

INTISARI

Perubahan perilaku dari konsumen di industri *food and beverages* berpengaruh pada bisnis tersebut. Sebelum pandemi, masyarakat Indonesia menikmati masakan di restoran bersama keluarga atau teman, sedangkan selama pandemi masyarakat lebih suka makan di rumah. Tuntutan teknologi digital untuk menyelesaikan masalah ini semakin meningkat selama pandemi. *Augmented reality (AR)* merupakan salah satu teknologi digital yang telah digunakan di restoran “Le Petit Chef,” yang berada di Jakarta dan Bali. Restoran ini menggunakan teknologi augmented reality dalam layanannya untuk memberikan pengalaman bersantap yang lebih menyenangkan kepada pelanggannya.

Di antara responden yang berpartisipasi dalam data kuantitatif, terdapat 98% yang menggunakan layanan *on-demand food delivery (ODFD)* sebagai pilihan kedua mereka dalam menyiapkan makanan, dan 67% pernah membeli “paket masak”. Bahkan dalam fase “normal baru”, 4 dari 6 orang yang mengikuti penelitian kualitatif masih lebih suka makan di rumah, baik dengan memasak makanan sendiri atau menggunakan layanan pesan-antar makanan online. Dalam penelitian kuantitatif ini, 61,5% responden lebih suka menyiapkan makanan di rumah; 32,7% menggunakan layanan *on-demand food delivery (ODFD)*; dan 5,8% pergi ke restoran. 98% orang yang memasak di rumah menggunakan layanan *on-demand food delivery* sebagai pilihan kedua untuk membuat makanan, dan 67% pernah membeli “paket masak”.

Penelitian ini menganalisa industri *food and beverages* yang ada di Indonesia, seperti restoran offline, layanan pengiriman makanan berdasarkan permintaan secara online, dan “paket masak”. Selain itu, dalam penelitian ini juga melakukan studi tentang kebiasaan pelanggan selama mereka makan. Dimana selanjutnya, penelitian ini menghasilkan ide baru untuk menggabungkan layanan makan di rumah dan hiburan agar konsumen dapat menikmati model bisnis baru yang diterapkan di industri *food and beverages*, khususnya restoran, untuk memenuhi harapan pelanggan dan unggul dalam kompetisi di industri tersebut. *Blue ocean strategy* juga digunakan untuk menambah nilai melalui inovasi pada model bisnis baru dan membuatnya lebih kompetitif di pasar.

Kata kunci: perilaku konsumen, model bisnis kanvas, layanan makanan online, *artificial intelligence*, *Blue Ocean Strategy*

ABSTRACT

The shifting habits of customers in the food and beverages industry are influencing its business. Before the pandemic, Indonesian people were enjoying the cuisine at restaurants with their family or friends, whereas during that period, people preferred to eat at home. The demand for digital technology to solve these problems is increasing during the pandemic. Augmented reality (AR) is one of the digital technologies that was used in the restaurants, "Le Petit Chef," that were available in Jakarta and Bali. This restaurant used augmented reality technology in their services to give their customers a more delightful dining experience.

Among the respondents who participated in the quantitative data, there were 98% who use on-demand food delivery (ODFD) services as their second choice in preparing meals, and 67% ever buy "ready-to-cook packages." Even in the "new normal" phase, 4 out of 6 people who took part in the qualitative research still preferred to eat at home, either by cooking their own meals or using online food delivery services. In a quantitative study, 61.5% of respondents prefer to prepare meals at home on a regular basis; 32.7% use on-demand food delivery services; and 5.8% go out to restaurants. 98% of people who cook at home use on-demand food delivery services as a second option for making meals, and 67% have bought a "ready-to-cook packages."

This research analyzed the existing food and beverage industry in Indonesia, such as offline restaurants, on-demand food delivery services, and "ready-to-cook packages." It also did some studies about customer habits during their meal journey. Subsequently, the research generated new ideas for how to use augmented reality technology to combine dine-in-at-home services and entertainment as an immersive experience for a new business model that could be used in the food and beverage industry, especially restaurants, to meet customer expectations and gain a competitive advantage. A blue ocean strategy was also used to add value through innovation to the new business model and make it more competitive in the market.

Keywords: consumer behavior, business model canvas, online food service, artificial intelligence, Blue Ocean Strategy