

## **Abstract**

*This study aims to analyze the development of the food business using the Grabfood application as a sales medium in the face of a decline in revenue from offline sales/direct sales during the Covid-19 pandemic. In this study, data was obtained from a source that became the object of research, namely the Bakmi Jogja Konde food business, namely by looking at the business development of Bakmi Jogja Konde through Bakmi Jogja Konde's financial reports through Bakmi Jogja Konde's income from direct sales and income through the Grabfood application. This study uses a qualitative method with a case study approach, which means that this research involves direct observation of the object of research, namely Bakmi Jogja Konde.*

*The results of this study indicate that the Grabfood application can help food businesses increase their income during the Covid-19 pandemic. The Grabfood application has also succeeded in bringing new customers and old customers back to re-order food (Repeat order). This can be seen from the developments in Bakmi Jogja Konde's financial report book from revenue through Grabfood which gave a positive response during the Covid-19 pandemic.*

**Keywords :** *Food Delivery Apps, Food Businesses, Covid-19 Pandemic*