay is by using a number of money balances contained in the Go-Jek application wallet owned by each customer. Go-Pay is not only used for Go-Food, generally it can be done to pay for all customer transactions in the Go-Jek application with more practical and many discounts or promos.

Consumers have an account on the Go-Jek application to connect themselves with drivers and stalls. Drivers have an account on the Driver Go-Jek application to connect themselves with consumers and stalls / restaurants. While the shop / restaurant has an account in the Go-Resto application to connect the company / business with consumers and drivers. To maintain security there are several conditions that must be met by them, especially the original identity and telephone number.
After having each account. So, in this ordering practice, it starts from customers who order with several stages:

a. Customers choose restaurants and menus according to available categories, or by entering the name of the restaurant or the desired menu. After that the customer chooses food and fills the order amount. Then the total price will appear.

b. The customer enters the shipping address, after that the price / shipping rate will appear (either payment in cash or via Go-Pay) from the location of the shop / restaurant to the shipping location. Each payment method often raises different prices, payments with Go-Pay tend to be more discounted. Then, the customer must determine the choice of payment method then click "order" after approving the total food price and shipping rate, specifically for Go-Pay payments, at that time the balance will decrease for the payment. After the application finds the nearest driver, then a picture of a driver who receives and is ready to serve the order is accompanied by a personal identity and his motorcycle number plate.

c. The closest driver who receives the order will contact to confirm the certainty of the customer, if it is correct it will immediately go to the location of the shop / restaurant to take food orders / buy food orders (if the payment is in cash by the customer).

d. After the food order has been finished and ready to be delivered by the restaurant / stall to the driver, a notification will appear in the customer application that the food order has been purchased. Then the driver will immediately go to the shipping location.

e. If the driver has arrived at the delivery location, the notification in the customer application reads that the order has arrived. The driver's obligation has been implemented, then the customer's last obligation is to pay the total cost of food and the driver's wage if the payment method is in cash.

f. If there are additional costs outside the total cost of the application (food prices and shipping costs of drivers) for example for parking fees, then the customer gives it as usual. Conversely, if there is damage to food orders and customers demand something from the driver, it is possible to avoid circumvention from each party.

However, if there is a unilateral order cancellation by the customer after the food is paid and or has been delivered by the driver using the cash method. So that is a risk for drivers. If the driver wants to ask for compensation, then he goes to the Go-jek Surabaya office by bringing his food and waiting for the compensation money to run for approximately 24 hours.

4. Conclusion

Role of technology in culinary business especially Go-Food is one of the ways to make it easier for us to process transactions for food or beverage buyers. The presence of Go-Food is very beneficial for restaurants, shops or stalls to increase sales turnover. Not only for restaurants, shops or stalls, Go-Food is also very helpful for consumers in order to ordering food or drinks by using smart phone media that has been connected to the internet and the application.

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