

CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

This research aims to find out the culinary business owners' perceptions of the benefits and challenges of GoFood partner digital marketing before and during *Covid-19* pandemic from the five (5) culinary business owners who are GoFood partners (*Depot Mie Surabaya, Mie & Bakso Kondang Rasa, Nasi Ayam Yu Nah, Jus Buah Mobil, Tahu Gimbal Mas Roy*). Interviews became the main instrument to collect the data. The data from the interviews show that practices of the delivery-based system were mostly structured.

The benefits for becoming a GoFood partner before the *Covid-19* pandemic were that it was easier to get orders and there was an increase in income. 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. Beverage business soared during the pandemic, while food businesses income decreased to 50%. This was due to the restrictions on eating on the spot or crowding food stalls.

Challenges faced after becoming a GoFood partner before the *Covid-19* pandemic are adapting to the new system, especially new cut policy from Gojek. During the pandemic, 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 the pandemic. The 20% cut became a bigger burden for owners as the economy was not doing well in *Covid-19* pandemic. Thus, it is impossible to increase

prices. At that time, Gojek didn't help in doing digital advertising, so no promotional assistance from Gojek during the pandemic. Gojek also does not offer their partners to participate in promos that can increase the number of orders.

The conclusion of this research about the benefits and challenges of Gofood partner digital marketing before and during *Covid-19* pandemic is also inlined with a previous research entitled "*Pengaruh Layanan Go-Food Terhadap Peningkatan Penjualan Pengusaha Kuliner Pada Saat Pandemi Covid- 19 Di Kota Slawi*" (Agustiningrum et al., 2021).

5.2 Suggestions

The researcher suggests further researchers ask other experts in the business to get more in-depth information about the prospect of becoming partners with delivery-based systems in the future. Further researchers are also suggested to get more respondents to get more various answers and explanations.