

The impact of the availability of draivfood in increasing culinary business income in Baolan District, Tolitoli Regency

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ABSTRACT

This study aims to determine the impact of the availability of Draivfood in increasing the income of culinary businesses and to find out the level of income before and after using Draivfood in Baolan sub-district, Tolitoli regency. This research uses a qualitative method. The data source is in the form of primary data obtained from the results of interviews and documentation. The data analysis techniques used are data reduction, data presentation and data verification. Based on the results of the study, it shows that the impact of the availability of Draivfood is very helpful for culinary business actors in increasing income, in addition to increasing the income of culinary business actors, it is revealed that Draivfood has an impact on increasing business popularity, making it easier to market products, and making it easier to deliver products. Culinary business actors revealed that there was an increase in income after joining Draivfood. Three out of nine culinary businesses have increased by more than 50%. Factors that contribute to increasing revenue for culinary businesses that join Draivfood are operating hours, production costs and the number of orders. Operating hours do not have a significant impact on increasing culinary business revenue, production costs are stable and do not experience a significant increase due to the efficiency generated by Draivfood and the increase in revenue that is balanced with the costs that must be incurred. Meanwhile, the visibility and ease of access provided by Draivfood increased the overall number of orders.

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1. Introduction

Today, information technology is developing rapidly. Technological developments have a huge role in the country's progress, especially in the economic sector. As time goes by, technological developments take on a very important role because it makes it easier for humans to do the things they need. The world is now familiar with internet technology, which allows everyone to get information quickly and easily. (Ahadiyah, 2024; Cecep Abdul Cholik, 2021; Marpaung, 2018; Salsabila et al., 2020; Sawitri, 2023; Sidabutar & Munthe, 2022).

The development of technology that allows transportation companies to use virtual applications is one of the most talked about technological phenomena today (Manik, 2023; Maria et al., 2024; Subawa & Nadya Leonita, 2024; Suryadi & Nasution, 2023). Culinary businesses can take advantage of various technological advancements. In the era of globalization, entrepreneurs in this industry must use the latest technology to boost their tourism and culinary industries to become more competitive at home and abroad (Hafidz et al., 2021; Lukman et al., 2023; Nasution A, 2021).

Many needs must be met in order for humans to live well. Therefore, transportation is necessary to transport people and goods from one place to another. The transportation sector is very important for the Indonesian people because of the high need for transportation. Indonesia's two largest ride-hailing companies, Gojek and Grab dominate the market (Septian Asabara, 2020). With the development of Gojek and Grab services, various features have been created to help and improve people's access to mobility. One of these features is gofood and grabfood, food delivery services that really help culinary businesses market their products. In Sulawesi, there is an application called Draiv, which is similar to Gojek and Grab.

Many restaurants in Tolitoli Regency, especially in Baolan District as the capital of Tolitoli Regency, are now using the Draivfood application service. Culinary entrepreneurs are taking advantage of this opportunity to attract more customers. Culinary entrepreneurs hope to gain more customers and make more money by joining the Draivfood app. In Baolan District, Tolitoli Regency, there are 68 culinary businesses that have joined Draivfood.

The results show that some culinary businesses have used the Draivfood app to help increase their revenue. Therefore, the author wants to discuss more about how the availability of Draivfood has an impact on increasing culinary business income. Therefore, a research entitled "How the Impact of the Availability of Draivfood in Increasing Culinary Business Income in Baolan District, Tolitoli Regency" will be carried out.

2. Research Method

The type of research used is qualitative research that is descriptive (Zellatifanny & Mudjiyanto, 2018). Descriptive research is a research that aims to provide or describe a situation or phenomenon that is currently occurring by using scientific procedures to answer problems in real life (Fitriatin & Situasional, 2019). The determination of informants in this study uses a purposive sampling technique. This purposive sampling technique is a technique to take informants or resource persons with certain considerations (Sugiyono, 2018:85).

In this study, the key informants and those selected were directly related actors, namely RCEO Tolitoli as key informants, while supporting informants were culinary business actors. The characteristics of the informants selected in this research activity are as follows; (1) Culinary business actors who partner with Draivfood located in Baolan sub-district, Tolitoli regency; (2) Have been running a culinary business for more than 1 year. (3) Have joined Draivfood for more than 6 months. The selection of informants in this study was selected based on the criteria that have been determined by the author, namely 10 informants.

The process of collecting data through structured interviews allows researchers to collect comparable data to ensure that the interview results are valid and accurate. Structured interviews use the same questions for each participant and cannot be changed during the interview. Activities in data analysis according to Miles and Huberman are (Tyasari & Ruliana, 2021) :

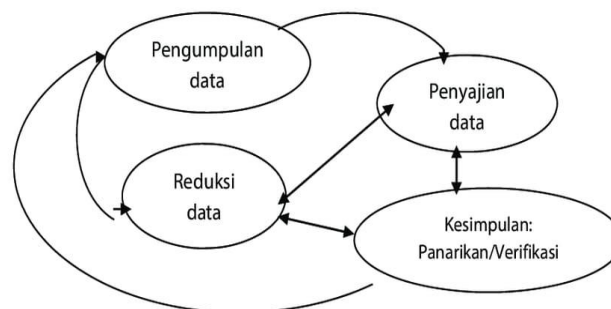


Figure 1. Components in interactive model data analysis according to miles and huberman

Data reduction, data presentation, data verification, and conclusion drawing are the phases of data analysis in this study. Reducing data entails summarizing, selecting the key elements, concentrating on what matters, and searching for trends and themes. Thus, the reduced data will give a clearer image and facilitate further data collection and search for researchers if necessary (Luthfia, L., & Zanthly, 2015). Data analysis comes next after data reduction. Brief descriptions, charts, links between categories, flowcharts, and similar visual aids can all be used to communicate qualitative data using text and story (Helmi, 2019). According to

Miles and Huberman, developing conclusions and verifying them is the third step in the study of qualitative data. The preliminary findings are still tentative and will be modified if further data collection yields no compelling evidence. Nonetheless, the results are believable if they are backed up by reliable and consistent data when the researcher goes back to the field to gather further information (Prasetya et al., 2019).

If there is no discrepancy between what the researcher reported and what actually occurred to the object under study, the results from qualitative research might be deemed legitimate. Creadibility (interval validity), transferability (external validity), dependability (reliability), and confirmability (objectivity) tests are among the methods used in qualitative research to assess the validity of the data. (Vebrianto et al., 2020). The existing errors will then be further refined.

Additionally, triangulation is used to verify the accuracy of the data collected. A method for verifying the accuracy of data that uses anything other than the data to compare or check the data is called triangulation.

The triangulation approach serves as the study's supporting notion. When examining a problem, method triangulation is a technique for evaluating data by contrasting many research approaches. To do this, observations, interviews, and recorded data are compared to make sure they don't contradict one another. If a discrepancy is found, it needs to be monitored and confirmed with the information source until the reason for it is identified (Alfansyur & Mariyani, 2020).

3. Result and Discussion

The interviews conducted with the respondents who manage Draiv in this case are RCEO Draiv Tolitoli named Ikbal Akbarsyah and culinary business owners who partner with Draivfood which aim to find out the impact of the availability of Draivfood in increasing the income of the culinary business they run. To find out the impact of the availability of Draivfood felt by culinary entrepreneurs, you can see the results of the interview below:

1) Merpati Yellow Rice Culinary Business

This business is located on Jalan Merpati Tweley Village which is managed by Moh. Fahreza, this business was established in 2020. Moh. Fahreza revealed that: "The availability of Draivfood really helps increase my business income, more customers use Draivfood than customers who come directly, merchandise is also sold out because of orders from Draivfood."

2) Usaha Oh Coffe

OH. COFFEE is a culinary business located on Jalan Ahmad Yani, Panasakan Village, managed by Noor Fathia, this business, which was established in 2018, initially sold using carts until in 2022 it began to open shops. Noor Fathia revealed that: "the impact of Draivfood makes it very easy to increase sales, with this Draivfood, people who don't have time to come to buy directly because they are busy can order food easily".

3) Business Father

Tamaki is a culinary business located on Jalan Usman Binol is one of the famous culinary businesses in Tolitoli. This business was established in 2017 and is managed by Mrs. Dewi Sartika. Mrs. Dewi Sartika revealed that: "The availability of Draivfood has a positive impact on this business revenue. Since starting to use Draivfood, there has been an increase in revenue of about 25% in monthly revenue."

4) Sari Laut Lamongan Culinary Business

The culinary business located on Samratulangi street is precisely in front of the Tweley village office. The business managed by Heri is a derivative business of his family, he began to manage this business in 2023 and has joined Draivfood in July 2023, Mr. Heri revealed that: "the availability of Draivfood helps increase revenue, with the existence of Draivfood, the number of customers increases, the reach of customers is wider, not only the area where the business is located"

5) Mamania Café Culinary Business

This business is a café in an Bumi Harapan hotel managed by Harry, this café began to be established in 2017 but due to covid 19 this café was temporarily closed and reopened in 2022, and began to join

Draivfood in the same year. Mr. Harry said that: "The impact of Draivfood has been very beneficial in increasing revenue, although the increase is not significant. More buyers come to eat directly because the target market of this café is hotel visitors."

6) Gramedia Pemuda Sunnah (GPS) Shop

The GPS shop is a business located on Jalan Magamu, precisely next to the Tolitoli health BPJS office. The business managed by Emil Salim was established in 2016. Emil Salim revealed that: "The impact of the availability of Draivfood for this business is quite good. Firstly this service has increased the number of sales, and we can serve more customers in a short time because the order picking process is faster and more efficient. So in addition to increasing revenue, the availability of Draivfood also increases customer satisfaction because they get their food faster and more conveniently"

7) Mat 77 Shop

Kedai Mat77 is a business located on Jalan Semarang Panggesar, this business is managed by Sulfida, he established this business in 2018 and started using Draiv in 2020. Sulfide revealed that: "Since using Draivfood, the main impact is an increase in sales, and a wider reach of customers, we also do not need to provide our own courier to deliver customer orders."

8) Bandung Mas Gode Cart

Mas gode appeal cart is a business located on Jalan Magamu, this business was founded in 1996 by Ugan Sugandi, this business is a business that sells various variants of bright moon. According to Ugan Sugandi, the impact of Draivfood is: "The impact is that since using Draivfood, the goods are more crowded, but more people come directly because the Draiv shipping is quite expensive, Draiv is usually crowded when it rains because customers choose to order online rather than coming in person"

9) Culinary Business of Rumah Syar'I Shop

The sharia house culinary business is a culinary business located on Jalan Jendral Sudirman managed by Hariati which was established in 2023 and joined Draivfood in September 2023. The business owner revealed that the impact of Draivfood: "the impact of the availability of Draivfood helps increase the number of customers, increase revenue during bad weather, sell merchandise so that revenue also increases".

The results of the joint interview with RCEO Draiv and culinary business actors show that the existence of Draivfood has a positive impact on culinary business actors who join using the Draiv application. All business actors revealed that their business income increased after joining Draivfood. As one of the business activities, marketing through Draivfood is intended to increase sales so that business income also increases. The following is a comparison of culinary business income before and after using Draivfood

Table 1. Increased revenue after Draivfood

Business Name	Income Before Joining (Rp/month)	Income after joining (Rp/month)	Percentage increase in revenue (%)
Nasi Kuning Merpati	3.300.000	7.500.000	127%
Oh Coffee	3.000.000	5.100.000	70%
Tamaki	4.950.000	6.000.000	21%
Kedai GPS	7.500.000	10.500.000	40%
Mamania Café	18.000.000	21.000.000	17%
Sari Laut Lamongan	3.600.000	4.050.000	13%
Kedai Mat 77	4.500.000	6.750.000	67%
Gerobag Bandung Mas Gode	9.000.000	12.000.000	33%
Kedai RUMah Syar'i	3.600.000	5.400.000	50%

Source: Data processed, 2024

All actors in the culinary business have seen an increase in income since joining Draivfood, according to the data above, although some culinary firms have seen a notable increase in revenue. The aforementioned data shows that, out of all the culinary businesses, Mamania Café makes the most money. However, it is evident that the gourmet firm that uses pigeon yellow rice has witnessed the biggest rise in revenue, with its earnings more than 100% higher than they were before to adopting Draivfood.

Through measures of operation hours, order volume, and manufacturing costs, Draivfood's availability can boost the revenue of culinary businesses. Only one business had a change in operating hours

after joining Draivfood, according to the findings of a study done with many culinary enterprises. The other culinary businesses did not suffer any changes in operating hours. After adopting Draivfood, the pigeon yellow rice culinary enterprise, which had previously only run eight hours a day, extended to eighteen hours. The fact that the operating hours of the other eight culinary enterprises remained unchanged suggests that operational hours had little effect on the growth of culinary business revenue.

Draivfood's availability boosts the earnings of culinary businesses by increasing orders, extending operation hours, and optimizing production costs. By extending operating hours through accepting online orders, culinary businesses can serve more customers throughout the day. Because of Draivfood's efficiency and the rise in income that balances the expenses that must be incurred, production costs remain constant and do not significantly grow. In the meantime, Draivfood's accessibility and visibility raised the total number of orders.

4. Conclusion

Based on the results of research that has been conducted on the Impact of the Availability of Draivfood in Increasing Culinary Business Income in Baolan District, Tolitoli District, it can be concluded that the availability of Draivfood has an impact on culinary business actors, all speakers who were successfully interviewed said that they experienced an increase in income after joining Draivfood. In addition to increasing the income, culinary business actors revealed that Draivfood has an impact on increasing business popularity, making it easier to market products, and making it easier to deliver products without requiring additional costs. In addition, the level of culinary business income after using Draivfood in Baolan sub-district, Tolitoli regency, all culinary business actors have experienced an increase in income, even three out of nine culinary business actors have experienced an increase in income of more than 50%, namely the culinary business of yellow rice pigeon, Oh. Coffee, and kedai mat77. Factors that contribute to increasing revenue for culinary businesses that join Draivfood are operating hours, production costs and the number of orders. Operating hours do not have a significant impact on increasing culinary business revenue, production costs are stable and do not experience a significant increase due to the efficiency generated by Draivfood and the increase in revenue that is balanced with the costs that must be incurred. Meanwhile, the visibility and ease of access provided by Draivfood increased the overall number of orders.

The Draivfood application makes a real contribution to increasing micro business income in Tolitoli Regency. To maximize the use and utilization of the application, it is hoped that the management of Draivfood can continue to manage and improve services through the efficiency and ease of use of the application offered so that it can provide wider benefits not only to the management of Draivfood and the micro business sector in increasing its income but also to the development and economic growth in Tolitoli Regency. This application plays an important role related to increasing turnover and sales of micro businesses in the food and beverage sector. Its use or utilization can be applied in sub-districts other than Baolan within Tolitoli Regency.

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