

Literature Review: Challenges and Strategies For Implementing Digital Marketing Literacy in F&B Business Innovation in School Canteen Areas

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Abstract. *The global phenomenon shows rapid digital transformation in various sectors, including the food and beverage industry. At the local level, school canteen areas face challenges in following this trend, especially in implementing digital marketing literacy. This research aims to identify challenges and formulate effective strategies in implementing digital marketing literacy to support food and beverage business innovation in school canteens. The novelty of this research lies in its specific focus on the school canteen area, an area that is often overlooked in studies of digital literacy and business innovation. The urgency of this research is driven by the urgent need to increase the competitiveness and sustainability of the school canteen business through the adoption of digital technology. The method used in this research is Systematic Literature Review (SLR) by collecting relevant previous research through publish or publish then analyzing the article and narrowing it down regarding keywords. The research results show that although there are significant obstacles such as limited skilled human resources and access to technology, there are also great opportunities through increased training and digital capacity development. The implications of this research show that with the right strategy, school canteens can increase operational efficiency, consumer appeal, and ability to innovate, thus contributing positively to the educational ecosystem and student health.*

Keywords : *Digital Marketing Literacy, Business Innovation, Business strategy.*

INTRODUCTION

The current global phenomenon shows that digitalization has changed various industrial sectors, including the food and beverage industry. This trend can be seen from the increasing use of digital marketing which helps businesses reach consumers more widely and efficiently (Maula et al., 2023; Wardana et al., 2023). In various developed countries, the adoption of digital technology in marketing has been proven to increase business growth, operational efficiency and consumer satisfaction. However, at the local level, especially in the school canteen area, the implementation of digital marketing literacy still faces various challenges. School canteens are often managed using conventional methods and do not utilize digital technology. This is caused by various factors such as budget limitations, lack of knowledge about digital technology, and a lack of skilled human resources in the field of digital marketing. As a result, school canteens are unable to harness the full potential of digitalization-driven business innovation. The food and beverage (F&B) business today cannot be considered trivial, especially when it becomes an important part of everyday life.

The F&B business in the school canteen environment not only functions as a place to fulfill consumer needs for food and drink, but also transforms into an ecosystem that embraces and encourages various innovations that are essential for growth and sustainability amidst dynamic change (Obesity Reviews - 2019; Telukdarie et al. al., 2020) . Rawal, (2018) also stated that within the scope of the F&B business, the canteen is not only a place for commercial transactions, but also a place for collaboration and exploration of creative ideas. Students, teachers and administrative staff are not only looking for a place to satisfy their culinary appetites, but also to create a platform for the exchange of ideas and innovation. Thus, F&B business. playing a role more than just a food provider, being a catalyst for the development of new ideas and concepts that can stimulate growth in various fields.

Ideally, school canteens are able to integrate business innovation, especially in facing global and local changes, by exploiting environmental potential. Adopt digital technology to improve operational efficiency, attract more consumers and provide better services. The application of digital marketing literacy can help canteens manage inventory, promote products and interact with consumers more effectively. Thus, business innovation in school canteens can be achieved through the use of appropriate digital technology. The importance of business actors in school canteens continuing to progress and develop adaptively is very significant in various aspects, including student welfare, health, education and the economy (Abdul Azis Bagis , 2021; Nur Asni Aulia, M Hasan, M Dinar, M Ihsan Said Ad & Supatminingsih, 2020; A school canteen that is well managed and innovative is able to provide high quality and nutritious food for students. Healthy food plays an important role in children's physical and mental development, helping them to focus and do well in school. A canteen that is responsive to student needs can contribute to a more conducive and enjoyable school environment.

The school canteen also functions as a means of education for students regarding healthy eating patterns. By adopting the latest innovations and technology, canteens can introduce various types of healthy food and good processing methods. This provides an opportunity for students to learn about the importance of balanced nutrition and good eating habits from an early age (Cervantes-Zacarés et al., 2021; Elali, 2021; Rezaei Soufi et al., 2019) . Apart from that, an adaptive and innovative canteen can become a stable and growing source of income for its managers. By utilizing digital marketing technology, canteen managers can increase customer attraction and loyalty, expand marketing reach, and optimize operations for cost efficiency. This not only benefits business actors financially but can also create additional jobs in the school environment.

Adaptation to more environmentally friendly business practices can also be an important aspect. Canteens that innovate in using local raw materials, reducing waste, and implementing recycling systems can help maintain a cleaner and more sustainable school environment (Inrawan et al., 2022; Latifah et al., 2021) . By continuing to progress and develop adaptively, business actors in school canteens can ensure that they not only meet current needs but are also ready to face future challenges. This is important for creating a healthier, more educational and dynamic school environment for all parties involved.

However, the reality on the ground shows that school canteens are still far from this ideal. Barriers such as lack of access to technology, lack of training for canteen managers, and resistance to change often hinder the implementation of digital marketing strategies. Apart from that, school regulations and bureaucracy can also be obstacles in implementing new technology (Haseeb et al., 2019; Parameswari et al., 2021) . To overcome these issues, researchers tried to explore strategies that were comprehensive and targeted. This strategy must include increasing digital literacy among canteen managers, providing adequate technological facilities, as well as regulatory support that encourages innovation. 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 understanding online marketing strategies, digital platforms, data analysis, as well as developments in digital trends that influence consumer behavior. With advances in technology and the shift of consumers to the digital realm, digital marketing literacy has become a crucial skill in building an effective online presence and optimizing marketing strategies. Kim's research results , (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 audiences, build engagement, and manage marketing campaigns effectively.

Furthermore, Geissinger et al., (2020); Jenita et al., (2022) digital marketing literacy includes an understanding of digital marketing strategies. This includes the use of relevant and engaging content, SEO search engine optimization, paid advertising, and email campaigns. A deep understanding of these strategies 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) . This involves the ability to measure campaign performance, analyze consumer trends, and make decisions based on the data obtained. Understanding data analytics helps improve campaign effectiveness and identify areas that need improvement.

Antonizzi & Smuts, (2020); Ritz et al., (2019) emphasized that digital marketing literacy includes an understanding of 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 utilize 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 are the keys to successful digital marketing literacy . Training and workshops focused on the use of digital marketing can be an effective first step in increasing the capacity and competence of school canteen managers.

The importance of increasing business innovation in school canteens cannot be overstated because innovation brings a number of significant benefits (Angelovska & Pulevska Ivanovska, 2019; Widodo, 2021) . Innovation in new product development allows canteens to serve more varied and attractive menus to students, which in turn can increase consumer interest and satisfaction. Additionally, innovations in services such as online ordering systems or food delivery services can improve convenience and efficiency for customers, increase customer loyalty and sales volume. Then, innovation in canteen operations can help reduce costs and increase profitability, while adaptation to market changes allows canteens to remain relevant and competitive (Björklund et al., 2020; Mardjuni et al., 2022; Siagian et al., 2021) . Furthermore, innovation can also improve the customer experience by creating a more attractive and enjoyable environment, as well as supporting environmental sustainability and social responsibility. Finally, innovation can differentiate canteens from their competitors, attract more customers and strengthen their position in the market. Thus, increasing business innovation in school canteens is not just about surviving, but also about thriving and making a greater positive contribution to the school community as a whole.

This research aims to fill the existing research gap by focusing on the application of digital marketing literacy in the context of school canteens, an area that has not been researched much before. The novelty of this research lies in the identification of specific challenges and strategies that can be implemented practically in the school environment. The urgency of this research is driven by the need to strengthen the competitiveness and sustainability of the school canteen business through the adoption of digital technology. Considering the important role of school canteens in providing healthy food and supporting student welfare, operational improvements and business innovation through digital marketing literacy are very necessary. It is hoped that the implications of this research can provide practical guidance for school canteen managers in implementing digital marketing strategies, as well as encouraging related

parties to provide the necessary support. In this way, school canteens can not only operate more efficiently, but also make a positive contribution to the educational ecosystem and student health.

LITERATURE REVIEW

The review of the theories described in this research comes from several relevant previous studies, as the basis for the theoretical framework, determination, and research analysis. Furthermore, in this section, successive discussions of:

Literasi Digital Marketing

Digital Marketing Literacy is the process of designing, developing, and implementing various technology tools and applications in the learning environment to improve student learning experiences and facilitate the achievement of learning goals (Akbari & Pratomo, 2022; Castro, 2019; Shehzadi et al., 2021) . This involves using technology as an assistive tool to support teaching, learning, evaluation, and learning management in the classroom or online. Technology Integration also includes a holistic approach in integrating technology into the curriculum, ensuring that the use of technology is not just an addition, but becomes an integral part of the wider learning process.

Business Innovation

Business innovation is a concrete and systematic effort to identify, develop and implement new ideas, both in products, services, operational processes and business models, with the aim of increasing added value, competitiveness and business sustainability (Anwar, 2018; Hui Lim & Ban Teoh, 2021; Setyawati et al., 2023) . This includes steps such as market research, product or service development, implementation of new technologies, restructuring of work processes, as well as building strategic partnerships or collaborations. This definition emphasizes practical aspects and actions that can be taken to increase innovation in a business context, aiming to create competitive advantage and meet changing market needs.

Business strategy

Business Strategy is a series of plans, actions and decisions designed and implemented by an organization or company to achieve long-term business goals, increase competitiveness, and ensure the growth and sustainability of its operations. This process begins with comprehensive planning, where the company analyzes the internal and external situation, sets specific, measurable, achievable, relevant, and time-bound (SMART) goals, and identifies the resources needed to achieve them (Becker & Schmid, 2020 ; Dobrosavljević & Urošević, 2020; Rahayu et al., 2022) . Actions in a business strategy include concrete steps such as developing

new products, expanding into new markets, improving customer service, or adopting new technology. Strategic decision making is at the core of business strategy, involving selecting the best path of action based on data analysis, risk assessment, and consideration of potential benefits and costs (AA Bagis & Nasir, 2020; Habimana et al., 2018; Nassuna et al., 2023) . Implementing a business strategy means carrying out plans that have been prepared effectively, including human resource management, budget allocation, and operational adjustments to support the established strategy. Another important part is evaluation and control, which involves monitoring and evaluating results against established goals, as well as corrective action if necessary to ensure goals are achieved. Effective business strategies must also be adaptive to changes in the external and internal environment, which means companies must continuously innovate and adjust strategies based on market feedback, technological changes, and competitive dynamics (Frey et al., 2021; Khan et al., 2022; Roetzel , 2019) . Thus, business strategy covers the entire process from planning to implementation and evaluation, with a focus on achieving long-term goals and increasing the company's competitiveness in a dynamic market.

RESEARCH METHODS

1. Research design

research uses a systematic literature method (*Systematic Literature Review /SLR*) which discusses the challenges and strategies for implementing digital marketing in increasing business innovation among business actors in the School Canteen. Literature study research is a process or activity of collecting data from various literature such as books and journals to compare the results of one research study with another (Nowell et,al, 2014). The aim of this literature study research is to obtain a theoretical basis that can support solving the problem being researched and reveal various theories that are relevant to the case, more specifically in this research the researcher examines problems in Business Strategy and Marketing Digital Literacy in school canteens. This literature study is a comprehensive summary of several research studies determined based on certain themes. The data used in this research is secondary data obtained not from direct observation, but obtained from the results of research conducted by previous researchers.

Secondary data sources obtained were articles from reputable journals with predetermined themes. The literature search in this literature study used the Springer, ScienceDirect and Emerald Insight databases. Searching for published articles on the search

engine above uses the keywords, namely: "Digital Marketing Literacy, Business Innovation, Business Strategy" using Search Engine Dimensions (<https://www.emerald.com/insight/>).

2. Data and Literature Search

In determining Data and Literature Search, the first stage that researchers must carry out is determining the objects to be observed and analyzed based on the research topic. After that, the researcher will conduct a separate review of relevant literature on the aspects that will be observed in the research. The following is relevant literature collected from a comprehensive database, namely "Digital Marketing Literacy, Business Innovation, Business Strategy". Relevant literature collected in English in the fields of technology, strategic management and marketing business.

Table: Search strings in Scopus, Emerald Publishing, and Elsevier

Databases	Keywords
Scopus	TITLE-ABS-KEY "Literacy Digital Marketing" OR "Business Innovation" OR Strategic Business
Emerald Publishing	"Literacy Digital Marketing" OR "Business Innovation" OR Strategic Business"
Elsevier	"Literacy Digital Marketing" OR "Business Innovation" OR Strategic Business"

3. Kriteria Penyaringan Literatur

Researchers use inclusion and exclusion criteria in selecting literature that will be a source for writing. Literature that meets the inclusion criteria is as follows, (1) literature related to Digital Marketing Literacy (2) literature related to Business Innovation (3) literature related to Strategic Business (4) literature written in English. Meanwhile, literature that meets the exclusion criteria, such as (1) literature from books, (2) literature that is not written in English, (3) literature that is not accessible, and (4), literature that is not part of the research topic.

RESULTS AND DISCUSSION

Results

1. Literature identification

From the identification results, more than 2157 articles were obtained. Next, articles were filtered according to access criteria, year, type of content and abstract analysis. As a result, 1182 article titles were obtained. From the title of the article, it was then filtered based on the appropriateness of the topic Literacy Digital Marketing, Business Innovation, Strategic Business through abstract analysis, resulting in 5 articles. In detail, it looks like in the following picture:

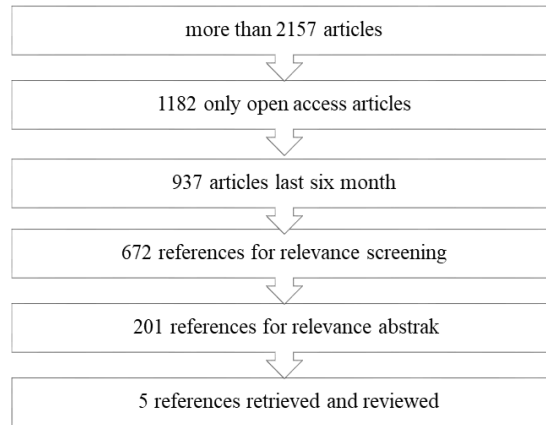


Figure 1. Article Filtering Flow Diagram

Source: processed by researchers, 2024

The results of the review of selected articles answer the problem formulation regarding the distribution of journals that discuss Literacy Digital Marketing, Business Innovation, Strategic Business, as follows:

Table 1. Distribution of journals related to entrepreneurial learning, interest in entrepreneurship:

No	Journal Name	Journal Link	Indexation	Total
1	Journal of Business Venturing	Journal of Business Venturing ScienceDirect	ScienceDirect	3
2	Journal of Assian Business and Economics Studies	Journal of Asian Business and Economic Studies Emerald Insight	Emerald Insight	1
3	The Journal of Technology Transfer	The Journal of Technology Transfer Springer	Springer	1
4	Journal of Business Research	Journal of Business Research ScienceDirect	Elsevier	2
5	Technology in Society	Technology in Society Elsevier	Elsevier	2

Sumber : diolah peneliti, 2024

Based on the analysis of the journal table provided, it can be interpreted that the table provides an overview of five journals related to business, economics, and technology, along with some related details such as journal name, link to journal, indexation platform, and total publications or ranking. The first journal, Journal of Business Venturing, can be accessed via ScienceDirect and has triple indexation, indicating that it is a very reputable journal in the field of entrepreneurship. Second, the Journal of Asian Business and Economic Studies available on Emerald Insight has only one indexation, which may indicate more limited coverage or recognition than other journals. The third journal, The Journal of Technology Transfer, is published by Springer and also has one indexation, indicating its specific focus on technology transfer. Furthermore, the Journal of Business Research, which is also available on

ScienceDirect and published by Elsevier, has two indexations, indicating good recognition in the field of business research. Finally, Technology in Society is also published by Elsevier and has two indexations, indicating its relevance in discussions about the role of technology in society. Overall, this table shows variations in thematic focus and level of recognition among the journals, with the Journal of Business Venturing standing out for its higher number of indexations, while the others have their own strengths and specializations in their respective fields.

Resume of research articles that are appropriate to this research.

Table 2. Resume of related articles about Business Strategy, Digital Marketing Literacy, Business Innovation

No	Year	Author (s)	Objective
1	2019	Castro et al.,	This research found that a high level of digital literacy among business managers significantly improves business performance. Digitally savvy managers are better able to utilize digital marketing tools to reach a wider audience and increase sales.
2	2021	Shehzadi et al.,	The research results show that companies that successfully adopt and adapt to technological changes tend to be more innovative and competitive in the market. A business strategy that is flexible and responsive to technological developments provides significant competitive advantages.
3	2021	Hui Lim & Ban Teoh.	This research reveals that the use of social media as part of digital marketing literacy significantly increases brand awareness. An effective social media campaign can attract consumer attention and increase customer loyalty.
4	2020	Becker & Schmid	This study found that product innovation plays a key role in business success. Companies that regularly develop and introduce new products are more successful in maintaining and expanding market share
5	2020	Dobrosavljević & Urošević, 2020;	This research shows that small and medium enterprises (SMEs) that implement digital marketing strategies experience a significant increase in the number of customers and sales. However, challenges such as limited resources and knowledge still need to be overcome.
6	2020	Björklund et al.,	This research shows that a comprehensive digital literacy training program for employees increases operational efficiency and productivity. Employees who are skilled in digital technology are better able to optimize the use of digital tools for various tasks.
7	2019	Angelovska et al.,	This study found that business innovation that focuses on improving product and service quality has a positive impact on customer satisfaction. Customers are more likely to be loyal and leave positive reviews if a company continues to innovate
8	2019	Pulevska Ivanovska et al.,	Research shows that collaboration between companies and with educational or research institutions can speed up the innovation process. This collaboration enables a more efficient exchange of ideas and resources, resulting in more innovative products and services.
9	2021	Siagian et al.,	Challenges and Opportunities in Implementing Digital Marketing: The research results identified various challenges in implementing digital marketing, such as data security, consumer privacy, and changes in digital platform algorithms. However, the opportunities that exist, such as data analytics and marketing personalization, can provide huge benefits for companies that are able to address them.

The various studies listed in Table 4.2 provide deep insight into the complex relationship between business strategy, digital marketing literacy, and business innovation. First, research by Castro et al. (2019) show that a high level of digital literacy among business managers has a positive impact on overall business performance. This correlates with the findings of Shehzadi et al. (2021) which emphasizes the importance of company adaptation to technological change as a strategy to increase innovation and competitiveness in the market. The correlation between digital literacy and technology adaptation becomes clear when combined with research by Hui Lim & Ban Teoh (2021), which shows that the use of social media as part of digital marketing literacy can increase brand awareness and customer loyalty.

Meanwhile, research by Becker & Schmid (2020) emphasizes the role of product innovation as the main key to business success. This finding is reinforced by research by Dobrosavljević & Urošević (2020), which shows that implementing digital marketing strategies can increase the number of customers and sales, even though challenges such as limited resources and knowledge still exist. In this context, the research of Björklund et al. (2020) highlighted the importance of digital literacy training programs for employees in increasing operational efficiency and company productivity.

Furthermore, research by Angelovska et al. (2019) emphasized that business innovation that focuses on improving product and service quality has a positive impact on customer satisfaction. This means that innovation is not only important for expanding market share, but also for maintaining customer loyalty. In addition, research by Pulevska Ivanovska et al. (2019) highlight the importance of collaboration between companies and with educational or research institutions in accelerating the innovation process, which is in line with other research findings on the importance of innovation in maintaining competitive advantage.

Lastly, research by Siagian et al. (2021) identified challenges and opportunities in implementing digital marketing, such as data security and changes in digital platform algorithms. The importance of overcoming these challenges is in line with findings from other research about the need for business strategies that are adaptive and responsive to a rapidly changing business environment. Overall, these studies provide a deeper understanding of how the integration of adaptive business strategies, high digital marketing literacy, and continuous business innovation are the keys to achieving long-term success in a dynamic and competitive business environment.

DISCUSSION

The results of systematic research involving a review of several related articles reveal that these studies show a strong correlation between digital literacy, adaptive business strategy, and business innovation and increasing company performance and competitiveness. Digital literacy is an important foundation that allows business managers to optimize digital marketing and social media strategies, which in turn increases brand awareness and customer loyalty. Adaptation to technology and product innovation are key factors supporting long-term success, while collaboration between companies accelerates the innovation process and increases efficiency. Challenges in implementing digital marketing such as data security and consumer privacy must be managed well to maximize existing opportunities, such as data analytics and marketing personalization.

Researchers observe that school canteens are emerging as dynamic centers of innovation in the Food and Beverage (F&B) business world. As time goes by, canteens no longer only act as providers of food and drinks, but have transformed into experimental laboratories for creative ideas and innovative solutions (Björklund et al., 2020; Sovacool et al., 2021) . One of the main aspects of innovation in this canteen 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' tastes but also meet their specific needs.

There are several supporting and inhibiting factors experienced by Canteen Owners in implementing a digital marketing system in their business, the authors package these factors in the form of a SWOT analysis, namely as follows: Strengths (1) Having their own production line (2) Having quality assurance maintained (3) Has good after sales service (4) Product photos can be packaged to be attractive and unique (5) Can sell products throughout Indonesia and the world (6) Can make sales 24 hours anytime and anywhere (7) Buyers don't need to bother leaving the house when making a purchase (8) Sellers don't need to spend a lot on operational costs and paying employee salaries. Weakness: (1) Digital marketing strategies are sometimes not on target (2) Digital marketing strategies are managed less professionally and less consistently (3) Often experience problems with weak internet signals (4) Purchase fraud often occurs (5) Limited ability and knowledge of admins in managing social media (6) Many consumers are still low on digitalization, especially consumers aged 40 years and over, making it difficult for them to shop online. Opportunities (1) There is still huge potential and vast digital opportunities that have not yet been reached, both in the region and outside the region. Opportunities for collaboration with individual resellers or shops are still very open both in the

city and outside the city. (2) There is a big opportunity for the products offered to reach multi-segments, all ages and economic classes. Threats: (1) Tight competition in product quality offered by similar businesses (2) Tight price competition with similar businesses both in the region and outside the region.

A well-planned strategy is needed, combining internal strengths and exploiting external opportunities. This strategy involves the use of digital technology and empowering 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 the F&B business, this literacy involves the use of social media, search engine optimization, and the use 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 understanding online marketing strategies, digital platforms, data analysis, as well as developments in digital trends that influence consumer behavior. With advances in technology and the shift of consumers to the digital realm, digital marketing literacy has become a crucial skill in building an effective online presence and optimizing marketing strategies. Kim's research results, (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 audiences, build engagement, and manage marketing campaigns effectively.

A large company or business that is still developing certainly has a strategy for running its business, because basically the goal of a company is to provide satisfaction to every consumer and other people in exchange for getting a certain amount of profit. Marketing strategy is also a step in achieving success for 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, because entrepreneurs must be able to recognize opportunities, generate ideas and innovate. This strategy can be started by understanding the strengths and weaknesses of the canteen business. Therefore, a SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis was carried out. So, what are the advantages and disadvantages of the canteen, as well as the opportunities and threats that may arise from the surrounding environment. On the other hand, De & Zanca, (2018); and Thalita et al., (2023) provide an explanation of the SWOT analysis identifying weaknesses, such as limited menu variations, F&B business innovation can be focused on creative solutions.

Diversifying the menu, using different raw materials, or innovative dish concepts can be innovative steps to overcome these weaknesses. SWOT analysis also opens up new opportunities for innovation (Budiman et al., 2018; David et al., 2017). If data shows that there are opportunities 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 face threats. Digital marketing literacy can be a powerful weapon in this case. Canteen owners can utilize social media, create a website, or even use online advertising to increase the visibility and attractiveness of the canteen.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The results of this research literature study reveal that although there are significant challenges such as limited human resources and technological accessibility, there are great opportunities to increase the digital capacity of food and beverage (F&B) business actors in school canteens through structured training programs. The adoption of digital technology has been proven to increase operational efficiency, consumer appeal and the ability to innovate. With the right strategy for implementing digital marketing literacy, F&B businesses in school canteens can increase the competitiveness and sustainability of their business, as well as make a positive contribution to the educational ecosystem and student health. It is hoped that the findings of this research will become a basis for policy makers to design effective digital capacity development programs for F&B business actors in the school canteen environment.

Recommendations

Further studies could conduct longitudinal research to observe the dynamics of digital marketing literacy adoption in the food and beverage business in school canteens in the long term. Comparative analysis between businesses that have and have not adopted digital technology can also identify key factors driving and inhibiting digital transformation. Additionally, involving the perspectives of multiple stakeholders can provide holistic input in designing effective interventions. Finally, research can be involved in the design, implementation and evaluation of digital capacity development programs for business actors, thereby providing concrete empirical evidence to support effective policies and practices.

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