Eco-Friendly Catering Business for This Era

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Abstract. The purpose of this study is to find out whether there will be developments in the business now to the future. In this study, the author used descriptive methods to see the changes that occur in the world of the catering business, as well as for data collection, and also use from previous research. The results of this study are that readers can develop their talents more and can utilize technology. So from these results, when running a business the reader feels easier, especially with the rapid technological advancement. So the conclusion of the analysis that the author does, can know the potential and development that entrepreneurs have done when doing business so that entrepreneurs can create something new and make this business efficient.

1. Introduction

Susanto explained that one of the basic human needs is food, people really need food, for now catering is very much everywhere. So people can choose their own favorite foods easily according to their individual tastes, now a lot of businesses are run easily through the internet or the web that they make themselves [1]. According to Heo and Muralidharan, for the current generation of people, there is very little knowledge so that they can become pro-environment. Because for now, it turns out humans are less responsible for safeguarding their environment [2]. Chaudhary and Sood also revealed that this era is known as a strong era in the use of technology. IT is one of the elements that are very important for our lives, IT can make people do their activities easily and quickly [3]. Said in the Eddy book IT can provide many benefits for its users if the system can be used as best as possible by the company in order to obtain profits and be able to compete with other companies [4].

According to research conducted by Ingenbleek and Zhao Building change, there are many trends experienced by the community, many consumers are very concerned about their health. There are so many new industries that answer all public complaints about their health, with various advanced technologies in the field of health, the number of fitness centers and others. Consumers are increasingly aware if they do not maintain their health against the selection of foods that contain lots of fat, sweet and salty offered by traders on the side of the road at low prices [5]. While the results studied by Risku and Løes consumption for organic foods can increase their use, the aim, in this case, is to increase the consumption of organic foods [6]. The thing analyzed by Lin and Chen consumers greatly influence product purchasing decisions and has a positive influence and knowledge in them [7]. While the research examined by Grunert, Jensen, Sonne, Brunsø, Byrne, Clausen and Lettl shows that the innovations that occur depend on the food chain found in innovation, food is a factor that influences technology and acceptance received by society [8]. According to Rahayu and Maslina HR Quality is influenced by a country where the staple food is available for the whole community [9]. As Deb and Agrawal put forward Providing services that can provide convenience for humans, it is very important that we can...
provide a very broad service, and make it happen to provide highly sophisticated services, can reduce costs, the service is m-banking [10]. K Iwanowski, C Rushmore\textit{THE CONCEPT of the eco-friendly hotel and resort is almost a contradiction in terms in an 1990 survey: approximately 37 percent of the 600 respondents claimed that businesses can [11].}

The purpose of this study is to find out whether there will be developments in the business for in the present to the future with advances in technology that have been very developed. In this study, the author used descriptive methods to see the changes that occur in the world of the catering business.

2. Method
This research used a descriptive method, in order to find out the developments that occur to the business being run, environmentally friendly products and current payments and use previous research related to the development of catering from time to time, environmentally friendly products that can reduce waste in order to in recycling and ease of transaction, so the author can analyze how much change is happening in the catering business world.

3. Results and Discussion
When opening the first page on the website, the web display is very interesting, besides that consumers can consult to choose their food, it is clear that this website provides healthy food, consumers can access it via the web on a PC or on a smartphone (see Figure 1).

\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{main_menu.png}
\caption{Main menu. This Figure was adopted from \url{www.slimgourmet.net} on August 6, 2018.}
\end{figure}

In this web it can be seen that the ingredients they use are always fresh for less than 24 hours to maintain their quality, besides that this food is made by a special chef and has many variations of food so that consumers do not feel bored because the menu has not changed, the ingredients used are not careless and always using high quality ingredients, these foods already have a certificate from a good nutritionist so that consumers can receive good nutrition according to their needs (see Figure 2).
Figure 2. Food Quality. This Figure was adopted from www.slimgourmet.net/ on August 6, 2018.

This catering provides a variety of packages for the needs of each customer, consumers can choose the package they need for both health care, muscle building, weight loss, healthy bento and catering programs for the consumer's needs (see Figure 3).

Figure 3. Packages. This Figure was adopted from www.slimgourmet.net/ on August 6, 2018.

When consumers open the weekly menu, there are various choices of menus available, consumers can download the weekly menu schedule that is available on the web and choose a menu to suit each customer's tastes (see Figure 4).
Figure 4. Weekly Menu. This Figure was adopted from www.slimgourmet.net/ on August 6, 2018.

When downloaded, the menu list will come out weekly, as we can see, the menu is very diverse and different every day, this will not make consumers feel bored, a variety of different dishes make the business in the catering world very rapidly growing, chefs to date it has greatly developed its capabilities and always innovated so that the business that is run can attract attention for its consumers (see Figure 5).

Figure 5. List Menu. This Figure was adopted from www.slimgourmet.net/ on August 6, 2018.

In addition to providing food catering in this web also provides a variety of unprocessed foods that can be purchased by consumers, there are several items that can be purchased by consumers such as snacks, bread and others, this proves that when we do business we can develop what we can sell so that consumers can be more interested in opening the web (see Figure 6).
Payments made can be through the nearest ATM, now more modern times, where people can make payments with various conveniences that can reduce the time to go to the place directly, people are increasingly busy with their activities so they have less time, business has grown with rapidly in line with the development of technology (see Figure 7). 

**Figure 6.** Shop. This Figure was adopted from [www.slimgourmet.net/](http://www.slimgourmet.net/) on August 6, 2018.

After filling out the form containing the intended address so that food can be delivered to the destination, and have ordered food or needs according to their individual tastes and make payments, consumers are
just waiting for the order to arrive, if consumers order lunch and dinner then the food will come around 10.00-12.00 noon if dinner then food will come around 16.00-18.00 in the afternoon. If consumers move where consumers can immediately notify the address of their place of residence through the available chat (see Figure 8).

![Slim Gourmet](image)

**Figure 8.** Contact. This Figure was adopted from [www.slimgourmet.net](http://www.slimgourmet.net/) on August 6, 2018.

If consumers want to know some more information, consumers can get this information on other social media other than in this blog, so that consumers can find out some day-to-day activities and even the products they are processing there, or ask a few questions through the social media (see Figure 9).
After everything has been done, consumers only have to enjoy the food, we can recycle the food used to reduce the amount of plastic waste. Consumers have several benefits besides the food is delicious, the order is practical, the payment is easy and the food can be recycled. Some of the advantages possessed today can facilitate human activities so that time can be used more efficiently.

4. Conclusion
The author concluded that entrepreneurs could create new business and make this business efficient. By doing some innovations and using technology as possible, because technology can help human activities better. Making the business run more attractive so that people feel interested in seeing it, and provide some convenience for their customers.

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