CHAPTER I

INTRODUCTION

A. Background

The hospitality industry is an essential sector of the tourism industry because it employs millions of persons and contributes hundreds of billion dollars to the global economy, owing to the popularity of fine dining and fast foodoutlets (Dube et al., 2020). Especially restaurant industries which is one of the biggest components of the service industry, are gaining popularity worldwide, both in developed and developing countries. The National Restaurant Assocation (2015) stated that restaurant industry sales are predicted to be more than $709.2 Billion in 2015 (Cavusoglu, 2019). Indonesia is one of the countries that continues to grow in the business world. Currently, many new businesses have continued to emerge in recent years, especially in the restaurant industry which is a sector strategy for economic development and increase national income in Agriculture and Food Agriculture Canada through the Market Access Secretariat Global Analysis Report states that Indonesia is the largest food service market in all ASEAN countries. (Herianto & Gunawan, 2019). On this day, many people lack the time or energy to prepare their own meals, because of a more complex lifestyle, which is acceptable. As a result, many people will subcontract the responsibility for food preparation to restaurant owners who can be relied upon to deliver quality food and beverage preparation services. Therefore, the restaurant industry is booming. This rapid expansion is facilitated by technological advancements, which have begun to

dominate the global system and are on track to become the dominant force in the future.

Due to the rapid advancement of information technology during this period of globalization, it is gaining traction in an increasing number of spheres of human life. Technology has become a major factor in the operation of restaurant businesses with the blossoming of the telecommunication industry, advancements in computer capabilities, and the development of sphisticated software to support delivery of services (Cavusoglu, 2019). As a result, "with the advent of new technology and its impact on restaurant operations, one would believe that most firms in the restaurant industry would be IT oriented in the production and delivery of goods and services" (Cavusoglu, 2019). Rapid technological developments also have an impact on restaurant businesses, such as the payment system shifting to Card-Based Payment Instruments (APMK), providing facilities to pamper consumers in the form of Free Hotspots, food order transactions that shift to online through the GoJek or Grab applications, and the use of online media (Asrihapsari et al., 2019). The restaurant industry may develop more advanced enhancements in the future because of technological breakthroughs, which is highly advantageous. Technology can help increase communication between people by assisting you in starting a successful restaurant business, advertising it on social media, implementing point of sale (POS) systems, responsive websites, and/or management tools. Technological developments in the restaurant industry are becoming increasingly significant as new social trends arise.

The primary cause for the restaurant industry's quick rise is present trends in the industry. Lifestyle, current trends, innovation, and the government are just a few of the primary factors affecting the restaurant industry's evolution over time. Healthy and sustainable cuisine, digital ordering and food delivery, zero-waste foods, and plant-based cuisine are just a few of the restaurant industry's present trends. Trends are influenced by a multitude of factors, including technical breakthroughs, pop culture, the economy, and the modern workplace. As a result, by evaluating historical and current patterns, it will be possible to produce new trends that will arise in the future.

As previously said, understanding restaurant trends and technologies is crucial for success in the hospitality industry. Thus, the author is working on a book about restaurant trends and technology in Indonesia, which will be released soon. According to the book's design, it will act as a guide by providing fundamental knowledge about restaurant technology as well as the latest trends in the restaurant sector. According to Masnur Muslich, textbooks are books that provide descriptions of contents pertaining to specific disciplines or fields of study that are organized systematically and have been chosen for assimilation based on specific goals, learning orientations, and student development (Ridho Pradita & Lubis, 2018). The target reader for this book is between the ages of 19 and 30, specifically students and those interested in a career in the restaurant or food and beverage service industry.

B. Purpose of Making Book

The purposes of making this book are:

1. To provide useful knowledge about trend and technology in Restaurant Industry.

2. To be used as a reference textbook for Trend and Technology Restaurant Service course subject, as well as people who want to learn the history and journey of restaurant industry.