

AULIA ZAHRA, 22.230.0145

OPTIMALISASI PENERAPAN BISNIS DIGITAL PADA BIDANG USAHA KULINER MELALUI CLOUD KITCHEN (STUDI KASUS PADA RICE BOX SF), dibawah bimbingan Victorianus Aries Siswanto, S.E., M.Si. dan Nur Fadhilah, S.S., M.Hum.

58 + xiii halaman / 13 gambar / 7 tabel / 11 pustaka

### ABSTRAK

*Kewirausahaan ini bertujuan untuk mengembangkan dan mengoptimalkan strategi bisnis digital pada usaha kuliner berbasis cloud kitchen RICE BOX SF. Kegiatan ini dilakukan melalui analisis Business Model Canvas (BMC) dan SWOT untuk mengidentifikasi permasalahan usaha serta merancang strategi pengembangan yang lebih efektif dan adaptif terhadap persaingan digital. Hasil usaha menunjukkan bahwa sebelumnya usaha menghadapi kendala berupa rendahnya konsistensi konten media sosial, belum maksimalnya penggunaan iklan berbayar, serta ketergantungan pada platform delivery. Setelah strategi digital marketing diterapkan, terjadi peningkatan performa yang cukup signifikan. Engagement media sosial meningkat sebesar 35% dan jangkauan audiens naik 40% setelah penggunaan iklan berbayar. Program promosi pada platform delivery mendorong kenaikan jumlah pesanan harian rata-rata sebesar 20-25%. Penambahan menu baru juga berkontribusi terhadap peningkatan nilai transaksi rata-rata sebesar 15%. Namun demikian, pada platform Instagram terjadi penurunan tingkat interaksi sebesar 5-10% meskipun jangkauan meningkat. Secara keseluruhan, implementasi strategi digital menunjukkan estimasi kenaikan total penjualan bulanan sebesar 18-22%. Kewirausahaan ini menegaskan pentingnya optimalisasi digital marketing dan inovasi produk dalam meningkatkan daya saing kuliner di era digital.*

**Kata Kunci:** Bisnis Digital, Cloud Kitchen, Pemasaran Digital, Business Model Canvas, RICE BOX SF.

AULIA ZAHRA, 22.230.0145

OPTIMIZATION OF DIGITAL BUSINESS IMPLEMENTATION IN THE CULINARY SECTOR THROUGH CLOUD KITCHEN (A CASE STUDY ON RICE BOX SF) under the supervision of Victorianus Aries Siswanto, S.E., M.Si. and Nur Fadhillah, S.S., M.Hum.

58 + xiii pages / 13 figures / 7 tables / 11 references

### ABSTRACT

*This entrepreneurship aims to develop and optimize digital business strategies for a cloud kitchen-based culinary business, RICE BOX SF. The project was carried out through the analysis of the Business Model Canvas (BMC) and SWOT framework to identify business challenges and design more effective and adaptive development strategies in response to digital market competition. Prior to optimization, the business faced several challenges, including inconsistent social media content, underutilization of paid advertising, and high dependence on delivery platforms. After implementing digital marketing strategies, the business performance improved significantly. Social media engagement increased by 35%, while audience reach rose by 40% following the use of paid advertisements. Promotional programs on delivery platforms contributed to a 20-25% increase in average daily orders. In addition, the introduction of a new menu item increased the average transaction value by 15%. However, on Instagram, the interaction rate decreased by 5-10% despite an increase in reach. Overall, the implementation of digital strategies resulted in an estimated 18-22% increase in total monthly sales. This entrepreneurship highlights the importance of digital marketing optimization and product innovation in enhancing the competitiveness of culinary in the digital era.*

**Keywords:** *Digital Business, Cloud Kitchen, Digital Marketing, Business Model Canvas, RICE BOX SF.*