



**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**

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

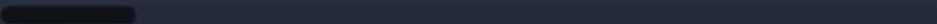
Internet Source

<1%

CHAT GPT ZERO RESULT

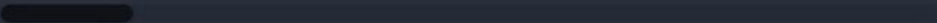
Stats

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**

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