

**CULINARY BUSINESS OWNERS' PERCEPTION ON THE  
BENEFITS AND CHALLENGES OF GOFOOD PARTNER  
DIGITAL MARKETING BEFORE AND DURING *COVID-  
19* PANDEMIC**

**A Thesis Presented as a Partial Fulfillment of the Requirement to Obtain  
the *Sarjana Sastra* in the English Study Program**



**by**

**Ferdian Soesilo Rahardjo**

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**ENGLISH DEPARTMENT**

**FACULTY OF LANGUAGE AND ARTS**

**SOEGIJAPRANATA CATHOLIC UNIVERSITY**

**SEMARANG**

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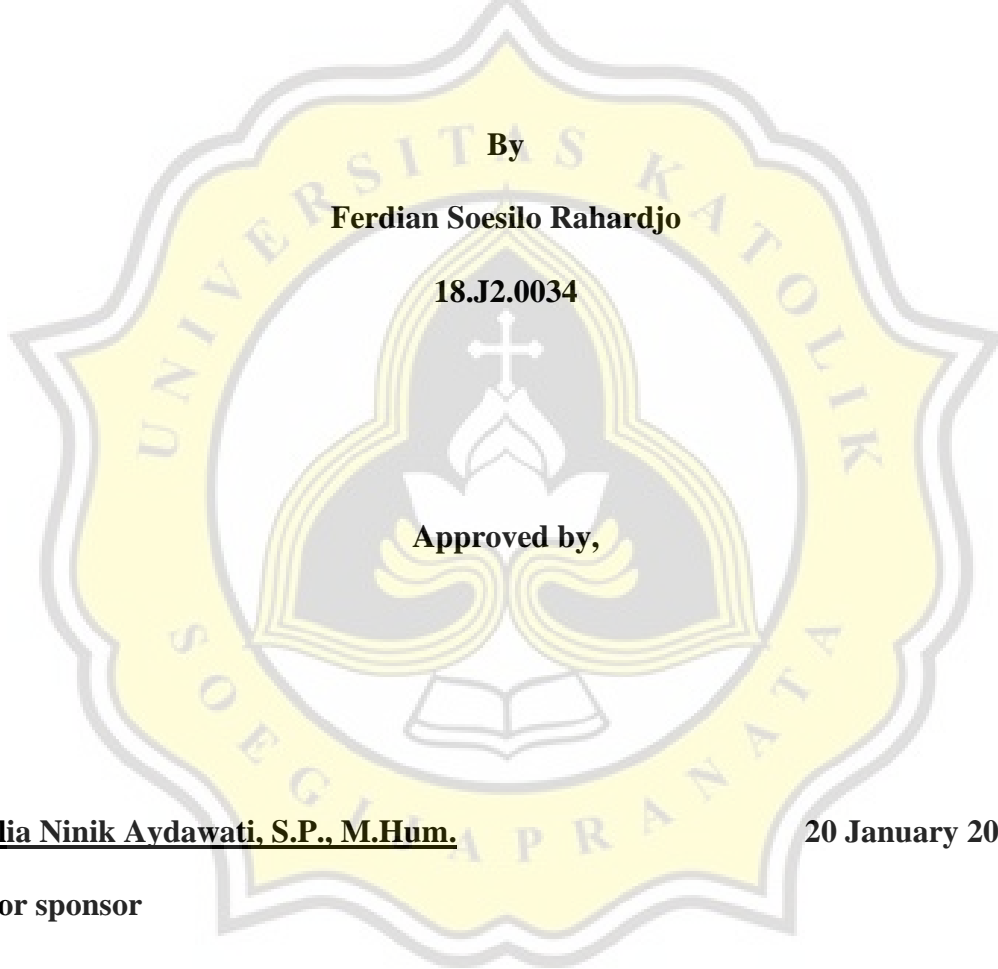
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**A THESIS APPROVAL**

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AND DURING *COVID-19* PANDEMIC**



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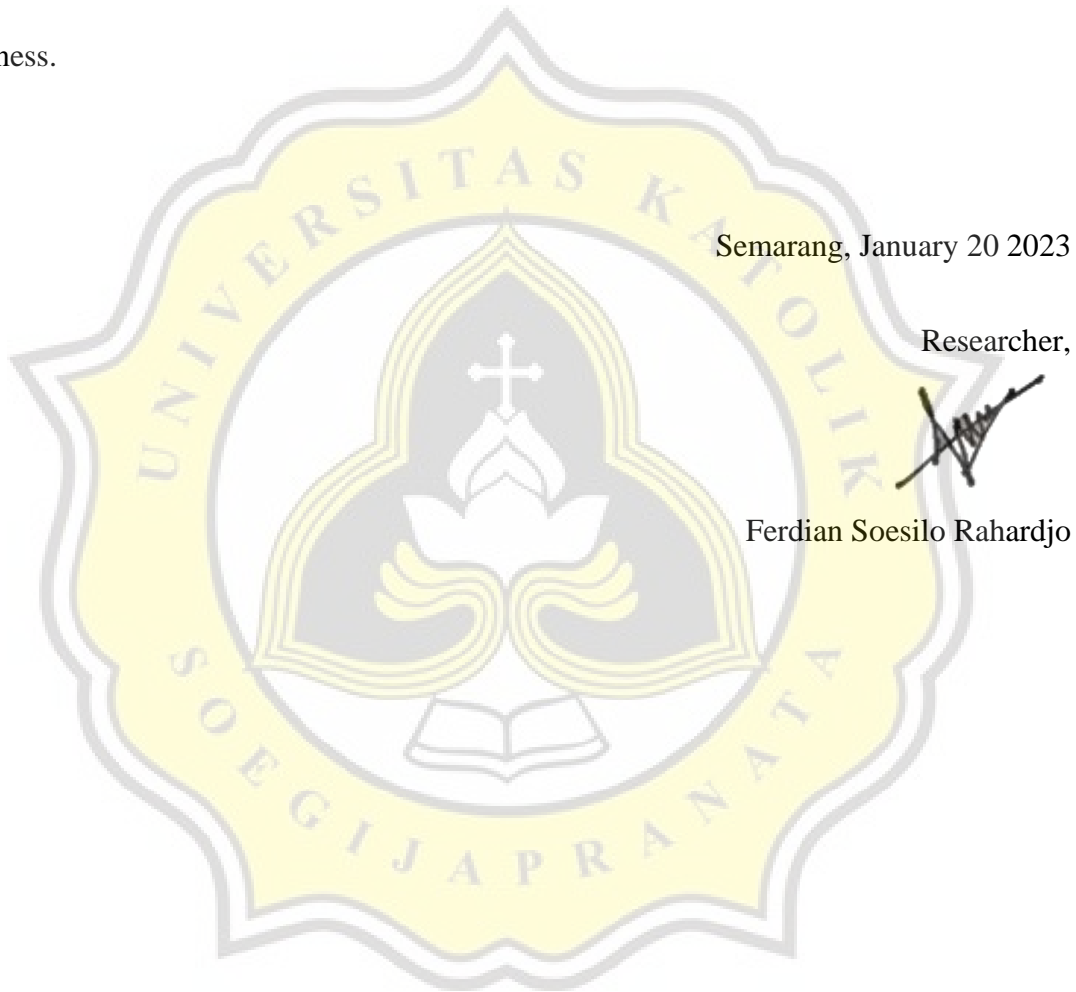
My sincerest and deepest appreciation go to my grandmother and my family, who always support me so I can finish this thesis well. I know writing a thesis is not easy, but with your support, I managed to complete it. I hope that after graduation I will be a better person and have a better future in every aspect.

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Finally, I know that my thesis is not perfect because nobody is perfect. I am ready to accept suggestions for improvement. However, I hope that this thesis will be useful for those who read it, so that culinary businessmen or Englishpreneurship students can make this thesis as a reference and consideration in running their business or opening their new business.



Semarang, January 20 2023

Researcher,

A handwritten signature in black ink, appearing to read "Ferdian Soesilo Rahardjo".

Ferdian Soesilo Rahardjo

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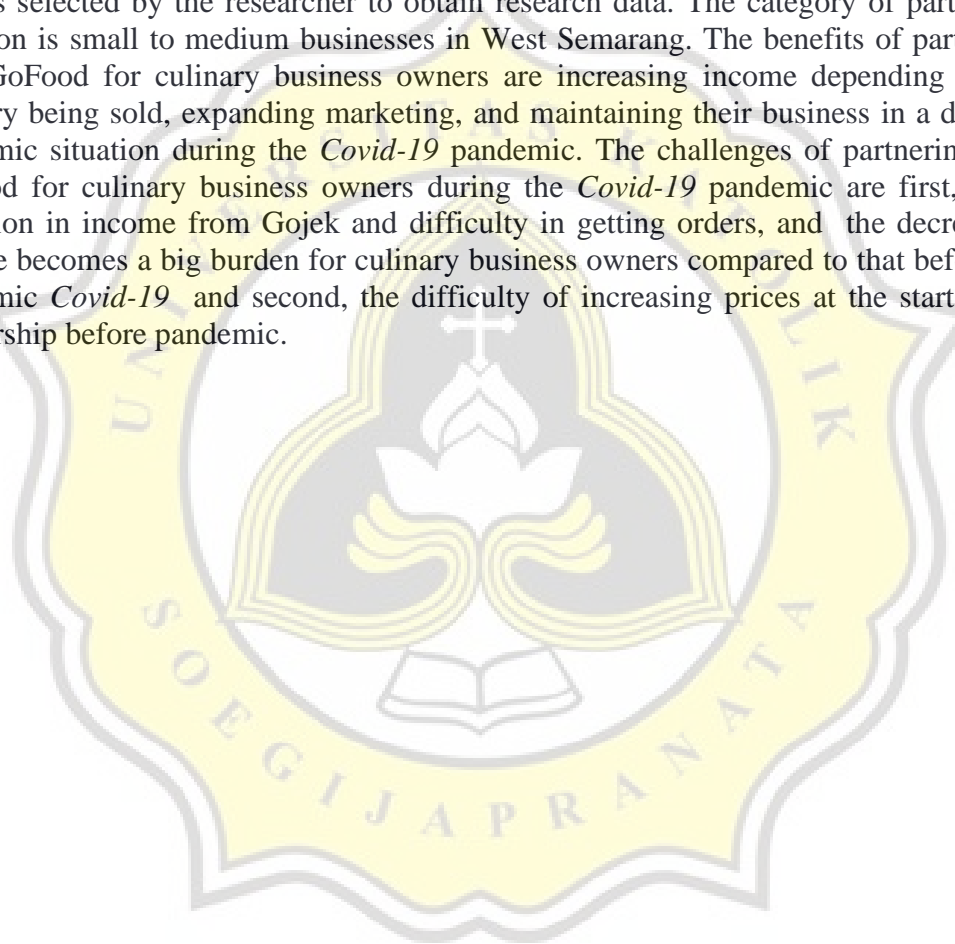
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## ABSTRACT

All countries worldwide, including Indonesia, were shocked by the *Covid-19* pandemic. The *Covid-19* pandemic has had an impact on economic sectors. Culinary business owners in Indonesia can also feel the economic impact of the pandemic. Those who want to maintain their business during the pandemic choose digital marketing strategies and online sales through the GoFood partnership. This research aims to inform the public about culinary business owners' perceptions on the benefits and challenges of GoFood partner digital marketing before and during the *Covid-19* pandemic. This research is classified as qualitative research and conducts interviews with five culinary business owners selected by the researcher to obtain research data. The category of participant selection is small to medium businesses in West Semarang. The benefits of partnering with GoFood for culinary business owners are increasing income depending on the culinary being sold, expanding marketing, and maintaining their business in a difficult economic situation during the *Covid-19* pandemic. The challenges of partnering with GoFood for culinary business owners during the *Covid-19* pandemic are first, a 20% reduction in income from Gojek and difficulty in getting orders, and the decrease in income becomes a big burden for culinary business owners compared to that before the pandemic *Covid-19* and second, the difficulty of increasing prices at the start of the partnership before pandemic.



## ABSTRAK

*Semua negara di seluruh dunia, termasuk Indonesia, dikejutkan oleh pandemi Covid-19. Pandemi Covid-19 sudah memberikan dampak pada sektor ekonomi. Di Indonesia, pemilik bisnis kuliner juga bisa merasakan dampak ekonomi dari pandemi. Mereka yang ingin mempertahankan bisnisnya di masa pandemi memilih strategi pemasaran digital dan penjualan online melalui kemitraan GoFood. Penelitian ini bertujuan untuk menginformasikan kepada masyarakat tentang persepsi pemilik bisnis kuliner tentang manfaat dan tantangan dari mitra pemasaran digital GoFood sebelum dan sesudah pandemi Covid-19. Penelitian ini diklasifikasikan sebagai penelitian kualitatif dan melakukan wawancara dengan lima pemilik bisnis kuliner yang dipilih oleh peneliti untuk memperoleh data penelitian. Kategori pemilihan peserta adalah usaha kecil hingga menengah di wilayah Semarang Barat. Manfaat bermitra dengan GoFood untuk pemilik bisnis kuliner adalah meningkatkan pendapatan tergantung pada jenis kuliner yang dijual, memperluas pemasaran, dan mempertahankan bisnis mereka dalam situasi ekonomi yang sulit setelah pandemi Covid-19. Tantangan bermitra dengan GoFood untuk pemilik bisnis kuliner setelah pandemi Covid-19 adalah yang pertama, pemotongan pendapatan sebesar 20% dari pihak Gojek dan kesulitan mendapatkan pesanan, dan penurunan pendapatan menjadi beban besar bagi pemilik bisnis kuliner dibandingkan dengan sebelum adanya pandemi Covid-19 dan kedua, kesulitan meningkatkan harga pada awal kemitraan sebelum pandemi.*

