

Adaptation Of Disruption In Fast Food Companies In The New Normal Era

Rinintha Parameswari¹⁾
rinintha.parameswari@ubd.ac.id

Pujiarti²⁾
pujiarti.pujiarti@ubd.ac.id

Eso Hernawan³⁾
eso.hernawan@ubd.ac.id

1) 2) 3) Buddhi Dharma University Tangerang, Indonesia, Banten

ABSTRACT

The purpose of this research is how the community can adapt to the changes that occur in fast food companies in the new normal era. Discipline and public understanding of changes during the pandemic and entering the normal era are very important from habituation and technology. This research is descriptive by collecting primary data and also secondary data by conducting analysis and random interviews with services on fast food, visitors, and other data. This observation was made because fast food is the food most often consumed by people around > 80% because it is fast in providing it and this food is the people's choice for holding meetings both formal and informal.

The results obtained and analyzed for this new order of life by opening it up gradually and getting used to the conditions applied by the government since March until now have made people accustomed to the existence of temperature checking regulations, wearing masks, maintain distance and determine other health protocols. With the existence of health rules applied the community has realized the importance of maintaining health even with meetings with others. The use of cashless or delivery that was already available in service applications before the pandemic and some people can already use it but others are more accustomed to using other merchant applications because it is considered easier and the number of choices and discounts.

Keyword: Adaptation, Disruption, Fast Food Company

PRELIMINARY

The Corona Virus Disease pandemic (COVID-19) provides changes in all aspects of human life, not only in the health sector but also in the economic, social, cultural and political fields. The Covid-19 pandemic has also forced people to stay at home. The changes that occur in all aspects of life bring us to a new era known as the New Normal New Life, that we entered into conditions to make peace with the corona virus pandemic. Entering the New Normal era, the Government should also limit the normal activities carried out by the community. Through the direction of local leaders, mapping should be done in relation to safe and unsafe areas if normal activities are carried out. The definition of new normal is a scenario to accelerate the handling of COVID-19 in health and socio-economic aspects. The Indonesian government has announced plans to implement a new normal scenario taking into account epidemiological studies and regional readiness.

The changes that occur in all aspects of life bring us to a new era known as the New Normal New Life, that we entered into conditions to make peace with the corona virus pandemic. Entering the era of the New Normal era, where we can see a gradual reopening of the economy, services etc. The stages are as follows:

1. Phase 1 (June 1, 2020) Industry and services can operate with the health protocol Covid-19 Mall may not yet operate, except mask shops & health facilities.
2. Phase 2 (June 8, 2020) Shops, markets and malls are allowed to open shops but with health protocols.
3. Phase 3 (June 15, 2020) The mall remains like phase 2, but there are evaluations of opening beauty shop and others. Stay with the Covid-19 health protocol.
4. Phase 4 (July 6, 2020) Opening of economic activities with additional evaluations for the gradual opening of restaurants, cafes, bars and others with strict hygiene protocols Religious activities are allowed with limited numbers of worshippers.
5. Phase 5 (July 20-27 2020) Evaluation of the 4 phases and opening of large scale economic sites and activities and social activities By the end of July / early August 2020 it is expected that all economic activities have been opened. <https://money.kompas.com/read/2020/05/26/073708726/mulai-1-juni-ini-skenario-tahapan-new-normal-untuk-pemulihan-ekonomi?page=all>.

The above stages are the phases of entering the New Normal Era. For fast food restaurants during the pandemic has decreased. PT Fast Food Indonesia Tbk, the KFC franchise holder, and PT Rekso Nasional Food, the McDonald's franchise holder, said there was a decrease in the number of visitors at the outlets in line with the recommendation to work from home. According to Director of PT Fast Food Indonesia Justinus Dalimin to Katadata.co.id", <https://katadata.co.id/berita/2020/04/01/omzet-kfc-dan-mcd-merosot-di-tengah-pembatasan-sosial-pandemi-corona>.

In the New Normal Era adaptation is needed because of the many changes that must be made in accordance with the appeal of the Tangerang City government.

LITERATURE REVIEW

Adaptation

The definition of adaptation in general is the ability of living things to overcome the pressures and limiting factors of the environment to be able to survive. The purpose of adaptation of living things is to make adjustments when the environmental conditions in which they live are inappropriate and detrimental. The most dominant elements of

adaptation are human and environmental factors. And at the time of the pandemic today we are accustomed to the existence of health protocols such as the use of masks or face shields wherever we are, whether entering residential or work areas where in the regulation of body temperature > 37°C is not allowed to enter or mandatory independent quarantine. And also the appeal for the use of e-wallet money is more recommended than cash.

Disruption

The era of disruption is a phenomenon when people shift activities that were initially carried out in the real world to the virtual world. This change covers two directions: disruption and innovation. Francis Fukuyama with a social science perspective sees the phenomenon of disruption as a disruption to social order, while Christensen sees disruption as an innovation opportunity that brings progress.

This phenomenon is developing in the changing pattern of the business world. The emergence of smartphones is one of the most popular impacts in Indonesia. Before the Pandemic society was accustomed to changing phenomena in the business world since the advent of smartphones, some people do online but during the pandemic the increase in online media increased by almost more than 90 percent both in terms of learning and business.

The era of disruption is an obstacle and advantage for business people in Indonesia because this era of disruption is an era of digitalization where all of these activities use the internet. This makes business people have to look for loopholes or solutions. Before the pandemic or after the pandemic, many people already used both debit cards, credit cards and e-wallets that were available and cooperation with the food company especially with the presence of many pandemics around Tangerang City, who use online services for ready-to-eat food companies already, provide applications in the Play store that people are not familiar with it. For delivery, some people have been able to use the application, but some other fast food companies work together to expand their business by using services (merchants). Because the community is also familiar with the application Gofood and Grabfood.

Fast Food

Fast food is food that is available quickly and is ready to eat, such as fried chicken, pizza, hamburgers etc. the ease of getting ready food just makes almost everyone likes this type of food. Besides processing and preparation is easier, faster and suitable for those who are always busy in their activity. The existence of fast food restaurants that are increasingly mushrooming in big cities in Indonesia, which serves a variety of fast food which can be in the form of traditional foods (such as: Padang cuisine, Coto Makassar) and western food (Kentucky fried chicken) famous for its fried chicken, besides that the types of food that are not less popular such as burgers, pizza, sandwiches and so on. Fast food has the advantage of being fast serving so that it saves time and can be served anytime and anywhere, hygienic, practical serving place. Nowadays, with the extraordinary busyness of each family member, especially those who have housewives, office workers, etc. then the meal is often forgotten in the family and eat individually. If in the old days eating at home was a time of family gathering, so this time is much different where family members gather in a certain place just to eat

together. During the pandemic many changes occurred but with the online delivery order can still enjoy being together at home.

ONLINE APPLICATION FAST FOOD

During the pandemic the closure of services between consumers only focused on service delivery. Applications that are available in Playstore present the menus at these food outlets are consumer choice applications for ordering food for example: Mcd with Mcdelivery, KFC with KFCKU, PHD with fixed PHD, CFC with CFCdelivery, Hokben with HokBen Apps, and others. delivery of food without direct physical contact (contactless delivery) in the form of additional services which is one of the ongoing efforts to support the government's call for people to do #dirumahaja activities and apply the concept of social restrictions (social distancing) during the global pandemic the spread of the COVID-19 corona or entering new normal. The aim is to ensure safety and keep food hygiene in the hands of customers.

Application that is used by Fast Food Company, are increasingly innovative during the pandemic and how to use them that allows people to adapt to changes in the phenomenon as follows:

Figure 1

NO	NAME	APPLICATION
1	KFC	KFCKU
2	MCD	MCDelivery
3	Hokben	HokBen Apps & Website
4	PHD	PHDelivery
5	CFC	CFCIndonesia
6	Dominos Pizza	DominosPizza Indonesia

<https://review.bukalapak.com/techno/aplikasi-delivery-makanan-minuman-111894>

The Advantages of Innovation during the pre-Pandemic era and entered New Normal as follow:

1. Display design with the characteristics of fast food that makes it easy for users.
2. An easy and safe way to log in with proven security standards.
3. Services that can be accessed are increasingly varied: Take away, Delivery, Drive Thru.
4. Each transaction will get points, which can later be exchanged for e-vouchers in the application.
5. A variety of non-cash payment channels, ranging from credit and debit cards, Link Aja, OVO and many more that will be available going forward.
6. In some innovations on fast food customers can also see the status of ordering menus, whether being prepared by the counter being delivered, or have arrived at the front of the house, in the form of time tracks and notifications on the customer's cell phone there are also those who have a target time.

METHODOLOGY

In this research process, the writer uses qualitative methods, namely by collecting data through observation and interviews, or commonly referred to as primary data, and using secondary data. Qualitative research is research that produces analytical

procedures that do not use statistical analysis procedures or other quantification methods. Sugiyono (2017). Data Collection used to collect data in this study include: Data Collection by Observation, Data Collection by Random Interview, Data Collection Technique with Documents, and Triangulation. The technique of taking informants in this study was to obtain data or information from researchers using key informants (key informants). The informants in question are food stewards and food visitors and introductory merchants (gojek and grab). Data analysis techniques in this study according to Sugiyono (2017) that the activities in data analysis, namely Data Reduction, Data Display, and Conclusion Drawing / Verification.

RESULTS AND DISCUSSION

The author uses primary and secondary data for this research. In accordance with the Implementation Guidelines set forth in Mayor's Regulation No. 17 in 2020. And the city government made the mayor's Decree No. 443 / Kep.318-BPDB / 2020 that it is recommended to comply with the provisions of the implementation of Large Scale Social Restrictions in accordance with statutory provisions. Of the large-scale social restrictions also apply to fast food. One of them is avoiding the crowd and only accepting delivery or drive-tru, take away or delivery messages. And basically this disruption already exists in ready-to-eat food itself, it has been issued online for example through the fast food playstore application, it has prepared MCDelivery, KFCKU, PHD and others. This fast food is also aggressively promoting online through social media Instagram which has many followers and is intensively promoting menu products and health protocol recommendations entering the new era. In this study the authors conclude that the adaptation of disruption during the pandemic and entering new normal in fast food companies is as follows:

Dated April 18 - May 30, 2020 PSBB (Large-Scale Social Restrictions) in Tangerang City and surrounding areas. The rules are as follows:

- a. Closing of stalls at Tangerang supermarket.
- b. Services fast food for dine-in during April 18 - May 30, 2020 in Tangerang area are closed but for Take Away, Drive-Thru and Delivery services without contact remain open and ready to serve as usual in accordance with applicable regulations.
- c. Increased cooperation with Go Food and Grab merchants for take way.
- d. The use of transactions is recommended without contact and still uses The use of transactions is recommended without contact either through E-wallet (t-cash, ovo, gopay, funds, debit cards (Flash, BCA, BRI, BNI etc.), credit cards (BCA, BNI, etc.)).
- e. Fast-food employee shift systems for fast food outlets.
- f. Must use masks and use hand sanitizers (for merchants and employees both before or after work.
- g. The use of gloves for employees (both in the manufacturing process or financial transactions).
- h. Use the tray as a container for placing cards or money as a transaction

In the explanation above the pattern of Large-Scale Social Restrictions is carried out in accordance with health protocol standards. Based on information taken at random that

customers are more easily adapted to using applications with merchants who work with fast food companies. Because it is easier to use and the many discounted prices offered. Entering the New Normal Period, dated June 8, 2020, a gradual opening of dine-ins in fast food and Tangerang City malls will be imposed. There are several things that need to be added in the presence of dine-in and based on the health protocol including:

- a. Opening of outlets in stages in the Tangerang supermarket.
- b. Still closing events that related to the crowd eg: procurement of birthday events, pre-school procurement (at certain fast food companies)).
- c. Limit the number of consumers who eat on the spot and enforce social distance practices in restaurants.
- d. Consumers with temperatures $> 37^{\circ}\text{C}$ are not allowed to enter restaurants, but still prepare orders and are delivered.
- e. Keep a minimum distance of 1 meter and sit only in the designated places.
- f. If you have a seat the employee helps you to order food and orders are delivered to the customer's table. (in some fast food companies).
- g. Fast-food employee shift systems for fast food outlets.
- h. Must use masks and use hand sanitizers (for consumers, merchants and employees before or after work.
- i. The use of gloves for employees (both in the manufacturing process or financial transactions).
- j. Use the tray as a container for placing cards or money as a transaction

The Disruption Adaptation of fast food companies entering the New Normal Era is almost the same as the pandemic period:

- a. Adjustment of the use of non-cash payments using transactions as recommended by the government without contact is replaced by the choice of E-wallet (t-cash, ovo, gopay, funds), debit cards (Flash, BCA, BRI, BNI etc.), credit cards (BCA, BNI, etc.).
- b. Adjustments to the use of delivery or drive-thru that have been provided online by fast food companies.
- c. Continue to increase collaboration with Go Food and Grab merchants for take way, drive-thru service etc.

From the above explanation the community is familiar with the existence of regulations on the establishment of health protocols that were carried out by the Tangerang City government on April 18, 2020 until the implementation of Large Scale Social Restrictions in Tangerang Kota. The use of masks is an obligation carried out in the Pandemic up to now based on the appeal and regulations of the Government. Body temperature checks are used when entering a residential area. And online usage that is commonly done either through delivery of fast food itself or provided by gojek, grab etc. and the use of transactions is recommended without contact either through E-wallet (t-cash, ovo, gopay, funds, debit cards (Flash, BCA, BRI, BNI etc.), Credit cards (BCA, BNI, etc.). This makes the community accustomed especially when entering the New Normal era. With the opening of fast food commonly visited by the surrounding community, people can adapt to disruption and health regulations when visiting fast food.

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