

## ABSTRACT

*Foodritious is a web-based application that is approved on healthy eating patterns in the community. At present, several healthy food catering programs are present among the community that is intended to change healthy lifestyles. Based on a survey conducted by the author, as many as 31.5% of the public complained about the catering program that caused customers to distrust and did not want to continue a healthy diet catering program, so the authors discussed a Food application feature to help people get healthy food consumed, information about food what is needed, how to make healthy food so that the dietary information needed by the joint body can communicate online with a nutritionist.*

*Foodritious discusses features to maintain customer loyalty so that customers do not get bored and know the changes experienced by a customer compilation with Foodritious. Features designed based on the Getritious subscription business model and Chatting with nutritionists. Getritious is a feature that allows users to add Foodritious products. Customers can also communicate online with nutritionists through the chat feature. The purpose of the researchers in discussing the features of Chat and Chat with nutritionists using the subscription model is to determine the level of customer loyalty and find out how the subscription model works.*

*The method used in this study is a Quantitative Method to determine customer needs and to discuss Getritious features and Chat with nutritionists using the Incremental Method. Quantitative research methods are easy to use because testing can use respondents' real data from the researcher's Final Project topic. The data collection process is carried out using structured instruments, such as questionnaires. To design features using additions that are done completely and systematically, prioritizing system software, the development process is broken down into several installations to facilitate the application development process with requirements that can be changed dynamically.*

*The results obtained in this study consisted of customer subscription features namely Getritious and chatting features that can be used to carry out online communication with nutritionists.*

*Keywords: Foodritious, Subscription Business Models, Loyalty Feature*