

CHAPTER 4

DATA ANALYSIS

The research is conducted to determine culinary business owners' perceptions of the benefits and challenges of GoFood partner digital marketing before and during *the Covid-19* pandemic. Based on interviews with participants, the researcher gathered the information needed to achieve the goal. The primary participants in this study are five randomly selected culinary business owners who are GoFood partners, as described in Chapter 3.

4.1 The reasons for using digital marketing through GoFood partners

Respondents have their own reasons for using digital marketing through GoFood partners as shown in table 4.1.

Table 4.1

Reasons for using digital marketing through GoFood partners

<i>Depot Mie Surabaya</i>	<ul style="list-style-type: none">● Follow current trend
<i>Mie & Bakso Kondang Rasa</i>	<ul style="list-style-type: none">● Following current digital era● Business support applications are increasing.
<i>Nasi Ayam Yu Nah</i>	<ul style="list-style-type: none">● Follow other sellers (trend)● Customers recommendation to join
<i>Jus Buah Mobil</i>	<ul style="list-style-type: none">● Recommended by customers● GoFood orders seem simple● Pay directly
<i>Tahu gimbal Mas Roy</i>	<ul style="list-style-type: none">● Widely known by potential customers

Table 4.1 summarizes interviews conducted by the researcher on 5 GoFood partners. It shows that some businesses decided to run their culinary business using digital marketing through GoFood partners because of the prospects of increasing demands from the applications as a current trend. The support system of GoFood apps was also interesting because the business owner did not need to do their own promotion. GoFood always seems to be full of potential customers and the order method is simple so that

GoFood partners only need to click on the Go Business application notification to receive orders and pay directly to the balance.

Following trends or digital era is mentioned by *Depot Mie Surabaya, Mie & Bakso Kondang Rasa* and *Nasi Ayam Yu Nah*. Their responses as said by *Depot Mie Surabaya* owner as follows,

Kita bergabung dengan GoFood karena kita mengikuti tren yang sedang ada di kalangan pengusaha-pengusaha kuliner sekarang. [We join GoFood because we follow the current trend among culinary entrepreneurs.] (Depot Mie Surabaya owner, interviewed on 12/23/2021)

Customers' recommendation is mentioned by *Mie & Bakso Kondang Rasa* and *Nasi Ayam Yu Nah*. Their responses as said by *Nasi Ayam Yu Nah* owner as follows,

Karena kita cuman ikut-ikutan penjual yang lain saja karena katanya kalau ikut Go Food itu bisa membantu pengusaha kuliner seperti kita ini. Selain itu pelanggan juga ada yang merekomendasikan kepada kita untuk ikut join dengan GoFood agar mereka bisa pesan Nasi Ayam kita dirumah makanya kita memutuskan ikut bergabung menjadi mitra GoFood. [We only follow other sellers is because they say that if you join GoFood, it can help culinary entrepreneurs like us. In addition, there are customers who recommend us to join Go Food so they can order our chicken rice from home; that's why we decided to join GoFood partner]. (Nasi Ayam Yu Nah owner, interviewed on 1/5/2022)

Other reasons are about business application support (*Mie & Bakso Kondang Rasa*), simple in accepting orders and payment (*Jus Buah Mobil*) and to be widely known by potential customers (*Tahu gimbal Mas Roy*).

4.2 The perceptions based on GoFood partner digital marketing

Perceptions of respondents on GoFood partners digital marketing as shown in table 4.2.

Table 4.2
Perceptions based on GoFood partner digital marketing

<i>Depot Mie Surabaya</i>	● Benefit, developing culinary business
<i>Mie & Bakso Kondang Rasa</i>	● Benefit
<i>Nasi Ayam Yu Nah</i>	● Benefit, being Easy to buy from anywhere
<i>Jus Buah Mobil</i>	● Benefit, developing culinary business
<i>Tahu gimbal Mas Roy</i>	● Benefit, developing culinary business

Table 4.2 summarizes interviews conducted by the researcher on 5 GoFood partners. It shows that business owner's perceptions based on GoFood partner digital marketing are almost the same. Most of them have positive insight on partnering with GoFood as digital marketing to help them run and market their culinary business. The benefit for the resto is making culinary business owners easier to develop their brand so potential customers know their brands. Customers who are far from the resto's location will have a convenience to buy the food via online.

Benefit is mentioned by *Depot Mie Surabaya*, *Mie & Bakso Kondang Rasa*, *Jus Buah Mobil* and *Tahu gimbal Mas Roy*. Their responses as said by *Depot Mie Surabaya* owner are as follows,

Tentunya bagi kita menjadi mitra GoFood sangat bermanfaat. Kita dapat merasakan manfaatnya secara langsung kalau usaha kita terbantu dengan adanya kemitraan GoFood. Bermitra dengan Go Food memberikan kemudahan bagi setiap mitranya untuk mengembangkan usaha kuliner yang dimiliki.

[Of course, for us, being a GoFood partner is very useful. We can feel the benefits directly if our business is empowered by the partnership with GoFood.

We are partnering with GoFood because it is easy for us to develop our culinary business.] (*Depot Mie Surabaya* owner, interviewed on 12/23/2021)

Other responses as said by *Nasi Ayam Yu Nah* owner are as follows,

Menurut kita keuntungan dari bermitra dengan Go Food itu usaha kita jadi bisa dipesan lewat online. Pelanggan yang jauh lokasi jualan kita juga adi mudah kalau mau beli tanpa harus jauh-jauh datang sendiri. Namun sebenarnya pelanggan yang beli lewat online juga tidak banyak karena banyak dari pelanggan yang bilang kalau order lewat GoFood rasanya sudah beda dengan makan ditempat. Jadi pelanggan tetap lebih memilih untuk makan di tempat saja.

[For us, the advantage of partnering with GoFood is that our business can be carried out online. Customers who are far away from our sales locations are also easy to buy without having to come all the way alone. But actually, there are not many customers who buy online because many of them say that ordering through GoFood is different from eating in place. So regular customers prefer to eat on the spot.] (*Nasi Ayam Yu Nah* owner, interviewed on 1/5/2022)

4.3 The benefits for becoming a GoFood partner before the Covid-19 pandemic

The benefits for becoming a GoFood partner before the Covid-19 pandemic for every respondent are shown in table 4.3.

Table 4.3

The benefits for becoming a GoFood partner before the Covid-19 pandemic

<i>Depot Mie Surabaya</i>	<ul style="list-style-type: none"> ● Increasing sales ● Easier to get customer who are located far from shop
<i>Mie & Bakso Kondang Rasa</i>	<ul style="list-style-type: none"> ● Increasing sales ● Easier marketing ● Easier to get customer who are located far

	from shop
	<ul style="list-style-type: none"> ● Popular by new customer
<i>Nasi Ayam Yu Nah</i>	<ul style="list-style-type: none"> ● Increasing sales ● Popular by new customer
<i>Jus Buah Mobil</i>	<ul style="list-style-type: none"> ● Increasing sales
<i>Tahu gimbal Mas Roy</i>	<ul style="list-style-type: none"> ● Increasing sales ● Easier to get customers who are located far from the shop

Table 4.3 summarizes interviews conducted by the researcher on 5 GoFood partners. It shows that the benefits after becoming a GoFood partner before the *Covid-19* pandemic varied. Some businesses like *Depot Mie Surabaya*, *Mie & Bakso Kondang Rasa*, and *Tahu gimbal Mas Roy* said that it is easier for them to get orders and there has been an increase in income since partnering with GoFood before *Covid-19* pandemic. Doing marketing is also easier because it has been done digitally or selling online. This strategy helps expose the business to new markets, especially people who do not know about the resto before. Other businesses like *Nasi Ayam Yu Nah* and *Jus Buah Mobil* said that there is little extra income from GoFood but not that much.

Increasing sales is mentioned by every business owner. Their responses as said by *Mie & Bakso Kondang Rasa* owner are as follows,

Manfaat yang kita rasakan sebelum pandemi itu pendapatan usaha bakso kita naik sedikit demi sedikit setelah menjadi mitra GoFood. Melakukan pemasaran juga jadi lebih mudah karena kita melakukannya secara digital atau penjualan online. Pembeli yang berlokasi di Pemanggang, Ngaliyan, dan banyak lainnya juga ada yang order lewat aplikasi. Pembelinya juga mulai meningkat terus walaupun tidak banyak sih. Bermitra dengan Gojek juga membantu kita untuk mengekspos atau memasarkan produk yang kita jual kepada banyak orang lebih tepatnya orang-orang yang tidak tahu bakso kita.

[The benefits that we had before the pandemic was that our meatball business

income increased little by little after becoming a GoFood partner. Doing marketing is also easier because we do it digitally or sell online. Buyers located in Pemanggang, Ngaliyan, and many others also order through the application. Buyers are also starting to increase, although not much. Partnering with Gojek also helps us to expose or market the products we sell to many people, more specifically to those who don't know our meatballs]. (*Mie & Bakso Kondang Rasa owner, interviewed on 12/29/2021*)

Easier to get customers who are located far from shop recommendations is mentioned by *Depot Mie Surabaya, Mie & Bakso Kondang Rasa* and *Tahu gimbal Mas Roy*. Their responses as said by *Depot Mie Surabaya* owner are as follows,

Gofood juga sangat membantu juga terhadap peningkatan penjualan kita tapi tidak signifikan namun tetap lumayan. GoFood juga membantu untuk mempromosikan makanan dan minuman yang kita jual kepada calon konsumen. Kita jadi lebih mudah mendapatkan pelanggan yang lokasinya jauh. Jangkauan pemasaran juga menjadi lebih luas.

[Gofood is also very helpful in increasing our sales, not significantly but still reasonable. GoFood also helps us to promote the food and beverages that we sell to potential consumers. It is then easier for us to get customers who are located far away. The area of marketing has also become wider.] (*Depot Mie Surabaya owner, interviewed on 12/23/2021*)

Popular by new customers is mentioned by *Mie & Bakso Kondang Rasa* and *Nasi Ayam Yu Nah*. Their responses as said by *Nasi Ayam Yu Nah* owner are as follows.

Kita sedikit terbantu dengan menjadi mitra GoFood seperti pelanggan bisa menemukan Nasi Ayam kita dengan mudah di online. Kita sedikit mendapatkan tambahan pendapatan lewat GoFood meskipun jumlah order yang masuk tidak

terlalu banyak. Usaha kita juga semakin dikenal tidak hanya oleh pelanggan tetap saja tetapi pelanggan baru juga yang secara tidak sengaja menemukan lapak Nasi Ayam kita di GoFood.

[We are helped a little by being a GoFood partner since customers can find our chicken rice easily online. We get a little extra income through GoFood even though the number of orders that come in is not too much. Our business is also increasingly popular not only by regular customers but also by new customers who accidentally find our chicken rice stall on GoFood.] (*Nasi Ayam Yu Nah owner, interviewed on 1/5/2022*)

4.4 The average business income before and during becoming GoFood partners

The average business income before and after becoming GoFood partners are shown in table 4.4.

Table 4.4

Average business income before and after become GoFood partners

<i>Depot Mie Surabaya</i>	● Increasing income (100%)
<i>Mie & Bakso Kondang Rasa</i>	● Increasing income (5-10%)
<i>Nasi Ayam Yu Nah</i>	● Increasing income (10%)
<i>Jus Buah Mobil</i>	● Declining income
<i>Tahu gimbal Mas Roy</i>	● Increasing income (40%)

Table 4.4 summarizes interviews conducted by the researcher on 5 GoFood partners. This shows that the average business income before and after becoming a GoFood partner varies depending on the type of culinary business and the products sold. For businesses like *Depot Mie Surabaya*, becoming a GoFood partner has increased their income around 100%. While other businesses like *Tahu gimbal Mas Roy* have increased the sales by around 40%; while *Mie & Bakso Kondang Rasa* and *Nasi Ayam Yu Nah* only got around 10% sales from GoFood. *Jus Buah Mobil* got slightly different experience from the other as their sales dropped after partnering with GoFood.

Increasing numbers are mentioned by *Depot Mie Surabaya, Mie & Bakso Kondang Rasa, Nasi Ayam Yu Nah* and *Tahu gimbal Mas Roy*. Their responses as said by *Nasi Ayam Yu Nah* owner are as follows,

Rata rata penghasilan yang kita dapat sebelum menjadi mitra GoFood berkisar antara 500 ribu – 700 ribu dalam sehari tergantung dari banyaknya pelanggan yang beli. Namun setelah bermitra dengan Go Food ada peningkatan sedikit karena pelanggan yang pesan lewat GoFood paling banyak hanya 5 orderan saja bahkan terkadang juga hanya satu order saja yang masuk dalam sehari. Pendapatannya seharusnya meningkat kira-kira 10 % dari pendapatan saya sebelum jadi mitra GoFood tapi itu juga tergantung dari berapa banyak order yang masuk.

[The average income we got before becoming a GoFood partner ranged from 500 thousand - 700 thousand in a day depending on the number of customers who bought it. However, after partnering with GoFood, there is a slight increase because customers who order via GoFood are mostly only 5 orders and sometimes even only one order comes in a day. My daily income from GoFood increased by about 10% from my income before my culinary business partnering with GoFood. The amount of income from GoFood depends on how many orders come in]. (*Nasi Ayam Yu Nah* owner, interviewed on 1/5/2022)

Decreasing income is mentioned by *Jus Buah Mobil*. Their responses as said by *Jus Buah Mobil* owner are as follows,

Sebelum bergabung usaha kita mampu meraih pendapatan 200-300 rb rupiah setiap harinya namun setelah bergabung dan bermitra dengan Go Food tinggal berkisar antara 50 – 100 rb per harinya dari pendapatan semula. Menurun dari sebelumnya.

[Before joining the business, we were able to earn an income of 200-300 thousand rupiahs per day, but after joining and partnering with GoFood our sales ranged from 50-100 thousand per day from the original income. It is a bit declining]. (*Jus Buah Mobil owner, interviewed on 1/5/2022*)

4.5 The benefits for becoming a GoFood partner during the Covid-19 pandemic

The benefits for becoming a GoFood partner during the Covid-19 pandemic are shown in table 4.5.

Table 4.5

The benefits for becoming a GoFood partner during the Covid-19 pandemic

<i>Depot Mie Surabaya</i>	<ul style="list-style-type: none"> ● GoFood helps get additional order (income)
<i>Mie & Bakso Kondang Rasa</i>	<ul style="list-style-type: none"> ● No change in benefit
<i>Nasi Ayam Yu Nah</i>	<ul style="list-style-type: none"> ● GoFood helps get additional order (income) ● No significant benefit
<i>Jus Buah Mobil</i>	<ul style="list-style-type: none"> ● No significant benefit
<i>Tahu gimbal Mas Roy</i>	<ul style="list-style-type: none"> ● GoFood helps get additional order (income) ● GoFood helps get additional order (income)

Table 4.5 summarizes interviews conducted by the researcher on 5 GoFood partners. It shows benefit after becoming a GoFood partner during the Covid-19 pandemic for some business-like *Depot Mie Surabaya* and *Tahu gimbal Mas Roy* said that GoFood helped them get orders during pandemic time although not as much as before the Covid-19 pandemic but it's enough to cover the bills and keep restaurant operating. But for other businesses such as *Mie Bakso Kondang Rasa*, *Nasi Ayam Yu Nah* and *Jus Buah Mobil*, partnering with GoFood during Covid-19 pandemic didn't bring much significant benefits on sales, as people avoid eating out and sales just as usual.

GoFood helps them to get additional orders as mentioned by *Depot Mie Surabaya*, *Nasi Ayam Yu Nah*, *Jus Buah Mobil* and *Tahu gimbal Mas Roy*. Their responses as said by *Depot Mie Surabaya* owner are as follows,

Usaha tetap dapat berjalan, kita tidak sampai menutup usaha atau bangkrut selama pandemi. GoFood juga membantu kita mendapatkan orderan di masa pandemi walaupun tidak sebanyak dulu sebelum pandemi Covid-19.

[The business can still run; we don't close the business or go bankrupt during the pandemic. GoFood also helps us get orders during the pandemic, although not as much as before the Covid-19 pandemic.] (*Depot Mie Surabaya* owner, interviewed on 12/23/2021)

No change in benefit is mentioned by *Mie & Bakso Kondang Rasa, Nasi Ayam Yu Nah* and *Jus Buah Mobil*. Their responses as said by *Mie & Bakso Kondang Rasa* owner are as follows,

Setelah pandemi, manfaatnya yang kita rasakan tidak ada perubahan karena penjualannya tetap lebih utama yang makan di tempat karena banyak masukan dari pembeli kalau lewat GoFood rasanya jadi beda, jadi kurang mantap. Makanan seperti bakso yang berkuah kalo sudah dimasukan ke plastik itu rasanya beda tidak sama dengan kalau makan di tempat dengan mangkok. Makanya walaupun pandemi kalo orang pingin makan bakso ya langsung datang ke warung kita dari pada pembeli pesan lewat GoFood.

[During the pandemic, the benefits that we get have not changed because the main sale is still on those who eat at the place; there are a lot of inputs from buyers saying that the taste of food ordered is not as expected; the taste is different, so it's not stable. When being put in plastic, foods such as meatballs with soup have a different taste, not the same as eating them in a bowl onsite. So even though it's a pandemic, if people want to eat meatballs, they come directly to our stalls instead of ordering via GoFood.] (*Mie & Bakso Kondang Rasa* owner, interviewed on 12/29/2021)

4.6 The income through GoFood during the Covid-19 pandemic

The income through GoFood during the *Covid-19* pandemic for every respondent is shown in table 4.6.

Table 4.6
Income through GoFood during the *Covid-19* pandemic

<i>Depot Mie Surabaya</i>	● Sales decreased
<i>Mie & Bakso Kondang Rasa</i>	● Sales decreased
<i>Nasi Ayam Yu Nah</i>	● Sales decreased
<i>Jus Buah Mobil</i>	● Sales increased
<i>Tahu gimbal Mas Roy</i>	● Sales decreased

Table 4.6 summarizes interviews conducted by the researcher on 5 GoFood partners. It shows during the *Covid-19* pandemic, *Jus Buah Mobil* income through GoFood increased a bit, while other businesses said that during the *Covid-19* pandemic, the income largely declines because many people are afraid to eat out for fear of being exposed to the *Covid-19*. One of the businesses even said that the income decreased up to 50% because of restrictions on eating on the spot or crowding food stalls (PPKM).

Sales decreased is mentioned by *Depot Mie Surabaya*, *Mie & Bakso Kondang Rasa*, *Nasi Ayam Yu Nah* and *Tahu gimbal Mas Roy*. Their responses as said by *Depot Mie Surabaya* owner are as follows,

Tidak, pendapatan usaha kita malah menurun cukup drastis sampai 50% baik online lewat gofood atau offline karena adanya larang-larangan untuk makan di tempat. Menurut kita pembeli banyak yang takut untuk membeli makanan diluar sehingga pendapatan tiap harinya semenjak pandemi tidak bisa dipastikan lagi.

[No, our business income has actually decreased quite drastically up to 50% either online via Go Food or offline because of eating on the spot restrictions.

In our opinion, many buyers are afraid to buy food outside, and as a result the daily income since the pandemic cannot be ascertained anymore.] (*Depot Mie Surabaya* owner, interviewed on 12/23/2021)

Sales increase is mentioned by *Jus Buah Mobil*. Their responses as said by *Jus Buah Mobil* owner are as follows,

Iya benar pendapatan kita meningkat sedikit.[Yes, our income has increased a little.] (*Jus Buah Mobil*, interviewed on 1/5/2022)

4.7 The challenges faced during becoming a GoFood partner before the Covid-19 pandemic

The challenges faced during becoming a GoFood partner before the Covid-19 pandemic according to respondents' perceptions are shown in table 4.7.

Table 4.7
The challenges faced after becoming a GoFood partner before the Covid-19 pandemic

<i>Depot Mie Surabaya</i>	<ul style="list-style-type: none"> ● Adjusting price ● Having Burden of 20% cut
<i>Mie & Bakso Kondang Rasa</i>	<ul style="list-style-type: none"> ● Adapting to application ● Adjusting price
<i>Nasi Ayam Yu Nah</i>	<ul style="list-style-type: none"> ● Adapting to application ● Being Creative and active in selling
<i>Jus Buah Mobil</i>	<ul style="list-style-type: none"> ● Having Burden of 20% cut ● Promo got little impact
<i>Tahu gimbali Mas Roy</i>	<ul style="list-style-type: none"> ● having Burden of 20% cut

Table 4.7 summarizes interviews conducted by researcher on 5 GoFood partners. It shows challenges that business owners must face after becoming GoFood partners. The challenges for them are adapting to the new system to market their product through GoFood. It happened before the Covid-19 pandemic infected in Indonesia. For example, culinary business owners must adjust the price because of a 20% cut from Gojek. The price should be adjusted so business owners still have profit from the sales. Customer

satisfaction with food packaging and quality is also a challenge because the food ordered must be able to satisfy consumers without any complaints. All business owners are complaining about a 20% cut which is quite a burden for the business and sometimes the promo didn't produce expected results.

Adjusting prices are mentioned by *Depot Mie Surabaya*, and *Mie & Bakso Kondang Rasa*. Their responses as said by *Mie & Bakso Kondang Rasa* owner are as follows,

Awal-awal itu tantangannya kita secara otomatis harus beradaptasi dengan hal baru seperti penggunaan aplikasinya. Kita juga harus menentukan harga yang pas di GoFood sehingga tetap balik modal walaupun nantinya pendapatan yang kita dapat dibagi dengan pihak Gojek. Kepuasan pelanggan terhadap kemasan dan kualitas makanan juga menjadi tantangan sebab makanan yang dipesan harus dapat memuaskan konsumen tanpa ada komplain.

[At the beginning, the challenge was that we automatically had to adapt to new things such as using the application. We also have to determine the right price on GoFood so that we still get a return on investment even though later our income can be shared with Gojek. Customer satisfaction with food packaging and quality is also a challenge because the food ordered must be able to satisfy consumers without any complaints.] (*Mie & Bakso Kondang Rasa* owner, interviewed on 12/29/2021)

Burden of 20% cut is mentioned by *Depot Mie Surabaya*, *Jus Buah Mobil* and *Tahu gimbal Mas Roy*. Their responses as said by *Depot Mie Surabaya* owner are as follows,

Kita harus menyesuaikan harga lagi sebab pendapatannya harus dibagi sebanyak 20% dengan pihak Gojek. Kita dituntut untuk aktif memanfaatkan aplikasi yang disediakan oleh pihak Gojek. Penguasaan pemasaran digital yang kurang menjadikan kita cukup kesulitan untuk bersaing dengan pengusaha kuliner lainnya.

[We have to adjust the price again because the income must be shared by 20% with Gojek. We are required to actively take advantage of the applications provided by Gojek. Lack of mastery of digital marketing makes it quite difficult for us to compete with other culinary entrepreneurs.] (*Depot Mie Surabaya* owner, interviewed on 12/23/2021)

Adaptation to application is mentioned by *Mie & Bakso Kondang Rasa*.and *Nasi Ayam Yu Nah*. Their responses as said by *Nasi Ayam Yu Nah* owner are as follows,

Tantangannya yang pertama itu kita dituntut harus bisa menyesuaikan diri dan beradaptasi dengan aplikasi yang diberikan oleh pihak GoFood kepada mitranya. Harus lebih kreatif dan aktif mengelola lapak jualan kita di GoFood.

[The first challenge is that we are required to be able to adapt and adapt to the application provided by GoFood to its partners. We have to be more creative and actively manage our selling stalls on GoFood.] (*Nasi Ayam Yu Nah* owner, interviewed on 1/5/2022)

Another reason is that it is creative and active in selling through GoFood (*Nasi Ayam Yu Nah*).

4.8 The challenges faced after becoming a GoFood partner during the Covid-19 pandemic

Respondents' perceptions about challenges faced during becoming a GoFood partner during the Covid-19 pandemic are shown in table 4.8.

Table 4.8
The challenges faced after becoming a GoFood partner during the Covid-19 pandemic

<i>Depot Mie Surabaya</i>	<ul style="list-style-type: none"> ● Decreasing orders (difficult finding customers) ● Cost of profit sharing with Gojek, income reduced ● Bad reviews affect sales
<i>Mie & Bakso Kondang Rasa</i>	<ul style="list-style-type: none"> ● Inactive managing GoFood application ● Cost of profit sharing with Gojek, income reduced
<i>Nasi Ayam Yu Nah</i>	<ul style="list-style-type: none"> ● Decreasing orders (difficult finding customers) ● Cost of profit sharing with Gojek, income reduced
<i>Jus Buah Mobil</i>	<ul style="list-style-type: none"> ● Decreasing orders (difficult finding customers) ● Cost of profit sharing with Gojek, income reduced
<i>Tahu gimbal Mas Roy</i>	<ul style="list-style-type: none"> ● Decreasing orders (difficult finding customers) ● Cost of profit sharing with Gojek, income reduced

Table 4.8 summarizes interviews conducted by researcher on 5 GoFood partners. It shows challenges business owners faced after becoming GoFood partners during the Covid-19 pandemic where customers are harder to find through GoFood. Incoming orders have also decreased even though we are very dependent on customers who order our food through GoFood in a pandemic. 20% cut became a bigger burden for owners as the economy was not doing well in Covid-19 pandemic. They said that it is impossible to increase the price and make profit just like *Tahu gimbal Mas Roy* which had a decreasing order from 150 servings a day to 50 servings per day by GoFood.

Decreasing orders (difficult finding customers) is mentioned by *Depot Mie Surabaya, Nasi Ayam Yu Nah, Jus Buah Mobil* and *Tahu gimbal Mas Roy*. Their responses as said by *Nasi Ayam Yu Nah* owner as follows,

Tantangan setelah ada pandemi yang paling kita rasakan adalah sulit untuk mencari pelanggan, pendapatannya juga jadi berkurang lalu ada kekhawatiran kalau yang beli sedikit kita jadi rugi lalu usaha terpaksa harus ditutup. Tantangan dan persaingan antar usaha menjadi semakin terasa. Biaya per bulan yang dipotong oleh pihak hojek sebesar 20 persen sangat mempengaruhi pendapatan kita di masa-masa pandemi.

[The challenge during the pandemic we feel the most is that it is difficult to find customers; the income is also reduced and then there is concern that if those who buy a little we lose and the business has to be closed. Challenges and competition between businesses are becoming more and more higher/tighter. The monthly fee cut by the motorcycle taxi by 20 percent greatly affects our income during the pandemic.] (*Nasi Ayam Yu Nah* owner, interviewed on 1/5/2022)

Cost of profit sharing with Gojek makes income reduced as mentioned by *Depot Mie Surabaya, Mie & Bakso Kondang Rasa, Jus Buah Mobil* and *Tahu gimbal Mas Roy*. Their responses as said by *Depot Mie Surabaya* owner are as follows,

Kita lebih sulit mendapatkan pelanggannya. Orderan yang masuk juga berkurang padahal kita sangat bergantung pada pelanggan yang order makanan kita melalui GoFood. Persaingan antar mitra GoFood menjadi semakin ketat. Biaya bagi hasil dengan Gojek juga lebih terasa karena pendapatan yang kita dapat selama pandemi juga sedikit. Kita kurang aktif

dan menjadi malas untuk lapak di GoFood. Beberapa ulasan buruk dari pelanggan sangat mempengaruhi penjualan kita di GoFood selama pandemi.

[We have a harder time getting customers. Incoming orders have also decreased even though we are very dependent on customers who order our food through GoFood. The competition between GoFood partners is getting tougher. The cost of profit sharing with Gojek is also more pronounced because the income we get during the pandemic is also small. We are less active and become too lazy to manage our market on GoFood. Some bad reviews from customers have greatly affected our sales on GoFood during the pandemic.]

(Depot Mie Surabaya owner, interviewed on 12/23/2021)

Other reasons are bad reviews affecting sales (Depot Mie Surabaya), and inactive managing GoFood application (Mie & Bakso Kondang Rasa).

4.9 Gojek helps us in doing digital advertising

Respondents' perceptions about Gojek help in doing digital advertising are shown in table 4.9.

Table 4.9

Gojek help in doing digital advertising

<i>Depot Mie Surabaya</i>	● No assistance from Gojek
<i>Mie & Bakso Kondang Rasa</i>	● No assistance from Gojek ● No offer on promos
<i>Nasi Ayam Yu Nah</i>	● No assistance from Gojek
<i>Jus Buah Mobil</i>	● No assistance from Gojek
<i>Tahu gimbal Mas Roy</i>	● No assistance from Gojek

Table 4.9 summarizes interviews conducted by researcher on 5 GoFood partners. It shows that during the Covid-19 pandemic, Gojek did not help owners in doing digital advertising. There was no promotional assistance from Gojek during the pandemic or offers to participate in promos that can increase the number of orders.

No assistance from Gojek is mentioned by all business owners. Their responses as said by *Depot Mie Surabaya* owner are as follows,

Tidak ada bantuan promosi dari pihak gojek selama pandemi. [There is no promotional assistance from Gojek during the pandemic.] (*Depot Mie Surabaya* owner, interviewed on 12/23/2021)

No offer on GoFood promos is mentioned by *Mie & Bakso Kondang Rasa*. Their responses as said by *Mie & Bakso Kondang Rasa* owner as follows,

Selama pandemi, setahu kita Gojek tidak memberi bantuan mempromosikan ataupun memberikan kita penawaran-penawaran untuk ikut promo-promo yang dapat meningkatkan jumlah pembeli bakso kita pada masa-masa pandemic Covid-19.

During the pandemic, as far as we know, Gojek does not help promote or give us offers to participate in promos that can increase the number of buyers of our meatballs. (*Mie & Bakso Kondang Rasa*, interviewed on 12/29/2021)

4.10. General discussion

The objective of this study is to find out culinary business owners' perceptions of the benefits and challenges of GoFood partner digital marketing before and during *Covid-19* pandemic. From interviews above, benefits and challenges of GoFood partner digital marketing before and during *Covid-19* pandemic are as follows.

4.10.1 Benefits of GoFood partner digital marketing before and during *Covid-19* pandemic

Based on the results, business owners chose to be GoFood partners because they felt the benefit which is making them easier to develop their brand so potential customers know their brands and getting new customers. Benefits for

becoming a GoFood partner before the *Covid-19* pandemic were easier to get orders and there is an increase in income. GoFood partners were popular by new customers through digital selling. It shows average business income before and after becoming GoFood partners varied by business, while one business increased around 100% in income but other business sales dropped after partnering with GoFood. The benefits for becoming a GoFood partner during the *Covid-19* pandemic was felt by businesses, while they were not getting much sales like before, but it's enough to cover the bills and keep the restaurant operating.

4.10.2. Challenges of GoFood partner digital marketing before and during *Covid-19* pandemic

Challenges faced after becoming GoFood partner before the *Covid-19* pandemic are adapting to the new system, especially new cut policy from Gojek. Business owners need to adjust the price so business owners still have profit from the sales. Customer satisfaction with food packaging and quality is also a challenge because the food ordered must be able to satisfy consumers, meaning consumers make no complaints. All business owners complain about a 20% cut which is quite a burden for the business, and sometimes the promo does not produce expected results. During the pandemic, customers are harder to find through GoFood. Incoming orders have also decreased even though culinary business owners are very dependent on customers who order our food through GoFood in a pandemic. 20% cut became a bigger burden for owners as the economy was not doing well in *Covid-19* pandemic so it's impossible to increase prices. At that time, Gojek did not help in doing digital advertising, so no promotional assistance from Gojek during the pandemic. Gojek did not offer their partner to participate in promos that can increase the number of orders.