

ABSTRACT

In January 2020, internet users in Indonesia reached 175.4 million people with a penetration rate of 64%. This number has increased by 17% from the previous year. This increase certainly opens up new opportunities in the trade in goods and services in Indonesia. At the same time, the government is implementing the National Economic Recovery (PEN) program which will certainly help Small and Medium Enterprises (SME) in Indonesia. The 2016 Economic Census (SE2016) conducted by the Central Statistics Agency stated that Small and Medium Enterprises (SME) still dominate the business world in Indonesia. SMEs in Indonesia recorded more than 26 million businesses or 98.68 percent of the total non-agriculture in Indonesia. The provision of accommodation and provision of food and drink (Category I) has the second rank with a total of 4,431,154 businesses or about 17% of the total SMEs in Indonesia. The data shows that there are many SMEs in the food and drink sector whose potential can be maximized so as to be able to boost the Indonesian economy. The problem of ordering catering was also found in a number of Telkom University students. They conducted a survey directly to physical stores when they were about to order catering so that 28 out of 30 people (93%) felt the need for catering services in the form of a digital platform. A web-based platform will certainly help SMEs providing catering services to reach a wider market. It is hoped that the platform will also help Telkom University students in finding catering services with the expected quality. Ketringan is a web-based catering ordering marketplace that supports students to find SME catering vendors with guaranteed quality standards. These standards include food quality, packaging quality, and the quality of the food manufacturing process. Through Ketringan, SME catering providers can increase their income by reducing the efficiency of the catering order process by students..

Keywords: marketplace, catering, SME, online, application.