

The Role of Digital Technology in Optimizing Marketing Strategies and Business Management in the Culinary Industry

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ABSTRACT

The rapid growth of the Indonesian food industry has been significantly driven by the strategic use of digital technology to optimize marketing and business management. This study examines the role of digital technology in enhancing these aspects within Yotta's culinary industry. Using a qualitative approach with a case study method, data was collected through in-depth interviews, observations, and document analysis. The findings reveal that digital technology plays a crucial role in improving operational efficiency, increasing brand awareness, and building stronger customer relationships, all of which contribute to increased sales and market reach. Additionally, the use of online platforms for food ordering, social media for marketing, and data analytics for decision-making has been effective in driving business growth. Digital tools have also improved inventory management, employee management, and financial control, leading to higher customer satisfaction and financial stability. The study concludes that optimal use of digital technology provides a significant competitive advantage in the food industry, with Yotta serving as a prime example of how digital innovation can enhance business performance.

Keywords: Digital Technology, Marketing Strategies, Business Management, Culinary Industry

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1. INTRODUCTION

The food industry in Indonesia is one of the fastest-growing business sectors, with a large and growing market. In this digital era, digital technology has become an integral part of daily life, including business. The food industry has also utilized digital technology to optimize marketing strategies and business management (Hasanah, 2023).

The use of digital technology in the food industry is in line with various regulations in Indonesia, such as the 1945 Indonesian Constitution, Article 33, Paragraph 3 and 4, which states that natural resources and important branches of production are controlled by the state and used for the benefit of the people. Additionally, Law Number 20 of 2008 on Micro, Small, and Medium Enterprises (UMKM) aims to promote the growth and development of UMKM. Furthermore, Government Regulation Number 7 of 2020 on Electronic Trading (Permendag PSE) regulates electronic trading.

The Indonesian food industry has experienced rapid growth over the past few decades, marked by the emergence of various types of restaurants, cafes, and street food stalls offering a wide range of menu options with unique and attractive flavors. This growth is driven by several

factors, including increasing income, changing lifestyles towards modernity, and ease of access to information and communication (Hasanah, 2023).

As the food industry has developed, digital technology has been used by food business players to reach a wider audience and increase sales. The use of digital technology in the food industry began with the use of websites and social media to promote products and services. Then, it developed into the use of online food ordering apps, digital payment systems, and food delivery platforms. Currently, digital technology has become an integral part of the food industry, and businesses that do not use digital technology will be left behind in the competition (Rahmawati, 2022).

Although digital technology has provided many benefits to the food industry, there are still some problems faced by food business players in optimizing their use of digital technology. These problems include a lack of knowledge and skills in using digital technology, limited financial resources for investing in digital technology, intense competition in the digital era, and unstable technological infrastructure. These problems can hinder the efforts of food business players to optimize their marketing strategies and business management through digital technology. The consequences of these problems can be fatal for food business players, including declining sales, losing customers, delayed business growth, and bankruptcy (Rahmawati, 2022).

Previous research on the role of digital technology in the culinary industry has been numerous. However, there are still some limitations in these studies, including: the focus of research on a specific aspect of digital technology, such as social media or online food ordering platforms, limited research on comprehensive studies on the role of digital technology in optimizing marketing strategies and business management in the culinary industry, and limited research on the context of the culinary industry in Indonesia, particularly in the Yotta culinary industry. These limitations are important reasons for conducting this research (Rahmawati, 2022).

This research is important because of several reasons as follows: the rapid development of digital technology and its significant impact on the culinary industry, limited research on comprehensive studies on the role of digital technology in optimizing marketing strategies and business management in the culinary industry, and the need for research on the context of the culinary industry in Indonesia, particularly in the Yotta culinary industry. This research is expected to contribute new insights to the development of the culinary industry in Indonesia, particularly in utilizing digital technology to enhance business competitiveness (Rahmawati, 2022).

Based on the background that has been explained above, the research question or problem formulation in this study is as follows: How does digital technology play a role in optimizing marketing strategies in the Yotta culinary industry? and How does digital technology play a role in optimizing business management in the Yotta culinary industry.

2. METHOD

This study uses a qualitative research method with a case study approach. The qualitative method was chosen because this study aims to deeply understand and describe the role of digital technology in optimizing marketing strategies and business management in the Yotta culinary industry. The case study approach was chosen because this study focuses on a specific case, namely the Yotta culinary industry. This approach allows researchers to study the role of digital technology in-depth and comprehensively in this industry (Roosinda et al., 2021).

The population of this study is all culinary business actors in the Yotta culinary industry. The research sample was selected using purposive sampling technique. The criteria for selecting the sample are: owner or manager of a culinary business in the Yotta culinary industry, uses digital technology in running their business, and is willing to be interviewed. The research subjects are culinary business actors in the Yotta culinary industry who became the research

sample. The research object is the role of digital technology in optimizing marketing strategies and business management in the Yotta culinary industry (Roosinda et al., 2021).

The data collection technique used in this study is in-depth interview, observation, and document study. The data analysis technique used is thematic analysis. Data validation was conducted using triangulation techniques, such as method triangulation, source triangulation, and time triangulation (Roosinda et al., 2021).

3. RESULTS AND DISCUSSION

1) The Role of Digital Technology in Optimizing Marketing Strategies in the Yotta Culinary Industry

The Indonesian culinary industry has experienced rapid growth in recent years. This development is marked by the emergence of various types of restaurants, cafes, and street food stalls that offer a wide range of menus and unique flavors. This growth is driven by several factors, including:

- a. Increased income of the population,
- b. Changes in the lifestyle of the population towards modernity,
- c. Ease of access to information and communication (Aurilia, 2021).

As the culinary industry has developed, digital technology has also been used by entrepreneurs to reach a wider range of consumers and increase sales. The use of digital technology in the culinary industry started with the use of websites and social media to promote products and services (Aurilia, 2021). The influence of entrepreneurial competence and psychological well-being on entrepreneurial interest

Then, it developed with the use of online food ordering apps, digital payment systems, and food delivery platforms. Currently, digital technology has become an integral part of the culinary industry, and entrepreneurs who do not use digital technology will be left behind in the competition (Aurilia, 2021).

The role of digital technology in optimizing marketing strategies in Yotta's culinary industry is crucial and effective. In the era of digitalization, marketing strategies are required to adapt to technological developments and changing consumer needs. Digital marketing, which includes interactive and integrated marketing, facilitates interaction between producers, intermediaries, and potential customers. By using digital technology, Yotta's culinary industry can increase brand visibility, direct traffic to websites, or promote products and services (Rahmawati, 2022).

In the culinary industry, digital technology can be used to increase awareness of products, target market more efficiently, and increase sales of products or services. Here are some digital marketing strategies that can be used by Yotta's culinary industry:

- a. **Paid Social Media Advertising:** Using social media advertising technology to target the right audience with relevant messages. Social media platforms such as Facebook, Instagram, or LinkedIn offer strong advertising features with highly specific targeting options.
- b. **Digital Customer Experience:** Building a pleasant and efficient customer experience by using technology. For example, a company can implement a chatbot or virtual assistant to provide 24/7 customer support, respond quickly to customer inquiries, or provide personalized product recommendations.

- c. Data Analytics and AI: Using data analytics and artificial intelligence technology to collect and analyze customer data. A company can use analytical tools to understand customer behavior, identify market trends, and optimize marketing strategies.
- d. Content Marketing: Building a strong content marketing strategy by using technology. This can include creating and distributing relevant, engaging, and valuable content to target audiences through blogs, videos, infographics, or podcasts (Rahmawati, 2022).

By using effective digital marketing strategies, Yotta's culinary industry can increase operational efficiency, increase brand awareness, and increase sales of products or services. Digital technology can play a significant role in optimizing marketing strategies in the culinary industry. Here are some examples:

- a. Expanding market reach: Digital technology allows culinary entrepreneurs to reach a wider audience, both domestically and internationally. This can be done through websites, social media, online food ordering apps, and food delivery platforms.
- b. Increasing brand awareness: Digital technology can help culinary entrepreneurs increase their brand awareness. This can be done through online advertising, content marketing, and influencer marketing.
- c. Building customer relationships: Digital technology can help culinary entrepreneurs build stronger relationships with their customers. This can be done through email marketing, loyalty programs, and social media.
- d. Increasing sales: Digital technology can help culinary entrepreneurs increase their sales. This can be done through online promotions, discounts, and online payment facilities (Rahmawati, 2022).

Yotta's Culinary Industry is an example of a culinary industry in Indonesia that has optimally utilized digital technology to optimize its marketing strategy. Yotta has an informative and user-friendly website, as well as active social media accounts. Yotta also works with various online food ordering platforms and food delivery services.

In addition, Yotta implements various online marketing programs, such as online advertising, content marketing, and influencer marketing. The result is that Yotta has successfully reached a wider audience, increased brand awareness, built stronger relationships with customers, and increased sales.

Digital technology can play a significant role in optimizing marketing strategies in the culinary industry. Entrepreneurs in the culinary industry who want to succeed in their business need to optimally utilize digital technology. Yotta is an example of a culinary industry in Indonesia that has successfully utilized digital technology to optimize its marketing strategy.

2) The Role of Digital Technology in Optimizing Business Management in Yotta's Culinary Industry

The culinary industry in Indonesia has experienced rapid growth in recent years. This growth is accompanied by the increasing use of digital technology by entrepreneurs in the culinary industry to optimize their business management. Digital technology has brought many changes to the culinary industry, from the way food is ordered to inventory management (Salam, M. F., 2020).

The role of digital technology in optimizing business management in Yotta's culinary industry is crucial and effective. In the era of digitalization, business management strategies are required to adapt to technological developments and changing consumer needs. Digital technology enables Yotta's culinary industry to increase operational efficiency, increase brand awareness, and increase sales of products or services. Here are some examples of the role of digital technology in optimizing business management in Yotta's culinary industry:

- a. Online Food Ordering Platform: Digital technology enables Yotta's culinary industry to use online platforms such as Gofood, Grabfood, and others to receive food orders. This makes it easy for customers to order food online and enables Yotta's culinary industry to increase sales of products effectively.
- b. Social Media Marketing: Digital technology enables Yotta's culinary industry to use social media to promote their products and services. By using social media, Yotta's culinary industry can increase brand awareness and reach target audiences more efficiently.
- c. Data Analytics for Decision-Making: Digital technology enables Yotta's culinary industry to collect and analyze customer data. By using data analytics, Yotta's culinary industry can understand customer behavior, identify market trends, and optimize marketing strategies.
- d. Using Technology to Improve Customer Experience: Digital technology enables Yotta's culinary industry to improve customer experience by using technology such as chatbots or virtual assistants to provide 24/7 customer support, respond quickly to customer inquiries, or provide personalized product recommendations.
- e. By using digital technology effectively, Yotta's culinary industry can increase operational efficiency, increase brand awareness, and increase sales of products or services (Arifah Asjadiyyah, R., 2022).

Digital technology can play a significant role in optimizing business management in the culinary industry. Here are some examples:

- a. Increasing Operational Efficiency: Digital technology can help entrepreneurs in the culinary industry to increase their operational efficiency. This can be done through digital point-of-sale (POS) systems, inventory management software, and employee management software.
- b. Facilitating Decision-Making: Digital technology can help entrepreneurs in the culinary industry to make better decisions. This can be done through sales data analysis, customer data analysis, and market analysis.
- c. Increasing Financial Control: Digital technology can help entrepreneurs in the culinary industry to increase financial control. This can be done through online accounting software, online payment software, and expense tracking software.
- d. Increasing Customer Satisfaction: Digital technology can help entrepreneurs in the culinary industry to increase customer satisfaction. This can be done through online review platforms, loyalty programs, and online customer support (Sugiana, I., 2023).

Yotta's Culinary Industry is an example of a culinary industry in Indonesia that has optimally utilized digital technology to optimize its business management. Yotta uses digital point-of-sale (POS) systems to simplify the process of ordering and payment for food. Yotta also uses inventory management software to track the availability of raw materials and finished products. Additionally, Yotta uses employee management software to manage employee schedules and salaries (Ariana, A. P., & Ekasari, N., 2021).

Yotta also utilizes digital technology to analyze sales data, customer data, and market data. The data is used to make better decisions about menu offerings, prices, and marketing strategies. Yotta also uses online accounting software to track the company's financials and online payment software to receive payments from customers (Ariana, A. P., & Ekasari, N., 2021).

The result is that Yotta has successfully increased operational efficiency, facilitated decision-making, improved financial control, and increased customer satisfaction. Digital technology can play a significant role in optimizing business management in the culinary industry. Entrepreneurs in the culinary industry who want to succeed in their business must optimally utilize digital technology. Yotta is an example of a culinary industry in Indonesia that

has successfully utilized digital technology to optimize its business management (Ariana, A. P., & Ekasari, N., 2021).

4. CONCLUSIONS AND SUGGESTION

a. Conclusions

This research shows that digital technology has a very important role in optimizing marketing strategies and business management in Yotta's Culinary Industry. Digital technology helps to expand the market reach, increase brand awareness, and build stronger relationships with customers. The use of online platforms for food ordering, social media for marketing, and data analytics for decision-making has been proven effective in increasing operational efficiency and sales. Additionally, digital technology also enables better inventory management, employee management, and financial control, which increases financial control and customer satisfaction. Therefore, entrepreneurs in the culinary industry who want to succeed in their business must optimally utilize digital technology. Yotta is a good example of utilizing digital technology to increase competitiveness in the culinary industry in Indonesia.

b. Suggestion

Based on the findings of this research, it is suggested that entrepreneurs in the culinary industry should prioritize the integration of digital technology into their business operations. Specifically, they should invest in developing robust online platforms for food ordering, engage actively on social media to enhance brand visibility, and utilize data analytics for informed decision-making. Furthermore, improving inventory management, employee management, and financial control through digital tools will not only streamline operations but also enhance customer satisfaction. As demonstrated by Yotta, adopting these technologies can significantly increase competitiveness in the culinary industry. Continuous innovation and adaptation to emerging digital trends are essential for maintaining a competitive edge and ensuring long-term business success in the dynamic food industry.

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