

ABSTRACT

Digital business in recent years has become a fairly lucrative business trend. The increasing use of the internet and the various conveniences offered by smartphones are the reasons why this business has good opportunities. Not only that, digital business is also a place for young people to channel creativity into a business opportunity. Many innovative young entrepreneurs also contribute to providing solutions to existing social problems through digital business. The phenomenon that is developing in Indonesia is the gofood service feature available on the Go-jek application. Micro businesses that operate in the culinary field depend a lot on Go-Food services so the purpose of this study is to determine the development of culinary micro business profits in the city of Bandung before and after joining Go-jek

A company can be said to achieve success and succeed in competition with other companies is if the company can generate profits for its owners The difference in micro-business profits can be seen from the average net profit within one year.

This research uses quantitative research methods with a descriptive study approach. The sample of this research is micro small and medium businesses that have joined Go-jek. The sample selection uses a purposive sampling method. The population in this study is a culinary micro-enterprise in collaboration with Go-jek in Bandung. This study is distributed to 34 sub-districts in Bandung and in each sub-district only three to four respondents were taken.

The analysis technique used is the normality test, Wilcoxon test and hypothesis testing .The results of this study indicate the development of culinary micro business profits in the city of Bandung before and after joining Go-jek has increased. This is seen from the results of data processing obtained Z value of -3.317 with a significance value of 0.001. The significance value obtained is less than 0.05, then the null hypothesis is rejected. This means that there are significant differences in the culinary MSME profit growth before and after joining Go-food.

Keywords: Digital Business, Micro Business, Culinary, Profit