

## **PERAN LAYANAN PESAN ANTAR MAKANAN ONLINE TERHADAP DAYA SAING INDUSTRI KREATIF SUBSEKTOR KULINER DI YOGYAKARTA PADA MASA PANDEMI COVID-19**

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### **INTISARI**

Pelaku usaha kuliner dalam industri kreatif subsektor kuliner di Yogyakarta menyediakan layanan pesan antar makanan online untuk memberikan kemudahan dalam menjalankan usaha kuliner yang dimiliki. Beberapa pelaku usaha kuliner belum mengetahui kemudahan tersebut secara lebih jauh, terutama dalam meningkatkan daya saing terhadap industri kreatif subsektor kuliner di Kota Yogyakarta pada masa pandemi Covid-19. Tujuan penelitian ini mengidentifikasi manfaat dan jangkauan pasar layanan pesan antar makanan online dari sudut pandang penyedia layanan, serta menganalisis peran layanan pesan antar makanan online dalam meningkatkan daya saing industri kreatif subsektor kuliner di Yogyakarta pada masa pandemi Covid-19.

Metode yang digunakan dalam penelitian ini yaitu metode kualitatif. Pengumpulan data dilakukan dengan wawancara semi terstruktur, observasi, serta dokumentasi. Teknik analisis yang digunakan dalam penelitian ini yaitu menggunakan teknik analisis deskriptif kualitatif.

Berdasarkan hasil penelitian ini didapatkan bahwa layanan pesan antar makanan online bermanfaat bagi penyedia layanan dalam aspek efektivitas dan efisiensi kinerja, keunggulan strategis, struktur organisasi, dan keunggulan kompetitif. Penyedia layanan pesan antar makanan online dapat menjangkau pasar sejauh 25 km–30 km. Layanan pesan antar makanan online memiliki peran dalam meningkatkan daya saing industri kreatif subsektor kuliner di Kota Yogyakarta pada masa pandemi berdasarkan aspek persaingan antar perusahaan sejenis, ancaman pendatang baru, ancaman produk pengganti, dan kekuatan tawar menawar pembeli.

Kata Kunci: layanan pesan antar makanan online, daya saing, industri kreatif subsektor kuliner

**THE ROLE OF ONLINE FOOD DELIVERY SERVICES ON THE  
COMPETITIVENESS OF THE CREATIVE INDUSTRY OF THE  
CULINARY SUBSECTOR IN YOGYAKARTA DURING THE COVID-19  
PANDEMIC**

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**ABSTRACT**

*Culinary business actors in the creative industry of the culinary sub-sector in Yogyakarta provide online food delivery services to provide convenience in running their own culinary business. Some of culinary business do not know about this convenience further, especially in increasing competitiveness against the creative industry in the culinary sub-sector in Yogyakarta during the Covid-19 pandemic. The purpose of this study is to identify the benefits and market reach of online food delivery services from the point of view of service providers, as well as to analyze the role of online food delivery services in increasing the competitiveness of the creative industry in the culinary sub-sector in Yogyakarta during the Covid-19 pandemic.*

*The method used in this study is a qualitative method. Data was collected by means of semi-structured interviews, observation, and documentation. The analytical technique used in this research is using qualitative descriptive analysis techniques.*

*Based on the results of this study, it was found that online food delivery services are beneficial for service providers in terms of effectiveness and efficiency of performance, strategic advantage, organizational structure, and competitive advantage. Online food delivery service providers can reach the market as far as 25 km–30 km. Online food delivery services have a role in increasing the competitiveness of the creative industry in the culinary sub-sector in Yogyakarta City during the pandemic based on aspects of competition between similar companies, the threat of new entrants, the threat of substitute products, and the bargaining power of buyers.*

*Keywords: online food delivery service, competitiveness, culinary sub-sector of creative industry*