

# Home Cooking, Housewives, and The Business Opportunity In The Internet Era

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**Abstract.** Industrial Revolution 4.0 which is characterized by the widespread use of the internet, opens up many new opportunities in the creative industry where one of them is the culinary. There are many housewives with their ability to process a delicious home cooking with a taste that is not inferior to the restaurant. This potential is not unaware of themselves, but conventional culinary business requires the availability of physical location, equipment, promotion, transportation and logistics with quite some cost. This study tries to see further how the use of the internet in supporting the culinary business, especially by housewives who peddle home cooking, as well as find out the opportunity and obstacles that arise in the process. This research using qualitative research methods to process the data comes from the printed literature and the internet, as well as interview with industry players themselves. The internet allows housewives to run their culinary business with much lower financial capital. Some of the reasons are a cheaper promotion through social media, the consumption pattern of people who are increasingly accustomed to buying food through delivery service such as GoFood, as well as the growing marketplace for home cooking such as Delihome and Madhang.

**Keywords:** culinary, business, creative industry.

## 1 Introduction

Since 2011, Indonesia has entered the Industrial Revolution 4.0, which is characterized by increasing connectivity, interaction, and the boundary between humans, machines, and other resources that are increasingly converging through information and communication technology. The first generation industrial revolution was marked by the use of steam engines to replace human and animal power. The second generation, through the application of the concept of mass production and began to utilize electricity. The third generation, characterized by the use of automation technology in industrial activities. Then in this fourth industrial revolution, it becomes a big leap for the industrial sector, where information and communication technology is fully utilized. Not only in the production process, but also throughout the industrial value chain, giving birth to a new business model with a digital basis in order to achieve high efficiency and better product quality. The implementation of Industry 4.0 not only has tremendous potential in overhauling industrial

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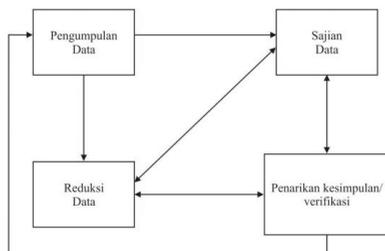
aspects, it is even able to change various aspects of human life because of the opening of new opportunities that can be utilized by each individual. One of the new opportunities in the creative industry as a result of the widespread use of the internet into the joints of human life in the Industrial Revolution 4.0 era is the 'culinary industry'. There are many housewives who are able to process home cooking with flavors that are not inferior to the quality of restaurants. The potential of these housewives is not realized by themselves. Many of the housewives who want to develop their home cooking skills into businesses hit some obstacles, especially about capital. Food businesses conventionally require the availability of physical locations, equipment, promotions, and an adequate logistics network with no small cost. The current internet era allows housewives to run their culinary businesses with much lower financial capital. Promotion through relatively cheap social media, people behavior who are increasingly accustomed to buying food through delivery services such as Go-Food, as well as the growth of marketplaces that collect home-based cooking such as the Madhang Application, are increasingly supporting this. Go-Food is one of the Go-Jek services that serve food delivery services in Indonesia. This service is organized as a promotional activity to inform a product that is presented by a particular distributor or manufacturer, in this case is a culinary provider. Through the Go-Jek application, one can order preferred dishes. Likewise with the Madhang application, which allows a person / mother to sell their special dishes without having to set up a restaurant. In addition, it is possible for someone who is far from home to still be able to find mother's recipe-style dishes. The activities carried out by Go-Food and Madhang are providing information and introduction to culinary products. Marketing and promotion in this way are known as e-commerce. This marketing development is in line with the opinion of Stead and Gilbert which states that 5 to 10 years later, consumer activity will generally move to the web, e-commerce and commerce limits will disappear quickly. Both e-commerce (shopping via the internet) and e-business (banking applications via the internet) are expected to grow rapidly in the next decade [1]

Several studies related to the design and use of culinary applications and marketing through e-commissions have been carried out. First, the research of Novhirtamely Kahar entitled "Application of Ordering Online Web-Based Food at the Sipin Jambi Afternoon Morning Restaurant" [2]. This study builds an online food ordering application for customers which consists of Delivery Service, Catering Service Package, and Minang Room Catering Package. Through the construction of this application, customers can easily get information about the Sipin Jambi Afternoon Restaurant and can order food anywhere and anytime, so as to increase the number of customers and have an impact on the increase in afternoon Afternoon restaurants. Second, research that discusses the design of culinary applications entitled "Culinary Promotion Web Applications and Online Restaurants". This application was built using the System Development Life Cycle (SDLC) method. System design uses Context diagrams and Data Flow Diagrams (DFD) and is applied using the PHP programming language and MySQL database. The application provides facilities in the form of information retrieval such as menu prices, restaurant addresses, restaurant locations and restaurant contacts. Excellent facilities in the form of a restaurant location map feature that is connected to google map. This second study did not arrive at measuring the benefits of building promotional web applications and online restaurants. Unlike the two previous studies, this paper tries to look further (1). what is the use of the Go-Jek and Madhang applications for the culinary business, especially by housewives who sell home cooking, especially those in Solo City, and also (2). find out the opportunities and obstacles that arise in the process of using both applications. The study used descriptive qualitative methods with sources of printed and internet literature data, as well as interviews with the culinary creative industry players themselves. This research is limited to users of certain Go-Jek applications and Madhang applications, namely housewives who can cook at home

and want to peddle their dishes but do not / do not have a physical shop and home-based food buyers are not a shop or restaurant that has been set up. Then for the study area only carried out in the Solo area.

## 2 Methodology

The framing of this paper was carried out through a descriptive qualitative research approach. This approach will produce descriptive data in the form of written or verbal words from people and observable behavior, this approach is also directed at the background and individuals holistically [3]. Data collection methods were carried out by: 1) in-depth interviewing: Solo housewives who used the Go-Food and Madhang applications as a medium to market their food, the people of Solo who used the Go-Food and Madhang applications for buy / order home-style dishes, and Go-Jek drivers; 2) direct observation; and 3) documents: some internet references. The purposive sampling technique (choosing a sample that is considered the most knowledgeable of the problem) is often referred to as judgmental sampling because the researcher considers incorporating elements that are considered special from a population where researchers are looking for information [4]. Sampling used is also a snowball effect that is developing informants. Data analysis refers to the stages described by Miles and Huberman, including: 1) Collection of information; 2) Data reduction (data reduction); 3) Data presentation (data display); and 4) Conclusion or verification (drawing / verification conclusion. To guarantee the validity of the data to be obtained in this paper, data validity is increased by data triangulation, which is collecting the same data from different sources. thus one data will be controlled, cross-checked and compared by the same data from different sources so that a valid conclusion will be obtained [5]



**Fig. 1.** Interactive Model analysis method [5].

### 2.1. On Line Marketing in the Internet Era

The spread of internet usage that makes consumers seem spoiled with the ease of viewing the contents of the world through the internet, is used by marketers as an opportunity to satisfy consumers by selling their products online. On-line sales are finally becoming popular, according to the opinion of Kotler which states that internet marketing brings several advantages, namely: 1). Comfort, where consumers can buy goods for 24 on-line without having to experience congestion and difficulty finding parking; 2). Information is easily searchable and accessible without having to leave the house or workplace; then also 3) [6]. Reduces resentment that sometimes occurs when direct selling, for example when salesmen force consumers to buy their products. In addition, Walsh and Gofrey add to the benefits derived from internet usage in general, namely, customers are offered a choice between low prices and helpful services [7]. Still in the opinion of Kotler, also explained the existence of the benefits of marketers who channel their services on-line as follows:

- There is a rapid adjustment of market locations, such as price changes and product descriptions.
- Low promotional costs because there is no need to issue printing costs and the cost of sending catalogs to consumers.
- The relationship is built with the dialogue with the customer through e-mail or filling in the feedback that has been provided first.
- Knowing the number of potential customers, who are visiting or who have finished viewing the site (site). This information can help marketers improve their offers and advertisements that are further developed [6].

Sites that have been visited by potential customers will be stored in cookies, so consumers can return to the same site later on. Stead and Gilbert (2001) define cookies as small notes where someone has visited a web. Kotler also argues that online marketing is not intended for all types of companies and not for all types of products [6]. The internet is useful for products or services with large numbers of orders, such as entertainment items (convenience), such as books and compact discs, or low prices, such as stock trading or news delivery. Or when buyers need information about uses and value differences. But in reality today marketing via the internet accommodates the sale of all types of goods and services by whatever / whoever the seller is. The volume of goods and services that are sold also do not have to be large, retail / unit sales of goods are precisely the type of sales that are currently very developing. Everyone, even personally, can be involved in online buying and selling activities both as sellers and buyers, one of them is a housewife who wants to market her home cooking.

### **3 Result Analysis and Discussion**

#### **3.1. Benefits and Opportunities for Implementing the Go-Food and Madhang Applications**

The use of the Go-Food application and Madhang application by housewives as well as consumers who buy home made food in the Solo region, brings many benefits, especially becoming more and more open opportunities for food / culinary business opportunities. Through the opening of the culinary business in each region such as Solo, this will have the opportunity to contribute to the increase in the value of the national economy. Such conditions are in accordance with the statistical data and results of the Creative Economy survey from the Creative Economy Agency (Bekraf) and the Central Statistics Agency (BPS) in 2017 which noted that the economy in Indonesia is dominated by 3 sub-sectors namely culinary (41.69%), fashion (18.15%) , and craft (15.70%). This Creative Economy contributes 7.38 percent to the total national economy.



Fig. 2. 2017 Creative Economy GDP Statistics by Bekraf and BPS (Source: BEKRAF)

Job opportunities in the culinary field are used by housewives who are smart at cooking, but do not have a shop or restaurant physically, but can still sell their food through the messaging application and between Go-Food and Madhang online. The following is the list of Merchants' names in the Go-Food and Madhang applications in Solo City which is home cooking:

Table 1. List of Go-Food and Madhang Merchants

No	Name	Address	Apps	No	Name	Address	Apps
1	MartabakMarcelo (C/B)	Solo	Go-Food	29	Wins Omah (K)	Solo	Madhang
2	Cekerdazz (C/B)	Solo	Go-Food	30	Warung Devanya (K)	Solo	Madhang
3	Seblak Barracuda (C/B)	Solo	Go-Food	31	My Own Kitchen(K)	Solo	Madhang
4	Nasi Goreng Sambalado (C/B)	Solo	Go-Food	32	Chef Ali Foodtruck (O)	Solo	Madhang
5	Sedep Rasane (K)	Solo	Go-Food	33	Madame Cake (K)	Solo	Madhang
6	Srie Redjeki (K)	Solo	Go-Food	34	Chef Ali House (K)	Solo	Madhang
7	Ceker Door (C/B)	Solo	Go-Food	35	Street Food (O)	Solo	Madhang
8	Warung Mira (K)	Solo	Go-Food	36	Bang Juice (C/B)	Solo	Madhang
9	Ketoprak Jakarta Bang Herman (C/B)	Solo	Go-Food	37	MH's Oven (C/B)	Solo	Madhang
10	Yans Pizza UNS (K)	Solo	Go-Food	38	Nona's Salad (K)	Solo	Madhang
11	Queen Roti Bakar (C/B)	Solo	Go-Food	39	NgiDAMN! Solo (K)	Solo	Madhang
12	Ayam Bakar Mbok Ginah (O)	Solo	Go-Food	40	Dapur Ngeming (K)	Solo	Madhang
13	Freshasan (C/B)	Solo	Go-Food	41	Resep Mamah(K)	Solo	Madhang
14	Milkshake Sukoco Jebres(C/B)	Solo	Go-Food	42	I'm Teriak (C/B)	Solo	Madhang
15	Bakmi CJDW Jebres (K)	Solo	Go-Food	43	BaniGad Food(K)	Solo	Madhang
16	Singkong Talk UNS (C/B)	Solo	Go-Food	44	Rawon Gemes(K)	Solo	Madhang

17	Kangen Chocolate (O)	Solo	Go-Food	45	Kmalei's Kitchen(K)	Solo	Madhang
18	Fries Bros (K)	Solo	Go-Food	46	Panglima Tempur(K)	Solo	Madhang
19	Ceker Ngamuk (C/B)	Solo	Go-Food	47	Nyah Hannik(K)	Solo	Madhang
20	Sosis Hot Naga UNS (C/B)	Solo	Go-Food	48	Semua Menu (K)	Solo	Madhang
21	Ais Kepal Solo Mama Coco (C/B)	Solo	Go-Food	49	Sate Kere Gendar	Solo	Madhang
22	Crunchy Molen Kress (O)	Solo	Go-Food	50	Macaroni Goerih (C/B)	Solo	Madhang
23	Serabi Noto Dewe (C/B)	Solo	Go-Food	51	Pawon (K)	Solo	Madhang
24	Sate Kere Mbak Mamik	Solo	Go-Food	52	Krosant (K)	Solo	Madhang
25	Prolnyes Solo(K)	Solo	Madhang	53	Ayam Samwang(C/B)	Solo	Madhang
26	Dapur Edelweiss (K)	Solo	Madhang	54	Omah Tofu (K)	Solo	Madhang
27	Blessing Kitchen (K)	Solo	Madhang	55	Sego Pancal (K)	Solo	Madhang
28	Dapur Asna (C/B)	Solo	Madhang				

Through the Go-Food and Madhang applications, housewives who cook deliciously can run their food businesses with "relatively small" capital. First, physically, these mothers do not have to own a shop or restaurant that is settled somewhere, from 55 Go-Food and Madhang merchants, there are 52.73% of 55 merchants who only have a kitchen for cooking production without a display area, then 38.18% merchants who in addition to having production kitchens also put their dishes in carts and simple mini-booths labeled their product brands, then 9.09% of merchants have a kitchen for cooking and display places such as tables and trucks. Second, in terms of promotion, all tools used to promote are not paid, such as Instagram and Facebook. Both product variants, prices, and quality photos can be uploaded on Instagram and Facebook so that potential customers can capture messages through the information conveyed in both media. Furthermore, if consumers want to do further communication can be done through messaging apps like WhatsApp or line to order / buy food. Third, the marketplace is also relatively cheap, because it does not have to invest in an expensive system, by downloading the Go-Food and Madhang applications, you can manage the payment system to its logistics / delivery. On the other hand, ordering food through the Go-Food and Madhang applications also brings benefits to buyers. Of course buyers don't have to queue for hours to get the desired home cooking. Do not have to go out of the house crossing traffic jams which sometimes make emotions or even spend time on the road. Do not have to lose fuel to get to the place where the food is sold. Buyers just need to download the Go-Food application 161 MB / 24.82 GB and Madhang 55.27 MB, choose the dishes they want, order the amount / amount of food, and customize the tastes of interest so that they just wait for the driver to deliver the food. The process of buying food is fast, practical and efficient.

### **3.2. Obstacles in the Process of Using Go-Jek and Madhang Applications**

In addition to the benefits gained from using the Go-Food and Madhang applications in buying and selling home cooking in the City of Solo, there are also some obstacles encountered. First, housewives as Go-Food merchants and Madhang have not all been able to package representative photos to upload as promotions on Instagram, Facebook or as an identity on the application wall. Though good food photos will attract consumers to buy /

order their food. Second, for the protection from the consumer side it is not yet clear because the home stalls that produce without the establishment permit and supervision standards will be more detrimental to consumers. Consumers tend not to know the cleanliness standards of the feasibility and quality of the food being sold. Third, initially the Go-Jek delivery system (where there is Go-Food in it) is to transport passengers, not for proper delivery of food so that sometimes the quality of food will decrease when the treatment is inappropriate. There is no maximum distance purchase rule, so the effect can be that the food changes / becomes cold when it comes to consumers. Likewise, if the food is only hanged using a plastic bag that is less dense so that it can be exposed to heat, dust and so on. This can be detrimental to both parties, both sellers and buyers, the quality of products decreases and consumers are less interested in ordering again. Fourth, although it is rare, Go-Food and Madhang drivers in Solo City have been deceived by orders, so sellers who cannot bear to accept their food back because the order is canceled. Now this is what ultimately harms the seller and the online application service driver.

## 4 Conclusion

The increasingly widespread use of internet technology allows each individual to do many things in running his business, especially by providing applications that facilitate the meeting of sellers and buyers online. Among them is the use of the Go-Food and Madhang Applications as an application for buying and selling culinary business at home cooking in the City of Solo. The use of these applications brings benefits, opportunities and obstacles. The benefits and opportunities are:

- Increasing opportunities for culinary business.
- The capital needed to run a food business is relatively small, namely from the promotion side, the tools used for free are instagram or facebook; communication is also cheap with messaging apps like whatsapp; marketplace is also cheap. There's no need to have a physical shop. Do not have to invest in an expensive system, the Go-Food and Madhang applications have taken care of the payment system to its logistics / delivery. '
- Buyers do not have to physically queue to buy food, just order through the Go-Food and Madhang applications, transfer, pay and then eat. So the purchasing process is faster, practical and efficient.

Then there are also obstacles in the form of:

- From the consumer side, their protection is weaker in standardizing the cleanliness and quality of home cooking which was established without government permission.
- Not all Go-Jek and Madhang drivers can deliver food properly. Usually the problem is in packaging during delivery.
- Sometimes there are also fake orders from consumers, which are detrimental to the seller and Go-Jek and Madhang drivers

In the end, the use of the internet in the world of culinary business is returned to its users. Through applications that are built with internet access, it should be used as a useful tool for improving life's joints to be more prosperous.

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