

Abstract

Ayam Bakar Madu DimDim is an MSME located in the village of Banjarparakn, Rawalo District, Banyumas Regency. According to the owner of the DimDim Honey Grilled Chicken, the business process that is being carried out is still not getting enough attention from the public. Business strategy design can use the ICDT framework. This method can make it easier to get information taken from customers so that the required business strategies can be made using the help of information technology. The results of this study are several recommendations that can be applied by DimDim Honey Grilled Chicken to improve service quality. Virtual Information Space (VIS) Upgrading in the dissemination of information, using digital media can be an option for this strategy. Create and run a Facebook/Whatsapp/Instagram account for media information. In the process of disseminating information, it includes the menu of DimDim Honey Grilled Chicken and prices. Virtual Communication Space (VCS) Ayam Bakar Madu DimDim provides communication services as a place for visual communication services. Provide a Whatsapp account and provide a mobile number to support visual communication services both for ordering services and other questions related to Honey Grilled Chicken. DimDim Honey Grilled Chicken held training for employees in terms of communication with customers. Virtual Distribution Space (VDS) Provides delivery services or between orders to support the running of VDS, providing food delivery services that are delivered to customers' homes at affordable shipping costs. Virtual Transaction Space (VTS) Ayam Bakar Madu DimDim provides non-cash or virtual transaction/payment services, but still provides physical/cash transactions. Ayam Bakar Madu DimDim creates a DANA application account and creates a bank account that is connected to a mobile/smartphone, then includes the DANA number or the DANA barcode and includes the account number.

Keywords: Strategy; ICDT; UMKM; E-business