

Business Development Strategy in Jatiroke Sumedang

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Abstract

Technological advances and development of the era have driven an increasing public interest in the culinary business, both in the form of domestic business as well as large outlets with their branches. Quality food and beverage facilities play an important role in supporting the online culinary business, which in turn increases the revenue of the region's gastronomic entrepreneurs. This growth in revenue is in line with the public demand for innovation and creativity in culinary products in the village of Sipangan Bolon. A case study in the district of Girsang Sipangan bolon, Lake Toba area, emphasizes the importance of the use of innovation and kreativiti in all aspects of the online culinarian business, from processing to sales. It can raise public interest in food and beverage products, both through physical locations and applications. The results of the study on the use of innovation and creativity for the quality of food and beverages in Girsang Sipangan Bolon district, Simalungun District, show that the majority of respondents are satisfied with innovation in the online culinary business, with an average of 3.61 and 72 percent. However, it should be noted that insufficient innovation in gastronomic business can reduce the public's appeal to such food. Therefore, the improvement in quality and creative in the processing of food products should also be observed, with 68 percent or 3.68 as the expected target..

Keywords: Development Strategy, Culinary, Sipangan Bolon Village

Introduction

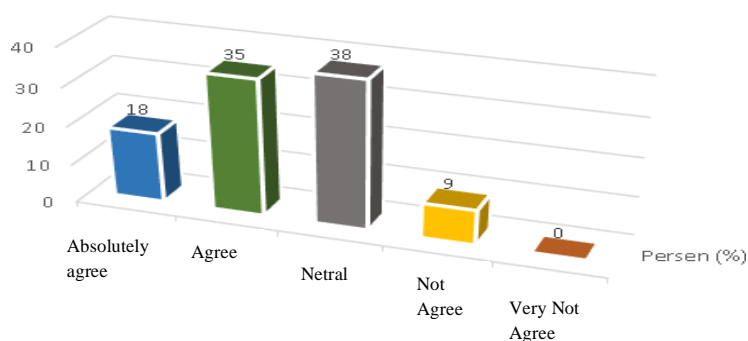
The development and expansion of culinary enterprises, including those that manufacture and distribute food and beverages, have been observed by the general public. Indicators of the culinary industry's rapid development include the abundance of uncommon foods, the existence of gastronomic excursions, and the incorporation of gastronomic trends into the way of life of a community. As stated by NSS and Rahoyo (2019). A growing number of wrongdoers is the phenomenon that has arisen as a consequence of the infrastructure support for launching a culinary business. Creativity and innovation, which encompass the development and implementation of novel technologies, are critical elements within the culinary sector. Advancements in communication and technology have enabled swift transformations in the realms of society, business, and culture. In tandem with technology, the financial and technical sectors are expanding rapidly and efficiently. The expansion of the e-commerce business model into the services market, in addition to the retail and commodity markets, is an additional example of technological innovation as it is currently perceived. The correlation between the rate of cultural evolution and technological advancement suggests that as a culture evolves, so does technology. (Adib, 2021). The culinary industry is expanding at a rapid rate due to the availability of cookery applications, such as Go-food, that facilitate the expansion of these businesses. For the development of their businesses, Micro and Medium Enterprises (UMKMs) with restricted financial resources should consider Go-Food. Owners of restaurants are able to handle communication without a fleet of vehicles. Even more significantly, entrepreneurs in the food industry can sell their products without a physical location. 2017: "Gojek Indonesia".

Methods

This study employs a qualitative approach and collects its data from primary and secondary sources (Edrisy & Rozi, 2021). Primary data are information gathered through interviews and field observations, whereas secondary data are obtained through the examination of literature encompassing books, documents, articles, and scientific journals that pertain to the research themes concerning the Use of Innovation and Creativity as Online Culinary Business Development Strategy in Bolon Village, Simalungun District.

Results and Discussion

Based on research conducted on the influence of creativity and innovation on the quality of food and beverages in Girsang Sipangan Bolon district, Simalungun District, the innovation data obtained belongs to the satisfactory category of the results of the questionnaire, with an overall average of 3.61 and a percentage (72%) of the indicator of online culinary enterprise development. The majority of survey respondents felt comfortable in deciding whether to agree or not to the online culinary business innovation, therefore their responses selected to be satisfied. Therefore, food companies, especially those that offer food and beverage options, should take this seriously because innovation in the culinary industry can have unwanted consequences, that is, make food less attractive to the general public. Of course, to increase the proportion of 68% or 3.68, creative quality food processing must also be done. Figure 2 illustrates the growth of innovation as a culinary business strategy in the following graphical form: Survey results, 2023.



Source: Author's Analysis, 2023

The library relates to the main hypothesis, reviews the most important findings, the most logical explanation based on the theory or existing science, as well as the logical possibility speculation of the findings. Gives the limit of generalization that is too far away from the finding, the implications of the research, the recommendations of further research, focus on the main outcome, and then associate the message or conclusion of the main result with the purpose and title of the manuscript.

Conclusion

As a result of technological advancements and the swift progression of contemporary society, there has been a growing fascination among individuals with domestic culinary enterprises and well-established gastronomic establishments that possess numerous branches and expansive retail spaces. The online culinary industry will unquestionably benefit from the availability of high-quality food and beverage establishments, which will increase the revenue of local culinary entrepreneurs. The restaurant's revenue development is commensurate with the Bolon Village residents' preference for inventive and original gastronomy. Drawing from the case studies examined in this research—specifically, the Toba Lake District in Bolon—it is suggested that in the establishment of online culinary enterprises, across all facets (processing, packaging, marketing, and sales) employ ingenuity and originality in order to generate greater interest in the food and beverages available on the website or via applications.

The satisfaction category of innovation data from the questionnaire results of the study on the use of creativity and innovation to improve the quality of food and beverages in the Girsang Sipangan Bolon district of Simalungun reveals that 72% of the respondents hold innovation data in opposition to the

growth indicator of the online culinary business. The overall average score for innovation data is 3.61. As indicated by the fact that a significant proportion of participants expressed no qualms regarding the innovations of online culinary businesses, the survey findings suggested that customers were content. Consequently, this should be taken seriously by food companies, particularly those that provide food and beverage alternatives, as innovation in the culinary sector may result in food becoming less appealing to the general public. Obviously, in order to increase the percentage by 3:68 or 68%, innovative food processing must also occur.

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