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## **Strategy In Customizing The Menu And Online Marketing For Greenhouse Vegetarian**

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### **Abstract**

Green House Vegetarian is a restaurant that faced significant challenges during the pandemic. The project aimed to revitalize this establishment by redesigning its menu and enhancing its online marketing strategy. This involved updating the menu to reflect current trends and integrating with popular food delivery platforms. The project focused on improving the restaurant's appeal and accessibility, resulting in a more diverse menu, increased online visibility, and improved customer satisfaction, thereby strengthening its position in the competitive market.

**Keywords:** *Green House Vegetarian, menu redesign, online marketing*

### **Introduction**

Green House Vegetarian, a well-established vegetarian restaurant founded in 2016, found itself confronted with significant challenges during the COVID-19 pandemic. Operating from key locations such as A2 Foodcourt and Grand Batam Mall Lobby 1 foodcourt, the restaurant encountered formidable obstacles, including outdated menu designs and a reduction in its branches. These issues prompted a strategic response aimed at adapting and innovating, recognizing the critical importance of innovation in ensuring business survival and growth.

In response to these challenges, a comprehensive project was initiated, with a focus on redesigning the restaurant's menu and enhancing its online marketing strategies. The project aimed to modernize the restaurant's offerings and online presence, acknowledging the growing significance of digital platforms in the contemporary culinary landscape.

Furthermore, the project's emphasis on digital marketing and online visibility aligns with the research of marketing expert Philip Kotler, who emphasizes the pivotal role of digital marketing in engaging and reaching modern consumers. Additionally, the project's integration with popular food delivery platforms underscores the evolving consumer preference for food delivery services and their role in shaping the future of the restaurant industry.

In addition to the aforementioned research sources, Green House Vegetarian's strategic approach draws inspiration from the study by Cheng, Lin, and Tsai on consumer preferences in choosing vegetarian restaurants using conjoint analysis, which provides valuable insights into the decision-making processes of potential customers (Cheng et al., 2014).Dedehayir, Riverola,

Velasquez, and Smidt's exploration of the diffusion of vegan food innovations offers relevant perspectives on the evolving market dynamics in the vegetarian food industry (Dedehayir et al., 2019).

The significance of sustainable menu design in promoting vegetarian food choices is also evident in the work of Parkin and Attwood (Parkin B & Attwood S, n.d.). Additionally, the impact of digital marketing on the competitiveness of the restaurant industry, as examined by Singh, Singh, and Dhir, is in alignment with Green House Vegetarian's efforts to enhance its online presence (Singh et al., 2022). South, Gunden, Berezina, and Ali's research on how online reviews influence consumer restaurant selection sheds light on the importance of online reputation management (South et al., 2017). Suryawan and Wibowo's study on the use of social media as a customer management system and Susilo and Smith's digital marketing communication model among vegan consumers in Indonesia provide valuable insights into the digital strategies adopted by the restaurant industry (Suryawan & Wibowo, n.d.; Susilo & Smith, 2023)

Additionally, the impact of social media reviews on restaurant performance is explored by Kim, Li, and Brymer, with a focus on the moderating role of excellence certificates (Kim et al., 2016). Moreover, Putu, Noviana, and Darma investigate digital marketing strategies during the new normal era in enhancing the use of digital payment (Putu et al., 2020)

Lastly, Widyasari and Soesanto's research on restaurant marketing strategies post-COVID-19 pandemic aligns with Green House Vegetarian's adaptation strategies in response to changing consumer habits (Widyasari & Soesanto, 2021). Collectively, these research sources contribute to the foundation of knowledge and best practices that inform Green House Vegetarian's strategic response to the challenges posed by the pandemic.

## **Problem**

The challenges encountered by Green House Vegetarian, including the presence of outdated menu designs and a reduction in the number of branches due to the adverse impacts of the COVID-19 pandemic, serve as poignant reminders of the pressing imperative for adaptation and innovation within the restaurant industry. These challenges are not isolated incidents but rather emblematic of the broader issues that businesses must confront in the face of evolving consumer preferences and the profound digital transformation sweeping through the culinary landscape. As the restaurant navigated its way through these formidable obstacles, it became abundantly clear that the ability to pivot, modernize, and fortify its online presence is not only essential for survival but also for achieving sustained growth within an exceedingly competitive market.

Moreover, the specific challenge of menu redesign highlights the critical importance of remaining acutely attuned to shifting consumer tastes and preferences. In today's digital age, where information is readily accessible to consumers, the offering of innovative and enticing menu options is no longer a mere luxury but an indispensable prerequisite for maintaining relevance and attracting a diverse customer base. The reduction in the number of branches further underscores the restaurant's need for adaptability and the imperative of exploring new avenues, such as embracing food delivery services, to effectively reach a broader and potentially untapped audience. These challenges, which Green House Vegetarian grappled with, serve as a microcosm of the broader business landscape, fervently emphasizing the compelling and urgent

need for strategic innovation and seamless digital integration to adeptly address evolving market dynamics and ever-shifting consumer demands.

In a world where change is the only constant, businesses must be unwavering in their commitment to innovation, agility, and the cultivation of a robust digital presence. Embracing this ethos will not only enable them to surmount challenges but also position themselves as dynamic trailblazers, capable of thriving in an ever-evolving and highly competitive landscape.

## Methodology

In accordance with the findings of ((Liang & Anggraini, n.d.), this project adopts a structured approach to software development by utilizing the Software Development Life Cycle (SDLC) methodology. The SDLC framework, encompassing phases such as requirements gathering, system design, implementation, testing, and deployment, serves as the foundation for the development of Green House Vegetarian's company profile \

website. By following the systematic SDLC methodology, this project aims to ensure an organized and successful execution, emphasizing the significance of a well-defined approach in achieving its objectives.



Picture 1. Metodology SDLC

Source: Writer (2023)

picture 1 show the chart represents the Software Development Life Cycle (SDLC), with phases such as Analysis, Design, Testing, Implementation, and Maintenance. It indicates a non-linear, iterative approach, with the project's core, "GHV," at the center, suggesting that each phase may interact with the core and with each other, rather than following a strict sequence.

### 1. Data Analysis

At this stage, the author collects data to get a general picture of the partners. From the results of this data collection, the author can analyze the problems and needs of partners

### 2. Data collection Methods

Based on the study conducted by (Saputra and Irawan ,2021), the service team will execute data collection using

methods such as observation, interviews, and documentation.

**a) Observation**

The writer conducted a direct visit to the partner site, which is Green House Vegetarian. At the location, the writer carried out observations and analysis regarding the condition and business process of Green House Vegetarian. The writer obtained results in the form of a general overview of the conditions and business processes at Green House Vegetarian

**b) Interview**

The writer conducted direct interviews with the owner and employees of Green House Vegetarian. The purpose of these interviews was to verify the results of observations and analyses from the observation activities that had been conducted previously

**c) Documentation**

In the process of data collection, the writer also took several photos of the location, photos with the owner of Green House Vegetarian, and photos with the employees of Green House Vegetarian

### 3. Tool Usage

The following are the materials and tools used during the implementation of the Community Service Program at Green House Vegetarian

No	Type	Remark
1	Canva	Tentative
2	Photoshop	Tentative
	Google	
3	Analytics	Tentative
4	Printer	1 unit
5	Scanner	1 unit

Source: Writer (2023)

for a vegetarian restaurant's marketing and menu design project. Canva and Photoshop are used for creating visual content and graphic design, while Google Analytics tracks online

marketing effectiveness. A printer and scanner are included for producing and digitizing physical materials. These tools collectively support the design, marketing, and promotion of the restaurant's offerings, especially in the digital space.

#### 4. Project Development

To enhance the service quality and competitiveness of Green House Vegetarian, we have devised a work plan that yields significant outcomes. Firstly, we have successfully developed a diverse and appealing new menu for our customers.



Picture 2 . sample Full Menu  
Source: Writer (2023)

Secondly, we have dedicated ourselves to crafting a delightful selection of rice-based dishes that cater to various tastes and preferences. Our rice menu features a rich assortment of flavors,, ensuring that rice enthusiasts will find a satisfying choice to indulge in.

Picture 3 . sample rice Menu



Source: Writer (2023)

Moving on to the third category, we take immense pride in our diverse range of noodle dishes. Whether you're craving the comforting embrace of a steaming bowl of ramen, the savory goodness of stir-fried noodles,

Picture 4 . sample Noodle Menu



Source: Writer (2023)

For those who relish the warmth and comfort of a hearty soup, the fourth category is a haven for soup lovers. Our selection of soups ,all crafted with love and care to provide a soothing and fulfilling dining experience.

Picture 5 . sample Soup Menu



Source: Writer (2023)

In the fifth category, we present a tempting array of snacks that are perfect for a quick bite or sharing with friends. menu offers a delectable assortment of finger foods to tantalize your taste buds.

Picture 6 . sample Snack Menu



Source: Writer (2023)

Last but not least, our sixth category features a refreshing lineup of beverages to complement your meal, our drink menu has something for everyone to quench their thirst and complete their dining experience.

Picture 7 . sample Beverage Menu

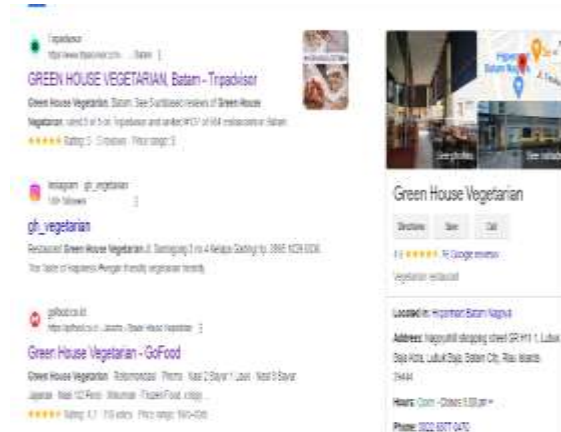


Source: Writer (2023)

We have also successfully updated and efficiently managed our online information, which has enhanced our online visibility and customer engagement. Furthermore, we ensure that

our social media profiles are consistently updated and engaging, further boosting our online presence and customer interaction.

Picture 8 . update information



Source: Writer (2023)

We have successfully registered Green House Vegetarian on the Gojek/Grab app, as evidenced by the increase in delivery orders and satisfactory delivery performance. By achieving these outcomes, we have strengthened our business position, enhanced customer satisfaction, and expanded the scope of our services.

Picture 9 . GOJEK/GRAB Update



Source: Writer (2023)

## 1. Project Evaluation

Once every step has been carried out, the concluding phase involves the appraisal of the website. The developer will present and elucidate the crafted website to Green House Vegetarian for their review. The evaluation will encompass various aspects such as the website's structural design and color scheme, the thoroughness of the content, and the overall aesthetic value of the



site. After this evaluation, the project team will advance to the subsequent stage which includes detailed planning and execution of the project. The schedule for the implementation of the Community Service Program can be seen in the table below.

Tabel 2. Activity Implementation Schedule

No	Activity	Time
1	Observation and Interviews	1-Oct
2	Survey & Update Online Information	8 Oct s/d 9 Oct
3	Registering with Gojek/Grab	15-Oct
4	Menu Redesign & Online Information Update	22 Oct S/d 29 Oct
5	Completion of Gojek/Grab Registration	5-Nov
6	Customer Feedback Review	12-Nov
7	Finalization of Menu Redesign	19-Nov
8	Social Media Content Management Delivery	26-Nov
9	Performance Monitoring	3-Dec
10	Customer Satisfaction Assessment	10-Dec
11	Online Audit	17-Dec
12	Employee Training	24-Dec

Source: Writer (2023)

The inception of this project was characterized by the team's initial visits to the partner site, Greenhouse Vegetarian. These visits served as a foundation for the entire program, as the team aimed to gain an in-depth understanding of Greenhouse Vegetarian's operations, values, and specific needs. Over two visits, the team conducted thorough observations and interviews,

ensuring no stone was left unturned. These interactions were not merely data collection exercises; they were opportunities to forge meaningful connections and relationships with the members of Greenhouse Vegetarian.

Armed with valuable insights from the site visits, the authors diligently compiled their findings and began drafting a comprehensive proposal. This document outlined the scope of the project, detailing the objectives, timelines, and expected outcomes. Once the proposal was meticulously crafted, it was presented to Greenhouse Vegetarian for approval, signifying the green light to proceed with the project.

With the proposal approved, the team transitioned into the design phase. This was a creative endeavor where the authors harnessed their artistic and technical skills to craft visually appealing menu designs. Advanced graphic design tools like Photoshop and Canva were employed to bring these concepts to life. Collaboration with Greenhouse Vegetarian was crucial during this stage, as the authors frequently sought feedback and fine-tuned their designs to align perfectly with the partner's vision.

Once the menu designs were approved by Greenhouse Vegetarian, the project advanced to the website development phase. The design prototypes were transformed into a fully functional website that would serve as a platform for showcasing the restaurant's offerings and services. This stage required technical expertise and precision to ensure the website met all the necessary requirements and standards.

Concurrently with the website development, the authors worked on the implementation of the Menu Design. This involved updating data on the internet and registering the application with key delivery platforms like Gojek and Grab. Throughout this phase, continuous evaluations were conducted in partnership with Greenhouse Vegetarian to ensure that the implementation aligned with their expectations and operational needs.

As the project reached its culmination, the authors delivered all documents, including the Menu Design and relevant data, to Greenhouse Vegetarian. This symbolic gesture marked the transition from the project team's active involvement to the restaurant's responsibility for maintaining and utilizing the resources and tools provided.

Parallel to the project's implementation and evaluation, the authors diligently worked on drafting the final report and the program's article. These comprehensive documents chronicled the journey, challenges, achievements, and impacts of the Community Service Program. The concurrent development of these documents ensured that every aspect of the project was meticulously recorded and could be shared with a wider audience.

With the final report and program article successfully composed, the Community Service Program activities were brought to a satisfying and meaningful conclusion. The team had not only met the project's objectives but had also fostered a strong partnership with Greenhouse Vegetarian that had the potential for ongoing collaboration and support..

## **Discussion**

Greenhouse Vegetarian's exceptional success can be attributed to its profound understanding of customer preferences and dietary requirements. The restaurant's proactive approach to customizing its menu, driven by invaluable feedback from its patrons, has played a pivotal role in broadening its market appeal. By offering a diverse array of health-conscious and dietary options, Greenhouse Vegetarian has not only attracted a more extensive customer base but also cultivated a deep sense of loyalty among its clientele. This unwavering commitment to putting the customer at the center of its strategy distinguishes the restaurant from its competitors and underscores the significance of adaptability in a constantly evolving industry.

Furthermore, Greenhouse Vegetarian has demonstrated mastery in the realm of online marketing, with a particular focus on leveraging the power of social media. Collaborations with influential figures in the online sphere and strategic partnerships with major food delivery platforms like Gojek and Grab have significantly amplified its digital presence. Beyond merely increasing its online visibility, these endeavors have streamlined the customer experience, making it more convenient for patrons to savor the restaurant's delectable vegetarian offerings. Greenhouse Vegetarian's adeptness in navigating the digital landscape has played a pivotal role in attracting a broader audience and consolidating its brand identity.

Nevertheless, despite its considerable successes, Greenhouse Vegetarian has not remained untouched by challenges. The surging demand has exerted pressure on the restaurant to maintain consistent food quality, a fundamental pillar of its reputation. Additionally, navigating the fiercely competitive digital marketing arena has necessitated a continuous process of innovation and adaptation. However, rather than viewing these challenges as setbacks, Greenhouse Vegetarian has embraced them as opportunities for growth and enhancement. These challenges underscore the restaurant's resilience and unwavering commitment to delivering top-tier vegetarian cuisine while remaining agile in the ever-shifting market landscape.

As we peer into the future, Greenhouse Vegetarian stands poised to explore new frontiers of innovation. One particularly noteworthy area of focus is sustainable food sourcing, aligning seamlessly with the burgeoning consumer interest in environmentally friendly and ethically sourced dining options. By prioritizing sustainability throughout its supply chain, the restaurant can not only diminish its ecological footprint but also resonate with conscientious consumers who prioritize sustainability.

Beyond sustainable sourcing, Greenhouse Vegetarian possesses the potential to harness emerging digital marketing tools. Maintaining a position at the forefront of technological advancements in marketing, such as AI-driven personalization and immersive virtual experiences, can ensure that the restaurant remains ahead of the curve and appeals to tech-savvy consumers.

Ultimately, Greenhouse Vegetarian's commitment to adaptability aligns harmoniously with evolving consumer trends and preferences within the food industry. As consumers increasingly seek out healthier and more sustainable dining choices, Greenhouse Vegetarian's unwavering dedication to meeting these demands solidifies its standing as a forward-thinking pioneer within the industry.

## Summary

During the COVID-19 pandemic, Greenhouse Vegetarian, a well-known vegetarian restaurant, faced significant challenges, including outdated menu designs and branch closures. To address these issues and remain competitive in the ever-evolving restaurant industry, the restaurant embarked on a comprehensive project. This initiative focused on revamping the menu and strengthening online marketing strategies, ultimately leading to a more diverse menu, increased online visibility, and improved customer satisfaction. Greenhouse Vegetarian's commitment to innovation and adaptability has solidified its position as a resilient and forward-thinking player in the competitive market, with the project drawing valuable insights from research on consumer preferences, digital marketing, sustainability, and online reviews' impact on restaurant performance.

Based on the conducted Community Service, the author draws the following conclusions.

1. Collaborated with Green House Vegetarian to implement significant changes.
2. Redesigned the menu based on market analysis and conducted staff training.
3. Updated online business information for accuracy.
4. Registered with delivery apps like Gojek/Grab, expanding market reach.
5. Achieved improved menu diversity, increased sales, and enhanced customer satisfaction, strengthening Green House Vegetarian's position in the vegetarian food industry.

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