Olresto: Digitalization and Integration of Restaurants as a Role and Contribution of the Business Sector in Responding to the COVID-19 Pandemic

*Nanda Rizki Amalia¹, Dea Damaris¹, Deandra Denidaulia¹

¹Universitas Brawijaya
*Presenting author (nandaamalia.srk@gmail.com)

ABSTRACT

The Ministry of Health has enacted Large-scale Social Restrictions (PSBB) regulations geared toward accelerating the handling of COVID-19. During PSBB, the economy across the country was declining in preventive measures. Including Indonesia, the education, tourism, hospitality, culinary and business sectors must force to close due to enacted regulations. The small restaurant business is one of the affected. After the implementation of this PSBB, the government wants to make changes to the routine of society to live with a new or new normal lifestyle. At this time of the new normal, restaurants are allowed to operate provided they limit the number of customers who come and are required to comply with health protocols. They must wear masks and wash their hands before entering the restaurant area. Today, digitalization has penetrated various sectors of life because the digital era brings many benefits, ranging from cost efficiency, time to energy. Application-based digital products are very suitable for use in the field of business economics that struggle in the sector of culinary, especially restaurants. To achieve operational in the new-normal times, the "Olresto" is an application that integrates all restaurants spread across the island of Java. Users can find out which restaurants are available and make a booking. The application also comes with a list of food menus so that customers can order through the application. The facility of transactions with the help of virtual accounts or e-money hence minimizing the spread of COVID-19 virus that can spread through money. With this application, it hoped that it could help restaurants to continue operating during this pandemic, thus reducing their deficit and can improve the existence of an economy in Indonesia which had fallen due to the COVID19.

Keywords: Applications, Business, Economics, Integration, Restaurant