Increasing Awareness Of Business Persons In The Use Of Cloud Pos PT. Guest Pro Indoensia

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Abstract

PT. Guest Pro Technology Indonesia as a place for the author to carry out street vendors is a technology company that has a vision to become an integrated technology platform to maintain and develop 246 trillion rupiah of tourism foreign exchange potential so that every tourism industry player in Indonesia can enjoy it maximally. In this article, the author conveys how to increase public awareness and culinary business actors in recognizing and feeling the benefits of using the Cloud POS operating system which makes culinary business services more efficient and of course increases performance effectiveness. In this case, the use of the operating system from PT. Guest Pro Technology called Cloud POS. By using the method of observation and interviews in the implementation of activities, the author plays a role in promoting and explaining the product advantages of PT. Guest Pro to the public in general and culinary business actors in particular.

Keywords: Technology platform, software

INTRODUCTION

Culinary business until now is one of the business fields that is still growing very rapidly, this happens because in everyday life, food and drink are mandatory needs that must be met by all living things. With these facts, it is not surprising that the culinary business will still be a very promising business for entrepreneurs.The more advanced the times and changes in the pattern of human life, human needs also change, especially in primary needs, one of which is food and drink. On the other hand, the population of Indonesia, which continues to increase every year,(Faizi, 2017)The culinary business cannot be separated from technological developments. The use of information technology is needed to be able to obtain information more easily and quickly so that the right decisions can be made(Prasetyaningrum et al., 2022). Information technology can provide convenience to obtain information(Syafarina, 2016).

Culinary business is a business of all time, because everyone needs to eat and drink in their life, so it is certain that the food business is always needed by everyone.(Cahyanigrum, 2013). The culinary business is able to reap profits of tens of millions to hundreds of millions of rupiah. This data is similar to that of the Indonesian Creative Economy Agency (Bekraf).(Prapti and Rahoyo, 2018). In the culinary business, especially in the offline-based culinary business, there are technical matters that are often overlooked even though they are very influential in the efficiency of the services provided by the restaurant, namely a system that helps business people in the business sector to record and simplify the restaurant service system.

PT. Guest Pro Technology Indonesia has a digital operating system that can assist business actors in the culinary field in helping to improve service efficiency at restaurants. This operating system has also been used by many companies and restaurants, especially those in Bali because it is known for its simple but very reliable operating system. The author wants to analyze how big the role of the products issued by PT. Guest Pro in helping the development of the culinary business in many restaurants in Bali.The development of the industrial world and the role of information technology in a business organization has made strategic use a key element in determining the

success of a company. Meanwhile in the field of management, strategic forces affect the global competition faced by domestic/local companies. So that by discussing the above topics in the next chapter, it can help us to open up more insights related to the opportunities that we can work on at times like today.

METHOD

- Observation, the first method of activity applied is in the form of observations that the author observes at the office and website of PT. Guest Pro Technology, the author's observation activities were carried out on July 25 to August 2, 2022
- Interviews and discussions, the interviews that the authors do are sourced from the President Director of PT. Guest Pro Technology and one of the parties using the product in the form of cloud cashier software from PT Guest Pro Technology. This activity the author did on August 2, 2022

RESULTS AND DISCUSSION
Observation

Observations made by the author found information that PT. Guest Pro is a company engaged in technology that has a vision to help culinary business actors in making the service at the restaurant more efficient with a software product in the form of an operating system named Guest Pro Cloud POS.

The operating system developed by PT. Guest Pro has many prominent features that are not shared by many other operating systems, some examples of the advantages of this operating systemis :

- Reliable Point of Sales System
  Provides the convenience of cloud applications but still runs operationally when the internet connection is lost, reliable for various conditions with full features.
- Taking Order with App
  The speed of serving and the accuracy when recording orders become an added value for customers supported in an application.
- Easy Desk Management
  Easy desk management, whether you are doing split bill, merge table, any related activities, ready and reliable.
- Automatic Print to Bar & Kitchen
  Every incoming order is sent automatically to the bar or kitchen which is very important for speed and accuracy of service.
- Stock of Goods Decreases Automatically When Sold
  Stock management is faster and easier with automated cutting availability when sales occur at each outlet.
- Including Logistics and Accounting
  All of the above solutions have been integrated automatically with Logistics and accounting management features to make it easier to monitor expenses, costs, forests, accounts receivable to the preparation of financial reports.

Interview

The first interview conducted was an interview with the President Director of PT. Guest Pro. The President Director of Guest Pro stated that PT. This establishment is intended to help business people in the culinary field to simplify their operational system. This PT presents features that are really needed by restaurants in managing various things, such as managing stock of goods, cashiers, financial reports and others. The quality of workers from PT. Guest Pro can't be doubted

that the quality of the staff's performance is very qualified in the field of technology. Guest Pro prioritizes the convenience and security of software users by providing simple but complete and powerful features and of course maintaining the security of clients from PT. Guest Pro. Parties from PT.

Dipercaya oleh lebih dari 500+ Hotel dan Restaurant di seluruh Indonesia

Figure 1. PT. Guest Pro

After conducting an interview with the President Director, the author continued to conduct an interview with one of the parties who had used the product from PT. Guest Pro Indonesia, namelyKubu Tropis Villa, the author asked many questions about experiences and impressions in using Guest Pro Cloud POS as the main operational system. The tropical camp stated that not only as a software provider but PT. Guest Pro has been accompanying Kubu Tropis villa since its inception until now, not only easy to use and simple in appearance, but the features presented are very complete and very helpful for Tropics Kubu in managing all existing operational systems. By using the Guest Pro Cloud POS, everything can be arranged even though it is offline and the Tropics team is starting to grow rapidly after using the Cloud POS.

Of the many parties who use the operating system from Guest Pro, very many are satisfied with the services and features provided. Restaurant services become more efficient and certainly have a positive effect on the development of those who use this Cloud POS product. PT. Guest Pro is ready at all times for both support and technology services for operational management in hotels ranging from all operational activities to providing the best solutions to maximize direct sales potential so as to reduce commission costs and increase profits.

Controlling the stock of goods, expenses and costs will be very vital to ensure there is no fraud and leakage, the use of GuestPro technology can be the right solution for this control from your hands. All the important technology to support your accounting bookkeeping team to properly manage payables and receivables, company cash flow, expenses, to the formation of financial statements both balance sheets and profit and loss are carefully provided by GuestPro.

BUBBLE

Bli Wayan
Founder Wr. Bubble

"GuestPro aplikasi POS yang sangat mudah diaplikasikan, memiliki kelengkapan fitur-fitu yang tidak dimiliki oleh aplikasi lain. Komunikasi yang sangat baik antara pengguna dan penyedia aplikasi, memberikan kami di Wr. Bubble kemudahaan dan solusi yg cepat, apabila terjadi suatu kendala di lapangan. Ikut bangga dengan karya yang luar biasa dari Generasi Muda Bali, kita wajib memberikan support untuk kemajuan anak bangsa. Selamat dan Sukses buat GuestPro."

Figure 2. Founder Wr Bubble

With the advantages of this operating system the author has recommended applications from PT. Guest Pro to many places, and with the recommendation from the author there are 2 more businesses that have joined using the operating system of PT. Guest Pro and claimed to be satisfied with the features provided.

CONCLUSION AND SUGGESTION

With the product from the Guest Pro in the form of an operational system, namely Guest Pro Cloud POS, business actors in the culinary field can improve the quality of their services and make the restaurant work more efficiently. Not from the convenience offered, but business actors have also become more cost-effective because they don't require many workers to do other things, because in the Guest Pro Cloud POS operational system there are already abundant features that can save operational costs, for example the financial report feature and Accountancy. Thus it is concluded that the role of PT. Guest Pro is very big for business people in the culinary field by providing an operational system that is really needed and very useful.

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