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THE INFLUENCE OF THE APPLICATION OF INFORMATION TECHNOLOGY ON THE OLD KITCHEN CULINARY BUSINESS

Abstract

This study aims to analyze the effect of information technology implementation on the culinary business Dapur Lama. Dapur Lama, which was founded in October 2023 by Suci Sartika, has experienced significant development thanks to the use of information technology. Through in-depth interviews, this study identified various technologies implemented, such as digital cashier systems, social media, and online ordering applications, as well as their impact on operational efficiency, increasing the number of customers, and service quality. The results of the interviews showed that the implementation of information technology not only improves operational efficiency, but also expands market reach and increases customer satisfaction. Although there are challenges in managing technology and content consistency, the benefits obtained are much greater. This study concludes that information technology plays an important role in the development of culinary businesses in the future and provides recommendations for other business actors to gradually implement relevant technology.

Keywords: Information Technology, Culinary Business, Business Digitalization

INTRODUCTION

The application of information technology in Micro, Small, and Medium Enterprises (MSMEs) has become a necessity in today's digital era. According to (Hasanah et al., 2022), information technology functions as a strategic tool that can improve operational efficiency and productivity. In the context of culinary MSMEs, information technology includes various aspects, such as inventory management systems, accounting software, and online ordering applications.

Inventory management systems help business actors manage stock more effectively, minimize waste, and ensure the availability of raw materials. The use of accounting software allows business owners to track income and expenses in real-time, so they can make better decisions based on accurate data. Online ordering applications, on the other hand, allow customers to place orders easily and quickly, increasing convenience and speed of service.

Social media has become one of the most effective marketing tools for culinary MSMEs. Research by (Pratiwi, 2021) shows that platforms such as Instagram allow business actors to promote their products visually, attract consumers' attention with attractive food photos, and build closer interactions with customers. Interesting and interactive content can increase engagement and expand audience reach.

Online ordering applications such as GoFood, GrabFood, and others have revolutionized the way customers make purchases. (Suhita et al., 2022) explain that this social media is very influential and not only makes the ordering process easier, but also provides various features, such as customer reviews and rating systems, that help consumers make decisions. This contributes to a significant increase in sales volume, making it easier for customers to find and try new products.

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Although there are many benefits in the implementation of information technology, MSMEs often face various challenges. (Octiva et al., 2024) noted that limited resources, both in terms of finance and human resources, are major obstacles. For many MSMEs, the initial investment in new technology can be a heavy burden. In addition, the lack of technical knowledge and skills in using technology is also an obstacle.

Rapid changes in consumer behavior also require immediate adaptation from business actors. MSMEs must be able to innovate and follow the latest trends, which often require additional knowledge and skills. Therefore, training and education on information technology are very important to help business actors overcome this challenge.

The application of information technology not only affects operational efficiency, but also has implications for service quality and customer satisfaction. According to (Erica & Al Rasyid, 2018), the use of information technology has a positive effect on service quality and customer satisfaction. With technology, customers can access services faster, easier, and more accurately, which improves their experience. Increased customer satisfaction also has an impact on customer loyalty, where they tend to reuse services and recommend them to others. In addition, information technology helps companies provide more responsive and efficient services, thus creating a competitive advantage in the market.

The use of technology in culinary business operations can improve interaction and communication with customers. Online ordering systems allow customers to provide direct feedback, which businesses can use to improve services. Information technology can also help in personalizing services. By collecting customer data through applications and social media, MSMEs can understand customer preferences and offer more relevant promotions. This contributes to improving customer experience, which in turn increases customer satisfaction and loyalty.

Micro, small, and medium enterprises (MSMEs) are one of the important pillars of the Indonesian economy, contributing significantly to gross domestic product (GDP) and creating jobs (Jannah, M., Rasti, A., Ramadaeni, N., & Yulanda, 2022). In the culinary sector, MSMEs have a strategic role in meeting the community's need for quality food products. Dapur Lama, as an example of a growing culinary MSME, has shown how the application of information technology can be the key to increasing operational efficiency and expanding market share. (Hutagaol et al., 2024)

Along with the development of technology, culinary business actors are faced with the challenge of adapting to changes in consumer behavior that increasingly rely on technology for shopping. In this context, Dapur Lama, founded by Suci Sartika since October 2023 in the city of Medan, has succeeded in utilizing information technology to improve its business processes. Initially, this business started with traditional methods, but as demand increased, the owner realized the importance of technology to increase operational effectiveness and efficiency.

This study aims to explore more deeply the influence of the application of information technology on Dapur Lama. Relying on in-depth interviews, this study focuses on the owner's experience in adopting various technologies, including digital cashier systems, social media, and online ordering applications. Through a qualitative approach, it is expected to identify the challenges faced during the technology adoption process and the benefits obtained, especially in the context of improving service quality and customer satisfaction.

In this analysis, it will be discussed how information technology not only affects operational efficiency, but also Dapur Lama's marketing strategy. Social media, for example, has become a vital tool in reaching new customers and increasing brand awareness. In addition, online ordering applications make it easy for customers to order products quickly and efficiently, which in turn contributes to increasing business revenue.

This study is expected to provide valuable insights for other b apply information technology in their culinary businesses. By understanding the factors that support and inhibit the adoption of technology, it is hoped that it can help other MSMEs in formulating more effective strategies to increase competitiveness in an increasingly competitive market. In addition, the findings of this study are expected to contribute to the broader literature on MSME development, especially in the context of the use of information technology in the culinary sector.

METHOD

This study uses a qualitative approach with a case study type, focusing on Dapur Lama as the object of research to explore the owner's experience in implementing information technology. Data were collected through in-depth interviews with the owner, which aimed to obtain information on the challenges and benefits of implementing technology in the culinary business. Interviews were conducted openly to provide freedom in answering, thus producing richer and more comprehensive data. Data analysis was conducted descriptively by identifying the main themes of the information obtained. This method is expected to provide in-depth insight into the impact of implementing information technology on operations and customer satisfaction at Dapur Lama. (Asiva Noor Rachmayani, 2015)

RESULTS AND DISCUSSION

The results of an in-depth interview with Suci Sartika, the owner of Dapur Lama, provide comprehensive insights into the journey and development of this culinary business. Dapur Lama was founded in October 2023, initially operating as a small business producing chicken risol. Suci started her business by selling homemade risol in front of her house and received a very positive response from her neighbors. This initial success motivated her to develop the business, which has now transformed into a more professional and organized business. Dapur Lama's vision is to become the best and most favorite provider of chicken risol in the city, with a focus on the quality of taste and freshness of the ingredients. The owner's mission is to continue to innovate in creating unique variations of risol flavors, as well as providing the best service to every customer. Commitment to cleanliness and quality of raw materials is the main foundation in every production process. The application of information technology at Dapur Lama began in March 2024.

Previously, business management was still traditional, with manual sales records and marketing that relied on word of mouth and simple pamphlets. The application of this technology includes a digital cashier system that helps speed up the transaction process and minimizes calculation errors. The use of social media such as Instagram and Facebook allows owners to actively promote products, attract new customers through attractive photo uploads and promo information. Joining online ordering applications such as GoFood and GrabFood also makes it easier for customers to place orders, thus increasing convenience and satisfaction. Although the stock management system used is still simple, the use of spreadsheet applications helps owners monitor raw materials more effectively, avoid stock shortages and reduce waste.

The impact of implementing this information technology is very significant. Dapur Lama has experienced an increase in operational efficiency, where the use of a digital cashier system and stock management has made it easier to manage transactions and inventory. Owners can more easily monitor and manage raw material stock, thus ensuring the availability of materials and avoiding waste. Since implementing technology, Dapur Lama has recorded a significant increase in the number of customers and income. This drastic increase in income is clear evidence of the success of the marketing strategy through social media and online ordering applications, which have expanded market reach. Although there are many benefits, Suci admits that there are challenges that must be faced, such as maintaining consistency in managing content on social media which requires extra time and effort. In addition, technical obstacles such as internet disruptions or problems with online ordering applications also sometimes disrupt operations.

In the future, Suci has plans to further develop the use of technology in Dapur Lama. She plans to implement a more sophisticated stock management system integrated with a digital cashier system, which is expected to improve efficiency and data accuracy. Suci also wants to utilize better digital marketing strategies, including the use of paid advertising on social media and collaboration with influencers to expand market reach and attract more customers. As advice for other culinary entrepreneurs, Suci suggests that they start with simple technology and not force themselves to implement all technologies at once. It is important to continue learning and adapting to technological developments, as well as maintaining consistency in managing

social media. Priority must also be given to customer experience, so that the implementation of technology always focuses on increasing customer satisfaction. With the right approach, culinary businesses can grow and compete in an increasingly competitive market.

CONCLUSION

The application of information technology at Dapur Lama has proven to be a key factor in the success and growth of this culinary business. Since its establishment in October 2023, Dapur Lama has transformed from a small business into a popular chicken risol provider thanks to positive responses from customers and effective marketing strategies. Through the implementation of a digital cashier system, social media, online ordering applications, and stock management, Dapur Lama has succeeded in increasing operational efficiency, expanding market reach, and increasing customer satisfaction. Despite facing challenges in managing social media and technical constraints, the owner managed to overcome these obstacles with consistency and adaptation. In the future, plans to develop the use of more sophisticated technology and improve digital marketing strategies will further strengthen Dapur Lama's position in the market. The advice given by the owner to other culinary business actors emphasizes the importance of starting simple, continuing to learn, and focusing on customer experience. Overall, Dapur Lama shows that the use of information technology not only increases efficiency but also contributes to sustainable business growth in the competitive culinary industry.

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