


The Impact Of Digital Marketing Using Online Ordering Platforms On Increasing Income And Sustainability Of MSMEs Culinary Food Court Polonia Sky Park Medan

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Article Info	ABSTRACT
Keywords: Online Messaging Platform, Increased Income, MSMEs, Online Marketing.	The emergence of online food delivery platforms GoFood, GrabFood, and ShopeeFood helps MSMEs run their businesses. Polonia Sky Park Food Court Culinary UMKM is a combination of business actors in the culinary sector in the city of Medan. Polonia Sky Park Food Court Culinary MSMEs have collaborated with GoFood, GrabFood, and ShopeeFood. The research aims to find out how digital marketing strategies are implemented by the Polonia Sky Park Medan Culinary Food Court MSMEs to increase income and what impact the use of GoFood, GrabFood, and ShopeeFood has in increasing the Polonia Sky Park Medan Culinary Food Court MSMEs income after using the platform. The research uses descriptive qualitative methods. Types and sources of data use primary data collected directly from the main source and secondary data that previously existed and were used by researchers to complete the data. The data collection technique is in the form of interviews and documentation, which collect data about the research object and then analyze it to answer the problems at the Polonia Sky Park Medan Culinary Food Court MSMEs. Research shows that using an online food delivery platform can increase the income of Polonia Sky Park Medan Culinary Food Court MSMEs.
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INTRODUCTION

Digital marketing is a current trend. With digital marketing, product marketing can attract consumers quickly, and its reach is more comprehensive. The use of digital media in digital marketing is an attraction that makes digital marketing a marketing strategy worth using. The benefits of digital technology products are increasingly felt. Humans can socialize, chat with friends far and near, read books, and obtain various information. Not only that, but digital technology is also currently widely used for digital marketing—selling and marketing products online to attract consumer interest (Purba, 2021; Suprayitno, 2024).

The trend of shopping online is growing significantly among the public. Everyone has a smartphone to make communication easier. Utilizing digital media makes it easier for business people to develop their business. A culinary business is a business that operates in the field of selling food and drinks. Culinary businesses are started with significant or minor

capital. Culinary business is a long-term business because humans always need to eat and drink, so it is inevitable that everyone will always need culinary business (Punjabi *et al.*, 2024). Culinary businesses grow and develop despite the crisis. According to the Indonesian Association of Food and Beverage Entrepreneurs, total culinary business revenue 2022 will reach IDR. 650 trillion, growing 8.34% compared to 2021. 2023, it is estimated to increase by 2% compared to 2022. Culinary business competition must be faced with knowledge, attitudes, and skills to give rise to innovations to survive (Purba *et al.*, 2020; Ijomah *et al.*, 2024).

The current digital marketing in demand is online food delivery services. Several online food delivery service platforms are GoFood on the Gojek application, GrabFood on the Grab application, and ShopeeFood on the Shopee application. GoFood, GrabFood, and ShopeeFood consistently promote by informing about the products presented by certain distributors or producers, in this case, the culinary MSMEs who are their partners. Research (Purwanto and Kardi, 2021; Badruddin, Ilyas and Sulistiadi, 2022; Purwanti *et al.*, 2023) states that online food delivery services are top-rated among the public. People's habits, especially in Indonesia, tend to want service, making online food delivery services an inevitable trend. This situation and conditions provide fresh air for many parties, especially those working on online food delivery platforms and culinary business actors collaborating with online food delivery service providers. According to research (Mardiyanto and Gresik, 2021; Darus and Silviani, 2022; Purba and Sondang, 2022), the sales level of culinary business actors who collaborate with online food delivery service platforms has increased drastically. Apart from that, this positively impacts reducing the number of unemployed people in Indonesia.

UMKM Culinary Food Court Polonia Sky Park Medan is a combination of business actors in Polonia Sky Park's culinary sector, located in the city of Medan. 115 MSMEs are members of the Polonia Sky Park Medan Food Court with various culinary businesses with various products, from heavy food, snacks, desserts, fruit, ice cream, and traditional regional food to modern nuanced food, adopting the existing menu in Asia and Europe. Based on initial observations, the prices offered are affordable and pocket-friendly.

Based on initial interviews with 27 culinary business actors, they have collaborated with online food delivery service providers, including GoFood, GrabFood, and ShopeeFood. Previously, they used WhatsApp and Instagram. In interviews, business actors realized that to increase sales and expand information about the business they run, they must have a good strategy. They considered the economic situation, which still needs to be completely stable due to the Covid-19 pandemic. Business actors even explained that during the pandemic, sales dropped drastically, which impacted their income. Not a few of their colleagues have had to go out of business. Research (Purwanto Antonius, 2021; Purba, 2022) states that during the COVID-19 pandemic, many business actors had to close their businesses due to government policies restricting all activities, including the culinary business sector.

Food delivery services GoFood, GrabFood, and ShopeeFood are innovations in marketing media for culinary products to increase the income and sustainability of the culinary business market. By utilizing this platform, businesses will increasingly exist and be able to increase sales (Haholongan et al., 2024). Of course, it is necessary to see whether digital marketing innovation through online food delivery service providers positively impacts the Polonia Sky Park Medan Food Court Culinary MSMEs. Does this positive impact occur evenly or only in some business actors? So that in the future, improvements can be made for the better, primarily to support MSMEs (Dwiputri, Isyanti and Sumarni, 2024).

This research aims to see the impact of digital marketing using an online ordering platform on increasing the income and sustainability of Polonia Sky Park Medan Culinary Food Court MSMEs. This research also examines the application of digital marketing at the Polonia Sky Park Medan Culinary Food Court MSMEs. Apart from that, this research also aims to see the impact of using the GoFood, GrabFood, and ShopeeFood platforms on increasing the income of the Polonia Sky Park Medan Culinary Food Court MSME culinary business. This research is essential because support for the progress and advancement of MSMEs is a concern for all parties. This research is essential because online food ordering platforms are very supportive of improving the economy and reducing the unemployment rate. This research is essential to carry out. MSMEs are one of Indonesia's identities or symbols as a country that focuses on supporting its people in entrepreneurial activities.

METHODS

The problem-solving approach used is descriptive qualitative with a case study method. Research focuses intensively on a particular object to study it as a case study. It aims to explore, discover, describe, and explain the nature or characteristics of unexplained social effects (Faridh and Marsella, 2021). Narrative descriptions can help researchers to provide images and explanations that match reality. Researchers used data collection techniques to achieve the research objectives, including observation and interviews, documents, subject life histories, object genuine works, and text publications. This research aims to understand the impact of utilizing digital marketing strategies using booking media platforms online towards increasing income and sustainability of Culinary MSMEs Food Court Polonia Sky Park Medan.

The research uses descriptive qualitative methods with case studies, which produce descriptive data in words or utterances from the people and behavior being studied. Qualitative research includes field research and a literature review (Sugiyono, 2010). In this research, researchers chose a qualitative approach to identifying problems. Through this approach, the author gets an idea of the impact of utilizing digital marketing strategies using online ordering media platforms on increasing income and sustainability of Polonia Sky Park Medan Culinary Food Court MSMEs.

The research carried out consisted of several stages, as presented in Figure 1 below:

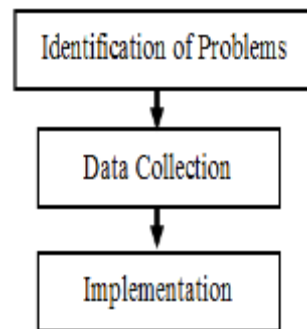


Figure 1. Research Stages (Purba and Sembiring, 2016)

The explanation from Figure 1 is:

1. Problem Identification Stage
At the planning stage, several things are done, including scheduling the research time and research location. Then, an inventory of the equipment that will be used in the research, such as [specific types of equipment], will be carried out by conducting interviews and observations.
2. Data Collection Stage
The equipment and materials used in the research are prepared in the preparation stage. Sort existing problems based on the results of interviews and observations and then correlate them with references from books and journals. They are focusing on the problem to get the right solution. Classify problems so that everything is noticed so that the solution that will be created can answer all existing problems.
3. Implementation Stage
Carrying out research through data collection through interviews, observations, and literature studies. Carry out data processing according to the results of interviews, observations, and literature studies. Bringing up theoretical statements originating from interviews, observations, and literature studies.

RESULTS AND DISCUSSION

Utilization of Culinary MSME Digital Platform Tools at Polonia Sky Park Medan Food Court

Online food delivery platforms are emerging. These platforms include GoFood, GrabFood, and ShopeeFood. These three platforms are online food and beverage sales applications. This platform is a marketing medium for culinary businesses to sell their products quickly and efficiently. Business actors only register their shops on the platform and list the products or food and drink menus they sell. Many culinary entrepreneurs use this facility to support product marketing and sales. The development of online food delivery platforms requires targeted steps for their use. Targeted steps that can be taken include:

1. Be precise in determining the type of merchandise
Accuracy in determining the culinary that is traded or sold is the key to success when utilizing a digital sales platform. Therefore, culinary business actors must carry out analysis and surveys before determining what products to sell.

1. Determine the cost or price of the merchandise
Apart from accuracy in determining the type of merchandise, accuracy in determining the cost or price of the merchandise is also very important. It must be understood that buyers will always pay attention to the price offered. The more affordable the price, the more attractive the merchandise.
2. Product Marketing Objectives
Each product will undoubtedly have its fans. For example, certain products may only be available in some locations. However, certain products are suitable for sale in certain places. Therefore, product marketing objectives must also be considered and paid attention. Do not get the goals and objectives wrong. It could be a loss.
3. Steps to introduce the product
When a product is known, it is easy to market it. Therefore, steps to introduce products to the outside community must be carried out appropriately. The media chosen to introduce the product must also be appropriate. So that the products will be widely known. Thus, when the product is distributed on the market, people will immediately buy the product being marketed.

Impact of Using the online food delivery platform for MSMEs Culinary Food Court Polonia Sky Park Medan

The presence of online food delivery platforms such as GoFood, GrabFood, and ShopeeFood has been a game-changer for Polonia Sky Park Medan Food Court Culinary MSMEs. These platforms, provided by Gojek, Grab, and Shopee, have facilitated the marketing of Culinary MSME products and significantly boosted their sales. This surge in sales is a direct result of the platforms' effectiveness in reaching a broader consumer base.

Before the presence of online food delivery platforms such as GoFood, GrabFood, and ShopeeFood, the Polonia Sky Park Medan Culinary Food Court MSMEs marketed their products offline, or consumers buying Polonia Sky Park Medan Culinary Food Court MSME products had to come directly to the Polonia Sky Park Medan Food Court. The following is data on the income of the Polonia Sky Park Medan Food Court Culinary MSMEs before the online food delivery platform was introduced:

Table 1. Revenue Before the presence of the online food delivery platform

Month	Accumulated Income
June - October	Rp. 10.300.000
November - February	Rp. 8.350.000

Table 1 shows that the earnings of Culinary MSMEs at the Polonia Sky Park Medan Food Court are unstable. From June to October, the Polonia Sky Park Medan Food Court Culinary MSMEs received an accumulated income of IDR 10,300,000. From November to February, they received an accumulated income of IDR 8,350,000. If we pay attention to the earnings of the Polonia Sky Park Medan Culinary Food Court MSMEs, there has been no significant increase in sales of their products through offline methods. The average monthly income is IDR 2,172,324. Based on the analysis, this occurred due to a lack of product

marketing by the Polonia Sky Park Medan Food Court Culinary MSMEs, which only sold their products at home, so only people close to home knew about the business owner's network. Marketing via social media networks such as Whatsapp, Facebook, and Instagram is less effective because the Polonia Sky Park Medan Food Court Culinary MSMEs only share posts about the products they offer, which is different from online food delivery platforms which are marketing media for culinary products as well as product sales media. The following month, Polonia Sky Park Medan Food Court Culinary MSMEs sold their products by utilizing online food delivery platforms such as GoFood, GrabFood, and ShopeeFood to increase the income earned. The following is data on the income of Polonia Sky Park Medan Culinary Food Court MSMEs after using the online food delivery platforms GoFood, GrabFood, and ShopeeFood:

Table 2. Revenue after the presence of the online food delivery platform

Month	Accumulated Income
March - July	Rp. 20.721.000
August - December	Rp. 29.545.700

From table 2, the total income is obtained after using the online food delivery platform using GoFood, GrabFood, and ShopeeFood. From March to July, the accumulated income was IDR 20,721,000. The accumulated income from August to December was found to be IDR 29,545,700. The average accumulation is IDR 4,670,750. This data clearly demonstrates the significant increase in income of Polonia Sky Park Medan Culinary Food Court MSMEs after using online food delivery platforms using GoFood, GrabFood, and ShopeeFood. The positive impact of these platforms on the Polonia Sky Park Medan Food Court Culinary MSMEs is a cause for optimism about the future. The increase in income is also due to the right marketing media, namely using an online food delivery platform using GoFood, GrabFood, and ShopeeFood which is a forum for various culinary businesses as well as easy transactions for consumers to buy the products offered and there are many payment methods offered, you can via transfer, m-banking, e-wallet or cash on delivery where the buyer will then pay cash according to the cost of the product ordered and will later be paid to the food delivery courier.

The impact of using the online food delivery platforms GoFood, GrabFood, and ShopeeFood was increased sales of Culinary MSMEs at the Polonia Sky Park Medan Food Court. The increase in sales has almost doubled compared to before using the online food delivery platform using GoFood, GrabFood, and ShopeeFood. The existence of an online food delivery platform using GoFood, GrabFood, and ShopeeFood has had a big impact on the Polonia Sky Park Medan Food Court Culinary MSMEs. Marketing using online food delivery platforms using GoFood, GrabFood, and ShopeeFood is not only efficient but also highly attractive to the public. The potential of these platforms to attract consumers' purchasing power, through factors such as discounts, promotions, and package prices, is truly intriguing. The following shows the data obtained using the online food delivery platform using GoFood, GrabFood, and ShopeeFood:

Table 3. Data obtained using an online food delivery platform

Month	Platforms			Accumulated Income
	GoFood	GrabFood	ShopeeFood	
March – July	Rp.9.100.000	Rp.6.871.000	Rp.4.750.000	Rp.20.721.000
August - December	Rp.13.875.700	Rp.9.985.000	Rp.5.629.600	Rp.29.490.300

Table 3 shows that the highest income from the online food delivery platform for the Polonia Sky Park Medan Culinary MSME Food Court is from GoFood, and the lowest income is through ShopeeFood. GoFood is the first online food delivery platform so that people know more about GoFood. After GoFood, the online food delivery platform GrabFood will follow. Meanwhile, ShopeeFood is a new platform that has just emerged, so many people still need to learn about its existence.

CONCLUSION

The strategy implemented by the Polonia Sky Park Medan Food Court Culinary MSMEs is good. Determining the products they sell by knowing what is currently selling well in the market and is in high demand so that many consumers attract them to buy. The prices are affordable, so many people are interested in products offered at relatively affordable prices. The determination of the Polonia Sky Park Medan Food Court Culinary MSME market to reach consumers is also good. Promotions were also carried out by the Polonia Sky Park Medan Food Court Culinary MSMEs to reach and attract people's buying interest with the products on offer. With the results of this analysis, it can be concluded that the Polonia Sky Park Medan Culinary Food Court MSMEs have implemented digital marketing strategies to improve and develop their business. Shows that using an online food delivery platform can increase the income of Polonia Sky Park Medan Culinary Food Court MSMEs.

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