



Survival Strategy of Small Business in Point 11 Jakarta Selatan

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ABSTRACT

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The Covid 19 pandemic is affecting Indonesia, like other nations around the globe. The call to stay at home to prevent the spread of the virus has an impact on economic upheaval, one of which is affected business actors. Therefore, in order to carry on conducting business in the midst of a pandemic, corporate actors will require a survival strategy. In order to escape the Covid 19 pandemic, food and beverage vendors at Point 11 Pondok Indah undertook this investigation. As a research tool, a list of questions was employed in this study to analyze qualitative descriptive data. Businesses in the Point 11 Pondok Indah region served as the research's sources. The findings of this study advise business actors to begin utilizing online marketplaces like Gofood and Grabfood to maximize sales under these circumstances. To encourage customers to buy their items, businesses must also focus on providing high-quality goods and clean environments. Business players that wish to launch a business in a setting like this must comprehend the findings of this study in order to survive and adjust to environmental conditions.

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1. Introduction

One aspect that affects how quickly a community's economy grows is the food and beverage business, which has recently experienced extremely rapid growth practically everywhere in the world. In order to promote consumer preferences and relevance, food and beverage presentation is currently being prepared in an increasingly beautiful manner (Farida, 2020). The Indonesian government's strategy of prohibiting dining in public places and limiting the operation hours of food and beverage establishments puts the food and beverage business at risk from the Covid 19 pandemic, according to Prakoso (2020).

Culinary entrepreneurs use a variety of survival techniques to stay in business in the food and beverage industry (Arianto, 2021). This study was carried out at Foodcourt Point 11 Pondok Indah, a food tourism destination that includes 35 (thirty-five) outlets and a variety of menus, including Indonesian, Asian, and Western options, and is one of the food sales centers in the Pondok Indah neighborhood of South Jakarta. Along with the application of health measures by government rules, other supporting amenities include live music and other events that liven up the ambiance.

Families and young people, ranging in age from teenagers to adults, make up Point 11 Pondok Indah's target market. While some food and beverage tenants at Point 11 elected to close as a result of lower sales during the Covid 19 outbreak, others were still able to operate by selling food and drink items. (ifestyle.sindonews.com).

The formulation of the problem in this study is how the tenants of business actors at Point 11 are able to live during the Covid 19 epidemic based on the aforementioned backdrop. What tactics are employed in order to withstand the Covid 19 pandemic. The goal of this study is to gather advice for residents of Point 11 Pondok Indah on how to survive the Covid 19 pandemic.



2. Method

The research method used is descriptive qualitative research without using numerical statistics. Descriptive qualitative method is a research method based on the philosophy which is used to examine the condition of natural objects where the researcher is the key instrument of data collection techniques (Mulyadi, 2013). Experimental research methods are used to find the effect of certain treatments that the researcher wants to investigate. Survey and interview methods are used to obtain natural data (not made by researchers) which can be called naturalistic research methods (Arifin, 2020). Primary data collection was carried out by interviewing and observing in the field using a list of interview questions and a list of field observations. The resource persons used were 3 respondents from Point 11 Pondok Indah tenant traders who sell food and beverage products.

2.1 Research Question

- a. How are food and beverage sales during pandemic?
- b. Has the menu of food and beverages sold changed?
- c. How do you maintain cleanliness in the outlet environment?
- d. How is the condition of the customer/buyer during the pandemic?
- e. Is there a reduction period during the pandemic?

3. Result and Analysis

Table 1

How are food and Beverage sales during pandemic

How are food and Beverage sales during pandemic?	
Tenant Name	Answer
Sate Maranggi	At the start of the Covid 19 pandemic, Sate Maranggi tenants experienced a decline in sales in the first 4 months of business operations. Over time, tenants maintain sales by maximizing online orders via GoFood and GrabFood. By maximizing online orders, the business has managed to survive to this day.
Stiekusteak	Stiekusteak is the only tenant at Point 11 that sells meat-based food (steak) at affordable prices. During the pandemic, Stiekusteak tenants experienced a decline in the short term, where businesses could increase their tenants to 2 with their income. Tenant Stiekusteak also maximizes online orders via GoFood and GrabFood to maximize revenue and maintain operational needs
COCO NUTZ	COCO NUTZ is a tenant who sells boba drink products. COCO NUTZ tenants experienced an increase in sales at the beginning of the Covid 19 pandemic. However with changing regulations such as PSBB and other regulations, COCO NUTZ experienced a drastic decline in sales where dine-in capacity was limited. To maintain sales, COCO NUTZ tenants have turned to online sales via GoFood and GrabFood.

Table 2

Has the menu of food and beverages sold changed

Has the menu of food and beverages sold changed?	
Tenant Name	Answer
Sate Maranggi	. Tenant Sate Maranggi during the Covid 19 pandemic experienced an additional menu. At the beginning of the Covid 19 pandemic, tenants only had satay-based food, but now the sales menu is more varied, such as rib soup and others. In addition, Sate Maranggi has also expanded its drink menu, such as orange juice, coconut ice and other drink menus. For the price owned, Sate Maranggi tenants

	experienced a price increase of 20% from the initial price of the tenant opening due to the selling menu.
Stiekusteat	Tenant Stiekusteat during the pandemic experienced an increase in menu and prices. At the beginning of the tenant's opening, Stiekusteat sold steak-based food. However, it now sells other meat-based foods such as fish and chicken to optimize the choices in the menu. With sales selling well through GoFood and GrabFood, the Stiekusteat menu experienced a 15% price increase from the initial price instead of tenants.
COCO NUTZ	COCO NUTZ tenants are experiencing a reduced menu during the pandemic. Sales at Point 11 Pondok Indah are predominantly food-based, drinks are not selling well. So by reducing the menu, COCO NUTZ tenants can reduce their costs to stay in business. In addition, the price of the drinks they have is also reduced to attract customers at low prices.

Table 3

How do you maintain cleanliness in the outlet environment

How do you maintain cleanliness in the outlet environment?	
Tenant Name	Answer
Sate Maranggi	Sate Maranggi tenants carry out sanitation every day and on Sunday nights they carry out total sanitation by cleaning all kitchen equipment and the tenant's environment, because tenants have a holiday schedule on Monday. For the selected ingredients, the Sate Maranggi tenant has suppliers who are trusted to have quality ingredients that are suitable for sale.
Stiekusteat	Tenant Stiekusteat does sanitation every day by cleaning kitchen items and also the environment outside the tenant because the oil used for cooking needs sometimes causes dirt. Tenant Stiekusteat has a reliable meat supplier of quality and worthy of sale.
COCO NUTZ	COCO NUTZ tenants carry out overall sanitation once a week, due to the minimal use of kitchen utensils. COCO NUTZ sanitizes kitchen utensils used every day before tenant closing. For production materials, COCO NUTZ buys ingredients in supermarkets and nearby fruit markets.

Table 4

How is the condition of the customer/buyer during the pandemic

How is the condition of the customer/buyer during the pandemic?	
Tenant Name	Answer
Sate Maranggi	Customers during the Covid 19 pandemic decreased due to uncertain government regulations, but sales were still running every day and met operational needs.
Stiekusteat	Customers during the Covid 19 pandemic were reduced due to uncertain government regulations, but the stiekusteat was still running and meeting sales needs every week
COCO NUTZ	There are a lot of customers during the pandemic for COCO NUTZ, because drinks are tastier on the spot and not for takeaway. To survive, COCO NUTZ has reduced prices and also reduced menus to reduce operational costs. In addition, COCO NUTZ carries out various drink promos such as buy 1 get 1 free and others. This promo carried out by COCO NUTZ is

what makes businesses survive at Point 11 Pondok Indah.

Table 5

Is there a period of reduction during the pandemic

1. Apakah terjadi masa pengurangan di masa pandemic?	
Tenant Name	Answer
Sate Maranggi	The reduction period faced by Sate Maranggi tenants was experienced during the opening of the tenant for the first 4 months. By innovating and optimizing online orders, Sate Maranggi can stay in business at Point 11 Pondok Indah. Ordering online through GoFood and GrabFood is the main market for Sate Maranggi to keep the business going. For on-site customers, the weekend is the day when sales are at their peak.
Stiekusteak	Stiekusteak experienced a reduction in customers at the beginning of Covid 19, but by carrying out various innovations such as events, more menu choices, and optimizing online orders, the stiekusteak tenants have been able to survive until now.
COCO NUTZ	COCO NUTZ experienced a drastic reduction in on-the-spot sales at Point 11 Pondok Indah due to the limited number of visitors. However, COCO NUTZ has online orders through GoFood and GrabFood, although it is not stable, it can meet operational needs that make the business survive.

4. Conclusion

It is clear from the description of the state of business actors at Point 11 Pondok Indah during the Covid 19 pandemic that Covid 19 has a significant impact on the sustainability of the food and beverage sector, particularly how business actors can thrive under challenging circumstances. To maintain business continuity and adapt to changes in consumer consumption habits, all feasible measures must be taken, including beginning to innovate, expanding menus to offer more variety, lowering prices, maintaining daily sanitation to avoid exposure to Covid 19, and also improving the quality of raw materials to produce more hygienic food and beverages. The food and beverage business cannot avoid using technology during a pandemic due to ongoing health procedures that continue to be followed with customer location restrictions. The aforementioned descriptive data demonstrates how much of the purchasing network from tenants at Point 11 now takes place online. The sales of Point 11 Pondok Indah tenants switch to using GoFood and GrabFood because it is a health standard for food and beverage consumers to avoid direct interaction and contact with customers. However, the tenants still maintain the quality of food and drinks while maintaining cleanliness for customers who want to eat in at the location. The implementation of the health protocol will continue to be carried out with restrictions on customers at the location, getting used to a clean and healthy life such as washing hands, using masks and so on.

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