



**ANALYSIS STRATEGIC FRAMEWORK AND
IMPLEMENTATION DIGITAL MARKETING FOR
RESTAURANT BUSINESS IN CIKARANG: CASE STUDY OF
HAPPY CHINESE FOOD**

**UNDERGRADUATE FINAL PROJECT
Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis**

By:

ADINDA AYU FAIZA KAMILA

015201900091

**FACULTY OF BUSINESS
BUSINESS ADMINISTRATION STUDY PROGRAM
CIKARANG
AUGUST, 2023**

FINAL PROJECT ADVISOR RECOMMENDATION LETTER

This final project entitled “**Analysis Strategic Framework and Implementation Digital Marketing for Restaurant Business in Cikarang: Case Study of Happy Chinese Food**” prepared and submitted by **Adinda Ayu Faiza Kamila** in partial fulfillment of the requirements for the degree of **Business Administration – Bachelor** in the Faculty of **Business Administration** has been reviewed and found to have satisfied the requirements for a Final Project fit to be examined. I therefore recommend this Final Project for Oral Defense.

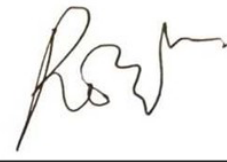
Cikarang, Indonesia, August 10, 2023

Acknowledged by,



Suresh Kumar, ST., .M.Si.
***Head, Business Administration
Study Program***

Recommended by,



Roy Poan, B.Sc., M.B.M.
Advisor

PANEL OF EXAMINERS

APPROVAL SHEET

The Panel of Examiners declare that the skripsi entitled “Analysis Strategic Framework and Implementation Digital Marketing for Restaurant Business in Cikarang: Case Study of Happy Chinese Food” that was submitted by Adinda Ayu Faiza Kamila majoring in Business Administration from the Faculty of Business was assessed and approved to have passed the Oral Examinations on August 10th, 2023.



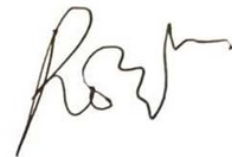
Felix Goenadhi, S. Psi., M. Par
Examiner

Promoted by



Suresh Kumar, ST., M.Si
Head, Business Administration
Study Program

Recommended by,



Roy Poan, B.Sc., M.B.M.
Advisor

STATEMENT OF ORIGINALITY

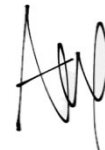
In my capacity as an active student of President University and as the author of the ~~thesis/business plan~~ final project stated below:

Name : Adinda Ayu Faiza Kamila
Student ID number : 015201900091
Study Program : Business Administration
Faculty : Business

I hereby declare that my final project entitled "**Analysis Strategic Framework and Implementation Digital Marketing for Restaurant Business in Cikarang: Case Study of Happy Chinese Food**" is to the best of my knowledge and belief, an original piece of work based on sound academic principles. If there is any plagiarism detected in this final project, I am willing to be personally responsible for the consequences of these acts of plagiarism, and will accept the sanctions against these acts in accordance with the rules and policies of President University.

I also declare that this work, either in whole or in part, has not been submitted to another university to obtain a degree.

Cikarang, Indonesia, August 10,
2023



Adinda Ayu Faiza Kamila

**SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC
INTEREST**

As an academic community member of the President's University, I, the undersigned:

Name : Adinda Ayu Faiza Kamila
Student ID number : 015201900091
Study program : Business Administration

for the purpose of development of science and technology, certify, and approve to give President University a non-exclusive royalty-free right upon my final report with the title :

**”Analysis Strategic Framework and Implementation Digital
Marketing for Restaurant Business in Cikarang: Case Study of
Happy Chinese Food”**

With this non-exclusive royalty-free right, President University is entitled to converse, to convert, to manage in a database, to maintain, and to publish my final report. There are to be done with the obligation from President University to mention my name as the copyright owner of my final report.

This statement I made in truth.

Cikarang, Indonesia, August 10,
2023



Adinda Ayu Faiza Kamila

**ADVISOR APPROVAL FOR JOURNAL/INSTITUTION'S
REPOSITORY**

As an academic community member of the President's University, I, the undersigned:

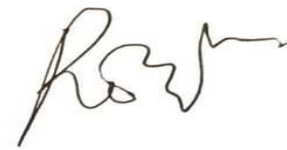
Advisor Name : Roy Poan, B. Sc., M.B.M.
Employee ID number : 201809766
Study program : Business Administration
Faculty : Business

declare that following thesis :

Title of thesis : Analysis Strategic Framework and
Implementation Digital Marketing for
Restaurant Business in Cikarang: Case
Study of Happy Chinese Food
Thesis author : Adinda Ayu Faiza Kamila
Student ID number : 015201900091

will be published in **journal/institution's repository**

Cikarang, Indonesia,



(Roy Poan, B. Sc., M.B.M.)

PLAGIARISM REPORT

CEK AKHIR TURNITIN

ORIGINALITY REPORT

10% SIMILARITY INDEX	14% INTERNET SOURCES	3% PUBLICATIONS	11% STUDENT PAPERS
--------------------------------	--------------------------------	---------------------------	------------------------------

PRIMARY SOURCES

1	repository.president.ac.id Internet Source	6%
2	Submitted to President University Student Paper	1%
3	Submitted to School of Business and Management ITB Student Paper	1%
4	journal.lspr.edu Internet Source	<1%
5	Submitted to Colorado Technical University Student Paper	<1%
6	digilib.unila.ac.id Internet Source	<1%
7	Submitted to Purdue University Student Paper	<1%
8	Submitted to Universitas Dian Nuswantoro Student Paper	<1%
9	repository.stp-bandung.ac.id Internet Source	<1%

CHAT GPT ZERO RESULT

Stats

Average Perplexity Score: 143.878

A document's perplexity is a measurement of the randomness of the text

Burstiness Score: 141.777

A document's burstiness is a measurement of the variation in perplexity

Your sentence with the highest perplexity, "*Furthermore, Happy Chinese Food has six employees divided into t*", has a perplexity of: 838


CONSENT FOR INTELLECTUAL PROPERTY RIGHT

Title of Final Project:	Analysis Strategic Framework and Implementation Digital Marketing for Restaurant Business in Cikarang: Case Study of Happy Chinese Food
--------------------------------	--

1. The Author hereby transfers the copyright to the aforementioned contribution to President University. As a result, the University will have the sole right to publish the contribution and any translations of it in their entirety or in part throughout the world for the duration of the copyright, including all renewals, extensions, and subsidiary rights..
2. The Author retains the right to freely republish the preprint version of the Contribution, provided that they notify the University of their intention to do so, give due credit to the University for publishing it, and repeat any applicable copyright notices verbatim.
3. The Contributor's moral rights and all intellectual rights, excluding copyright, such as patent and trademark rights, are retained by the Contributor.
4. The Author represents that the Contribution is original, hasn't been published before, isn't being considered for publication somewhere else, and has all necessary permissions to use quotes or illustrations from another source (a copy of any such permissions should be sent with this form).
5. The Author warrants that the Contribution does not violate any applicable copyright or other third-party rights or contain any content that is defamatory, obscene, indecent, or otherwise unlawful, and agrees to defend the University

against any claims resulting from any breach of this warranty.

6. The Author certifies that any co-authors listed on the contribution are aware of this agreement and have consented to the aforementioned guarantees.

Name :	Adinda Ayu Faiza Kamila
Date :	August 10, 2023
Signature:	

ACKNOWLEDGEMENT

With a very broad sense of gratitude I thank Allah SWT for giving me mercy and grace and a valuable life in my life so that I was prepared to complete this final project properly. I am also proud and grateful for the support and love from the people around me who have given me strong encouragement while on this campus. I also thank my family who have fully supported me in my life in all the conditions that I have been through. So that until now I can thoroughly and survive the various obstacles and challenges that I have passed and find them useful in my life.

1. I want to express my gratitude to my parents for their unending love and support. They always know how to inspire and support me in any circumstance in this way.
2. I would like to express my profound gratitude to Mr. Roy Poan, B. Sc., M.B.M., for serving as my adviser during this final project and for his invaluable advice and suggestions.
3. I want to thank the business administration professors who gave me knowledge that I can use in my future career and daily life. Additionally, I would like to thank Ms. Lina, the secretary of the Business Administration study program, for all of her assistance and support over the past four years.
4. I want to express my gratitude to all of my friends and the people in my life—who I may not have had the chance to thank individually—for supporting me while I was studying and for always being there for me in good times and bad.
5. Finally, congratulations to the Business Administration Batch 2019 and the Digital Business Batch 2019! We completed it in the end! Salute to our B.BA. I'm hoping the best for you

Bekasi, Indonesia, August 10, 2023



Adinda Ayu Faiza Kamila

ABSTRACT

Background/Purpose – This Study problems is Happy Chinese Food profits obtained through offline stores are relatively small and sometimes cannot cover the operational costs that must be incurred. The purpose is to help Happy Chinese Food to maximize its sales using GoFood and GrabFood with digital advertisement in the application.

Design/Methodology/Approach – This study examine Happy Chinese Food internal dan external factors, using two strategic analysis SWOT Analysis and Porter Five Forces. After that, this research create the IFAS/EFAS table and TOWS Matrix to search the best business strategy for the business.

Findings – Happy Chinese Food has weaknesses and opportunities that can be exploited so that it is suitable to use their weakness and opportunities strategy. The business could develop marketing or promotion campaign by giving discount, freebies, increase brand awareness, and so on to attract customer to purchase in the business or to attract their new menu.

Conclusion – After gained insights into the essence of Happy Chinese Food, identified its existing challenges, and explored potential remedies. The business have three actionable implementation plan such as use category advertisement to promote the business, give discount through application, and develop new menu.

Keywords – Restaurant, SWOT Analysis, Porter Five Forces, Digital Application, Marketing

Paper Type – Scientific Paper

TABLE OF CONTENT

Table of Contents

FINAL PROJECT ADVISOR RECOMMENDATION LETTER.....	i
DECLARATION OF ORIGINALITY.....	ii
PANEL OF EXAMINERS APPROVAL SHEET.....	iii
STATEMENT OF ORIGINALITY	iv
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST v	
ADVISOR APPROVAL FOR JOURNAL/INSTITUTION’S REPOSITORY	
.....	vi
PLAGIARISM REPORT	vii
CHAT GPT ZERO RESULT.....	i
CONSENT FOR INTELLECTUAL PROPERTY RIGHT	ii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
TABLE OF CONTENT	vi
LIST OF FIGURES	viii
LIST OF TABLES	ix
CHAPTER I INTRODUCTION.....	1
1.1 Background	1
1.2 Company Background.....	4
1.3 Problem Statement	6
CHAPTER II BUSINESS ISSUE EXPLORATION	8
2.1 Conceptual Framework	8
2.1.1 SWOT Analysis.....	8
2.1.2 Porter Five Forces.....	13
2.2 Business Solution Analysis	16
2.2.1 Focusing Online Sales	17
2.2.2 Marketing and Promotion.....	17
2.3 Root of Problem	19
CHAPTER III BUSINESS SOLUTION	20

3.1	Business Strategy	20
3.2	Internal and External Factors Analysis	21
	3.2.1 Internal Strategic Factors Analysis Summary	21
	3.2.2 External Strategic Factors Analysis Summary	23
3.3	TOWS Matrix.....	24
	3.3.1 SWOT Quadrant.....	25
CHAPTER IV CONCLUSION AND IMPLEMENTATION PLAN.....		28
4.1	Conclusion.....	28
4.2	Implementation Plan.....	30
4.3	Recommendation.....	32
REFERENCES.....		33
FIGURES.....		37
TABLES.....		45

LIST OF FIGURES

- Figure 1. 1 Province with the Most Number of Restaurants in 2019
- Figure 1. 2 Number of Restaurants in Bekasi Regency
- Figure 1. 3 Happy Chinese Food Location via Google Maps
- Figure 1. 4 Happy Chinese Food Company Structure
- Figure 1. 5 Happy Chinese Food in GoFood via Gojek Application
- Figure 1. 6 Happy Chinese Food in GrabFood via Grab Application
- Figure 1. 7 Happy Chinese Food Offline Store Revenue in 2023
- Figure 1. 8 Happy Chinese Food GoFood Revenue in 2023
- Figure 1. 9 Happy Chinese Food GrabFood Revenue in 2023
- Figure 1. 10 Happy Chinese Food Revenue Comparison in 2023
- Figure 2. 1 Happy Chinese Food Menu Price in GoFood
- Figure 2. 2 Yang Yang Indonesian Chinese Food Menu Price in GoFood
- Figure 2. 3 Bubur dan Bakmi Ayam Hans Menu Price in GoFood
- Figure 3. 1 Happy Chinese Food SWOT Quadrant
- Figure 4. 1 Category Section in GoFood Application
- Figure 4. 2 Discount in GoFood Application

LIST OF TABLES

Table 3. 1 IFAS

Table 3. 2 EFAS

Table 3. 3 TOWS Matrix