

14th ISCA 2024**"Titip Temani" Strategic Assistance: From Local Flavors to Special Culinary Experiences in Purwokerto**

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ABSTRACT

This article focuses on the handling and assistance of the "Titip Temani" restaurant MSME in Purwokerto. This restaurant faces challenges in increasing sales, especially in utilizing digital platforms such as Instagram, WhatsApp, and food delivery services (GoFood, GrabFood, ShopeeFood). The main objective of the intervention is to help the restaurant optimize the use of these digital platforms to increase the number of orders and overall revenue. Through mentoring activities, the team provided training on digital marketing strategies, including content creation on Instagram, using WhatsApp Business to communicate directly with customers, and registering and managing menus on food delivery platforms. This activity was followed by monitoring and evaluation to measure the effectiveness of the strategies implemented. The results of the intervention showed a significant increase in the number of orders through digital platforms. The use of Instagram as a promotional tool succeeded in attracting more customers, while WhatsApp made the ordering process easier. The three food delivery platforms (GoFood, GrabFood, ShopeeFood) contributed the most to the increase in restaurant sales. The restaurant also experienced an increase in revenue after implementing this digital strategy.

Keyword : digitalization, culinary, business management, marketplace

1. INTRODUCTION

In the era of globalization and rapid development of digital technology, small and medium enterprises (SMEs) in the culinary sector are faced with new challenges and opportunities. Changes in people's consumption patterns, especially with the increasing development of digital-based services, have forced culinary businesses to adapt in more innovative ways (Kotler & Keller, 2016). One important development that is trending is the increasing popularity of food delivery platforms such as GoFood, GrabFood, and ShopeeFood, which allow restaurants to reach a wider range of customers without having to rely on physical visits to the location (Chaffey, 2021).

"Titip Temani" Restaurant in Purwokerto, as one of the local culinary businesses located on Jl. Prof. Dr. Suharso, faces similar challenges. Although this restaurant has succeeded in offering quality products at competitive prices, they still experience obstacles in maximizing digital potential to increase sales and expand the market. Based on an initial survey, around 65% of potential customers prefer to order food through a delivery application rather than coming

directly to the restaurant. However, this restaurant has not fully utilized the available digital portals to the maximum, especially in terms of marketing and digital operational management (Hutter and Hoffmann, 2021).

Lack of knowledge regarding digital marketing strategies, utilization of social media features such as Instagram and WhatsApp Business, as well as ineffectiveness in managing food delivery platforms are the main obstacles in restaurants' efforts to optimize sales. In fact, the use of these digital platforms can have a significant impact on business growth, both in terms of sales and customer loyalty (Rahayu & Dayanti, 2022).

In response to this problem, an intervention and mentoring program was implemented with the aim of helping the "Titip Temani" restaurant adopt digital technology more effectively. This program is designed to provide intensive guidance on the use of various relevant digital platforms, including Instagram as a promotional medium, WhatsApp Business as a means of direct communication with customers, and food delivery services GoFood, GrabFood, and ShopeeFood as the main distribution channels (Kurniawan & Yulianto, 2022).

This approach is expected to have a positive impact not only on increasing sales, but also on improving operational efficiency and customer service quality. By utilizing an integrated digital marketing strategy, the "Titip Temani" restaurant is expected to be able to compete better amidst the tight competition in the local and national culinary industry. Through this intervention, it is important to underline the role of digitalization as a key to success in maximizing market potential and increasing the competitiveness of culinary businesses. The right digital transformation not only provides wider access to customers but can also increase loyalty, create a better customer experience, and ultimately, increase overall business revenue (Prabowo & Wibowo, 2023).

2. METHODS

To overcome these problems, the intervention method used in this mentoring program involves several stages that are designed systematically. This method aims to help the "Titip Temani" Restaurant adopt digital strategies optimally to increase sales and competitiveness. The stages of the method applied include:

- 1) **Initial Survey and Analysis (Diagnosis):** Prior to program implementation, a survey and direct observation of restaurant operations, interviews with owners, and analysis of the use of existing digital platforms were conducted. This stage aims to identify the main problems that hinder sales growth and technology utilization. The results of this diagnosis serve as the basis for designing intervention strategies that are appropriate to the specific needs of the restaurant.
- 2) **Social Media and Digital Platform Usage Training:** An intensive training program is provided to restaurant owners and employees to improve their skills in managing social media (Instagram) and food delivery platforms (GoFood, GrabFood, ShopeeFood). This training includes:
 - a. Instagram: Creating attractive visual content, upload scheduling strategies, utilizing Instagram Ads features, and interacting with customers.
 - b. WhatsApp Business: Utilizing features such as product catalogs, automated messages, and quick response strategies to improve the quality of customer service.
 - c. Food Delivery Platform: Registration, setting up digital menus, utilizing promotional features on GoFood, GrabFood, and ShopeeFood, and analyzing order data to optimize sales.

- d. **Digital Content Optimization:** Assistance is provided in the process of creating digital content, including product photography and videography for Instagram and food delivery platforms. The resulting content is designed to suit customer preferences and highlight the visual appeal of the food products offered.
- 3) **Implementation and Monitoring:** After training and content creation, restaurants are assisted in implementing the designed digital strategy. Monitoring is carried out periodically to measure the effectiveness of the intervention, including monitoring the number of followers on social media, customer engagement, order volume on delivery platforms, and overall sales increases.
- 4) **Evaluation and Feedback:** Evaluation is conducted to compare sales data before and after the intervention. Customer feedback is also collected through satisfaction surveys, which include aspects of ease of ordering, speed of service, and the quality of digital content presented. The results of this evaluation are used to make continuous improvements to the strategies implemented.

3. RESULTS AND DISCUSSION

The intervention carried out at the "Titip Temani" restaurant aims to increase sales through the use of various digital platforms, namely Instagram, WhatsApp, GoFood, GrabFood, and ShopeeFood. This activity consists of several stages, starting from optimizing platform use, content management, to optimizing food delivery operations (Ghost & Scott, 2021). The results obtained from each platform are as follows:

- 1) **Instagram:** Instagram is used as the main promotional media to introduce menus, provide discount information, and display customer testimonials. After conducting content management training and digital marketing strategies for more attractive and interactive visual content, such as high-quality food photos, behind-the-scenes videos, and regularly uploaded stories, it has succeeded in increasing engagement and creating customer loyalty. As a result, many customers are interested in visiting the restaurant or ordering through other platforms after seeing promotions on Instagram (Hwang & Kim, 2022).



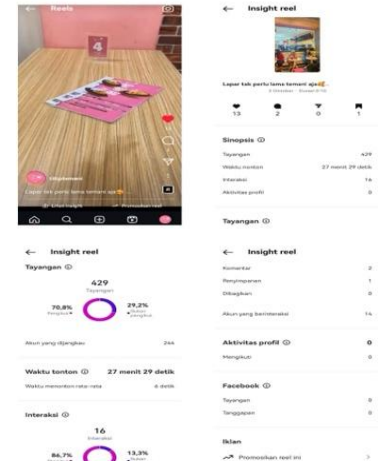
Picture 1. Documentation of the mentoring team using digital service applications.



Picture 2. Instagram upload
Titip Temani 21 September
2024



Picture 3 Instagram upload
Titip Temani 22 September
2024



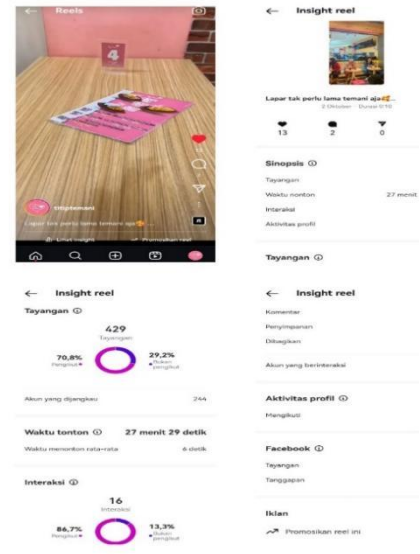
Picture 4. Insight upload
Instagram Titip Temani 2
October 2024



Picture 5. Introduction of the new Titip Temani menu by food vlogger



Picture 6. Testimonial comments on Instagram



Picture 7. Insight upload
Instagram Titip Temani 2
October 2024

- 2) **WhatsApp:** WhatsApp utilized as a means of direct communication with customers, especially for ordering and questions related to the menu. The use of the WhatsApp feature helps restaurants to respond to orders faster and makes it easier for customers to choose menus and orders, especially if in large quantities.
- 3) **GoFood, GrabFood, dan ShopeeFood:** These three food delivery platforms contributed the most to increasing sales of the "Titip Temani" restaurant. After optimization through promotions/discounts on the three platforms, the restaurant received an average increase in orders (Kotler & Keller, 2020).



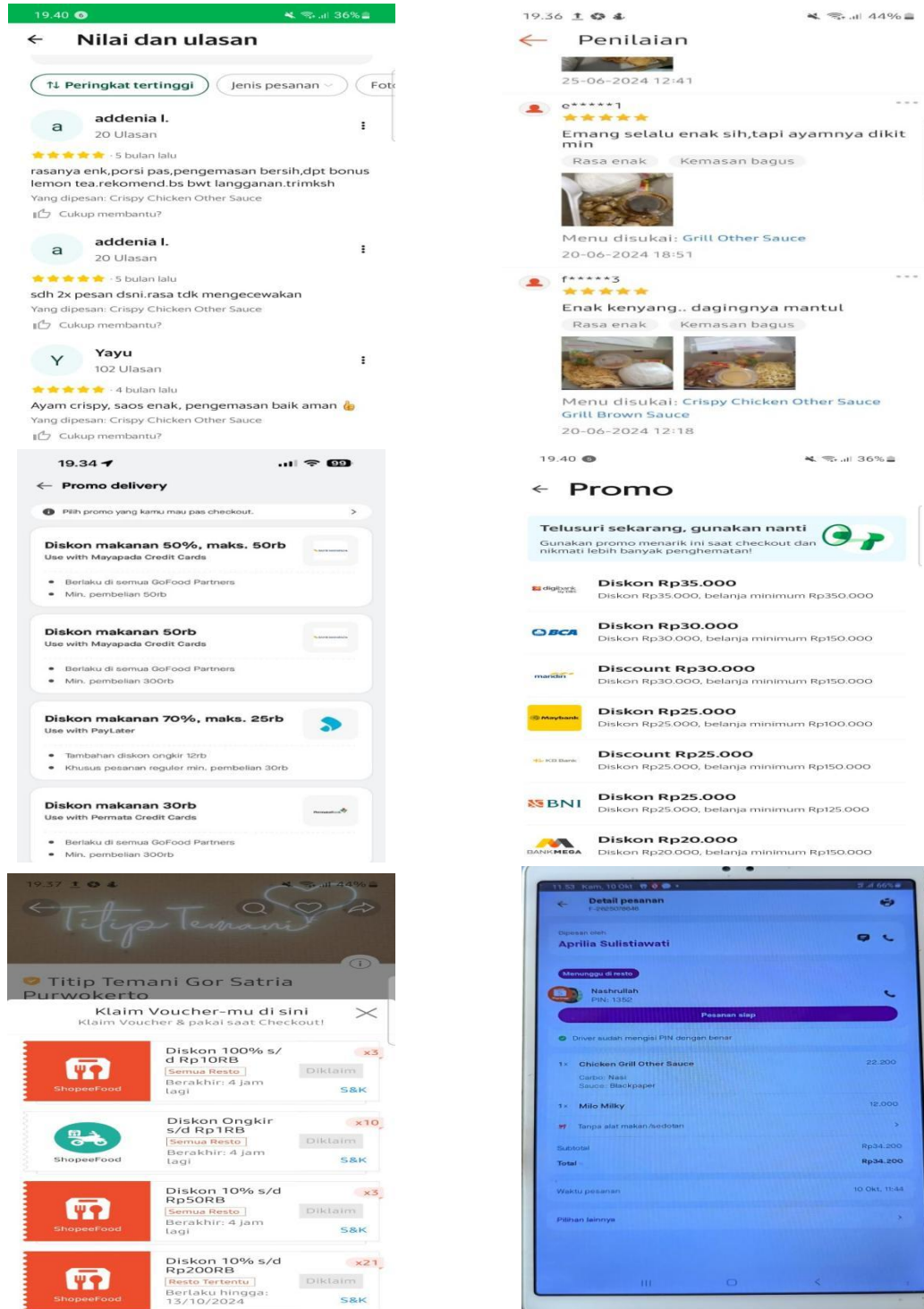
Picture 8. Driver Gofood
Currently Picking Up
Customer Orders



Picture 9. Product Packing
Process For Shipping

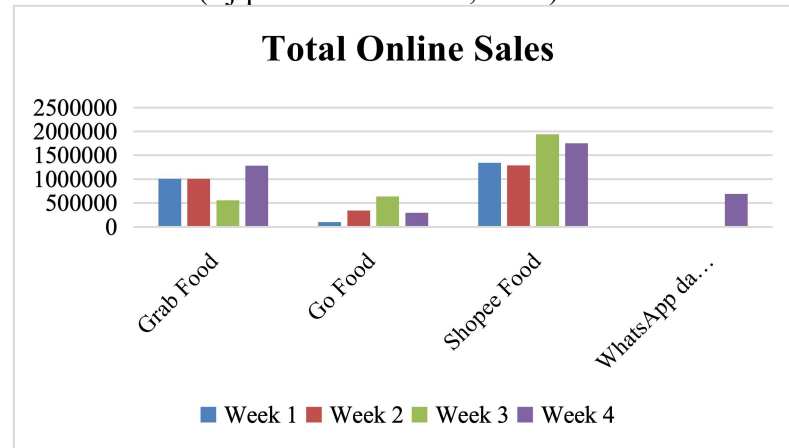


Picture 10. Products Prepared to
be Shipped via Delivery Service



Picture 11. Testimonials/comments, ratings and reviews on the GoFood, GrabFood, and ShopeeFood platforms

- 4) **Increased Sales:** Overall, this intervention successfully increased total restaurant sales after optimizing the use of digital platforms. In addition, the number of new customers ordering through digital platforms continues to grow. This increase shows the effectiveness of an integrated marketing strategy through Instagram for promotion, WhatsApp for direct communication, and GoFood, GrabFood, and ShopeeFood as the main distribution channels (Tjiptono & Chandra, 2023).



Picture 12. Online sales report

- 5) **Challenges Faced:** One of the challenges faced is the limited human resources in managing several platforms at once, especially during peak hours and when offline outlets are crowded with visitors or there are large-scale orders. However, with time management training and task distribution, this problem can be overcome. In addition, maintaining Instagram content and responding quickly via WhatsApp remains a challenge that requires continuous attention to keep engagement high (Baird & Parasnis, 2020).

4. CONCLUSION

The intervention carried out at the "Titip Temani" restaurant to increase sales through the use of digital platforms has produced positive results, although not yet significant. The use of Instagram as a promotional medium, WhatsApp as a means of direct communication with customers, and GoFood, GrabFood, and ShopeeFood as food delivery channels, has succeeded in increasing the number of orders and the restaurant's overall revenue.

The most prominent increase occurred in sales through food delivery platforms, especially after restaurants actively utilized the promotional features available on GoFood, GrabFood, and ShopeeFood. In addition, more strategic use of Instagram has succeeded in increasing customer engagement, while the WhatsApp feature has made it easier to order and communicate with customers, especially those constrained by distance and time and large-scale order quantities.

The mentoring provided not only resulted in increased sales, but also in improving the quality of service and operational efficiency of the restaurant. Improving employee skills in managing digital platforms, as well as utilizing the features provided by the food delivery application, contributed greatly to the success of this program.

Overall, this intervention shows that an integrated digital marketing strategy through various digital platforms can provide positive results for culinary businesses such as "Titip Temani." The implementation of this method can be used as a model for other restaurants that want to increase competitiveness and sales through digitalization.

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