

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The worldwide epidemic, *Covid-19*, shocked the whole world in 2019. To control the spread of *Covid-19*, every country's government has implemented social distancing regulations after they detected the presence of *Covid-19* in their country. Work, meetings, lectures, and any other activities that gather crowds are all done from home utilizing an online meeting platform such as Zoom Meeting or Google Meet (Ardianti et al., 2020). The governments of each nation have made every effort to restrict the spread of *Covid-19*. However, the dissemination of *Covid-19* continues to this day.

Not only does *Covid-19* have an impact on public health but also it threatens other sectors. In Indonesia, the impact of *Covid-19* is most visible in the economic sectors. The economic sectors in Indonesia have decreased because of restrictions on outdoor activities as a way to prevent the spread of *Covid-19*. One of the economic sectors affected is the culinary business (Ezizwita & Sukma, 2021). The reduction in daily economic revenue percentages in the culinary business field is not small. Burhan (2020) stated that the culinary business sector experienced a 37% decrease in daily economic revenues during the outbreak of *Covid-19*.

Many culinary business owners who cannot survive during the *Covid-19* pandemic situations have to close their businesses temporarily. It is a difficult situation for culinary business owners. They rely on crowds to support their business but they cannot run their business anymore because of social distancing policies from the government. The government does not allow people to dine in restaurants (Hastuti, 2020, cited in (Junus et

al., 2020)). On the contrary, culinary businesses that can still survive during *Covid-19* pandemic do not rely solely on offline sales in their business places (Budiman et al., 2020). Culinary business owners prefer doing digital marketing and online selling to deal with the pandemic situation. This strategy is taken to maintain their business during the pandemic.

Digital marketing for business is one of the right solutions to overcome physical restrictions among people and avoid the spread of *Covid-19* itself. Gojek is one of the digital marketing media as well as online sales and food delivery applications that are popular today. According to IDN TIMES, which conducted a survey of 258 respondents in six major cities in Indonesia, GoFood by Gojek was the most popular delivery app with a 74.8 percent share (Junus et al., 2020). The percentage of these numbers shows that GoFood by Gojek opens the opportunity for the culinary business owners in Indonesia to do digital marketing for their business. GoFood is also able to contribute to the Indonesian economy with an added value of 44.2 trillion rupiahs in 2018 (Izzati, 2020). GoFood has proved as a successful technology that brings benefits for consumers, partners, and also countries. By becoming GoFood partners, culinary business owners have the ease to sell and increase sales transactions from GoFood. Based on Gojek's research, 93% of culinary business owners have experienced increasing transaction volume after they become GoFood partners (Izzati, 2020).

The researcher is interested in the research topic based on the information that has been described in the previous paragraph by the author. In common, by knowing the perceptions of culinary business owners on the benefits and challenges of Gojek partner digital marketing before and during *Covid-19* pandemic, people will understand the benefits and challenges of using digital marketing through GoFood partners, especially during *Covid-19* pandemic.

1.2 Field of the Study

The field of study of this research is the creative industry dealing with the culinary business based on digital marketing.

1.3 Scope of the Study

This research focuses on finding perceptions of the benefits and challenges of GoFood partner digital marketing before and during *Covid-19* pandemic by culinary business owners. Other elements beyond the benefits and challenges of being a GoFood partner were not involved in this research.

1.4 Research Questions

Question for this research is “What are culinary business owners’ perceptions on the benefits and challenges of GoFood partner digital marketing before and during *Covid-19* pandemic?”

1.5 Objective of the Study

The objective of the study with regards to the question mentioned above is to find out the culinary business owners’ perceptions of the benefits and challenges of GoFood partner digital marketing before and during *Covid-19* pandemic.

1.6 Significance of the Study

The research aims to provide some information for the people about the perceptions of the culinary business owners on the benefits and challenges of GoFood partner digital marketing before and during *Covid-19* pandemic. For lectures and students, the research result can be used as references for more in-depth research in the future. For *Englishpreneurship* students who want to start running a business using digital marketing through GoFood partners, this research can be used as consideration. For

Gojek company, it can be used as suggestions to improve the services provided to culinary business sellers who are partners with Gojek.

1.7 Definition of Terms

The following terms require more explanation:

1. Culinary Business

Culinary business is the activity of producing cuisine, either in the form of food or beverages that have the purpose to get benefit or income (Ezizwita & Sukma, 2021, p.53-54).

2. Digital Marketing

Digital marketing is a way for businesses to promote and market products using digital media such as the internet as a place of marketing (Dosen Pendidikan, 2020, cited in (Budiman et al., 2020, p.224)).

3. Covid-19 (Coronavirus Disease-2019)

Covid-19 is a new kind of coronavirus discovered in 2019. It has become a pandemic in all countries. (The Ministry of Health, 2020, cited in (Ezizwita & Sukma, 2021, p.53)).