

APPENDIX/APPENDICES

Participant: *Depot Mie Surabaya Cak Doel*

Section 1: Business owners' profiles

1. What is your name (business owner)?

Cak Doel

2. How old are you (business owner)?

45 years old

3. What type of culinary business are you currently doing?

Mie Surabaya

4. Where is your culinary business location?

Subali Raya No.277, Krapyak, Kecamatan Semarang Barat, Kota Semarang

5. How long has your business been running?

15 years (2006-now)

6. When has your business partnered with GoFood by Gojek?

3 years (2019-now)

Section 2: Interview result

1. Why did you choose to run your culinary business using digital marketing through GoFood partners?

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.

2. What are your perceptions based on GoFood partner digital marketing?

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 efforts are helped by the GoFood partnership. Partnering with GoFood makes it easy for each partner to develop their culinary business.

3. What are the benefits that you get after becoming a GoFood partner before the Covid-19 pandemic?

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, but not significantly but still tolerable. GoFood also helps to promote the food and beverages that we sell to potential consumers. It makes it easier for us to get customers who are located far away. The reach of marketing has also become wider.

4. How much does your average business income before and after become GoFood partners?

Pendapatan usaha kita meningkat menjadi 400-500 ribu rupiah tiap harinya setelah menjadi mitra GoFood yang dulunya hanya berkisar 200-300 ribu saja.

Our business income has increased to 400-500 thousand rupiah every day during becoming a GoFood partner, which used to be only around 200-300 thousand.

5. What are the benefits that you get after becoming a GoFood partner during the Covid-19 pandemic?

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.

6. Has your culinary business income through GoFood increased more during the Covid-19 pandemic?

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 restrictions on eating on the spot. In our opinion, many buyers are afraid to buy food outside so that the daily income since the pandemic cannot be ascertained anymore.

7. What challenges have you faced after becoming a GoFood partner before the Covid-19 pandemic?

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.

8. What challenges have you faced after becoming a GoFood partner during the Covid-19 pandemic?

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 shop on GoFood. Some bad reviews from customers have greatly affected our sales on GoFood during the pandemic.

9. During the Covid-19 pandemic, Does Gojek help your culinary business in doing digital advertising? If it is yes, how does Gojek help your culinary business in doing digital advertising?

Tidak ada bantuan promosi dari pihak gojek selama pandemi.

There is no promotional assistance from Gojek during the pandemic.

Participant: *Mie & Bakso Kondang Rasa*

Section 1: Business owners' profiles

1. What is your name (business owner)?

Budi

2. How old are you (business owner)?

57 years old

3. What type of culinary business are you currently doing?

Mie & Bakso

4. Where is your culinary business location?

Subali Raya No.8E, Krapyak, Kecamatan Semarang Barat, Kota Semarang

5. How long has your business been running?

7 years (2014-now)

6. When has your business partnered with GoFood by Gojek?

6 years (2015-now)

Section 2: Interview result

1. Why did you choose to run your culinary business using digital marketing through GoFood partners?

Karena kita mengikuti era digital yang ada saat ini. Perkembangan aplikasi penunjang bisnis saat ini semakin banyak jadi tidak ada salahnya kalau kita juga ikut mencobanya.

Because we are following the current digital era. The development of business support applications is currently increasing, so it doesn't hurt if we try it too.

2. What are your perceptions based on GoFood partner digital marketing?

Menurut kita, manfaat bermitra dengan Go Food sebelum pandemi cukup bagus, awal-awal bermitra itu, kita sebagai pengusaha kuliner sangat terbantu dengan adanya GoFood.

In our opinion, the benefits of partnering with GoFood before the pandemic were quite good. At the beginning of the partnership, we as culinary entrepreneurs were greatly helped by the existence of GoFood.

3. What are the benefits that you get after becoming a GoFood partner before the Covid-19 pandemic?

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 felt 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 selling 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 people who don't know our meatballs.

4. How much does your average business income before and after become GoFood partners?

Pendapatannya kita dari Go Food itu berkisar 5-10% tiap harinya dari penjualan di warung. Rata-rata per hari penjualan di warung kita saja bisa dapat 500.000-700.000 jadi dari GoFood hanya berkisar 35.000-70.000 saja. Hasil pendapatan di GoFood memang lebih sedikit dari pada di warung kita.

Our income from GoFood is around 5-10% every day from sales in stalls. On average, we can get 500,000-700,000 per day at our stall, so from GoFood it's only around 35,000-70,000. The income at GoFood is indeed less than at our stall.

5. What are the benefits that you get after becoming a GoFood partner during the Covid-19 pandemic?

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 dimasukkan 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 feel have not changed because the sale is still more important who eats at the place because there are a lot of inputs from buyers, if through GoFood the taste is different, so it's not stable. Foods such as meatballs with soup when they are put in plastic have a different taste, not the same as eating in a bowl with a bowl. So even though it's a pandemic, if people want to eat meatballs, they come directly to our stalls instead of buyers ordering via GoFood.

6. Has your culinary business income through GoFood increased more during the Covid-19 pandemic?

Tidak ada peningkatan sama sekali, pendapatan kita dari GoFood sebelum pandemi dan sesudah sama saja. Orang-orang pastinya banyak yang takut untuk makan diluar karena takut terpapar virus korona.

There is no increase at all, our income from GoFood before the pandemic and during is the same. Many people are afraid to eat out for fear of being exposed to the *coronavirus*.

7. What challenges have you faced after becoming a GoFood partner before the *Covid-19* pandemic?

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.

8. What challenges have you faced after becoming a GoFood partner during the *Covid-19* pandemic?

Perasaan malas menjadikan kita tidak aktif melakukan pengelolaan aplikasi dari pihak Gojek. Melakukan pemasaran digital atau penjualan online itu pemiliknya juga harus aktif seperti membuat promo, memasang promosi lewat

media sosial, dsb kalau tidak penjualan di GoFood jadi tidak maksimal seperti usaha kita ini. Pendapatan yang dipotong sebesar 20% menjadi terasa berat bagi kita pada saat situasi pandemic. Sulit untuk menaikkan harga terlalu tinggi di GoFood.

Feelings of laziness make us inactive in managing applications from the Gojek side. Doing digital marketing or online sales, the owner must also be active such as making promos, placing promotions through social media, etc. otherwise sales on GoFood will not be as optimal as our efforts. Income that is cut by 20% becomes hard for us during a pandemic situation. It's hard to raise the price too high on GoFood.

9. During the *Covid-19* pandemic, Does Gojek help your culinary business in doing digital advertising? If it is yes, how does Gojek help your culinary business in doing digital advertising?

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 during the Covid-19 pandemic.

Participant: Nasi Ayam Yu Nah/ Mbak Yanti

Section 1: Business owners' profiles

1. What is your name (business owner)?

Mbak Yanti

2. How old are you (business owner)?

34 years old

3. What type of culinary business are you currently doing?

Nasi Ayam

4. Where is your culinary business location?

Anjasmoro Raya, Karangayu, Kecamatan Semarang Barat, Kota Semarang

5. How long has your business been running?

6 years (2015-now)

6. When has your business partnered with GoFood by Gojek?

5 years (2016-now)

Section 2: Interview result

1. Why did you choose to run your culinary business using digital marketing through GoFood partners?

Karena kita cuman ikut-ikutan penjual yang lain saja karena katanya kalau ikut GoFood 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.

Because we only follow other sellers 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 GoFood so they can order our chicken rice at home, that's why we decided to join as a GoFood partner.

2. What are your perceptions based on GoFood partner digital marketing?

Menurut kita keuntungan dari bermitra dengan Go Food itu usaha kita jadi bisa dipesan lewat online. Pelanggan yang jauh lokasi jualan kita juga jadi 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.

In our opinion, the advantage of partnering with GoFood is that our business can be ordered 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.

3. What are the benefits that you get after becoming a GoFood partner before the Covid-19 pandemic?

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 as 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 new customers who accidentally pat our chicken rice stall on GoFood.

4. How much does your average business income before and after become GoFood partners?

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. His daily income increases by about 10% of my income before becoming a GoFood partner but it also depends on how many orders come in.

5. What are the benefits that you get after becoming a GoFood partner during the Covid-19 pandemic?

Kita tidak merasakan manfaatnya yang signifikan sebab setelah adanya pandemi orang-orang banyak yang menghindari makan diluar adapun yang mau beli Nasi Ayam kita itu pelanggannya datang sendiri, pesan Nasi Ayam kita untuk di bawa pulang atau makan dimobil namun setidaknya dengan adanya Go Food masih ada tambahan pendapatan yang masuk.

We don't feel any significant benefits because during the pandemic, many people avoid eating out. As for those who want to buy our chicken rice, the

customers come alone, order our chicken rice to take home or eat in the car, but at least with GoFood there is still additional income. who entered.

6. Has your culinary business income through GoFood increased more during the Covid-19 pandemic?

Tidak sama sekali, justru terkadang mengalami penurunan.

Not at all, in fact sometimes it decreases.

7. What challenges have you faced after becoming a GoFood partner before the Covid-19 pandemic?

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.

8. What challenges have you faced after becoming a GoFood partner during the Covid-19 pandemic?

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 is that 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 pronounced.

The monthly fee cut by the motorcycle taxi by 20 percent greatly affects our income during the pandemic.

9. During the Covid-19 pandemic, Does Gojek help your culinary business in doing digital advertising? If it is yes, how does Gojek help your culinary business in doing digital advertising?

Tidak ada bantuan dari pihak GoFood.

There is no help at all from GoFood.

Participant: Jus Buah Mobil Puri Anjasmoro

Section 1: Business owners' profiles

1. What is your name (business owner)?
Yulianto
2. How old are you (business owner)?
36 years old
3. What type of culinary business are you currently doing?
Penjual minuman jus dan snack
4. Where is your culinary business location?
Pinggir jalan Puri Anjasmoro
5. How long has your business been running?
5 years (2016-now)
6. When has your business partnered with GoFood by Gojek?
3 years (2019-now)

Section 2: Interview result

1. Why did you choose to run your culinary business using digital marketing through GoFood partners?

Kita bermitra dengan Go Food karena direkomendasikan oleh pelanggan. Pertama-tama karena kami penasaran saja ingin mencoba karena yang berpartner dengan Go-Food kelihatannya ramai, kemudian caranya hanya simpel tinggal klik terima order saja dan mereka langsung bayar ke saldo.

We partnered with GoFood because it was recommended by customers. First of all, we were curious to try it because those who partner with Go-Food seem crowded, then the method is simple, just click accept order and they pay directly to the balance.

2. What are your perceptions based on GoFood partner digital marketing?

Bermitra dengan Go Food tentunya berdampak baik bagi perkembangan usaha kita meskipun tidak begitu signifikan terlihat. Terlebih lagi bagi usaha yang belum terlalu lama bermitra dengan GoFood

Partnering with GoFood certainly has a good impact on the development of our business, although it is not so significant. Especially for businesses that haven't partnered with GoFood for too long

3. What are the benefits that you get after becoming a GoFood partner before the Covid-19 pandemic?

Usaha kita terbantu promosinya, ada pemasukan tambahan melalui penjualan di GoFood, ya tapi ga sepiro, ga banyak.

Our sales are helped by the promotion, there is additional income through sales on GoFood but not much.

4. How much does your average business income before and after become GoFood partners?

Sebelum bergabung usaha kita mampu meraih pendapatan 200-300 rb rupiah setiap harinya namun setelah bergabung dan bermitra dengan GoFood meninggal 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.

5. What are the benefits that you get after becoming a GoFood partner during the Covid-19 pandemic?

Selama pandemi yang kita rasakan manfaatnya sama saja tidak berbeda dari sebelum pandemi.

During the pandemic we feel the benefits are the same or can be said no difference from before the pandemic.

6. Has your culinary business income through GoFood increased more during the Covid-19 pandemic?

Iya benar pendaptan kita meningkat sedikit.

Yes, our income has increased a little.

7. What challenges have you faced after becoming a GoFood partner before the Covid-19 pandemic?

Beban potongan sebesar 20% cukup memberatkan kita. Apalagi kalau ikut promo juga ada pembagian hasil penjualan 50-50 sehingga kita memutuskan untuk tidak pernah ikut promo. Rating usaha kita di GoFood masih kecil jadi pengaruhnya terhadap pendapatan juga tidak banyak karena kurang diketahui.

The sales cut of 20% is quite burdensome for us. Moreover, if you join the promo, there is also a 50-50 distribution of the sales results, so we decided to not join the promo. Our business rating on GoFood is still low, so its impact on revenue is not much because it is not well known yet.

8. What challenges have you faced after becoming a GoFood partner during the Covid-19 pandemic?

Sulitnya mendapatkan pelanggan di GoFood. Pendapatan juga mengalami penurunan. Potongan pendapatan oleh pihak Go Food semakin memberatkan kita.

It's hard to get customers on GoFood. Income also decreased. The income cut by GoFood is even more burdensome for us.

9. During the Covid-19 pandemic, Does Gojek help your culinary business in doing digital advertising? If it is yes, how does Gojek help your culinary business in doing digital advertising?

Gojek tidak memberikan bantuan kepada kita selama pandemi.

Gojek does not provide assistance to us during the pandemic.

Participant: Tahu gimbal Mas Roy

Section 1: Business owners' profiles

1. What is your name (business owner)?

Rozy

2. How old are you (business owner)?

30 years old

3. What type of culinary business are you currently doing?

Tahu gimbal

4. Where is your culinary business location?

Puri Anjasmoro Blok E1-12

5. How long has your business been running?

7 years old (2014-now)

6. When has your business partnered with GoFood by Gojek?

4 years old (2018-now)

Section 2: Interview result

1. Why did you choose to run your culinary business using digital marketing through GoFood partners?

Agar usaha kita dikenal secara luas dan kalangan umum.

So that our *tahu gimbal* are widely known by our potential consumers.

2. What are your perceptions based on GoFood partner digital marketing?

Manfaatnya banyak yang kita rasakan dari pemasaran usaha kita dengan memakai GoFood. Kita langsung merasakan manfaatnya secara langsung.

We get a lot of benefits from marketing our business using GoFood. We immediately feel the benefits directly.

3. What are the benefits that you get after becoming a GoFood partner before the Covid-19 pandemic?

Pendapatan mulai ada peningkatan sejak menjalankan usaha kita dengan GoFood, pelanggan yang beli juga ada peningkatan. Usa Hanya jadi rame dan lancer, GoFood juga memberikan kemudahan bagi kita mendapatkan konsumen yang lokasinya jauh-jauh.

There has been an increase in income since running our business with GoFood, there has also been an increase in the number of customers buying. Its business

is busy and smooth, GoFood also makes it easy for us to get consumers who are located far away.

4. How much does your average business income before and after become GoFood partners?

Setelah bergabung dengan Go Food pendapatan meningkat sebesar 40% persen dari sebelumnya. Dulu sebulan dapat 4.000.000 sekarang 7.000.000.

After joining GoFood, revenue increased by 40% from before. Used to get 4,000,000 a month now 7,000,000

5. What are the benefits that you get after becoming a GoFood partner during the Covid-19 pandemic?

Usaha tetap dapat berjalan selama pandemi. Karena tetap ada pendapatan dari orang-orang yang melakukan pemesanan melalui Go Food terutama pada orang yang masih melakukan WFH atau sedang isolasi mandiri.

Our business can still run during the pandemic. Because there are still incomes from people who ordered by GoFood, especially people who are still doing WFH or are in self-isolation.

6. Has your culinary business income through GoFood increased more during the Covid-19 pandemic?

Tidak malah mengalami penurunan yang cukup besar karena adanya pandemi.

No, we are even experiencing a large decline because of the pandemic.

7. What challenges have you faced after becoming a GoFood partner before the Covid-19 pandemic?

Potongan pendapatan sebesar 20% dari pihak Gojek cukup membebani kita. Kita juga beradaptasi dengan banyaknya order yang masuk jadi pelanggan tidak menunggu lama.

the 20% revenue cut from Gojek is quite a burden for us. We also adapt to the number of orders that come in so customers don't have to wait long.

8. What challenges have you faced after becoming a GoFood partner during the Covid-19 pandemic?

Penghasilannya di GoFood menurun drastis, pembeli dari GoFood mengalami penurunan dari 150 porsi menjadi 50 porsi saja.

Our income on GoFood has decreased drastically, customers from GoFood have decreased from 150 servings to only 50 servings.

9. During the Covid-19 pandemic, Does Gojek help your culinary business in doing digital advertising? If it is yes, how does Gojek help your culinary business in doing digital advertising?

Tidak ada, cuman pihak GOjek menawarkan untuk ikut promo-promo dari mereka.

Nothing, GO-Jek only offered us to join their promos.

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- Crossref Posted Content database
- 3% Submitted Works database

