ABSTRACT

THE IMPLEMENTATION OF SELF-ORDER FOOD INNOVATION AT AYAM BAKAR WONG SOLO RESTAURANT

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Ayam Bakar Wong Solo Restaurant is one of the large traditional restaurant businesses with the motto "HALALAN THAYYIBAN," which means halal in terms of eating and good in terms of processing. Food ordering at Ayam Bakar Wong Solo Restaurant is still done manually, which makes consumers wait when they want to place an order. With the development of technology experiencing an increase that is getting faster and faster, one of the developing aspects is the development of technology. One of the aspects that is developing is food ordering in the form of self-order. Therefore, this research conducts a solution in order to make updates to the application of self-order food ordering innovations at Ayam Bakar Wong Solo Restaurant.

The method used in this research is descriptive qualitative, with data collection used in the form of observation, interviews, and documentation to obtain information needed in this research. Primary data sources are obtained directly from interviews, and secondary data sources are derived from documentation studies and books.

The research results are in the form of a self-order food ordering application so that serving food becomes easier and faster, with the self-order food order innovation, the consumers no longer need to wait for the waiter to record orders manually using pen and paper.

Keywords: *Innovation, Technology, Self-Order.*

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