

Food And Beverage Business Innovation In Higher Education Environments: SWOT Analysis And Digital Literacy Empowerment

Inovasi Bisnis Makanan Dan Minuman Di Lingkungan Perguruan Tinggi: Analisis SWOT Dan Pemberdayaan Literasi Digital

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ABSTRACT

Food and Beverage (F&B) businesses in universities, especially at STIE and STIKES ABI Surabaya, face global challenges such as changing consumption patterns and global competition, while also adapting to unique dynamics at the local level. Ideally, F&B businesses at STIE and STIKES ABI Surabaya need to integrate business innovation by utilizing the potential of the university environment as a base for creativity and collaboration. Innovative business strategies include response to global and local changes, technology integration, and sophisticated marketing. This research fills the knowledge gap with a focus on business innovation, SWOT analysis, and digital marketing literacy in higher education F&B business. The novelty of the study lies in a comprehensive approach to these key aspects, unearthing innovative solutions to overcome challenges and capitalizing on opportunities in the college culinary market. The positive implications involve increasing business competitiveness, local economic growth, and contributing to sustainable development, providing practical guidance for F&B business people in the college environment. This study used a descriptive qualitative approach. The subject of the study involved the owner and employees of the canteen. Data was collected through observation, interviews, and documentation. Data analysis involves the reduction, display, and inference of data, with triangulation used to ensure validity. The research location focused on the two canteens in the college. The results showed that canteen owners at STIE ABI Surabaya and STIKES ABI Surabaya adopted innovative business strategies through SWOT Analysis and digital marketing literacy. The integration of SWOT Analysis and digital literacy allows for menu customization and quick response to changes in campus trends or policies. In conclusion, the combination of these strategies provides a strong foundation for innovative businesses, increases competitiveness, and strengthens sustainability in the campus environment

Keywords: Business Innovation; SWOT analysis; Digital Marketing Literacy.

ABSTRAK

Bisnis makanan dan minuman di perguruan tinggi, khususnya di STIE dan STIKES ABI Surabaya, menghadapi tantangan global seperti perubahan pola konsumsi dan persaingan global, serta beradaptasi dengan dinamika unik di tingkat lokal. Idealnya, bisnis F&B di STIE dan STIKES ABI Surabaya perlu mengintegrasikan inovasi bisnis dengan memanfaatkan potensi lingkungan perguruan tinggi sebagai basis kreativitas dan kolaborasi. Strategi bisnis yang inovatif mencakup respon terhadap perubahan global dan lokal, integrasi teknologi, dan pemasaran yang canggih. Penelitian ini mengisi kesenjangan pengetahuan dengan fokus pada inovasi bisnis, analisis SWOT, dan literasi pemasaran digital dalam bisnis F&B di perguruan tinggi. Kebaruan dari penelitian ini terletak pada pendekatan komprehensif terhadap aspek-aspek utama ini, menggali solusi inovatif untuk mengatasi tantangan dan memanfaatkan peluang di pasar kuliner perguruan tinggi. Implikasi positifnya adalah meningkatkan daya saing bisnis, pertumbuhan ekonomi lokal, dan berkontribusi pada pembangunan berkelanjutan, memberikan panduan praktis bagi para pelaku bisnis makanan dan minuman di lingkungan perguruan tinggi. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Subjek penelitian melibatkan pemilik dan karyawan kantin. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi. Analisis data melibatkan reduksi, display, dan kesimpulan data, dengan triangulasi yang digunakan untuk memastikan keabsahannya. Lokasi penelitian difokuskan pada dua kantin di perguruan tinggi. Hasil penelitian menunjukkan bahwa pemilik kantin di STIE ABI Surabaya dan STIKES ABI Surabaya mengadopsi strategi bisnis yang inovatif melalui Analisis SWOT dan literasi pemasaran digital. Integrasi Analisis SWOT dan literasi digital memungkinkan penyesuaian menu dan respon cepat terhadap perubahan tren atau kebijakan kampus. Kesimpulannya, kombinasi dari strategi ini memberikan fondasi yang kuat untuk bisnis yang inovatif, meningkatkan daya saing, dan memperkuat keberlanjutan di lingkungan kampus.

Kata Kunci : Inovasi Bisnis; Analisis SWOT; Literasi Pemasaran Digital.

1. Introduction

In the midst of globalization, F&B businesses face challenges and opportunities that are

global in nature. Changes in consumption patterns, the need for innovation, and intense global competition are factors that influence the development of F&B business. In the local context, F&B business in Surabaya faces unique dynamics, including local consumer preferences, industry competition, and changing government regulations. Addressing these local issues is the key to F&B business success in the college environment. The current F&B Food and Beverage business phenomenon cannot be underestimated, especially when positioned as an integral part of everyday life, and this becomes increasingly important when viewed in the context of a university environment such as STIE & STIKES ABI Surabaya.

The F&B business in this environment not only serves as a place to meet consumer needs for food and beverages, but also transforms into an ecosystem that embraces and encourages innovations that are essential for growth and sustainability in the midst of dynamic change (Obesity Reviews - 2019; Telukdarie et al., 2020). Rawal, (2018) also stated that within the scope of universities, F&B business is not only a place for commercial transactions, but also a place for collaboration and exploration of creative ideas. Students, faculty, and administrative staff are not only looking for a place to satisfy their culinary tastes, but also create a platform for the exchange of ideas and innovations. Thus, the F&B business at STIE & STIKES ABI Surabaya plays a role more than just a food provider, becoming a catalyst for the development of new ideas and concepts that can stimulate growth in various fields.

X. Chen & Voigt, (2020); Long et al., (2018); Ozturk & Akoglu, (2020) Explaining its relation to innovation, F&B business in the college environment has a responsibility to not only follow trends, but also create new trends. Technological developments, changing consumer preferences, and demands for sustainability require F&B businesses to constantly adapt and even lead in implementing innovation. Therefore, in terms of innovation, the F&B business at STIE & STIKES ABI Surabaya must be able to become an experimental laboratory for new ideas in presentation, marketing, and sustainability that can have a wider positive impact.

The importance of sustainability is also a crucial point in the context of F&B business in universities. The college environment is not only a place of learning, but also an environment where the principles of sustainability can be applied tangibly. Therefore, the F&B business at STIE & STIKES ABI Surabaya must be able to integrate sustainable business practices, such as waste reduction, use of local raw materials, and resource selection with minimal environmental impact (Abdullah & Othman, 2019; Mardjuni et al., 2022; Memon et al., 2021). Overall, the F&B business in the college environment is becoming more than just a food and beverage provider. He became a key pivot in nurturing a collaborative culture, encouraging innovation, and embracing the principles of sustainability, making a real contribution to the development of the college community as well as being a key actor in shaping the mindset and lifestyle in the environment.

Ideally, F&B business at STIE & STIKES ABI Surabaya should be able to integrate business innovation, especially in the face of global and local changes, by utilizing the potential of the university environment as a base for creativity and collaboration. Business innovation in this context includes the development of business models that are responsive to changing consumer trends, the integration of technology in operational processes, and the use of sophisticated marketing strategies (Belyaeva et al., 2020; Bivona & Cruz, 2021).

In the F&B business world, innovation is not only a must, but also a key to maintaining competitiveness and attracting the attention of increasingly intelligent and diverse consumers (Abdullah & Othman, 2019; Ozturk & Akoglu, 2020). A company that succeeds in the F&B innovation business is able to involve creativity in various aspects of its operations. A central element of this innovation lies in the development of creative and unique menus. As consumer tastes and culinary trends evolve, F&B companies strive to create dishes that not only satisfy the taste buds, but also deliver a different culinary experience.

Apart from the menu, innovation has also penetrated into the food production and

processing process. The application of advanced technologies, such as automation in processing, allows companies to improve product efficiency and consistency. X. Chen & Voigt, (2020); Memon et al., (2021); Rawal, (2018) stated that not only limited to the culinary realm, F&B innovation includes creative marketing. Companies use social media and digital marketing strategies to reach a wider audience and build an attractive brand image. In addition, awareness of sustainability is becoming increasingly important in the F&B innovation business, with companies striving to use environmentally friendly raw materials and adopt sustainable business practices.

To achieve these goals, a well-planned strategy is required, combining internal forces and taking advantage of external opportunities. This strategy involves the use of digital technology and the empowerment of digital marketing literacy. According to Astuti et al., (2020); Purbasari et al., (2021); and Rese et al., (2020) Digital marketing literacy is the ability to understand, implement, and optimize digital marketing strategies. In the context of F&B business, this literacy involves the use of social media, search engine optimization, and the utilization of other digital technologies.

Digital marketing literacy refers to the understanding and ability of a person or organization to use and manage various aspects of digital marketing. This includes an understanding of online marketing strategies, digital platforms, data analysis, and the development of digital trends that influence consumer behavior. With advances in technology and consumers' shift to the digital realm, digital marketing literacy is becoming a crucial skill in building an effective online presence and optimizing marketing strategies. Research results Kim, (2019); Purnamawati & Yuniarta, (2021); dsn Saura, (2021) Digital marketing literacy involves a deep understanding of various digital platforms, such as social media, search engines, websites, and marketing applications. Individuals or organizations need to know how to use these platforms to reach their target audience, build engagement, and manage marketing campaigns effectively.

NextGeissinger et al., (2020); Jenita et al., (2022) Digital marketing literacy includes an understanding of digital marketing strategies. This includes the use of relevant and interesting content, SEO search engine optimization, paid advertising, and email campaigns. This deep understanding of strategy helps individuals or organizations choose the approach that best suits their goals. Data analysis is also an important element in digital marketing literacy (Aulia, 2021; Octora & Alvin, 2022; Zhu, 2019). It involves the ability to measure campaign performance, analyze consumer trends, and make decisions based on the data obtained. Understanding data analysis helps improve campaign effectiveness and identify areas that need improvement.

Moreover Antonizzi & Smuts, (2020); Ritz et al., (2019) Digital marketing literacy includes understanding ethics and privacy in digital marketing. Individuals or organizations need to understand the limits of using consumer data, respect user privacy, and follow ethical digital marketing practices. With good digital marketing literacy, individuals or organizations can harness the full potential of digital platforms to achieve their marketing goals. The ability to adapt to changes in the digital environment, understand consumer behavior online, and design responsive strategies is key to successful digital marketing literacy.

In the context of F&B business in STIE canteen and STIKES ABI Surabaya, SWOT analysis becomes an important instrument to detail internal and external factors that can affect business performance (Habimana et al., 2018, 2018; Jatmiko et al., 2021). With a deep understanding of the results of the analysis, the company can design innovative strategies to increase competitiveness and strengthen its business foundation. Its advantages, such as strategic location in the university environment, provide a foundation for F&B business innovation (Jenčo & Lysá, 2018; Vladoš & Chatzinikolaou, 2019). Harnessing this power can involve developing special menus or collaborating with local food producers to create unique culinary experiences and support local ecosystems.

On the other hand, De & Zanca, (2018); and Thalita et al., (2023) SWOT analysis identifies weaknesses, such as limited menu variety, F&B business innovation can be focused on creative solutions. Diversification of menus, the use of different raw materials, or innovative dish concepts can be innovative measures to overcome such weaknesses. SWOT analysis also opens up new opportunities for innovation (Budiman et al., 2018; David et al., 2017). If the data shows that there is an opportunity to leverage digital technology, companies can develop online ordering applications or digital payment systems to improve operational efficiency and provide a better experience to customers.

Inrawan et al., (2022); Parameswari et al., (2021) The threat from external competition can also be faced through innovation. By focusing on creative marketing strategies or unique promotions, a company can differentiate itself from competitors and maintain its appeal in the eyes of consumers. The integration of SWOT analysis into the F&B business innovation process provides a holistic view that helps companies make more informed decisions. Thus, the correlation between SWOT analysis and F&B business innovation becomes an integral step in facing dynamic challenges in the culinary market.

Although the Food and Beverage (F&B) business in universities, especially at STIE and STIKES ABI Surabaya, has experienced rapid development, there is an urgent knowledge gap to be filled. An in-depth analysis of the research literature shows that so far, previous research has not thoroughly explored the potential for business innovation, SWOT analysis, and digital marketing literacy that is specific and focused in this environment. While there have been several studies looking at certain aspects of F&B business in college, such as consumer preferences or marketing strategy, there has been no holistic approach that integrates these three key dimensions: business innovation, SWOT analysis, and digital marketing literacy.

This research stands out with its unique approach which is focused on exploring business innovation in the Food and Beverage (F&B) sector, especially in the context of a university environment, especially at STIE and STIKES ABI Surabaya. This uniqueness lies in the comprehensive understanding of key aspects that include business innovation potential, SWOT analysis, and digital marketing literacy. This research is not only looking for general patterns or general trends in college F&B business, but more in-depth to explore innovative solutions that can contribute significantly to business growth and sustainability in that environment.

Based on the description above, there is an urgency to immediately adopt business innovation, conduct SWOT analysis, and improve digital marketing literacy is becoming more urgent. Rapid technological developments and dynamic changes in consumer behavior pose significant challenges for F&B businesses. Therefore, a fast and effective response is a must to ensure that F&B business in this college environment remains relevant and sustainable in the face of an ever-changing environment. So that the results of this study are expected to provide practical guidance for F&B business people in universities, industry observers, and other related parties. Positive implications of the study could include improved business competitiveness, local economic growth, and contribution to sustainable development.

2. Method

This research uses a qualitative approach with a type of descriptive research, this study uses qualitative research with the aim of exploring facts about F&B Innovation Business through the identification of SWOT Analysis and Digital Literacy Empowerment in Higher Education Environments. In the process of collecting data, researchers will make direct observations to the research location. This research took two sites, namely, Private Universities STIKES ABI Surabaya and STIE ABI Surabaya, the subject of this research was F&B business actors who operate in the canteen area of STIKES ABI and STIE ABI Surabaya. This study is divided into two types of informants, namely key informants and additional or supporting informants, including key informants: (1) Canteen Business Owner at STIE ABI Surabaya: Nur Rachman (2) Canteen

Business Owner at STIKES ABI Surabaya: Dea Ayu. As for supporting informants: (1) Canteen Business Employees at STIE ABI Surabaya (2) Canteen Business Employees at STIKES ABI Surabaya (3) Head of Higher Education Cooperation at STIE ABI Surabaya and STIKES Surabaya. Data in this study was obtained through observation, interviews, and documentation. Activities in data analysis are data reduction, data display, and data conclusion. To test the validity of the data collected, researchers will perform trinregulation.

3. Results and Discussion

Identification of F&B Business SWOT Analysis in the Canteen Environment of STIE ABI Surabaya and STIKES Surabaya

Based on observations and interviews with informants, SWOT Analysis on F&B business in the canteen environment of STIE ABI Surabaya and STIKES Surabaya presents an in-depth understanding of internal and external factors that can affect business performance in this university environment. The following is a discussion of the results of the SWOT Analysis research:

First there are Strengths, including (1) Strategic Location, these canteens have strengths in strategic locations within the college environment, allowing them to become centers of culinary activity for students, lecturers, and staff. (2) Local Partnerships: Partnerships with local food producers or suppliers of local raw materials provide additional strength in presenting unique products and supporting the local economy. (3) Positive Reputation: If these canteens have built a positive reputation, high customer satisfaction and positive feedback can be a force in retaining and attracting more consumers. (W/I/011/NR.01)

While Weaknesses are explained that there are (1) Limited Menus, Weaknesses identified in limited menu variations can limit the attractiveness of canteens and create boredom among consumers. (2) Limited Resources, Limitations in resources, such as personnel or equipment, may affect service quality and production capacity. (4) Seasonality Dependence: If the business is highly dependent on a particular academic season or period, it can pose challenges in maintaining revenue consistency. (W/I/011/DA.02)

For the opportunities themselves, there are several of them (1) Use of Digital Technology, open opportunities in adopting digital technology, such as online ordering applications or digital payment systems, to increase customer convenience and expand market reach. (2) Menu Diversification, Providing new menu variations or adjusting the menu to popular food trends can create growth opportunities. (3) Innovative Partnerships: Opportunities to forge partnerships with innovative-ventures, such as student culinary start-ups or growing local food producers, can provide significant added value. (W/I/011/DA.02)

Finally, there are Threats (1) External Competition, Threats from competition for food and beverage providers around universities can affect the market share of these canteens. (2) Changes in Consumer Preferences: Threats from changing trends and consumer preferences may require canteens to constantly adapt to remain relevant. (3) Economic Uncertainty: Economic factors, such as fluctuations in raw material prices, can pose a threat to operational sustainability and business profits. (W/I/011/NR.01)

From the results of the SWOT analysis, it can be seen that the canteens at STIE ABI Surabaya and STIKES Surabaya have the potential to increase their strength through the utilization of strategic locations and local partnerships. On the other hand, weaknesses in menu variations and resource limitations need to be addressed to optimize the service. Opportunities are wide open in adopting technology, diversifying menus, and innovative partnerships, but canteens must also guard against the threat of external competition and changing consumer preferences. With a deep understanding of these factors, these canteens can design more responsive and sustainable strategies to deal with the dynamics of the F&B market in the college environment.

Researchers observed that the canteen in the STIE & STIKES ABI Surabaya university environment emerged as a dynamic innovation center in the Food and Beverage (F&B) business world. Along with the times, the canteen no longer only acts as a provider of food and beverages, but has transformed into an experimental laboratory for creative ideas and innovative solutions (Björklund et al., 2020; Sovacool et al., 2021). One of the main aspects of innovation in this cafeteria is the adaptation of the menu to student preferences. A deep understanding of dietary trends, local foods, and health preferences is key to creating menus that not only appeal to consumers' taste buds but also meet their specific needs.

The Use of Digital Marketing in F&B Business in the Canteen Environment of STIE ABI Surabaya and STIKES Surabaya

From the data obtained through the results of interviews conducted on both Canteen Business Collector. In addition, there are several supporting factors and also inhibiting factors experienced by the Owner of the STIE ABI Surabaya Canteen and also STIKES ABI Surabaya to implement the system *Digital Marketing*. In their business, the authors pack these factors in the form of SWOT analysis are as follows: *Strengths* (1) Have own production line (2) Have maintained quality assurance (3) Have service *After Sales* good (4) Product photos can be packaged to be attractive and unique (5) Can sell products to all corners of Indonesia to the world (6) Can make sales 24 hours anytime and anywhere (7) Buyers do not need to bother to leave the house when going to make purchases (8) Sellers do not need to spend a lot of operational costs and pay employee salaries. *Weakness* : (1) Strategy *Digital Marketing* sometimes not on target (2) Strategy *Digital Marketing* managed with less *Professional* and lack of consistency (3) Often experience problems with weak internet signal (4) Frequent purchase fraud (5) Limited ability and knowledge *admin* in managing social media (6) Many consumers are still low related *Digitization* Especially consumers with an age range of 40 years and over, making it difficult for them to shop regularly *Online*. *Opportunities* (1) Great opportunity *digital* is still very potential and broad that has not been reached both in the region, and outside the region Opportunities for cooperation with *Individual resellers* Or the store is still very open both in the city and outside the city. (2) The opportunity for the product offered to enter *Multisegment*, all ages and economy class. *Threats* : (1) Tight competition for product quality offered by similar businesses (2) Tight price competition with similar businesses both in the region and outside the region.

The observation results at the STIE ABI Surabaya Canteen that the belief shapes the image of food products and people will act based on the image of the taste of the food. If some misplaced beliefs discourage purchases, canteens will launch campaigns to correct those beliefs, most important to global marketers being the fact that shoppers often maintain easy-to-see beliefs about brands or products based on their country of origin. The inhibiting factor of demonstrative online-based marketing strategies in F&B Business originating from within the organization is the absence of special personnel or employees who take care of demonstrative online-based marketing strategies, so that the task of uploading photos, and updating new products is still carried out by F&B business owners. As stated by Mr. Nur Rachman as the owner of the STIE ABI Surabaya Canteen business, as follows :

"There are no special personnel or employees who take care of demonstrative online-based marketing strategies. There's a lot of competition so prices are usually compared to other online." (W/I/001/NR.01).

To avoid these obstacles, STIE ABI Surabaya Canteen business owners have the target of avoiding posts whose content brings down or insults certain parties (such as business competitors, consumers, and other groups related to similar businesses). Since the account is registered in the name of the company owned, the business owner of STIE ABI Surabaya Canteen avoids posts that are less useful. This is important because it will affect consumer views of the

company being run. This is evident in Awesam feeling that the supporting factor of demonstrative online-based marketing strategies is the ease of use of the website. Because trust and risk affect purchase interest directly. Second, trust not only directly affects purchase interest, but also indirectly through perceived risks, benefits, and convenience. Third, purchase interest guides all variables toward actual buying behavior. Related to online marketing, risk formers include the risk of e-store sourcing, shipping, finance, products, shopping processes, privacy and suitability of information.

To achieve these goals, a well-planned strategy is required, combining internal forces and taking advantage of external opportunities. This strategy involves the use of digital technology and the empowerment of digital marketing literacy. According to Astuti et al., (2020); Purbasari et al., (2021); and Rese et al., (2020) Digital marketing literacy is the ability to understand, implement, and optimize digital marketing strategies. In the context of F&B business, this literacy involves the use of social media, search engine optimization, and the utilization of other digital technologies.

Digital marketing literacy refers to the understanding and ability of a person or organization to use and manage various aspects of digital marketing. This includes an understanding of online marketing strategies, digital platforms, data analysis, and the development of digital trends that influence consumer behavior. With advances in technology and consumers' shift to the digital realm, digital marketing literacy is becoming a crucial skill in building an effective online presence and optimizing marketing strategies. Research results Kim, (2019); Purnamawati & Yuniarta, (2021); dsn Saura, (2021) Digital marketing literacy involves a deep understanding of various digital platforms, such as social media, search engines, websites, and marketing applications. Individuals or organizations need to know how to use these platforms to reach their target audience, build engagement, and manage marketing campaigns effectively.

Strategy of Canteen Business Owners at STIE ABI Surabaya and STIKES ABI Surabaya in Improving Innovation Business

A large company or business that is still developing certainly has a strategy to run its business, because basically the purpose of a company is to provide satisfaction to every consumer and other people in exchange for a certain amount of profit. Marketing strategy is also a step in achieving the success of a company because of the marketing strategy created by the company. Machali et al., (2021); Prasetyo, (2019) Creativity has long been identified as an important component of entrepreneurship, as entrepreneurs must be able to recognize opportunities, generate ideas, and innovate.

Innovation in the F&B business where I am increasing the breakthrough of food quality ingredients and apart from this F&B business, my business principle, I must have another business at least there are 3 businesses running 1 business as my monthly income, 1 business as my weekly income, and 1 business for long-term income, so I want to open another business besides convection." (W/I/05/DA.02)

Canteen owners at STIE ABI Surabaya have plans or strategies to make their business more advanced by utilizing innovation and digital marketing literacy. Well, digital marketing literacy is actually the ability to use various technologies and online platforms so that the business is better known and in demand by many people. (W/I/05/DA.02)

This strategy can be started by understanding the strengths and weaknesses of the canteen business. Therefore, a SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats) is carried out. So, what are the advantages and disadvantages of the canteen, as well as opportunities and threats that may arise from the surrounding environment. On the other hand, De & Zanca, (2018); and Thalita et al., (2023) SWOT analysis identifies weaknesses, such as limited menu variety, F&B business innovation can be focused on creative solutions.

Diversification of menus, the use of different raw materials, or innovative dish concepts can be innovative measures to overcome such weaknesses. SWOT analysis also opens up new opportunities for innovation (Budiman et al., 2018; David et al., 2017). If the data shows that there is an opportunity to leverage digital technology, companies can develop online ordering applications or digital payment systems to improve operational efficiency and provide a better experience to customers.

After that, the canteen owner can look for ways to maximize strengths and opportunities, as well as overcome or improve weaknesses and deal with threats. Digital marketing literacy can be a powerful weapon in this regard. Canteen owners can take advantage of social media, create a website, or even use online advertising to increase the visibility and appeal of their canteen.

For example, they can be active on platforms like Instagram or Facebook to promote special menus, provide special discounts for students, or even create loyalty programs for loyal customers. In addition, canteen owners can use data from digital marketing literacy to understand customer preferences and adjust menus or promotions according to their needs. In essence, this strategy involves a good understanding of the state of its business, the utilization of its strengths and opportunities, as well as active efforts to increase online presence through digital marketing literacy. That way, it is hoped that the canteen can be more developed and known in the campus environment, and of course, increase their income.

In the F&B business world, innovation is not only a must, but also a key to maintaining competitiveness and attracting the attention of increasingly intelligent and diverse consumers (Abdullah & Othman, 2019; Ozturk & Akoglu, 2020). A company that succeeds in the F&B innovation business is able to involve creativity in various aspects of its operations. A central element of this innovation lies in the development of creative and unique menus. As consumer tastes and culinary trends evolve, F&B companies strive to create dishes that not only satisfy the taste buds, but also deliver a different culinary experience.

Maybe it is true that education affects the structure of the program, business unit system, the explanation above is a good SWOT analysis and Business plan. While there are also those who sell without knowing the analysis and business plan that will be run. Like the following informant interview exposure, it seems that I need to learn to mas first so that I know the SWOT analysis hehe." **(W/II/08/R.03)**.

Based on the results of interviews with STIKES ABI Surabaya canteen employees, it can be concluded that innovation in the F&B business also involves creating an unforgettable customer experience. Restaurants or cafes that carry unique concepts, creatively served food concepts, and the possibility of collaboration with other parties are increasingly becoming an attraction for consumers who are looking for more than just food (Long et al., 2018; Ozturk & Akoglu, 2020). Overall, the business of F&B innovation is about creating added value that is distinct and relevant in an ever-changing market. By combining creativity, technology, and awareness of consumer needs, F&B companies can carve out sustainable success in this competitive industry.

Phelan et al., (2022) Stating that the development of the canteen space into a collaborative and creative place is another innovative step. Thematic events, food festivals, or live cooking performances create a vibrant atmosphere and stimulate participation throughout the college community. Employee training in superior customer service and cooking skills involves human resources as a key element in successful innovation in the canteen. Thus, the cafeteria at the college is not only a place to satisfy culinary tastes but also a source of inspiration, collaboration, and unforgettable experiences for the entire academic community.

Apart from the menu, innovation has also penetrated into the food production and processing process. The application of advanced technologies, such as automation in processing, allows companies to improve product efficiency and consistency. X. Chen & Voigt, (2020); Memon et al., (2021); Rawal, (2018) stated that not only limited to the culinary realm, F&B

innovation includes creative marketing. Companies use social media and digital marketing strategies to reach a wider audience and build an attractive brand image. In addition, awareness of sustainability is becoming increasingly important in the F&B innovation business, with companies striving to use environmentally friendly raw materials and adopt sustainable business practices.

4. Conclusion

From the results of the discussion above, it can be concluded that innovative business strategies in the field of F&B (Food and Beverage) at STIE ABI Surabaya and STIKES ABI Surabaya involve two main elements, namely SWOT Analysis and empowering digital marketing literacy. SWOT analysis provides a deep understanding of the internal and external conditions of the F&B business. Canteen owners can identify internal strengths and weaknesses, such as product quality, service, or operational efficiency. In addition, external opportunities and threats from the surrounding environment and market must also be considered. This analysis helps owners to formulate strategies based on a solid understanding of their business position. Furthermore, empowering digital marketing literacy is an important step to implement the strategy. By utilizing technology and online platforms, canteen owners can increase visibility, attractiveness, and interaction with customers. Digital marketing activities, such as using social media, websites, and online advertising, help achieve business goals, such as increased sales and customer satisfaction.

By combining SWOT Analysis and digital marketing literacy, canteen owners can design innovative strategies that suit market needs and opportunities. For example, by leveraging data from digital marketing literacy, they can tailor menus or promotions according to identified customer preferences. In addition, they can respond quickly to changes in market trends or campus policies through adaptive digital strategies. In conclusion, the combination of SWOT Analysis and digital marketing literacy provides a strong foundation for innovative F&B businesses. By understanding strengths and weaknesses and utilizing digital technology effectively, canteen owners can increase competitiveness, gain profits, and strengthen the sustainability of their business in the campus environment.

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