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Development of Social Media-Based E-Commerce as an Educational Modern Catering Business Management

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ABSTRACT

Abstract: This research aims to develop a modern catering business management application based on e-commerce and social media to improve the efficiency, promotion, and competitiveness of the food catering business. The need for digital solutions is very urgent as consumer behavior changes and competition in the food industry increases, so business actors must be able to utilize technology to expand the market and introduce products effectively. The development method used is the ADDIE model, which includes the stages of analysis, design, development, implementation, and evaluation of the application. The results show that the classification of e-commerce and social media platforms, as well as content in the form of photography, videos, promotional features, and interactive messages, can have a positive impact on increasing sales and introducing catering products. The app's feasibility test showed an excellent response from users, indicating that the application is effective as a means of education and promotion of the modern catering business. Thus, the use of e-commerce and social media not only increases operational efficiency but also opens up opportunities to compete in the global market in a healthy and innovative manner.

Abstrak: Penelitian ini bertujuan mengembangkan aplikasi manajemen bisnis catering modern berbasis e-commerce dan media sosial untuk meningkatkan efisiensi, promosi, dan daya saing usaha catering makanan. Kebutuhan akan solusi digital sangat urgen seiring perubahan perilaku konsumen dan meningkatnya persaingan di industri makanan, sehingga pelaku usaha harus mampu memanfaatkan teknologi untuk memperluas pasar dan memperkenalkan produk secara efektif. Metode pengembangan yang digunakan adalah model ADDIE, yang meliputi tahapan analisis, desain, pengembangan, implementasi, dan evaluasi aplikasi. Hasil penelitian menunjukkan bahwa klasifikasi platform e-commerce dan media sosial, serta konten berupa fotografi, video, fitur promosi, dan pesan interaktif, dapat memberikan dampak positif terhadap peningkatan penjualan dan pengenalan produk catering. Uji kelayakan aplikasi menunjukkan respons sangat baik dari pengguna, menandakan aplikasi ini efektif sebagai sarana edukasi dan promosi bisnis catering modern. Dengan demikian, pemanfaatan e-commerce dan media sosial tidak hanya meningkatkan efisiensi operasional, tetapi juga membuka peluang bersaing di pasar global secara sehat dan inovatif.

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INTRODUCTION

As times change, everything around us changes too, especially technology. The business world is no different; it also evolves and adapts as time goes on (Ng, 2022). With the advancement of the era, technology has also given birth to the latest technologies, such as e-commerce. E-commerce is the process of buying, selling, and marketing goods/services through electronic media, such as radio, television, and the internet. E-commerce is growing because of the continued innovation in its field (Sari & Andriasari, 2023). E-commerce has also been applied in business ventures, as it is very much in line with the rapid development of the era. E-commerce helps its users introduce their products and helps producers generate large profits. The existence of e-commerce is very helpful in promoting and selling to consumers(Romdonny, 2019), and it also helps to make the process more efficient. So, e-commerce should be one of the breakthroughs or solutions for producers or sellers to help their businesses generate large profits or benefits later (Arifianto & Coiri, 2018).

E-commerce is changing and growing, and social media is also developing. Social media is a platform where people share content, news, photos, and more. Businesses also use social media to reach and be known by a wider audience (Data & Vebryto, 2020). Social media is now also experiencing development with the emergence of various types of other social media, as well as the latest features, especially promotional features and features for business. These features will be very helpful for Small and Medium Enterprises (UMKM), especially in the food catering business. This feature can also solve several problems in the UMKM business (Pramudyastuti et al., 2023).

E-commerce and social media have changed, but business practices have also evolved. In the past, many business activities had to be done face-to-face or in person(Nofrizal et al., 2023). Thanks to network connections, everything can be done anytime and anywhere. This is also true for the food industry, especially catering businesses. Catering is a service that meets food needs (Li et al., 2024). These changes have also transformed the food catering business, making it more modern. Because of this progress, Modern Business Catering can become a reality. This allows the catering business to grow and become more efficient and up-to-date (Budi Mahardhika & Sunariani, 2019).

The rapid development of digital technology has fundamentally changed the way businesses operate, including in the small and medium enterprises (SMEs) sector, such as food catering. In increasingly fierce competition and the need to reach a wider market, e-commerce and social media have become very urgent as the main strategy to increase sales and introduce products effectively(Puja et al., 2021). Research shows that using e-commerce and social media-based applications can create a modern market(Qiao, 2024), accelerate the promotion process, and increase the operational efficiency of the food catering business, so that business actors can compete healthily in the global market(Rufaidah & Kodri, 2020).

The development of social media-based applications(Rahayu et al., 2018) offers a number of advantages, including ease of access for users, relatively low promotional costs, and the ability to build direct interaction with consumers through features such as photography, video, and promotional messages(Kurnia, 2020). In addition, social media makes it easier for business actors to monitor market trends and respond to consumer needs in real-time. However, some drawbacks exist, such as reliance on third-party platforms that can change policies at any time, data security risks, and challenges in maintaining content consistency and interaction with highly dynamic audiences(Otieno, 2025). This requires business actors to innovate and adapt to remain relevant in technological changes and consumer preferences(Saefudin et al., 2024).

Based on the research goal to increase the competitiveness and efficiency of the food catering business through technology(Budi Mahardhika & Sunariani, 2019), the initial solution that can be argued is the development of an integrated application based on e-commerce and social media, specifically designed for the needs of the modern catering business(Qureshi et al., 2019). This application facilitates sales transactions and product promotions and provides business management education features for business actors, such as digital marketing training, inventory management, and sales data analysis(Marniati & Wibawa, 2020). This solution is expected to respond to market needs effectively, improve service quality, and expand marketing reach locally and globally(Babayev & Balajayeva, 2023).

The purpose of this article is (1) to find out the classification of various types of e-commerce and social media that can be used to introduce products and increase sales, (2) to identify the content of e-commerce and social media needed to create educational modern business catering management, and (3) to find out the

influence of e-commerce and social media on modern business catering on increasing sales results and product recognition. It is hoped that later business people or people involved in the food catering business world can build their businesses better and create modern business catering, where later they can compete healthily and market their products to the global market (rohmalia & djajalaksana, 2013).

METHODS

The method I will use in the article is ADDIE, which stands for Analysis, Design, Development, Implementation, and Evaluation. The ADDIE method is appropriate for creating modern business catering using e-commerce and social media. According to Mulyatiningsih (2011:5), ADDIE is a model estimated to be more rational and complete than other models (Arief et al., 2018) .

The Research Questions (RQ) in this article, which will be the results and discussion, are:

- RQ1. What types of E-Commerce and social media can be utilised to introduce products and increase sales in a modern catering business?
- RQ2. How can we identify the e-commerce and social media content needed to create an educational modern business catering management?
- RQ3. How can we determine the influence of e-commerce and social media on modern business catering in increasing sales results and product recognition?

Each part of ADDIE aims to: Analyse a description of a system into its parts to identify and evaluate problems. Example: materials to be studied for the learning process, and done by proposing improvements for better results. Design: a description of creating a system design that is done separately by forming a unit, so the system's function can work. The stages for designing a system can be completed after the analysis stage. In the design, it is expected to be a solution for the business world to quickly and easily access the internet. The goal is to produce the latest innovations so that they are always interesting to look at.

Development: the process of applying the design in real form. At this stage, system users will be analysed, and later, they can access the system. So, from that, later they will not get bored accessing or viewing e-commerce and social media websites. Implementation: adjustments to the system requirements according to their respective tasks. After that, testing is carried out to find out whether the system that has been created is appropriate and to find out the response from users to the system that has been completed or developed.

Evaluation: This is the stage where the evaluation or checking of the system that has been formed is carried out. At this stage, the admin evaluates the system that has been completed to find deficiencies and improve it.

RESULTS AND DISCUSSION

In applying the ADDIE model, various actions will be taken to create Modern Business Catering, which will use e-commerce and social media later. The following are the parts and stages: (1) Analysis: analysing the web that uses, hardware, software, brainware; analysing the market that suits the catering business; (2) Design: designing the applications needed in creating Modern Business Catering like what I made through the Buka Olshop application, by only making an application model. The application is named CINTA NUSANTARA. The following is the appearance of the Buka Olshop application, as in Figure 1.



Figure 1. Source: BukaOlshop application

The third stage of development involves creating the application needed for the Modern Business Catering and giving users access to it. The fourth stage focuses on testing the app with others and validating it with users. During the evaluation stage, improvements are made to fix problems, new features or innovations are added, and a questionnaire is created to assess the app's suitability. Finally, testing and the questionnaire help determine how well the app works for consumers. The respondents are residents, or the general public interested in the food catering business. The questionnaire was conducted using Google Forms and followed the ISO 9126-1 standard, which evaluates the app based on five key qualities: Understandability, Learnability, Operability, Functionality, and Content, as shown in Table 1 below.

Table 1. Testing Grid

No	Variable	Information
1.	Understandability	Software capabilities in ease of understanding
2.	Learnability	Software capabilities in terms of ease of learning
3.	Operability	Software capabilities in ease of operation
4.	Functionality	The ability of software to provide functional accuracy, security, appearance and data processing when interacting
5.	Content	Ability to define truth, adequacy, and appropriateness of the content contained therein

The assessment of the eligibility criteria used Table 2 as a guideline, and after the questionnaire was filled out by the public in the academic area of the campus, as in Table 3.

Table 2. Eligibility Criteria

Information	Answer
Very good	80% - 99%
Good	60% - 79%
Enough	40% - 59%
Not good	20% - 39%
Very less	0% - 19%

Table 3. Questionnaire Results

No.	Validation by	Results	Information
1	General public outside the campus environment	87.9%	Very good

From the results above, the application in creating a modern catering business has received a positive response from consumers. It has made the product or business even better in the future.

- RQ1. What are E-Commerce types, and how can social media be utilised to introduce products and increase sales in a modern catering business?

E-commerce is the process of buying and selling products electronically between buyers and sellers, using computers as a tool for business transactions. Different types of e-commerce and social media platforms can help companies increase profits and reach more customers. Because of this, companies need to identify

their target market before starting their efforts. They also need to decide which e-commerce platforms to use for selling their products and which social media channels to use for promoting and advertising to a wider audience(Pradipta et al., 2015) . The following are the various variations of e-commerce and social media in Indonesia, including:

Table 4. E-commerce Classification

Types of E-commerce	**Information**	**Example**
Web commerce	Web-commerce is a website that helps companies make sales using their own website or domain.	lovenusantara.bukaolshop.site lemonilo.com kecipir.com
Social media/Social commerce	Social media/Social commerce is one of the solutions used by companies in promoting their products. Added to that, social media users are increasing from year to year. Companies use social media to help in promoting products to consumers. Usually, companies use it because the costs incurred are not too large. Examples: Instagram, Facebook, Twitter, and others.	Instagram: @_cintanusantara @barley.cakes @jcoindonesia
Mobile retail apps/ M-commerce	Mobile retail apps/ M-commerce is an application that can be downloaded through an application store such as: playstore. Where consumers download certain company applications in the application store. Usually, companies that have their own applications are applications that have been around for a long time and have a large market and company.	LOVE OF THE ARCHIPELAGO app Foodsessive app Eat app

Table 4 shows many kinds of e-commerce and social media variations. As stated above, web-commerce, social media, and mobile retail apps aim to help companies increase sales and market and promote products owned by the company.

- RQ2. How can we identify the e-commerce and social media content needed to create an educational modern business catering management?

By the contents of the Cinta Nusantara application, which aims to assist in sales transactions and the promotion of goods/products. Also, through social media, Cinta Nusantara helps promote goods/products. The following are the contents or content needed to create the Cinta Nusantara application, including:

Image/Photography

In this section, explain the products the company wants to market through photos or images that will later help further clarify the products the company offers. With these images or photos, consumers will be more confident or more aware of what the company will offer, and make consumers know the model or a glimpse of the product to be purchased. (Fithri et al., 2017)

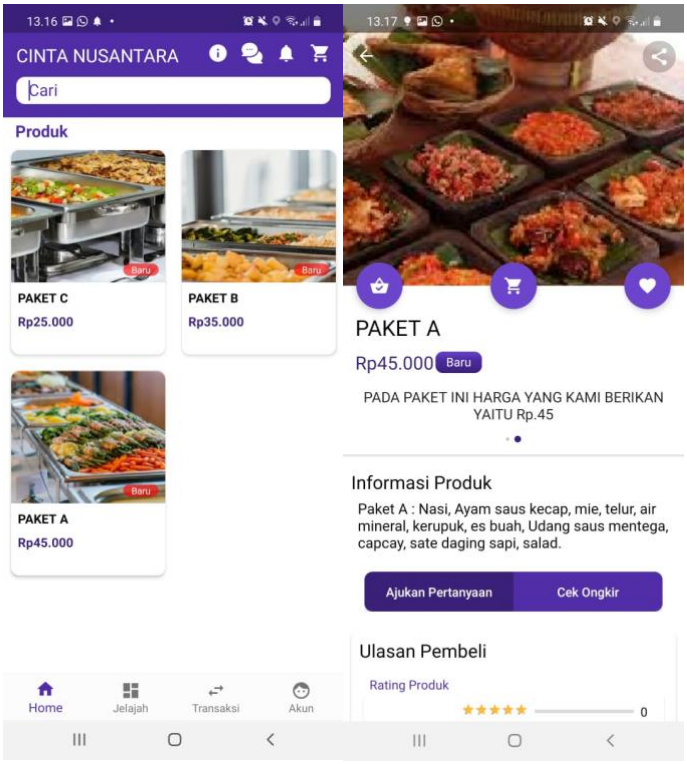


Figure 2. Cinta Nusantara Application

Video and Sound

This section uses videos and sound to help convince customers to buy the products. Besides convincing customers, videos and sounds also make shopping more enjoyable. It's important that the video quality is clear and the sound is easy to hear. Good video and sound help explain the products better and build customer trust. The audio must be carefully chosen because poor sound can make customers lose interest. Clear and high-quality audio helps describe the products clearly, so customers understand and feel confident about the company's offerings.

Relationship features/customer service

This section explains that our application has a customer service or contact that consumers can use. The goal is for consumers to be able to provide complaints, suggestions, or testimonials about the products or applications they use. Customer service is user involvement when studying a website, creating a sense of trust in the producer(Alhasanah, 2014).

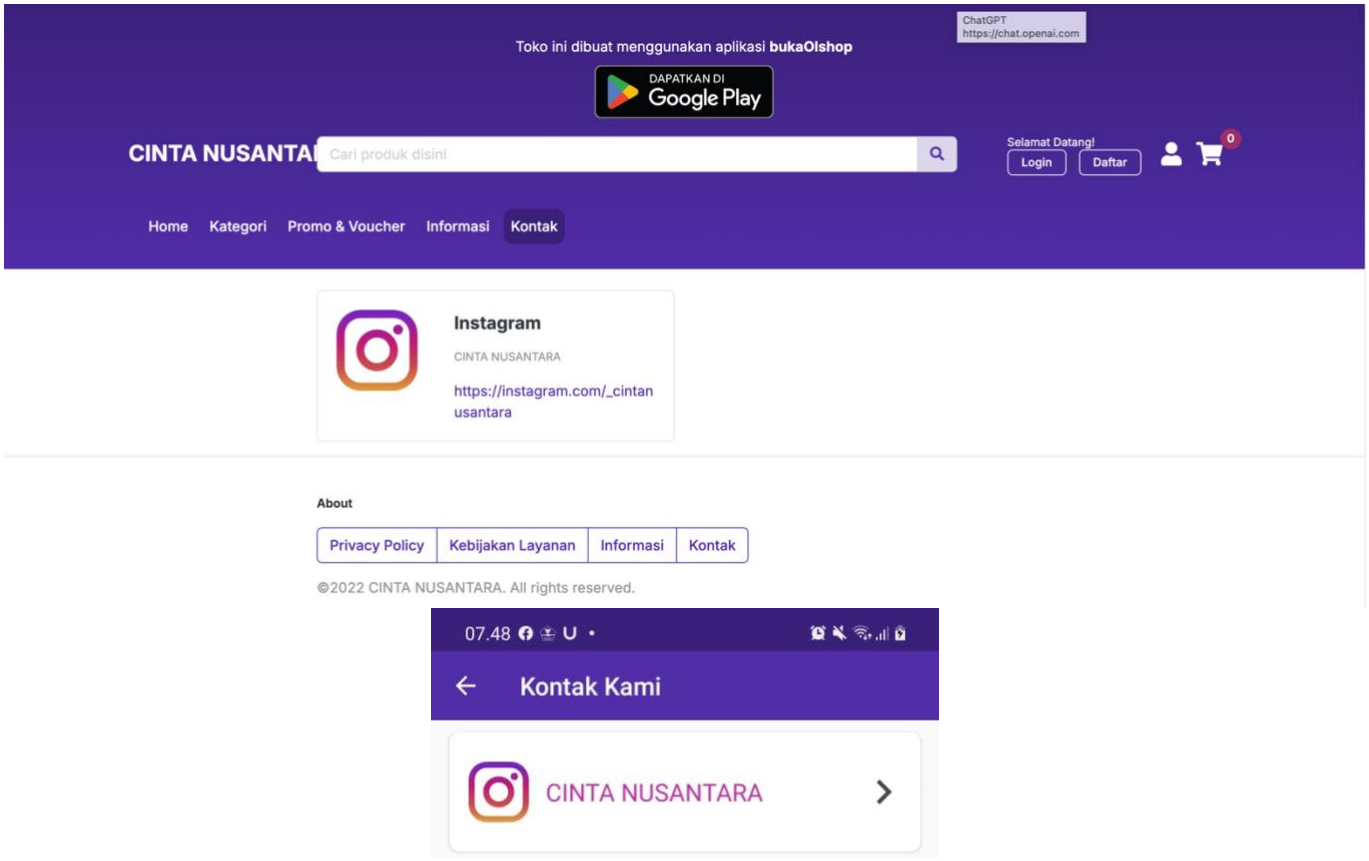


Figure 3. Cinta Nusantara Application and Cinta Nusantara Website https://cintanusantara.bukaolshop.site/

Text/Message

This section informs customers about the company's products and store policies. It usually includes a welcome message and a thank you to customers for following the store's rules. This helps build a good relationship between the company and its customers. Therefore, the company must use positive and respectful language, avoiding any words related to sensitive issues like ethnicity, religion, race, or culture (SARA). The words should be carefully chosen to clearly and politely deliver the message. The company can also update or improve the message as needed, but it must always avoid any content that could cause misunderstandings or problems.

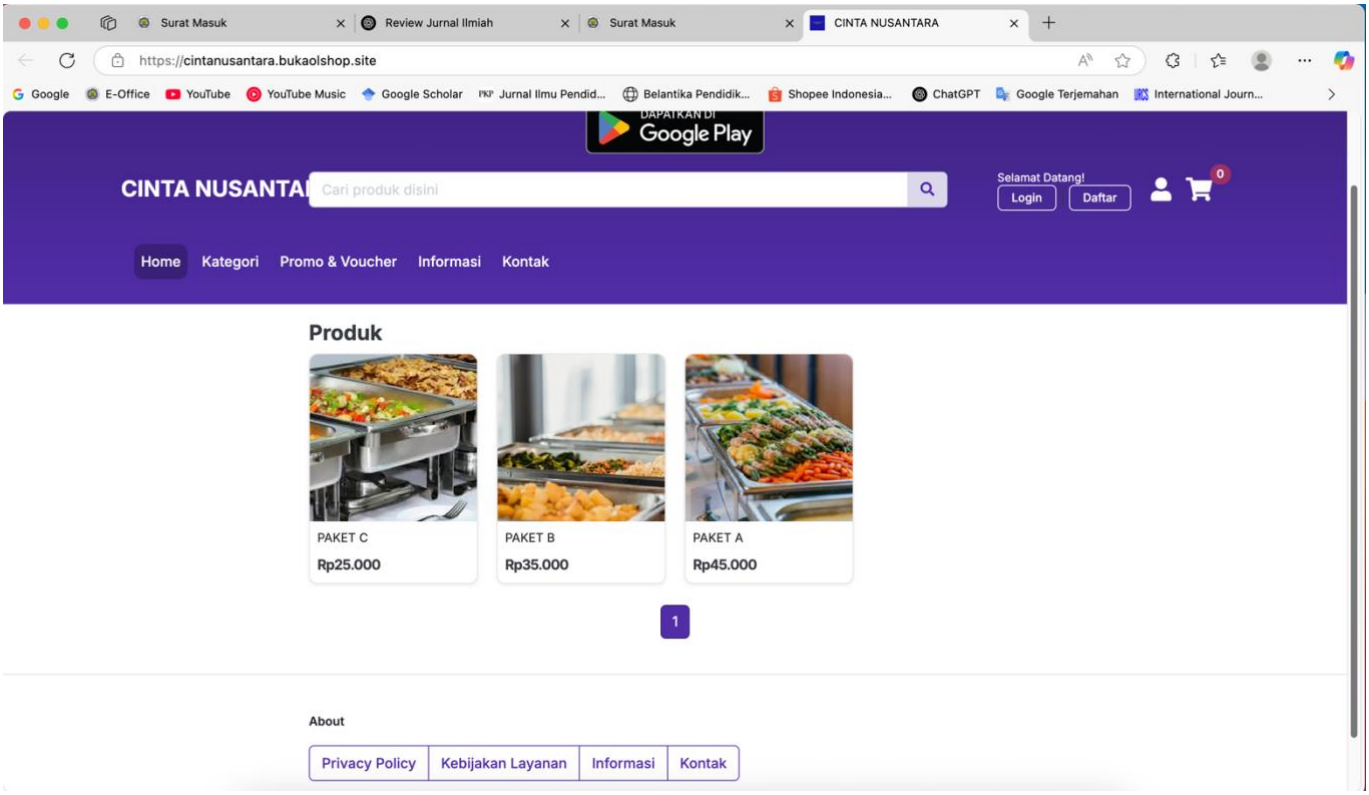


Figure 4. Indonesian Love Website https://cintanusantara.bukaolshop.site/

When sharing a message, the company must carefully plan its delivery. Being creative in delivering the message helps customers remember the product better. A unique identity makes the product easy for many people to recognise and understand. The message should always relate to the company's products and store policies. It also needs to be interesting to catch the attention of customers. The entire process—from ordering and making products to shipping and managing the business—is a structured learning experience in food, catering, and styling.

RQ3**.** How can we determine the influence of e-commerce and social media on modern business catering in increasing sales results and product recognition?

Technology is changing many industries, including the food catering business. E-commerce and social media greatly impact catering by helping businesses reach more customers and promote their products. For example, the Cinta Nusantara app shows how a modern catering business uses technology. Social media platforms like Instagram, Facebook, and Twitter help increase sales and make more people aware of the products. These tools boost promotion and help build better connections between the business and its customers.

The app is a modern food catering business that offers online ordering. It always aims to create innovations that keep up with the times while putting customer satisfaction first. The app will improve and become more efficient, speeding up customer service. It also regularly updates the app, website, and social media information. Sharing interesting updates helps build stronger connections between customers and the company, attracting more customers and increasing profits.

The Cinta Nusantara app also has social media accounts, including Instagram, where users can share information about their products and announce new releases. Social media lets Customers easily get updates about the store and its latest products. Social media helps promote products and allows Cinta Nusantara to build stronger customer relationships.

Advances in technology have led to many innovations, including the rise of m-commerce (mobile commerce). Cinta Nusantara uses this technology to introduce its products and benefit from its convenience. M-commerce is designed to make shopping more efficient and easier for users. The Cinta Nusantara

application helps customers shop comfortably thanks to its attractive and user-friendly design. Additionally, the app offers various payment options, making transactions simple and flexible for customers.

The Cinta Nusantara application and website have the same design, making it easy for users to access the platform. People who want information about Cinta Nusantara can also find it on social media. To access Cinta Nusantara directly, customers can visit the link https://cintanusantara.bukaolshop.site/. Cinta Nusantara is committed to prioritising customer satisfaction and service, which aligns with its slogan "Mantul" (Mantap Betul), meaning customer satisfaction always comes first. Here is the appearance of the Cinta Nusantara application:

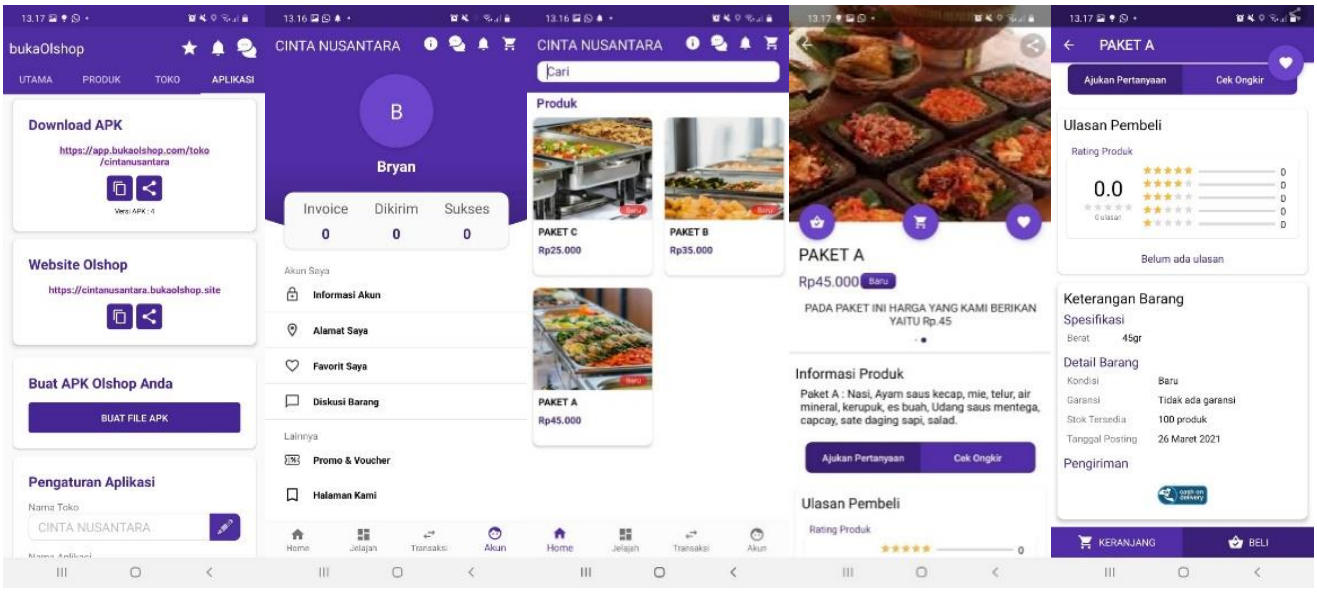


Figure 5. Application display

The findings of this study highlight that integrating e-commerce and social media into the food catering business has significant positive implications for business growth and management education. By adopting modern digital platforms, catering businesses can more effectively introduce their products, reach a wider audience, and increase sales. Using features such as high-quality images, videos, customer service, and well-crafted messages enhances customer trust and satisfaction and sets a new standard for business professionalism in the industry.

For business practitioners, embracing technology is no longer optional but essential for staying competitive and relevant in a rapidly changing market. The study also implies that educational institutions and business trainers should incorporate digital business management skills, especially related to e-commerce and social media, into their curricula to prepare future entrepreneurs for the demands of the modern marketplace.

Furthermore, the successful implementation of the ADDIE model in developing the Cinta Nusantara application demonstrates that structured approaches to digital transformation can lead to high user acceptance and satisfaction. This is a model for other small and medium enterprises (SMEs) aiming to modernise their operations and compete locally and globally.

CONCLUSION

In conclusion, technological advancements, particularly in e-commerce and social media, have transformed the food catering into a more modern and efficient industry. The research, using the ADDIE model (Analysis, Design, Development, Implementation, Evaluation), demonstrates that various types of e-commerce (such as web-commerce, social media, and mobile retail apps) and social media platforms are effective tools for introducing products and increasing sales in the catering sector. The contents needed for successful

educational modern business catering management include high-quality images, videos, sound, customer service features, and well-crafted messages. These elements help promote products and build trust and strong relationships with customers. The study's results, supported by user feedback and validation using the ISO 9126-1 standard, show that the application developed (Cinta Nusantara) received a very positive response, with an eligibility rating of 87.9% from the public. In summary, integrating e-commerce and social media in catering businesses leads to greater product recognition, improved sales, and the ability to compete locally and globally. This approach also serves as an educational model for business management, helping catering businesses adapt to technological changes and meet the needs of modern consumers. Ultimately, the implications are clear: Leveraging e-commerce and social media drives business success and fosters innovation, efficiency, and sustainable growth in the food catering sector and learning.

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