

Sistik Food Business Opportunities in the Digital Age in the Fatayat Bungursari Environment

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Received:	Revised:	Accepted:	Online:
December 05, 2024	December 26, 2024	January 10, 2025	January 14, 2025

Abstract

In the rapidly evolving digital era, the role and potential of the business sector are increasingly wide open, especially for groups interested in entrepreneurship. Amid the complexities of today's economy, Fatayat women hold significant potential to become active and influential business players in the food industry. This study aims to identify and explore business opportunities in the digital era that can be introduced to Fatayat women through sistik food entrepreneurship as an attractive alternative. The research methods employed include surveys and structured interviews with a group of Fatayat women interested in engaging in the food business. Data were collected to assess their understanding of digital business potential, the challenges they might face, as well as their interest and readiness to run a sistik food business. The findings reveal that most respondents have limited understanding of digital business potential but show a high interest in learning and participating in sistik food entrepreneurship. Factors such as technological knowledge, initial capital, market access, and managerial skills are key considerations in starting this venture. By providing training, mentoring, and access to necessary resources, Fatayat women can become agents of change in leveraging digital technology to develop the sistik food business. This research contributes to identifying new business potential in the digital era while stimulating the interest and readiness of Fatayat women to engage in sustainable entrepreneurship.

Keywords: Digital Era, Business Opportunities, Food Entrepreneurship, MSMEs, Sustainable Entrepreneurship

1. Introduction

In the rapidly evolving digital era, the business world is undergoing profound transformation. The advancement of information and communication technology has changed the way businesses operate, interact with customers, and manage supply chains. In this context, the food and culinary industry is not exempt from the impact of this transformation (Fajar, 2017; Rogers, 2003). The shift in consumer consumption patterns is becoming increasingly sophisticated as technology is integrated into daily life (Groene & Zakharov, 2024). Consumers are now more accustomed to using digital platforms to order food, leave reviews, and interact with food service providers (Fitriani et al., 2022). The involvement of technology has created new opportunities for business innovation in the food sector.

Sistik food, as a business concept that combines systems and technology in food production, marketing, and delivery, has emerged as an attractive alternative amidst this transformation (Ansa & Lieputra, 2018; Hanidah et al., 2019; Madjid, 2021; Nadine & Rustandi, 2019). This concept not only offers operational efficiency but also creates a unique and up-to-date consumer experience. Sistik food utilizes technologies such as the Internet of Things (IoT), artificial intelligence, and data analytics to enhance business processes. The use of these technologies is expected to open new opportunities, improve customer satisfaction, and accelerate business growth in the food sector (Minifie, 1989).



Although Sistik food offers great potential, the challenges and obstacles in its implementation also need to be considered. Factors such as data security, sustainability, and customer adaptation to new technologies are aspects that require in-depth understanding. This study aims to investigate the potential of Sistik food as a business alternative in the digital era, with a focus on the factors influencing market acceptance and the sustainability of this business model. With a better understanding of the dynamics and impact of implementing Sistik food, this research is expected to contribute to strategic thinking and decision-making for business actors, researchers, and stakeholders in the food sector.

Through in-depth analysis of the shift in the food business paradigm in the digital era with the Sistik food approach, this research is expected to provide valuable insights for developing more adaptive and innovative business strategies in the future.

2. Methods

This study employs a combination of surveys and interviews as the primary research methods to gather data from a group of Fatayat women interested in engaging in the food business. The survey was designed to assess the participants' understanding of digital business potential, identify the challenges they may encounter, and evaluate their interest and readiness to embark on a sistik food business venture.

Interviews were conducted to gain deeper insights into the participants' perspectives, concerns, and expectations regarding the integration (Kotler & Keller, 2016) of digital technology into food entrepreneurship. Data collected from both methods were analyzed to identify key themes, patterns, and factors that influence the participants' readiness and perceptions about the digital transformation in the food sector. The research aimed to gather valuable information on the potential for business innovation in the digital era, focusing on the specific context of Fatayat women and the sistik food model.

3. Results and Discussion

3.1. Digital Transformation in the Food Industry

Digital transformation in the food industry covers various aspects, from production to distribution. The use of technology in the production process enables higher efficiency and more consistent product quality (Hasan et al., 2021; Porter & Heppelmann, 2014). In addition, e-commerce platforms and food delivery apps have opened up wider market access, allowing food businesses to reach customers in various locations without the need to open physical outlets (Lee et al., 2014).

3.2. Business Opportunities in the Digital Age

3.2.1. Food Delivery

Food delivery services have become one of the most growing segments in the food industry. With apps like GoFood, GrabFood, and ShopeeFood, consumers can order food from various restaurants without leaving their homes. This creates opportunities for food businesses, especially MSMEs, to market their products more widely.

3.2.2. Cloud Kitchen

Cloud kitchen, or shared kitchen, is a concept that eliminates the need for a physical dining space. Food businesses can focus on food production and delivery, reducing operational costs such as space

rental and direct customer service. This business model is gaining popularity among culinary startups due to the flexibility and cost efficiency it offers.

3.2.3. Ready-to-Cook Meal Products (Meal Kits)

Another opportunity in the digital age is the meal kits business, where consumers can order pre-prepared ingredients in the right quantities to cook at home. This business combines the convenience of buying groceries with the experience of cooking yourself, which is increasingly in demand among busy modern consumers who still want to enjoy home cooking.

3.2.4. Digital and Social Media Marketing

Marketing through social media and digital platforms is one of the keys to success in the food business in the digital age (O'reilly, 2007). Platforms such as Instagram, Facebook, and TikTok are not only used for product promotion, but also to build brand awareness and closer relationships with customers (Lestari, 2022). Influencer marketing is also an effective strategy to introduce new food products to a wider audience.

3.3. Factors Supporting Success

The success of a food business in the digital era is not only determined by product quality, but also by several other key factors:

- a) **Product Innovation:** The ability to continuously innovate in terms of products and services is one of the determining factors in facing increasingly fierce competition.
- b) **Use of Technology:** Adopting technology in business operations, such as cloud-based inventory management or customer data analytics, can help improve business efficiency and competitiveness.
- c) **Customer Service:** Even though the business is digital, maintaining the quality of customer service is still a priority. Quick response to customer reviews and complaints on online platforms can improve business reputation.

3.4. Challenges and Solutions

While the digital era presents significant opportunities for business growth, it also introduces several challenges that businesses must navigate to succeed. One of the main challenges is intense competition. With the increasing number of businesses entering the food industry, standing out becomes more difficult (Rahardjo, 2023). To address this, businesses need to focus on differentiating themselves by offering unique value propositions, high-quality products, and exceptional customer service. Building a strong brand identity and engaging with customers through digital marketing and social media platforms can help foster loyalty and ensure that the business remains competitive.

Another challenge is the reliance on third-party platforms for online orders, delivery services, and customer engagement. While these platforms provide convenience, they come with associated costs and limitations, which can affect a business's profitability and control over customer interactions. To mitigate this issue, businesses can invest in developing their own digital infrastructure, such as a website or mobile app for orders, and consider partnerships with local delivery services or establishing in-house delivery systems to retain greater control over their operations.

Additionally, rapidly changing consumer preferences present another significant challenge. With the growing influence of social media and online trends, consumer tastes can shift quickly, and businesses must stay agile to remain relevant. The solution lies in leveraging data-driven decision-making and analytics to monitor market trends and consumer behavior. Direct engagement with customers through surveys, feedback loops, and social media interactions can provide valuable insights

into evolving preferences, enabling businesses to adapt their offerings in real time. By recognizing these challenges and implementing proactive solutions, businesses can thrive in the dynamic digital food industry, ensuring long-term success and sustainability.

4. Conclusion

In conclusion, the digital age offers a wealth of opportunities for food businesses to expand and tap into broader markets. Through strategic use of technology, product innovation, and effective digital marketing, food businesses can position themselves for sustainable success despite the intense competition in the industry. This shift presents a valuable opportunity for entrepreneurs, especially for groups like Fatayat women, who are well-positioned to take advantage of the digital era's potential.

This study underscores the significant potential of Fatayat women in becoming active players in the food industry through sistik food entrepreneurship. While there is a recognized gap in their understanding of digital business potential, their interest in learning and engaging in this venture is promising. With the right training, mentoring, and resources, Fatayat women can harness the power of digital technology to build successful businesses. The research highlights the importance of supporting these women in overcoming challenges and preparing them to take full advantage of the opportunities available in the digital economy, ultimately contributing to the growth of sustainable and innovative food businesses.

5. References

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