

**ANALYSIS MOBILE APPLICATION USING RESEARCH AND DATA  
COMPARISON FOR VIRTUAL BRAND IN FOOD AND BEVERAGE  
INDUSTRY**

By

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BACHELOR'S DEGREE  
in

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## STATEMENT BY THE AUTHOR

I hereby declare that this submission is my work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgment is made in the thesis.



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## **ABSTRACT**

### **ANALYSIS MOBILE APPLICATION USING RESEARCH AND DATA COMPARISON FOR VIRTUAL BRAND IN FOOD AND BEVERAGE INDUSTRY**

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The thesis focuses on two things first, analyze the possibility of adopting a virtual restaurant concept in Indonesia by creating multiple virtual brands that can sell food and beverage products accessible to customers through online order applications like Grab and Gojek application. Second, analyze and create a mobile application platform to connect restaurant/cloud kitchen owners with virtual brand owners using react native that is utilized as a tool. The other main feature of the application is to manage virtual brands through the application. Provided with business analysis of adoption virtual brand in Indonesia in terms of logo, BMC (Business Model Canvas), value proposition canvas, and competitor analysis. Include other mobile application features that can view all virtual brands, sign and terminate virtual brands and this application runs as proof of concept.

*Keywords: Start Up, Virtual Restaurant, Ghost Kitchen*

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## **DEDICATION**

I dedicate this work to the future of the food and beverage industry in the country I  
love Indonesia.

## **ACKNOWLEDGEMENTS**

I wish to thank the members of my committee for their support, patience, and good humor. Their gentle but firm direction has been most appreciated. Mr. James Purnama, S.Kom,M.Sc was particularly helpful in guiding me with my thesis and very patiently encouraging me with my progress. Mr. Kho I Eng also guided me to achieve my thesis goal. Finally, I would like to thank Dr. Maulahikmah Galinium, S.Kom, M.Sc. From the beginning, he had confidence in my abilities to not only complete a degree but to complete it with excellence.

I have found my coursework throughout the Curriculum and Instruction program to be stimulating and thoughtful, providing me with the tools with which to explore both past and present ideas and issues.

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