
**BUSINESS OF INCREASING CULINARY BUSINESS SALES
THROUGHGO FOOD AND GRAB FOOD IN SURABAYA CITY**

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Abstract

The purpose of this study is to: find out the efforts made by culinary entrepreneurs in the city of Surabaya to build a brand image through Go food and Grab food besides that technology and information play an important role in economic growth. Today, technology and information are needed, including in the culinary business. This study aims to find out how the existence of Gofood and Grabfood is, how to increase sales of culinary businesses in Surabaya City after joining Go food and Grab food. The sampling technique was carried out in the city of Surabaya, and as an informant, namely the owner of culinary entrepreneurs as many as 18 respondents. The research conducted is intended to describe or describe the business carried out by culinary entrepreneurs in the city of Surabaya through Go food and Grab food. The results showed that after the culinary business owner decided to join Go food and Grabfood it really helped culinary entrepreneurs in the form of marketing and increasing sales volume. Culinary business owners stated that there was a significant increase in sales after joining the Go Food and Grab Food services.

Keywords: Culinary business, Go food, Grab food, Menu, Entrepreneurship.

Introduction

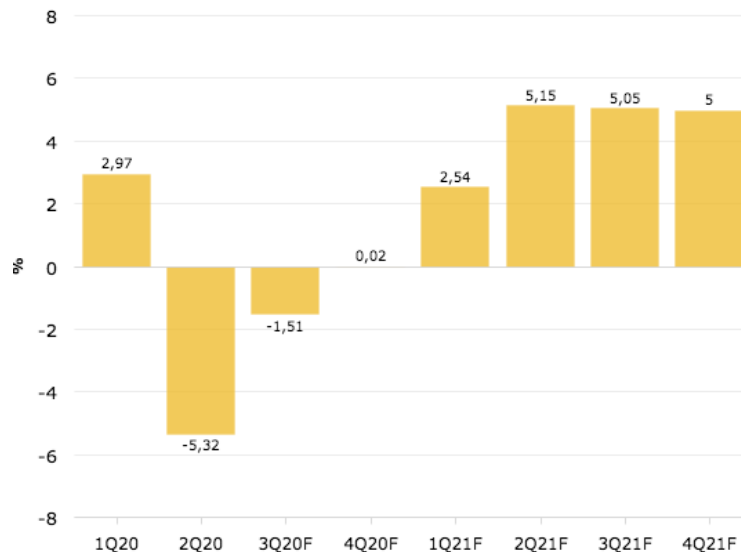
The Covid-19 pandemic has been a blow to various industrial sectors, including food and beverage. Although still positive, the growth of this industrial sector is far from normal. The declining purchasing power of the lower middle class and the tendency of the upper class to hold back on spending during the pandemic has made the industry sluggish. According to the General Chair of the Indonesian Food and Beverage Entrepreneurs Association (GAPMMI), namely Adhi S. Lukman (2020), he estimates that recovery will not be instantaneous once the vaccine is injected.

During the pandemic we are very grateful because we can still grow positively. In the third quarter of 2020, the economy contracted by -3.49%, but the food and beverage industry could still grow 0.66%. Previously, in the second quarter, the food and beverage industry still grew by 0.22% amid a contraction of -5.32%. Likewise, in the first quarter of 2020 we still grew 3.9%, above the national economic growth. Indeed this is not normal. This is because the normal growth of the food and beverage industry is in the range of 7% to 9%. In 2019 our growth was 7.9%.

The number of traders is often not matched by the number of buyers, this is due to the busyness of the community so they do not have enough time to go out shopping and lack of knowledge of the location and types of goods sold due to lack of promotion. However, this can be overcome now with the existence of the Gojek and Grab applications with the Gofood and Grabfood

application features that can be a solution for traders in marketing their wares. With this application, entrepreneurs no longer need to worry about marketing their wares, even during the COVID-19 pandemic.

Prediction of Economic Growth of the Republic of Indonesia per Quarter in 2020-2021
(OCE Bank Mandiri, September 2020)



Source: PT. Bank Mandiri Tbk (2020)

Culinary business is a business of all time, because everyone needs to eat and drink in their life, so it is certain that the food business is always needed by everyone. Culinary business can still grow. and thrive despite the global crisis. Today, competition in the culinary business is becoming increasingly fierce, so various knowledge, attitudes, and skills are needed, so that the food business can survive (Rawis, et al., 2016).

Based on a survey conducted by the Association of Indonesian Internet Service Providers (APJII) in 2019 that the penetration of internet users in Indonesia increased to 171.17 million people. This is equivalent to 64.8 percent of the population of 264.16 million people. The highest penetration of internet users is seen by occupation that big entrepreneurs, teachers, online shop traders are in the highest rank, followed by consultant services and students who use the internet the most (APJII Bulletin, 2019).

In 2010, GOJEK emerged as a two-wheeled transportation company through phone calls. Currently GOJEK is growing into an on-demand mobile platform and in the GOJEK application provides a complete range of services ranging from transportation, logistics, payments, food delivery services. and others. After the success of the online motorcycle taxi business in Indonesia. GOJEK has started to develop its business in other fields, one of which is Go-food (Prastianto, et al., 2021)

Literature Review

Culinary Business

Culinary business is a business of all time, because people need to eat and drink in their lives. So it can be ascertained that the food business is always needed by everyone. Culinary business can still grow and develop despite the global crisis. Almost everyone has various needs, but there are primary needs that must be met, such as: food, clothing and housing. This need is the main condition for seeking prosperity. Culinary business is a human effort related to providing other people's preferences in the field of food. Factors that encourage individuals in doing culinary business are (Wulan, 2007:5). Namunusahakulinermemilikikelebihandankekurangan.Kelebihanusahakulinerantaralain(Wulan,2007:6)

1. The advantages of culinary business include:

- a. If the restaurant business is run well and is very in demand, it will provide benefits because the profit for the food business is usually above 30%.
- b. Can start a business with relatively minimal capital by choosing the type of small-scale restaurant business.
- c. Can be run on a side and home basis without interfering with the main job.

2. Weaknesses of culinary business include:

- a. If the restaurant that is managed is not selling well, a lot of food ingredients are not used because they are rotten or stale, causing losses.
- b. Restaurants must pay attention to the quality of hygienic materials, if not careful, it can cause poisoning to consumers.
- c. If the menu served has a taste that is not liked, automatically the restaurant business is not selling well.

Go Food and Grab Food

The existence of the Gofood and Grabfood application features is a solution for traders to be able to market their wares. The Gofood and Grab food applications provided by Gojek and Grab are very helpful in helping market their culinary business (Cahayani, 2021). According to Prapti, &Rahyono (2018) regarding "The impact of the culinary business through Go Food for economic growth in Semarang City". The research was conducted using qualitative research methods using key informants as many as 4 business people. From the survey results obtained by online culinary businesspeople, they stated that sales turnover after joining the Go Foodservice increased compared to before joining the Go Foodservice. This is because Go Food promotes the food it produces.

From the results of the study, it is known that the price, number of orders and length of operating hours simultaneously have a positive and significant effect on income, and it is found that there are differences in income after and before using the Go Food application (Indraswari& Kusuma, 2018),

In the digital context, the tendency of customers to choose an online food delivery service application turns out to be more about the ease of use of the application and the ease of use of existing features (Iisnawatia et al., 2019). Based on the results of a sampling survey, it will be analyzed qualitatively on the factors that influence culinary entrepreneurs using e-commerce on the Go Food and Grabfood applications, as well as the 2 applications simultaneously (Wulandari&Iryanie, F. 2019).

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Research Methods

This research is descriptive research with a qualitative approach. The unit of analysis in this study is to see the impact of culinary entrepreneurs with the presence of Go food and Grab food on increasing sales of the culinary business (Widyayanti, & Insiatiningsih, 2021). The research informant is someone who is considered to know very well about the problem being studied by the researcher and is willing to provide information to the researcher, namely culinary entrepreneurs in the city of Surabaya. The informant selection technique used by the researcher is purposive sampling where in this study the selected informants are culinary business actors in the city of Surabaya who have culinary businesses and are still producing.

While the number of informants in this study as well as those used as respondents, the researchers took samples from 18 businesses and the respondents were business owners.

Methods of data collection is done by observation, interviews, and documentation. After the data is collected then the data is processed according to the problem. Data processing uses qualitative methods as research procedures that produce descriptive data in the form of written words, namely by using data collection methods, data editing, and data coding. The validity of the data in this study was tested by triangulation. The four basic types of triangulations are source triangulation, method triangulation, and technical triangulation (Sugiyono, 2018).

Result and Discussions

This research was conducted in the city of Surabaya. Data on culinary entrepreneurs by random sampling who joined Go Food and Grab Food in the City of Surabaya in 2021 as well as the results of interviews with 18 informants who joined Go Food and Grabfood which aims to find out the impact of the existence of Gofood and Grabfood in increasing sales of the business they are currently working on can seen in the table below:

Table1

List of Culinary Businesses Joining Surabaya City with Go Food and Grab Food

No	Business Name	Hottest Menu	On-site Price (IDR)	Prices on Go Food (IDR)	Prices on GrabFood (IDR)
1	Bebek Palupi	Bebek Goreng, Ayam Goreng	16.000	18.000	18.000
2	Soto Madura	Soto Daging	30.000	32.000	32.000
3	Soto Lamongan	Soto Ayam	15.000	18.000	18.000
4	Cak Gun	Rawon dan Pecel	16.000	18.000	8.000
5	Bakso Santun	Bakso dan Mie Ayam	16.000	16.000	16.000
6	Mie Mapam	Pangsit Mie, Peyetan	32.000	34.000	34.000
7	Rawon Kalkulator		35.000	39.000	39.000
8	Bakso Omen	Pentol Halus dan Kasar	8.000	11.000	11.000
9	Bebek Tugu Pahlawan	Bebek Goreng	19.000	21.000	21.000
10	Sop Kambing Bang Oya	Sop Kikil	40.000	43.000	43.000
11	Pangsit Mie Ayam Kotamadya H. Mardju	Nasi GorengTelur	14.000	18.000	18.000
12	Tahu Tek Pak Jayen	Tahu	14.000	17.000	17.000
13	Nasi Cumi Pasar Atom	NasiCampur	20.000	24.000	24.000
14	PecelSemanggiSoroboyo	PecelDaunSemanggi	5.000	6.500	7.000
15	Nasi Empal Rungkut		30.000	40.000	40.000
16	<i>Nasi Ayam Krengsengan Pak Sahir</i>	Nasi Goreng dan Nasi Ayam	20.000	22.000	000
17	<i>Nasi Sayur Pak Djo</i>	Nasi Sayur dan Mie	9.000	12.000	12.000
18	<i>Sego Sambel Mak Yeye</i>	Nasi SerbaPedas	15.000	18.000	18.000

Sources: Primary data that has been processed

Based on Table 1 are informants who were successfully interviewed by researchers related to culinary businesses in the city of Surabaya. To find out how the impact felt by culinary entrepreneurs with the existence of Go food and Grab food, it can be seen based on the results of interviews with each business name as follows:

1. BebekPalupi, which is managed by Mr. Solihin, and Mr. Amri as the owner of the culinary business has established their stall since 2019, with the main menu being fried duck. He joined Grab food in 2020 and did not join Go food because his customers prefer the grab food application service over Go food. the results of an interview with Mr. Basuki who said that: "Indeed I have been greatly helped by the presence of the Grab food application service to market my business, my income without an application is around IDR 2.700.000 / day, so far through the Grab food application I have an average income of IDR 3.100.000/day.
2. Soto Madura belongs to Mr. Junaidi with its flagship menu, Soto Campur with. This business has been established since 2019 and joined the Grab food service application in 2020. He revealed that: "Since joining, our income has increased significantly, which is an increase of more than 100% when compared to before using Grab food. the income earned is IDR.1.500.000/day until it reaches IDR.2.000.000/day where previously it was only IDR.750.000/day. Our sales revenue also fluctuates.
3. Soto Lamongan
Soto Lamongan is famous for being delicious in Surabaya, the first is Soto AyamLamonganCak HAR. The location is on Jalan Dr. Ir. H. Soekarno Number 220, Semolowaru, Sukolilo, City of Surabaya. Open from 06.00-02.00 WIB. Some additional menus and you can enjoy Soto Lamongan with a savory sauce filled with shredded chicken, skin, and offal. The soto menu that you can order, including ordinary chicken soup, soto offal, and so to separated with prices ranging from IDR 15,000 to IDR 18,000. While the sales results with the presence of the Go food and Grab food application services to market my business, the increase in my income after using the application increased by about 50%.
4. Pak Gun, as the manager of the CAK GUN stall which has been established since 2018 with its flagship menu, chicken pecel, chicken geprek and fresh vegetables. He joined Go food and Grab food in 2020 and said that: "The existence of Go food and Grab food really helps my business and I also feel there is an increase in my sales. Previously our income was IDR.350.000/day after joining our sales increased to an average of IDR. 600.000/day".
5. BaksoSantun, is a culinary business that was founded in 2016 and resides in the Rungkut village. The menu provides fast food such as: coarse and fine meatballs, chicken noodle dumplings. This business joined the Go food and Grab food application services in 2018. The interview results obtained that: "The existence of my Go food and Grab food services is very useful as a means of promotion to find customers other than promotions through Facebook and Instagram. Alhamdulillah, by joining this service, my sales increased by an average of about 30% of sales before joining the Go food and Grab food application services.
6. Mie Mapan, is a business with a variety of menus ranging from miebabat, penyetanetc. This business joined the Go food and Grab food application services in 2019 he said that: "The existence of these two applications is very helpful for culinary entrepreneurs in the marketing field. The culinary business is increasingly recognized by many people and helps in increasing sales. In the usual month we get IDR 10.000.000, now we can make

15 to 20 million in a month. To attract consumers, we apply a package menu with a 30% promo. As long as you join Go food and Grab food there are no obstacles at all and hopefully these two applications will further expand their wings so that they are more able to help all people and Indonesia."

7. RawonKalkulator, with its flagship menu is rawon and meat soup. This business has joined the Go food and Grab food service applications in 2020. He revealed that: "The existence of Go food and Grab food really helps me as an MSME, in addition to helping increase sales, it also helps promote the products being sold. After all, currently most people order food or drinks through the Go food and Grab food service applications. Our sales have also increased. Previously we were earning IDR 4.000.000/day after joining to IDR. 6.000.000/day."
8. Bakso Omen, still provides tofu and fried foods. Interested in trying the flavors and testing your honesty? Self-service includes fried onions, green onions, glass noodles, vegetables, meatballs, and chili sauce. There is a choice of three vegetables that you can choose, namely, cabbage, bean sprouts, and mustard greens. There is also a complement to noodles, green onions, and fried onions. There is no need to worry about the menu, there are various processed meatballs such as quail egg meatballs, cheese meatballs, and also mushroom meatballs which are favorites. As long as you use the application and join Go food and Grab food, there are no obstacles at all and there is an increase in sales. Different from other places to eat, because it uses self-service, Bakso Omen does not set a price per serving, but the price per meatball you get take. The price is relatively very cheap, starting from IDR 1.000 to IDR 10.000.
9. BebekTuguPahlawan, with its flagship menu is fried duck. This business has been established since 2014 and joined the Grab food and Go food service applications in 2019. He revealed that: "Since joining, our income has increased because it is easier to market my business compared to before using Go food and Grab food. the income earned is IDR. 3.500.000/day where previously it was only IDR 4.500.000/day".
10. Sop Kambing Bang Oya, with the menu it sells is kikil soup etc. This business has joined the Grab food service application in 2020. He revealed that: "I joined Grab food because there was a Grab food marketing that offered me to join. Until now, the existence of Grab food has provided an increase in sales from only 3.000.000/day to 3.700.000/day and even more."
11. Pangsit Mie Ayam Kotamadya, H. Mardju, who has never eaten chicken noodle dishes? Surely the answer is all already and even to the point that some are really fans. Mie AyamKotamadya H. Mardju, which was founded in the 1980s, has become part of the iconic food of the city of Surabaya. The taste of the distinctive seasoning mix makes Mie AyamKotamadya H. Mardju different from others. The combination of the art of blending ingredients, makes customers always want to come back to eat them. Noviandri, who has been a loyal customer of the Mie Ayam Depot Kotamadya H. Mardju since Abah's time, said, "I used to eat chicken noodles for the first time and immediately preferred it because it's Mie AyamKotamadya H. Mardju, I have been a customer for a long time. The average price of food is relatively inexpensive and ranges from IDR 16.000 - IDR 19.200 / portion, while the price applies if: 20% off with IDR 100.000 min. orders; IDR 2.000 off

delivery fee with IDR 100.000 min. order and Order fee of IDR 3.000 applies for this restaurant.

12. Tahu Tek Pak Jayen', is a special menu for tahu based ingredients. This business joins the Go food and Grab food application services in 2020. The interview results obtained that: I am the one who opened a business from Java, so with the existence of Go food and Grab food, there is no need to be confused about how to market my business. Initially, my income from selling all day was only around IDR 1.500.000/day, but after joining the two application services, now it can reach IDR 2.500.000/day, even though I have to close 2 days a week”
13. Nasi Cumi Pasar Atom is a culinary business located right in front of the entrance to Pasar Atom Surabaya with the concept of its establishment as a stall that serves its customers from early in the morning. This business was founded in 2014 and joined the Go food and Grab food services in 2019. The researcher interviewed respondents who said that: “The existence of the Go food and Grab food application services provides many benefits for my business, by joining the application service customers can order and receive orders without having to leave the house. So I think it's very useful, especially since my sales can increase which was only IDR 3.000.000 / day after joining to 4.500.000 / day. Alhamdulillah, despite the current Covid-19 disaster, my business can still operate even though my income has decreased slightly.
14. PecelSemanggiSuroboyo, especially the citizens of the City of Heroes, are certainly familiar with clover dishes. At first glance, it is similar topecel, but this dish served with banana leaf pincuk is very typical of Surabaya. Although it is one of the typical foods of Surabaya, nowadays it is rare to find this traditional food seller. The reason is that the ingredients for clover dishes are also difficult to find in the market. Pecel clover is a pecel that is generally made from clover leaves, turi leaves and bean sprouts. Then smothered in thick peanut sauce. Duan clover is a small leaf that is generally found on the edge of rice fields. The characteristics of this leaf are unique 6 grooves. Usuallydiungkep in a hot pan and not boiled because the leaves are smooth. The smell of smoky and crunchy texture is his trademark. The more delicious it is stirred with chili sauce and chewed with gendar crackers. Usually eaten with rice cake or warm white rice. As for the price, explained Mrs. Kamsiah, he set a per serving IDR 10,000. In a day he can collect up to IDR 300,000 to IDR 400,000." The price for a portion of IDR 10,000 already gets the two yellow puli crackers. According to Mrs. Tatik, Astutik, and Mrs. Sumarlik, yes before Corona was up to IDR 300,000 to IDR 400,000. Now as long as there is For Covid-19, income is around IDR 150,000. Therefore, Mrs. Tatik, Astutik, and Mrs. Sumarlik have tried using the Go food and Grab food applications, and as a result, their income has gradually started to increase.
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16. Nasi AyamKrengsengan Pak Sahir, is a culinary business with the menu provided is fried rice and chicken rice. This business joined the Go food and Grab food application services in 2019. The interview results obtained that: "The existence of the Go food and Grab food application services provides benefits as a means of increasing sales by providing promotions through the applications provided. At first, I only got a sales income of 900,000/day and after joining my sales I could get IDR 1.000.000 to IDR 1.500.000 / day"
17. Nasi Sayur Pak Djo, Culinary tour in the City of Heroes and want to taste unique and different foods? You can try Pak Djo's Nasi Sayur which is located on Jalan EmbongBelimbing. A simple depot that can only accommodate 30 visitors. Menu choices from Nasi Sayur Pak Djo. Pak Djo'sSayur Rice is a combination of warm white rice tossed with stir-fried fresh green mustard greens with minced chicken, large noodles, and sliced cucumber. Curious as to what? The taste is very solid, the portion is very fitting to fill an empty stomach. Even more delicious additional chili slices on your order plate. In addition to these menus, Pak Djo's Nasi Sayur depot also offers chicken rice, chicken vegetable rice, chicken rice noodles, rice noodles, chicken noodle rice, vegetable chicken rice noodles, ordinary fried rice, mawut fried rice, chicken fried rice and noodle soup & fried noodles. The taste is also not inferior to the vegetable rice. The price of Pak Djo's Vegetable Rice, the price set for a plate of Pak Djo's vegetable rice is very affordable at IDR 9.000. Cheap and cheerful with good taste quality you get at Pak Djo's vegetable rice which also has a branch on Jalan Kapanjen, Surabaya. Please stop by to experience the taste of Pak Djo's food menus, which are open at 10:00 – 22:00 WIB.
18. Sego SambelMakYeye, with the selling menu here is provided with a very spicy sauce that makes the buyer sweat while enjoying it. This business joined the Grab food Application service in 2019, he said that: "I think the existence of Grab food helps me because it helps my sales in increasing my income, and we need each other between Grab food and my business"

From the results of interviews with the 18 informants above, the author can conclude that the existence of Gofood and Grabfood clearly has a positive impact on culinary entrepreneurs who join the application service. All informants expressed their satisfaction since joining the

application services provided by Gojek and Grab in addition to having an impact in increasing sales, promoting products sold without spending a budget, and marketing products. Regarding obstacles, all respondents revealed that there were no significant obstacles while joining the Go Food and Grab Food application services.

As one of the business activities, marketing through Gofood and Grabfood is also intended to increase sales, so that business income also increases. The following is a comparison of the sales of informants before and after joining Go Food and Grab Food.

Table 2

Daily Income Before and After Joining the Go Food and Grab Food Application Services

No	Business Name	Hottest Menu	Turnover Before Joining (IDR)	Turnover After Joining (IDR)
1	Bebek Palupi	Bebek Goreng, Ayam Goreng	2.700.000	3.100.000
2	Soto Madura	Soto Daging	750.000	1.500.000
3	Soto Lamongan	Soto Ayam	900.000	1.500.000
4	Cak Gun	Rawon dan Pecel	350.000	600.000
5	Bakso Santun	Bakso dan Mie Ayam	3.000.000	4.000.000
6	Mie Mapam	Pangsit Mie, Peyetan	10.000.000	15.000.000
7	Rawon Kalkulator			
8	Bakso Omen	Pentol Halus dan Kasar	5.000.000	6.500.000
9	Bebek Tugu Pahlawan	Bebek Goreng	3.500.000	4.500.000
10	Sop Kambing Bang Oya	Sop Kikil	3.000.000	3.700.000
11	Pangsit Mie Ayam Kotamadya H. Mardju	Nasi Goreng Telur	2.500.000	3.300.000
12	Tahu Tek Pak Jayen	Tahu	1.500.000	2.500.000
13	Nasi Cumi Pasar Atom	Nasi Campur	3.000.000	4.500.000
14	Pecel Semanggi Soroboyo	Pecel Daun Semanggi	150.000	225.000
15	Nasi Empal Rungkut		1.200.000	2.500.000
16	<i>Nasi Ayam Krengsengan Pak Sahir</i>	Nasi Goreng dan Nasi Ayam	900.000	1.500.000
17	<i>Nasi Sayur Pak Djo</i>	Nasi Sayur dan Mie	1.200.000	2.100.000
18	<i>Sego Sambel Mak Yeye</i>	Nasi Serba Pedas	1.200.000	2.200.000

Sources: Primary data that has been processed

From the data that the authors describe above, it can be concluded that all entrepreneurs experienced an increase in sales after joining and becoming partners of Go Food and Grabfood, although some respondents experienced an insignificant increase.

Apart from being financially profitable. Culinary entrepreneurs can also get other benefits. Previously, entrepreneurs had difficulties in marketing their products, now this can be overcome. Here are some benefits of joining Go Food and Grab Food:

- a) **Improving Brand Image:** therefore, a business or product is important, by registering on the Go Food or Grabfood application, culinary entrepreneurs can increase the popularity of their business or brand with the opportunities provided by this application. So that the business or product provided can be directly seen by users which will automatically increase product exposure.
- b) **Opportunity to Promote Menu:** the many features of the Go Food and Grabfood applications, will be able to display the best menus in the culinary business. This can provide menu choices to customers. If the menu is interesting and the price is very affordable, people will definitely be interested in buying it.
- c) **The owner does not provide his own courier:** because the drivers are ready to serve anytime. So entrepreneurs don't have to worry about finding a courier because the Go food and Grabfood services are one package in the Gojek and Grab applications. For entrepreneurs, they only need to focus on bringing up various innovations that will be offered to customers and only need to wait for orders.
- d) **Sales Volume Increases:** other types of culinary businesses have been running for a long time, of course there will be many special customers and they can reach more customers by joining Go food and Grab food, the market share is expanding, and it is easy to order which will certainly increase sales.
- e) **Helping to Improve Culinary SMEs:** Not only can it help large franchise businesses, delivery services from online applications in this case Go food and Grab food can help promote food created by SMEs. Ordinary food stalls on the side of the road can be successful with Go food and Grab food.
- f) **Cheaper Delivery Costs:** some people really take into account how much it costs or costs to deliver food to users or customers. By registering a business with Go Food or Grabfood, the problem has been resolved. Because, payments can be made using Go Pay and OVO so the costs incurred are cheaper.
- g) **Increasing the number of wider consumers:** in developing a culinary business or processed food products, it is usually due to limited reach. However, this is not an obstacle at this time. Because if culinary entrepreneurs become partners with Go food or Grabfood application services, they will automatically be helped to reach consumers widely. Because there are hundreds of thousands of drivers who are ready to deliver food and drinks to customers.
- h) **Convenience Services for Customers:** Go food and Grabfood services will make it easier for customers to find restaurants or other forms of culinary business. People will not find it difficult to find restaurants, because various supporting things have been equipped automatically, one of which is GPS and complete addresses, how much distance can be

seen immediately. Then the registered culinary business will enter the Near Me category. This means that application users who are nearby will be able to see restaurants or culinary businesses on the category list

The benefits of using Goo Food and Grab Food services are also in line with the results of the research put forward by (Iisnawatia et al., 2019) where the results of his research reveal that the ease of application and easy-to-use features are the reasons customers prefer to use online transportation services compared to food delivery applications from direct producers. Another reason is because customers prefer to wait on the spot rather than having to go directly to the restaurant directly, where customers have to queue and wait for the food to be ready to eat.

Conclusions

Based on the results of research and discussions that have been carried out regarding the Analysis of the Existence of Gofood and Grabfood on Increasing Sales of Culinary Businesses in the City of Surabaya, it can be concluded that the existence of Gofood and Grabfood has a positive impact on culinary business actors who join application services and become partners. Culinary entrepreneurs express their satisfaction since joining the application because it has an impact in increasing sales, promoting products sold without spending a budget and making transactions easier

Acknowledgment

We, as authors, would like to thank the Ministry of Research and Technology/National Research and Innovation, with the Higher Education Service Institution Region VII Number 167/SP2H/LT/DRPM/2021 for providing funding for the research. Second, to Lecturers, Deans and Principals of SMKN 2 Tuban, SMKN 2 Cerme Gresik, SMKN 2 Jombang, SMKN Dlanggu Mojokerto, SMKN 3 Probolinggo and SMKN 6 Surabaya in East Java. Finally, we would like to thanks the Editors of IJEBMR for publication this paper.

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