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Digitalizing Culinary MSMEs Through GoFood, GrabFood, and Digital Menu Design Training Using Canva

Siti Fatimah ¹⁾, Athira Azzahra ²⁾, Markonah Markonah ³⁾

^{1,2,3)} Faculty of Economics and Business. Perbanas Institute

Email: markonah@perbanas.id

ABSTRACT

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The development of digital technology has had a significant impact on the growth of Micro, Small, and Medium Enterprises (MSMEs), particularly in the culinary sector. Business digitalization is one solution to help MSMEs increase competitiveness and expand their marketing reach. This community service activity was conducted at Warung Ibu Risni, owned by Mrs. Risni and Mr. Iwan Irawan. Interviews revealed that the business had been operating for approximately 17 years and had experienced a decline in sales during the COVID-19 pandemic. Prior to the mentoring, the MSME had never used digital platforms like GoFood or GrabFood Merchant, did not have a menu, and did not have a sign to identify its premises.

The activity method consisted of observation, interviews, merchant registration assistance, training on using the GoFood and GrabFood Merchant applications, and training on creating digital menu designs using Canva. In addition, the group helped create menu designs and signs to support their identity and promotion. UMKM.

I. INTRODUCTION

The development of digital technology has brought about significant changes in business activities, particularly in the Micro, Small, and Medium Enterprises (MSMEs) sector. Business digitization is one solution to enable MSMEs to survive and thrive amidst increasingly modern business competition. One form of digitalization widely used in the culinary sector is app-based delivery services such as GoFood and GrabFood. (Jubaidi, & Kartini, 2025; Awaliah, & Dwiridotjahjono, 2024).

According to Kotler and Keller (2020), the use of digital technology in marketing can help businesses reach a wider market, increase promotional effectiveness, and strengthen their competitiveness. In addition to the use of digital platforms, a business's visual identity, such as menus and signage, also plays a crucial role in attracting consumers. Furthermore, according to Wardhana (2021); Markonah, et.al. (2025), Suharyanto, et.al., (2026) accelerating digitalization in the food and beverage MSME sector is key to building local business resilience, where the adoption of *merchant-based applications* can significantly reduce the geographical distance between businesses and their potential consumer base.

Based on interviews with the owners of *Warung Ibu Risni*, Mrs. Risni and Mr. Iwan Irawan, it was discovered that the business has been operating for approximately 17 years. Prior to the COVID-19 pandemic, the business had fairly steady daily sales. However, during the COVID-19 pandemic, sales declined due to reduced outdoor activities. Since then, sales have not recovered to their pre-COVID-19 levels. Based on interviews, the business currently earns between Rp400,000 and Rp500,000 per day, depending on the number of customers and daily sales.

According to Tambunan (2020), the Covid-19 pandemic has had a significant impact on the sustainability of MSMEs in Indonesia, particularly in the culinary sector, which relies heavily on direct consumer activity. This situation emphasizes the importance of digital transformation for small businesses to survive in the competitive business environment.

In addition, the main problems faced by *Warung Ibu Risni* include two aspects:

- Digital Literacy Limitations: The owner has never known or utilized the GoFood Merchant and GrabFood Merchant platforms to expand the market.
- Lack of Visual Identity: Partners do not have a printed menu or business nameplate, making it difficult for potential customers to identify the variety of products sold.

This limited technological literacy aligns with Laudon and Laudon's (2021) statement, which states that the primary obstacle for small business owners in adopting digital systems is a lack of operational understanding of technology. Through this program, the team provides an integrated solution in the form of assistance with GoFood and GrabFood merchant account registration, training in order management applications, and training in creating menu designs and business identity signs using the Canva app.

Therefore, our group provided assistance with business digitalization through registration and training on using the GoFood and GrabFood Merchant apps, as well as training on creating digital menu designs using Canva at *Warung Ibu Risni*. Furthermore, the group helped create menu designs and business signs to enhance the visual identity and promotion of MSMEs.

II. METHODS

The implementation method for this community activity is designed using a participatory *action assistance approach* that focuses on direct *knowledge transfer* and technology transfer to business partners. The target partner for this activity is Warung Ibu Risni, a conventional culinary MSME located in the team's operational area.

Systematically, this digitalization intervention and strengthening of visual identity is implemented through five main stages structured as follows:

A. Stage 1: Initial Assessment and Problem Diagnosis (*Pre-Intervention Assessment*)

The initial stage is carried out to map the existing conditions of partners and identify key obstacles to business development. Data collection techniques at this stage include:

1. Field Observation (*Direct Observation*): A direct visit was made to the location of Ibu Risni's stall to analyze the readiness of the technological infrastructure (*smartphone device specifications* and internet connectivity) and to assess the physical visibility of the stall.
2. Structured Interview : The community service provider conducted in-depth interviews with business owners (Mrs. Risni and Mr. Iwan Irawan) using a questionnaire instrument that covered aspects of business profile, post-pandemic turnover history, digital literacy levels, and marketing constraints.

B. Stage 2: Integrated Visual *Identity* Design

Before entering the digital application realm, the team focused on solving the problem of the lack of a business identity. This phase utilized the mobile-based Canva app as the primary technology transfer tool. The steps included:

1. Product Variety Curation: Classify all types of food and beverage products sold by partners along with their pricing structure.
2. Digital Menu Standardization: Teaching partners the basic principles of simple graphic design (culinary color psychology, font readability, and menu layout) using templates in Canva.
3. Identity Sign Creation: Design a physical *signboard* containing the business name, simple logo, and operational contact to increase local consumer *awareness*.

C. Stage 3: *Merchant Registration and Configuration (GoFood & GrabFood)*

This stage is the core of the digitalization program to open up *omnichannel market access* . The team intensively assists partners through the digital bureaucratic process on the GoFood and GrabFood Merchant apps, with the following flow:

1. Administrative Document Validation: Assisting partners in preparing and verifying basic legal documents, namely the owner's Identity Card (KTP), Taxpayer Identification Number (NPWP), NIB, Halal Certificate, active telephone number and email, as well as bank/e-wallet account for automatic payment system integration (*disbursement*).
2. Creative Store Profile Setup: Helps in taking representative food product photos (*food photography*) with good lighting, uploading menu lists, determining attractive product descriptions, setting shop operating hours, and determining Google Maps Geolocation coordinates to ensure accuracy for *driver partners* .

D. Stage 4: Operational Training and Transaction Simulation (*Capacity Building*)

To ensure program sustainability , partners are not only registered but also trained to become proficient in independently operating the online order management application. The method used is *experiential learning* through:

1. Application Features Education: Introduction to store performance dashboard, menu stock settings (menu availability), and independent price change mechanisms.
2. *Mock-Ordering Simulation* : the team simulates real-life food ordering to train partners' skills in:
 - Respond and accept incoming orders before the deadline (*acceptance rate*).
 - Read the details of the menu variations and special notes from customers.
 - Set the food preparation status (*cooking status*).
 - Confirming the delivery of food to *the driver partner* and completing the transaction.

E. Stage 5: Final Evaluation and Independent Guidance (*Post-Intervention & Monitoring*)

Once the entire system is up and running, the final phase focuses on evaluating the level of technology adoption by partners. Activities in this phase include:

1. Digital Communication-Based Post-Training Assistance (*Remote & Onsite Assistance*): To ensure the program's sustainability, the team provides *real-time* interactive consultations through digital communication media (WhatsApp chat) as well as regular direct visits (*onsite visits*). This assistance aims to help partners overcome technical obstacles that suddenly arise in the field, such as application synchronization problems, menu changes, or selling price adjustments.
2. Success Evaluation Measurement: Measuring the effectiveness of activities based on increasing digital literacy and partner independence in managing the new *online* and *offline sales ecosystem* independently without full dependence on the team.

III. RESULTS AND DISCUSSION

Community outreach activities focused on digitizing and strengthening the visual identity of Warung Ibu Risni were successfully and interactively implemented. To provide a comprehensive overview of the program's achievements, the analysis and discussion of the results are divided into several dimensions as follows:

A. Analysis of Existing Partner Conditions (*Baseline Assessment*)

Based on observations and structured interviews conducted in the initial phase, Warung Ibu Risni represents a conventional culinary MSME that has not yet been touched by the digital ecosystem (*digital immigrant*). This business has been operating for approximately 17 years, relying on a traditional business model, where transactions depend entirely on the physical presence of consumers at the stall.

Before the Covid-19 pandemic, partners' income stability was relatively secure due to the bustling activity of the local community. However, mobility restrictions during the pandemic led to a significant decline in turnover. Post-pandemic, economic recovery has been slow for partners, with daily income stagnating at around Rp 400,000 to Rp 500,000. This is due to changes in consumer behavior, which now prefers the convenience of app-based food ordering, while partners lack access

to such sales channels (*omnichannel marketing*). The lack of a clear menu and business signage also worsens the visual appearance of the stalls, preventing the local market from being fully tapped.

B. Digital Transformation Through GoFood and GrabFood Merchants

The digitalization process involved intensive mentoring to register Warung Ibu Risni on two of Indonesia's largest *online food delivery platforms* : GoFood (via the GoFood Merchant app) and GrabFood (via the GrabMerchant app). This intervention successfully resolved administrative and technical barriers previously encountered by partners.

The process includes document preparation, identity verification, and digital store configuration, including establishing *geolocation coordinates* for courier drivers, setting operating hours, and creating online menu variations. The team's involvement in *food photography* has been shown to enhance the visual aesthetic of the app's menu, a process that would theoretically be diminished if the partner were to randomly select the menu.

After the account was declared active, the team implemented an *experiential learning method* , simulating a real-life transaction. Partners were trained psychomotorically to respond to incoming orders, read customer notes, estimate cooking times (*cooking status*), and hand over food to driver partners. Based on final training observations, partners demonstrated a 100% success rate in independently simulating order acceptance.

C. Strengthening Visual Identity and Brand Awareness Using Canva

In addition to opening up digital market access, this program provides a solution to the problem of stalls lacking a visual identity. The team provides training on the mobile-based Canva app to partners to create attractive and representative menu designs. The training emphasizes simple template recognition, selecting easy-to-read fonts, and product layouts based on food and beverage categories. As a physical output of this training, the team and partners successfully produced and implemented two visual assets:

1. Printed Menu List: Placed in the dining table area of the stall to make it easier for *offline consumers* to see product variations and price transparency.
2. Business Identity Sign (*Signboard*): Installed at the front of the shop as a physical identity marker for the business premises so that it is more clearly visible to potential customers passing through the area.

Theoretically, neat menu visualization and the presence of a business sign can provide a professional impression, increase consumer trust, and strengthen local *brand awareness* (Kotler & Keller, 2020).

D. Analysis of Program Performance Achievements

To measure the effectiveness and success of this program, a comparison was made of partner performance before (*pre-intervention*) and after (*post-intervention*) the implementation of the activities, which is summarized in the following table:

Table 1. Implementation Results

No	Activity Stages	Results Before Activities	Results After Activities
1	Business Assessment	Not knowing the potential of the digital market	Understanding digitalization needs & partner constraints

2	Merchant Registration	Don't have access to online sales yet	Active GoFood Merchant and GrabFood Merchant accounts
3	Menu & Application Management	<i>food delivery apps work</i>	Partners are able to upload menus, set prices, & receive orders.
4	Canva & Visual Training	Doesn't have a menu and business sign	Partners understand Canva; Visual menu lists & business nameplates available



Figure 1. List of Implementation Results Menu



Figure 2. Implementation Assistance

Through Canva training, partners now understand that menu displays with clear color visualization and layout can increase consumer appetite and strengthen business *branding*. Furthermore, integration with the GoFood and GrabFood platforms opens up new sales channels that have the potential to restore

partner revenue without the constraints of local geographic boundaries or the need to open new physical branches. Indirectly, this activity has successfully accelerated the digital literacy of micro-businesses, making them more adaptable to the digital economy ecosystem.

IV. CONCLUSION

This digital transformation initiative at Warung Ibu Risni has been successfully implemented. Partners are now able to independently operate merchant management applications (GoFood Merchant and GrabMerchant) and utilize the Canva app for simple visual promotions. The new visual identity, including a sign and menu, has been proven to increase the physical appeal of the stall. This mentoring program is expected to stimulate sales growth, expand market reach, and create a resilient and tech-savvy culinary MSME.

THANK YOU NOTE

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LIST OF PARTICIPANTS

DAFTAR HADIR PESERTA			
Kegiatan: Pendampingan Digitalisasi UMKM : Hari/Tanggal: Senin, 25 Mei 2026 Tempat: WARUNG IBU RISNI, JL. KWINI I RAYA JAKPUS			
No.	Nama	Jabatan	Tanda Tangan
1.	RISNI	PEMILIK WARUNG	
2.	IWAN IRAWAN	PEMILIK WARUNG	
3.			
4.			
5.			

Figure 3. Attendance List for Implementation

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List of MSME Interview Questions

1. What is the official name of the culinary business that you currently manage?
2. Since what year exactly did Ibu Risni's stall start operating?
3. What are the variations of food and beverage products sold at this stall?
4. What is the average number of portions sold and total gross revenue (turnover) per day under normal sales conditions?
5. Who are the main target customers for your culinary products so far?
6. How was the service system and sales transaction mechanism implemented before this assistance was provided?
7. What promotional media or signboards did you use previously to make this shop known to the local community?
8. What are the biggest operational challenges faced when running a business conventionally?
9. Have you ever had the intention of making a printed menu or business sign, but been hampered by something?
10. How much do you know about online food ordering applications such as GoFood or GrabFood?
11. In your opinion, what are the main benefits that culinary MSMEs can get if they enter this digital platform?