

ADAPTATION OF UTILIZATION OF NEW NORMAL ERA E-DIGITAL APPLICATION AT REZA AND PALEKKO CAFE IN PARE-PARE

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Abstract. The use of technology is a solution to increase food and beverage sales. A technology called digital application develops sales activities to become all digital. This study aims: To find out what types of digital applications are used at Cafe Reza and Palekko in Pare-Pare. To find out how the implementation and effectiveness of digital applications in increasing food and beverage sales in the new normal era at Reza and Palekko Cafes in Pare-Pare. Data collection from this study was taken by the following techniques: interviews and documentation and data analysis was carried out using a qualitative descriptive method. The results of this study indicate that the type of digital application used by Reza and Palekko Cafes to increase food and beverage sales in the new normal era is the mokapos.com application, the implementation of the mokapos digital application has a positive impact and extraordinary effectiveness for Reza and Palekko cafes because in addition to simplifying the stages stages of employee performance, the integrated mokapos application with grabfood, gofood, go-pay greatly supports the increase in food and beverages at Reza and Palekko cafes in this new normal era.

Keywords: Food and beverage sales rate, digital application effectiveness, new normal

Introduction

New Normal is not just wearing a mask, keeping your distance and washing your hands. The implication of this decision is that there should be a significant adjustment of social order and social behavior. This adjustment process even touches the most essential realm of humans as personal beings as well as social beings. In the COVID-19 pandemic situation, humans are physically forced to keep their distance from other humans (not close or in contact), reduce gathering activities, use masks when in public spaces (when meeting other humans), and get used to washing hands on various occasions. to release the attached virus.

Social distancing as an effort to reduce the spread of the virus also has a big impact by prohibiting activities that cause crowds (Hayward et al., 2020). The fields of tourism, hotels, cafes and restaurants, as well as other entertainment sectors were severely affected, almost all the agendas for performing arts that were scheduled routinely or incidentally failed to be

implemented, to avoid crowds of people. As a result, artists, event services, decorations, catering, sound and audio systems, as well as other entertainment actors have even lost their source of income.

The food and beverage industry or F&B is one of the sectors affected by the COVID-19 pandemic. The prohibition of large numbers of social interactions in the community, such as holding gatherings during the PSBB, also contributed to a sharp decline in the sale of food and beverages. So far, young people like to gather in cafes and restaurants to just hang out with friends, some people spend their weekends with their families at malls and restaurants but that is not allowed because of the PSBB rules which prohibit consumers from eating on the spot but can only be wrapped, delivered or through the drive thru service in some restaurants. This certainly affects consumers who want to eat at the place or dine in because they want to enjoy the atmosphere of the restaurant.

The enactment of restrictive regulations or PSBB has caused major changes in human life, causing all forms of social interaction such as work, school, and other massive social interactions to be prohibited (Wijayanto, 2021). In addition, the pandemic has also caused changes in the economic sector. The Central Statistics Agency (BPS) (2019) stated that the business world experienced a decrease in the amount of operating income caused by a decrease in sales and production which then caused people to lose their jobs due to the company's initiative to survive (Central Statistics Agency (BPS), 2020). A survey from the Ministry of Manpower stated that in August 2020, out of 1,105 companies that took part in the survey, 47.4% majority claimed that Covid-19 was dangerous for business continuity (Ridhoi, 2021).

With limited social interaction in the community which then also limits business mobility in various sectors and industries, one of the industries that has experienced the biggest impact from this pandemic is the Food and Beverages (F&B) industry. The results of the BPS (2020) survey noted that of 82.5% of business actors who claimed to be affected by the pandemic, the accommodation and F&B business sector was ranked 1st as the business sector with the largest decline in income (92.47%) (Bayu, 2020).

The transitional PSBB (large-scale social restrictions) policy that was implemented should be able to restore the culinary business which had slumped in recent months. However, the challenges for the culinary business will be even greater. Based on survey data from the Association of Indonesian Food and Beverage Industry Entrepreneurs (Gapmmi), the food and beverage industry whose sales are expected to decline by 20-40 percent. The prediction of a decline in culinary business growth is in line with the government's appeal for the restaurant industry to reduce the capacity of visitors by 50 percent from the time before the Covid-19 pandemic. But not a few business people are still eager to continue running their culinary business in these difficult times. They make various new strategies in their food sales system, such as providing delivery services to customers' homes, making frozen food menus that can be stored for a long time, and of course carrying out more intensive promotions through social media.

The decline in the F&B sector's sizeable income was caused by several factors such as uncertain economic conditions, the infodemic phenomenon, and the PSBB regulation that made people reconsider their choices in buying and eating out of the home.

The outbreak of COVID-19 is a heavy blow for many people, especially those in the food and beverage industry. According to the Association of Indonesian Food and Beverage Entrepreneurs (Gapmmi), it predicts that the growth of the food and beverage industry will only grow by 4% -5% amid the covid pandemic. People prioritize basic needs such as buying basic necessities, while in the F&B industry it's not just basic necessities, many types of food

and beverages are currently being sold but not selling or experiencing a decline. The sluggish demand has affected the prices of basic necessities, such as chicken, eggs and other commodities, due to the closure of a number of malls and places to eat that have become their regular suppliers. On the other hand, the abundance of food stocks due to unabsorbed commodities has made some farmers lose money.

The rapid development of the restaurant business became dim, when the Covid-19 pandemic hit the country. The restaurant business is experiencing a slump. The Corona virus began to spread in March 2020. The pandemic immediately had an impact in various sectors. One of the sectors that had the most impact during the pandemic was the tourism sector in the restaurant business, arguably in suspended animation during the pandemic (Ghazaryan et al., 2020). The characteristics of the virus are very vulnerable to community mobility, resulting in hampered all community activities. The increasingly massive Corona outbreak has disrupted the marketing process. This was influenced by restrictions on people's movement and the number of employees who were laid off because restaurant entrepreneurs were unable to pay salaries.

This impact was felt by restaurant business actors who had to close their businesses to avoid the transmission of Covid-19 and the Large-Scale Social Restrictions (PSBB) implemented by the government. Likewise with the condition of the restaurant business, so far most of the restaurant's income is supported through tourism sector activities. The pandemic that occurred also had an impact on restaurants and restaurants in the City of Parepare. Within four months after the official announcement of the Covid-19 outbreak, most of the restaurant business players went out of business and ended up closing their businesses. According to data from the Tourism and Culture Office of the City of Parepare in 2020, the number of registered restaurants, cafes, warkops is around 198, experiencing a decrease in sales turnover, and most of them have closed their businesses.

To overcome the economic paralysis, several restaurant business actors have implemented various strategies for survival or resilience. Strategy is important for the survival of an effort to achieve goals or objectives. Entrepreneurs must be able to face any problems or obstacles both coming from within the company and from outside the company. Strategy is a tool to achieve goals, in its development the concept of strategy must continue to develop and everyone has a different opinion or definition of strategy. Strategy in a business or business world is needed for achieving the vision and mission that has been implemented by the company, as well as for achieving goals or objectives, both short-term goals and long-term goals.

According to David (2011), strategy is a shared means with long-term goals to be achieved. Business strategies include geographic expansion, diversification, acquisition, product development, market penetration, tightening, divestment, liquidation, and joint ventures. Strategy is a potential action that requires top management decisions and a large amount of company resources. So strategy is an action or activity carried out by a person or company to achieve the goals or objectives that have been set.

On the other hand, online sales have actually increased during the COVID-19 pandemic. Based on data held by Analytic Data Advertising (ADA), it is noted that the use of applications for online shopping has increased by 300% and will experience a peak increase of more than 400%. Based on a survey conducted by Nielsen (2020) it was found that around 30% of consumers plan to shop online more often than usual. The increase in online shopping activity has led to an increase in goods delivery activities. Freight forwarding service companies recorded an increase in goods delivery activities of up to 80%, which was dominated by e-commerce transactions. Meanwhile, online motorcycle taxi services, which experienced a decline in demand of around 60-70%, chose to focus their services on ordering food and delivering goods.

During the COVID-19 pandemic, consumer behavior in purchasing goods has also begun to shift to better meet basic needs. A survey conducted by Nielsen (2020) stated that 49% of people cook more often, so the need for basic necessities also increases.

It is undeniable that the consumption behavior of the Indonesian people began to change during the pandemic and it is predicted that these changes will not fully return to normal as conditions before the pandemic. Business actors and retailers of course also have to adapt to this and change business strategies to keep their businesses running.

Supported by a shift in consumer purchasing habits during the COVID-19 pandemic, which was revealed by the Grab and Gojek inter-messaging service applications, the changes included shopping online and then buying food via GrabFood or GoFood. The company Grab notes that ordering food through the app has increased by 10% since the implementation of the Large-Scale Social Restrictions (PSBB) transition. It is different from what Andre as Gojek's co-CEO said during the corona pandemic, food delivery services increased by 70-80% (Burhan, 2020).

The food delivery service business is one of the most developed businesses in the digital marketing world. According to research, about 50.8% of people will order food delivery services because they choose not to cook, they do this because with food delivery services they can get their food easily in less than an hour.

The New Normal Era further strengthens Era 4.0 which encourages humans to depend on artificial intelligence (Artificial Intelligence). Artificial intelligence (Artificial Intelligence) and its supporting technology devices, were born from intelligent ideas that were previously unthinkable by many people. This technology provides many conveniences for humans, especially in the fields of health, manufacturing, retail, and banking (SAS, 2020).

Technology contributes to the efficiency of human work, but is also capable of eroding the social foundations of society and communal culture. Digital money, non-cash payments, e-banking, e-mail, video calls, video conferencing, online shops, and others make many affairs more efficient just by using the gadget/smartphone in hand. The seller does not have to meet the buyer, banking matters can be completed anywhere. Now a lot of money does not have to be a thick wallet, and many other things that were previously unimaginable. Various changes in social behavior, such as being in a communal place but enjoying themselves, in a social community but not physically gathering with each other. Many believe that society has lost the essence of social relations and has become increasingly individual.

Changes in lifestyle during the pandemic and post-covid-19 pandemic, especially those related to lifestyle and economic order, have a major impact on daily patterns and arrangements. This is in line with various formal restrictions imposed by the government as well as the increasing level of public awareness of the impact of COVID-19. Including lifestyle changes that occur, both as individuals and as part of society.

These changes can be seen from many things, both the shift in business life patterns where this change is very significant, namely how transactions were carried out conventionally and then shifted drastically to online-based transactions including e-commerce, including the purchase of logistics for daily needs, which accelerated very smoothly. are also required to use e-digital means.

The unstoppable acceleration of the digital world, changes in the digital world through various platforms have become tools that are widely used during a pandemic and during normal life after a pandemic (new normal) so that this forces the digital ecosystem to develop very quickly (hyperconnectivity between humans through information and communication technology is very important). rapidly). One of the platforms that is growing rapidly and gaining huge profits is the use of the Zoom online meeting application as an online meeting application.

When the world grapples with a new way of life, both through digital life, learning and working routines at hand through the online world, there is an indirect increase in the use of digital data globally, reaching 38% (based on data from Comscore, 2020). Seeing this trend, the role of designers in the new normal era continues to be demanded in line with the development of professional designers who at the same time understand and utilize digital data. Thus, a design strategy is needed, especially in the field of product design in the new normal era.

There are several things that can be done as a design strategy (product) in the new normal era, including innovation and creativity both in the research process, product development to production aspects. Innovation is a high added value for the world of design, because innovation is actually the spirit in the world of design. Through innovation, it will trigger the growth of design creativity and through this point of creativity will give birth to a critical thinking process, which of course, critical thinking is part of the basic knowledge of logic.

During the Covid-19 pandemic and towards the new normal era, it has been proven to give birth to many innovative and creative new discoveries. This new thing is not only through a single or linear scientific discipline, but is actually born from collaboration between sciences. For this reason, multi-disciplinary collaboration becomes very important in the new normal, especially for the world of design (products). Collaboration based on design solutions has proven to be able to give birth to extraordinary new innovations and creativity during a pandemic.

Industry 4.0 forces creative industry products to innovate to produce new products. Along with the rapidly growing technology, industry players are required to think smart and creatively. According to the United Nation Conference on Trade and Development in the handicraft industry, products that have a comparative advantage compared to other countries include woven crafts, while design products that have a comparative advantage are glassware (designs).

This is not the time to talk at length about the importance of applying digital technology. Today, almost no sector of life is left untouched by him. This phenomenon takes place naturally, driven by human awareness of the benefits of modern technology that is indeed presented to simplify their routines. As a result, digitalization has become a “commandless movement” that is taking place massively on this earth.

In the field of Hospitality, one of the vital elements is the restaurant industry, especially the management of restaurants and cafes. Digital technology is believed to be very useful for the industry at a time like today. A number of findings indicate increased performance and productivity thanks to the use of digital applications. Issa, Fudzali and Yusoff (2018), for example, found that the application of a self-service ordering system using a tablet contributed significantly to the level of customer satisfaction. In this regard, Verevka (2019) claims that digital transformation is a must in all elements in the business or management of restaurants and cafes, including hospitality management (PPH).

The digitalization fever has also plagued the restaurant and cafe business in South Sulawesi. The results of preliminary observations conducted by researchers show that a number of restaurants and cafes in the province of South Sulawesi have utilized digital applications in their operations. This is interesting to study because in this new normal era, the pattern of adaptation and innovation is increasing and automatically has an impact on the service system in restaurants and cafes themselves. Knowing the adaptation of the use of digital applications in the operational management of restaurants and cafes in South Sulawesi.

Methods

This research is designed to be a qualitative descriptive study. In this study, data were obtained using instruments; interviews, observations, documentation and literature review. Observations

were made in order to obtain a comprehensive picture of what is the focus of the research, namely the use of digital applications in the operational management of restaurants and cafes at the research location. Meanwhile, in order to obtain the desired information accurately and in depth, the researcher interviewed all stakeholders (restaurant owners/managers, cafe managers/owners, waiters and guests) using a semi-structured interview technique. Documentation is a means of assisting researchers in collecting data or information by reading letters, announcements, meeting minutes, written statements of certain policies and other written materials. Data collection needs to be supported also by documentation, with photos, videos, and VCDs. This documentation will be useful for checking the data that has been collected. While data collection using literature review is to collect data needed in research related to restaurants and cafes. Literature review research is carried out by reading books or magazines and other data sources to collect data from various literatures, both libraries and in other places.

Results and Discussion

Types of Adaptation Digital Applications Reza & Palekko Cafe

The policy of implementing restrictions on community activities (PPKM) hit several affected industries, especially the restaurant business. Even according to the Chairman of the Indonesian Hotel and Restaurant Association (PHR) Governing Body, Sustrisno Iwantono, throughout 2020 as many as 1,033 restaurants in Indonesia officially closed permanently.

Even though the Micro-Scale PPKM has slightly changed the operating hours of malls and restaurants which are allowed to open until 21.00 from the previous at 20.00, plus there is a slack where dine-in guests can reach a maximum of 50% of the total restaurant capacity, this policy is still felt very difficult for F&B (Food and Beverages) business actors.

Before the Covid-19 pandemic hit the world, the restaurant industry had actually faced various challenges, such as the implementation of an increase in the minimum mandatory wage to the instability of raw material prices in the market which of course affected the company's operating expenses.

Changes in consumer behavior with the presence of various online delivery platforms also present challenges for business actors who have relied on consumers only from dine-in orders. If adaptation is not carried out quickly and accurately, it is not impossible that the business that has been built for so long cannot survive.

The development of the food delivery service platform is supported by the increasingly widespread use of the internet. Likewise, the high number of smartphone users is a gap in online business opportunities that provide efficiency and marketing creativity. This has increased access to e-commerce interactions which have gradually or even radically changed from traditional or conventional marketing methods to digital marketing or digital marketing.

The culinary business constraint, especially restaurants, during the Covid-19 pandemic is the limited access and time of offline visits. Likewise, during the new normal period, the implementation of government policies for business actors and consumers when conducting business activities is directed to follow health protocols in minimizing the spread of Covid-19.

Efforts to grow or at least survive during the pandemic and new normal give restaurants hope in serving the needs, desires and expectations of consumers by adjusting digital marketing applications through online delivery partnerships amid restrictions on people's movement accompanied by health protocols. The application of online delivery, especially in the culinary business, can be mapped on 8 (eight) aspects, namely: product, price, promotion, place, human resources (people), process, facilities infrastructure (physical evidence), information (probe).

The rapid advancement of technology can help the restaurant business run during this pandemic where everything is tried without direct touch or contact. So that restaurant business actors need to use various technologies in their daily operations.

Digital menus are an obligation, where tourists currently only need to scan the QR-code to access the menu they want to select, so that the risk of contact with the novel menu can be minimized. Cashless payments are also the main option to reduce contact with EDC (Electronic Information Capture) machines.

The high number of orders through delivery services supported by easy access via online delivery platforms is also expected to grow significantly over the years because it allows customers to consume their favorite food without having to interact directly in the restaurant with many people. The rise of promos and the addition of a self-pick-up feature is also one of the considerations for the high consumption of food through online delivery platforms in Indonesia.

There are several steps that can be taken to adapt restaurants in the new normal, including; (1) Obey health protocols by providing water and soap for washing hands at the restaurant entrance, and checking the customer's body temperature before entering the restaurant; (2) Limiting the number of customers who enter the restaurant, in accordance with government recommendations, one table is only allowed for two customers; (3) eating utensils such as disposable cutlery so as to minimize virus transmission; (4) delivery orders, registering restaurants on the delivery platform so as to enable customers to place orders online; (5) making products that meet online needs, the needs of people who are currently more often located at home to the growing need for health products; (6) making a drive thru using a booth, so that consumers don't have to go down and enter when they want to buy food; (7) digital marketing, this Pandemic period has really forced to change the behavior of our people who initially shopped at markets, eats at restaurants, etc., now shifts to online shopping and doing other activities online (on the network). Immediately offer your products or services on the internet through social media or marketplaces that you control. With digital marketing it is possible for restaurants to survive during this pandemic; (8) prepare easy packages, where people who ride cars can buy directly. After that, selling products that are ready to be cooked or processed at home; (9) Always undergo revisions every day or you can also explore various stages, online seminars, pay attention to social media to read market needs and others during a pandemic, the restaurant business must be able to live adaptable in an environment of three economies.

First, Hygiene Economy where Cleanliness, Healthiness, and Safety (CHS) are crucial determinants. Second, Low-Touch Economy where restaurant operations (front-end and back-end) must minimize physical contact. Third, the Less Crowd Economy where social distancing is a must to reduce the risk of Covid-19 transmission. The Covid-19 pandemic, apart from encouraging digital acceleration, also increases awareness of the CHS concept. In the future, consumers will be increasingly concerned with the application of the CHS concept in restaurants and dining establishments. CHS became a leap from the beginning consumers did not care, suddenly became extraordinary concern. So CHS branding is the main branding to attract consumers, in addition to promos and discounts.

After conducting research on Reza & Palekko Cafes, the author was able to find out that the level of food and beverage sales during this pandemic at Reza & Palekko Cafes decreased so much that when faced with the challenges of the new normal era, Reza & Palekko Cafes chose to adapt by using digital applications as a means of sales to increase sales of food and beverages.

From the data that has been presented on the theoretical basis, there are various kinds of digital applications that can support digital food and beverage sales. However, its use depends on which type of digital application the cafe wants to use. In accordance with the results of observations and interviews, it has been explained what types of digital applications are used at Reza & Palekko Cafes as described in:

Extract 1

Di era new normal, seluruh kegiatan dibatasi dan hanya boleh dilakukan dari rumah saja. Jadi kami berusaha agar pelanggan kami tetap bisa menikmati menu dari Kafe Reza & Palekko juga dengan memesan dari rumah. Artinya harus melakukan pemesanan secara online. Untuk itu kami memanfaatkan dan mencoba menggunakan aplikasi Go-jek dan Grab. (Manajer Kafe, 2021).

Based on extract 1, it can be seen that the efforts made by Cafe Reza & Palekko to maintain sales in order to keep running in the new normal era, where most community activities are limited so that there are no crowds or crowds to break the chain of transmission of COVID-19 is to use the Gojek application. and Grab. However, for users, this Grab and Gojek application is more for its customers, the display of using the Grab and Gojek application will be described in the following image.

Figure 4.2 Display of the use of the grab application





From Figure 4.2 it can be seen about the appearance of the grab application when a customer is going to place an order for food and drinks, where from the "1" display the customer will select the food feature then the "2" display appears which directs the customer to search for the desired restaurant or cafe or restaurant. When the customer selects Reza & Palekko Cafe, then the "3" display will display the menu in Reza & Palekko Cafe, the customer will select the desired menu and will appear on the "4" menu that has been selected. If it is appropriate then the display "5" appears to confirm the order and after confirmation will appear display "6" where the customer can choose the desired payment method.

Figure 4.3 Display of the use of the Gojek application





From Figure 4.3 it can be seen about the appearance of the Grojek application when a customer is going to place an order for food and drinks, where from the "1" display the customer will select the Gofood feature then the "2" display appears which directs customers to search for the desired restaurant, cafe, restaurant. When the customer selects Reza & Palekko Cafe, then "3" will appear on the menu available at Reza & Palekko Cafe, the customer will choose the desired menu and will appear on the "4" menu that has been selected if it is appropriate then the customer will choose Order now, Then the "5" display appears to select the desired payment method. After the customer selects the desired payment method, the "6" display appears to confirm the order.

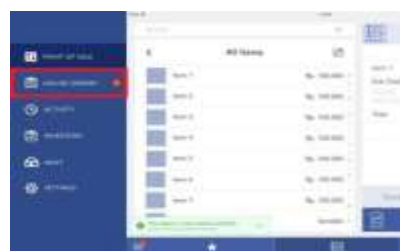
From Extract 1, it has been known through interviews about the digital applications used by Reza & Palekko Cafes in selling food and beverages, namely Grab and Gojek, then supported by documentation data processed by researchers regarding the appearance of their use, basically this application is intended for customers to place an order digitally. Extract 2 shows other types of digital applications used.

Extract 2

The Grab and Gojek applications are used by customers for the ordering process, then the Reza & Palekko Cafe uses the MokaPos application to process orders that are automatically entered from customers via grab or gojek. This application is used for cashiers so that all customer orders are processed by the cashier through the MokaPos application, whether it is orders made by customers directly or indirectly or online and processing payments, whether payments made by customers using money or digital payments. (Cafe Manager, 2021).

Based on Extract 2, it can be seen that the type of digital application used is also in the form of MokaPos. This MokaPos application is used for cashiers to process customer orders. So based on its use, the digital application used by Kafe Reza & Palekko in conducting sales in the new normal period is divided into 2. The first is for customers to use, namely Grab and Gojek. Second, for Reza & Palekko cafes, cashiers use the MokaPos application. The display of the use of the MokaPos application will be described in the following figure:

Figure 4.4 Display of the use of the MokaPos application



1. Online notification of incoming orders





2. Customer order list



3. Choose a payment method



4. Print order tickets

From Figure 4.4 it can be seen about the appearance of the use of the MokaPos application in processing customer orders online. Where on Display “1” you can see a notification on online orders. Online orders show customer orders from both Gojek and Grab, which then the list of orders and their prices will appear on display “2”. When the cafe confirms the availability of the order, the payment method will appear as display “3”. The cashier will choose according to the payment method the customer has chosen. Then the options appear on the “4” screen Save bill and Print Bill. Usually the Cafe will choose Save Bill to wait for driver confirmation first. Then choose print bill to print Order Ticket which will then be processed in the production section

Based on research results supported by interviews, it was found that the types of digital applications used to increase food and beverage sales during the new normal period at Reza & Palekko Pare-Pare Cafes were divided into users. The first is a digital application used by customers and the second, a digital application used by Kafe Reza & Palekko. However, the access remains interconnected.

Digital applications used for customers are Grab and Go-Jek applications

Grab

This Grab application is an application that collaborates with Kafe Reza & Palekko in conducting online sales where the feature for ordering food is called GrabFood. This application is aimed more at customers to order the Cafe Reza & Palekko menu.

Gojek

This Gojek application is also an application that collaborates with Cafe Reza & Palekko in selling online where the feature for ordering food is called GoFood. This application is aimed more at customers to place an order for the Reza & Palekko Cafe menu.

By using the Grabfood and Go-Food features as an online food and beverage ordering feature. So that customers can be accessed with Reza & Palekko Cafes, Reza & Palekko Cafes must first work together by registering as partners of the Grab and Go-jek applications. Cafe Reza & Palekko registered as a GrabFood partner on November 6, 2020 then also registered as a Go-Food partner on November 11, 2020.

The digital application used by Cafe Reza & Palekko to process customer orders, both online via Grab and Gojek or offline orders is the MokaPos application.

MokaPos

This MokaPos application is an application in which you can access orders from customers, both from Go-Jek and from Grab. This application is used more for the Reza & Palekko Cafe in processing customer orders and processing order payments. In addition to being able to process orders from customers who place orders online, this application can also process orders from customers who place orders offline because there are menus available at Kafe Reza & Palekko.

In addition to being able to access customer orders, this application can also be used to process payments, be it manual payments or digital payments, such as payments using OVO, Go-Pay, and DANA balances. This application is also able to provide information about sales results making it easier for Reza & Palekko Cafes to review the level of sales of food and beverages. Cafe Reza & Palekko started using the MokaPos app on November 2, 2020.

Conclusion

Adaptation of the use of digital applications used in the operational management of Reza & Palekko Cafes in Pare-Pare by making these digital applications as a means of selling in facing the challenges of the new normal era is divided into 2 based on their use. The first is that it is used by customers in placing orders, namely using the Grab and Gojek applications. The second that Cafe Reza & Palekko uses is the MokaPos application. MokaPos is an application in which you can access buying and selling transactions from the Grab and Gojek applications and support digital payments either through OVO, DANA, and GoPay.

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