

The Profits Of Digitalization In Catering Bunda Li's Business In Parepare

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Abstract.

Digitalization has become one of the key strategies to enhance the competitiveness of micro, small, and medium enterprises (UMKM) in the modern economy. The community service activity themed Cuan ala Digitalisasi Usaha Catering Bunda Li' aims to improve the business capacity through digitalization training and market access. This program is designed to introduce digital technology to catering business owners, such as the use of social media for promotion and online marketing strategies to expand market reach. The results of the activity show a positive impact on increased orders and customer numbers. By utilizing digital platforms, the catering business has successfully expanded its customer base. Additionally, the use of social media has helped improve business visibility and strengthen its brand image in a wider market. The business owner is now able to leverage digital technology to manage orders and promotions effectively. The digitalization and market access training program has proven to be effective in supporting the growth of Catering Bunda Li'. This initiative provides new opportunities for the business to develop sustainably in the digital era, while also increasing its contribution to the local economy.

Keywords: Business digitalization; market access; social media; catering and community service.

I. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play an important role in the local economy by creating job opportunities and driving innovation. However, they often face difficulties in promoting their products and services to the public, which hinders their potential for business growth (Astrida Misna Tianti, et al., 2024). Small and medium-sized enterprises in Indonesia, including those in the culinary sector, play a crucial role in supporting the national economy. One of the rapidly growing sectors is catering. The increasing demand for food services, both for formal and informal events, has encouraged many entrepreneurs to enter this business. However, amidst the progress of technology, many catering businesses, especially small and medium-sized ones, still face challenges in adapting to digital changes. Many business owners are still not fully aware or knowledgeable about the importance of digitalization in business. This has led to them falling behind in utilizing digital platforms for promotion, marketing, and product sales (Yuliana, Darmawan, Suherman, 2024). In the rapidly advancing digital era, digitalization has become a key factor in maintaining competitiveness and improving business efficiency. This is especially important for Micro, Small, and Medium Enterprises (MSMEs) operating in the economic sector, such as catering businesses. The rise of information technology has shifted marketing paradigms from traditional to digital, offering opportunities for small and medium enterprises (SMEs) to connect with a more interconnected online consumer base (Aqilah Sifwah, M., et al., 2024). In this context, the use of digital technologies, such as social media, websites, and e-commerce platforms, not only opens access to broader markets but also enables more direct and personal interaction with consumers (Mirawati, I., 2021). One of the partners in this community service project is "Catering Bunda Li'," based in Parepare City.

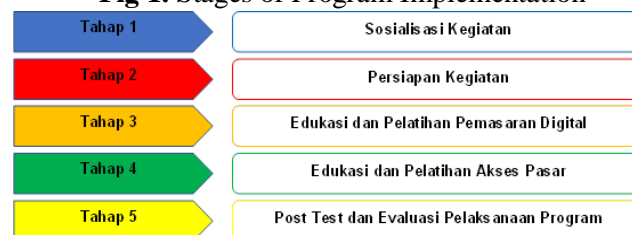
This business is independently managed by its owner, who has cooking skills but still faces various challenges in running the business. Catering Bunda Li' has been operating for over five years and serves various events such as weddings, seminars, office meetings, and schools. Despite having good food quality, this business has not yet reached its maximum potential. According to recent data, Catering Bunda Li' has 10 employees who work daily based on incoming orders. The business has a kitchen with a fairly large production capacity, but the kitchen's utilization only reaches 70% due to limitations in marketing and operational management. Catering Bunda Li' sources its main ingredients from traditional markets and

several local suppliers. However, the supply of ingredients is often inconsistent in terms of both quality and quantity, affecting the smoothness of operations. The business also lacks a proper inventory system, resulting in frequent surpluses and shortages of raw materials. On the downstream side, marketing and product distribution are major challenges. Currently, marketing is still done conventionally through networks and repeat customers. Social media and other digital platforms have not been fully utilized to expand market reach. Additionally, the ordering and customer management system is still manual, making it prone to errors in order-taking and processing. Transitioning to digital marketing methods is not easy, especially for business owners in the lower to middle class who tend to be less responsive to change. However, there are many benefits to utilizing digital technology in business (Firdaus, et al., 2023).

II. METHODS

In the implementation of this community service activity, we have outlined several stages that will serve as a reference for carrying out the activities, as shown in Figure 1 below:

Fig 1. Stages of Program Implementation



The implementation of these stages is explained as follows:

a. Socialization of Activities

The socialization of the activities is carried out to the responsible parties and employees of Catering Bunda Li'. During this session, a pre-test is conducted for all socialization participants.

b. Preparation of Activities

The preparation of activities begins with organizing all the necessary materials and resources required for the activities.

c. Education and Digital Marketing Training

Several activities are conducted at this stage, including training on the use of social media for marketing and training on strategies for creating engaging content.

d. Education and Market Access Training

At this stage, activities include the introduction of marketplace platforms and providing guidance on how to register and operate through online ordering applications.

e. Post-Test for the Responsible Parties and Employees of Catering Bunda Li'

At the end of the activity, a post-test is conducted for the responsible parties and all employees of Catering Bunda Li', along with an evaluation of the program's implementation.

Materials and Tools

To support the implementation of the activities, tools and materials are needed, including smartphones that can be used to demonstrate various features of digitalization applications, such as Facebook and Instagram as social media platforms to expand reach, camera apps to create photos and video content, and graphic design apps to enhance the results of photos and videos.



Fig 2. Materials and Tools

III. RESULT AND DISCUSSION

The implementation of this community service activity began with a socialization session conducted by the implementation team for the owner of Catering Bunda Li'. During this session, the purpose and objectives of the activity were explained, along with the stages that would be undertaken. After the socialization, the implementation team prepared the necessary materials and resources for the activities.

Education and Digital Marketing Training

The education and digital marketing training was held on Saturday, February 8, 2025, at the Bunda Li' Production House. The event was attended by the entire implementation team of the PKM Risetmu program from Muhammadiyah University of Parepare, as well as the owner and employees of Catering Bunda Li'. During the event, Darmawan, SE., M.Si., M.Ak, the team leader, opened the session and provided a brief introduction to the training. The training material was presented by Mrs. Fitriyani Syukri, SE., M.Si, who focused on how to use social media as a tool for promoting business products. During the training, the team also directly guided the partners on how to create attractive social media accounts, such as Facebook with the account name "Bunda Li" and Instagram with the account name "bundalidapur8," specifically for business purposes. The participants were also taught how to turn photos and videos into engaging promotional content. Furthermore, during the training, the PKM team advised the partners to ask long-time customers of Catering Bunda Li' to create testimonial videos regarding the quality and standards of the catering services. This is important not only as a motivation to further improve the quality but also as a promotional tool to make the business more widely recognized by the public.



Fig 3. Presentation of Business Digitalization Material

Education and Market Access Training

The education and market access training was held on Saturday, February 8, 2025, at the Bunda Li' Production House. The event was attended by the entire implementation team of the PKM Risetmu program from Muhammadiyah University of Parepare, along with the owner and employees of Catering Bunda Li'. The material was presented by team member Mrs. Fitriyani, SE., M.Si, who focused on enhancing the knowledge, skills, and understanding of the partners regarding the importance of market access in expanding product reach and increasing business competitiveness. The partners were also trained on effective marketing strategies, including how to leverage social media for promotion.



Fig 4. Presentation of Market Access Material

Monitoring and Evaluation

The evaluation and monitoring of the activities were carried out as planned (I Made Bhaskara Gautama, et al., 2024), which was done in stages after the training was provided. The monitoring and evaluation stages were conducted to regularly track the progress of the program and ensure that it was progressing as planned (A.A. Pamungkas, et al., 2023). In addition, the PKM team also evaluated the results that had been achieved and collected feedback from the business owner regarding the training that had been delivered. From the monitoring and evaluation process, the team hopes that the program will have a positive impact on the future development of the business. The technological assistance and innovations provided to the community partner have already had an impact on the sales and customer numbers. This is due to the optimal use of social media as a digital platform, particularly in content creation and business promotion. The design of this community service activity can be seen in the table 1 below:

Table 1. Program Stage Achievements

Priority Issues	Offered Solutions	Problem-Solving Method	Activity Output
Minimal utilization of digital technology in marketing and operations	1. Development of digital platforms 2. Training and mentoring	Providing intensive training to the partners on the use of digital technology and operations	Partners are gradually able to utilize digital technology
Limited access to a wider market	1. Integrated marketing strategy 2. Training and mentoring	Providing intensive training to the partners on effective market access	Partners are gradually able to access the market using available digital platforms

IV. CONCLUSION

Digitalization has become a key factor in enhancing competitiveness and business development. Based on the results of community service carried out at Bunda Li' catering business, the application of digital technology has had a significant impact on sales and customers. The use of digital platforms such as social media has made it easier to promote products, expand reach to customers, and speed up the ordering process. The results of the implemented digitalization show an increase in sales and the addition of new customers. In the future, continued assistance is needed to ensure the sustainability of the digitalization program for the business, which includes how to maintain and improve the quality of the products produced as well as the challenges in the development of digitalization.

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