

ABSTRACT

The food and beverage (F&B) industry involves various types of businesses that focus on providing food and beverages. Some examples of businesses included in this sector include restaurants, cafes, bars, food stalls, catering services, fast food outlets, food processing companies, beverage manufacturers, and others. The Food & Beverage industry is very popular with Indonesian people, especially the people of Bekasi City. In 2018-2019 the number of restaurants, eateries and cafés experienced a very significant increase, which shows that the people of Bekasi City really like the Food & Beverage industry. With so much public interest, many entrepreneurs have chosen to open an F&B business, because until 2021 it was recorded that the number of F&B businesses was still increasing, with the city of Bekasi even ranking first in the number of F&B businesses in data recorded in 2022 (opendata.jabarprov. go.id, 2022). Therefore, in 2023, with the large number of F&B businesses, especially Micro, Small and Medium Enterprises (MSMEs) in the food and beverage sector, there will be no noticeable increase in sales volume, some of them will even experience a decline in sales (radarbekasi.id, 2023). It seems that this innovation strategy has not been fully implemented among Small and Medium Enterprises (SMEs) operating in the Food and Beverage sector. This can be seen from the increase in the number of SMEs in this sector every year, but sellers feel a decline in their sales. With so many food and beverage businesses in Bekasi City, business actors need to consider the best strategies to implement in their businesses so they can compete effectively with their competitors.