ABSTRACT

This research describes the impact of the COVID-19 pandemic on the catering business, focusing on Anisa Catering in Semarang. The study discusses the background of the problem, the main issues faced, research objectives, and research methodology, highlighting the impact of the supply chain and internal processes on catering business performance, as well as the effects of the COVID-19 pandemic.

In the background of the problem, this thesis emphasizes the broad impact of the pandemic on various aspects of life, including health, economy, social, and political. Special attention is given to the varied impact on catering businesses in the short, medium, and long terms. Anisa Catering experienced a significant decline in revenue during the pandemic. Financial data from 2019 to 2021 show a noticeable decrease, especially in 2020. Although there was a slight increase in 2021, revenue was still far below the 2019 figures.

Short-term impacts include a decrease in demand and production disruptions due to movement restrictions. Limited supply of raw materials and increased operational costs are also challenges faced by catering businesses. The pandemic has prompted changes in consumption patterns, forcing catering businesses to adjust their operational models.

The formulation of research problems and questions highlights two main aspects: raw material supply and internal process arrangements. The research objective is to improve supply chain efficiency and internal process effectiveness to support catering business performance, focusing on competitive advantage. By detailing the challenges faced by Anisa Catering and formulating relevant research questions, this research aims to provide a better understanding of the pandemic's impact on the catering business and ways to enhance competitiveness.

The research findings are expected to provide valuable insights for the catering industry and similar businesses in facing future challenges.

Keywords: Catering business, Supply chain, Internal processes, Operational model, Research objectives, Research methodology.