

BEHAVIORAL ANALYSIS OF VEGETARIANS: THE ROLE SOCIAL MEDIA BUMI RESTO AND FORTUNATE COFFEE PEKANBARU

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Abstract: This study aims to describe the behaviour of vegetarians in using social media, to serve vegetarians and non-vegetarians. Bumi Resto and Fortunate Coffee with a universal happiness mission can help everyone to be healthy and happy. The research design is a combination of qualitative and quantitative, managers and visitors as respondents. Data analysis with interactive model, data validity with triangulation validation and member check. The results showed that the behavior of vegetarians with three models, the first behaviour change, namely vegetarianism of conditioning or habits, second behavior change understanding, and third behaviour by giving concrete examples. The behaviour of a person with knowledge, attitudes, or traditions of life. The role of social media adds business value in supporting product sales that are promoted and become a development trend.

Keywords: Analysis, Behavior, Vegetarianism, Media, Social

1. Introduction

Humanity's global world is a record of the evolution of life , only those who can adapt can survive life, No Which is the strongest Which can survive. The best is person wise who can overcome oneself, who can always conquer, surpass, break through and improve oneself, and can always adapt to the steps of evolution. Human civilization has entered the 21st century, scientific progress knowledge and technology reached the peak of its glory, prosperity material life has also surpassed the historical record of human life that has ever existed (Wang Tzu Kuang, 2015)

Science, technology, information and communication continue to develop, making everything possible become more easy. Good in all the fields that make it easier for everyone to do activities. However, conveniences make Many people underestimate their lifestyle and health, proven by instantaneous, irregular eating patterns and lack of activity. Number deaths are mainly caused by heart disease and blood vessels, hypertension and stroke, diabetes as well as cancer (Susianto, 2015). Now society generally has to understand food relationships consumed with various diseases. That is recommended and needs to be done consuming food with balanced nutrition, healthy living habits.

The vegetarian lifestyle is a human life choice today, with consuming vegetable, with or without milk And egg. Also avoid consuming meat, poultry, and animal sea (Susianto, 2015).

Pattern Eat vegetarianism has become one diet pattern which will the more Keep going increase And develop every year. He said the popularity of vegetarians and vegans was increasing from year to year. Susianto said, currently there are around 700 million people who are vegetarian and vegan throughout the world. Health is the main reason people in the world choose vegetarianism and veganism, while developed countries such as Europe and America choose a level of concern for the environment, there are also religious or belief reasons such as Buddhism and Hinduism. "In Indonesia it may not have reached 10 percent, maybe it is still at 5% because we have a large population. (Kompas.com 7/11/2021). Indonesia Vegetarian Society (IVS) when it was founded in 1998. According to Bambang Sumantri (2007), someone chooses a vegetarian lifestyle for several reasons, such as wanting to live a healthy, youthful, long life, peace and happiness. Apart from that, it can develop spiritually, help the world avoid natural disasters and world hunger.

Behaviour is defined as an action or activity of a human being which has a fairly wide range of meanings including: eating, sweeping, teaching, sadness, school, happiness, drawing, running, and so on. It is said that human behaviour or actions are all human activities or actions, both those that can be directly observed by outsiders and those that cannot be observed by outsiders (Notoatmodjo, 2014)

Some of the reasons why someone chooses to become a vegetarian include wanting to live a healthy life, religious teachings and concern for animals and the environment. A disciplined vegetarian can live healthier than someone who eats a mixed diet (non-vegetarian), because they can avoid the risk of degenerative diseases. Health aspects to fulfil a person's balanced nutritional needs vegetarians are necessary to consume food Which varies And balanced portion of carbohydrates, minerals, vitamins and protein. (Susianto, 2007).

The role of social media from Hootsuite data (*We Are Social*, 2019) shows that there are four social media with the largest penetration, namely YouTube 88%, WhatsApp 83%, Facebook 81%, Instagram 80%. WhatsApp is the social media most widely used by Indonesian people, the percentage was recorded at 88.7 %. There are Instagram and Facebook with percentages of 84.8% and 81.3% respectively. Meanwhile, the proportion of TikTok and Telegram users is 63.1 % and 62.8% respectively. The numbers have only increased again this year. <https://dataindonesia.id/>.

The use of social media has become a means of business development at Bumi Resto and Fortunate Coffee in Pekanbaru, to make it easier for vegetarians to choose food from the various menus served at these food and beverage businesses. Serving food and drinks at Bumi Resto and FC with the concept of Loving nature, naturally healthy, giving happiness, enjoying the family concept of one family. The aim is to provide a taste of natural healthy food and drinks with happiness and harmony.

2. Literature Review

Sujarwanto (2020), Human behaviour is a group of behaviours that humans have and is influenced by several things such as customs, attitudes, emotions, values, ethics and genetics. Behaviour is categorised into two things, namely acceptable behaviour and unacceptable behaviour. Another definition of behaviour is as a mental state of opinion, thinking, behaving, acting which is a reflection of various aspects (physical and non-physical). Behaviour can be interpreted as a person's psychological reaction to their environment, this reaction is divided into two, namely: passive form (without real or concrete action) and active form (with concrete action).

Behaviour can be formed through three methods, namely 1) Formation of behaviour by conditioning or habits. Behaviour is formed by getting used to doing behaviour that is considered positive, so that over time you can get used to doing that behaviour. 2) Formation

of behaviour with understanding. Formation of behaviour by directing and providing understanding and insight into behaviour that is considered good or bad. 3) Formation of behaviour using models Formation of behaviour by providing concrete models or examples. A person's or community's behaviour regarding health can be determined by the knowledge, attitudes, beliefs, traditions, and so on of the person or community concerned. In addition, the availability of facilities, attitudes and behaviour of health workers will also support and strengthen the formation of health behaviour (Notoatmodjo, 2014).

Vegetarian comes from the Latin word *vegetus*, which means healthy, strong and passionate. So vegetarian people are healthy, strong and passionate people. A vegetarian is a person who does not eat sentient beings at all . Both sentient creatures that live on land, such as chickens, ducks, pigs, cows, goats. Those that live in the air include all types of birds or fowl, as well as creatures that live in the sea such as fish, shrimp, crabs, shellfish, sea cucumbers, lobsters, abalone and others (Sumantri, 2007).

Vegetarians can be divided into three groups which are generally recognized by the International Vegetarian Union (IVU), namely; Vegans are people who only eat plants, such as nuts, seeds or grains, including vegetables, seaweed and fruit. *Lacto* Vegetarians are people who, apart from consuming plants, also consume dairy products . *Lacto ovo* Vegetarians are people who, apart from consuming plants, also consume dairy products and eggs.

Social media is not money or institutions, it is not about making shareholders billions of dollars, it is not about ownership of companies. Social media is about ordinary people taking control of the world around them and finding creative new ways to bring their collective voices together to get what they want. Social Media Marketing (SMM) is primarily internet based but has similarities to non internet based marketing methods such as word of mouth marketing . SMM is a way of promoting a website, brand, or business by interacting with or attracting current or prospective customers through social media channels.

From the research results of Rahayu and Auliana (2017), show that the level of knowledge of visitors about vegetarianism in the vegetarian visitor group is in the very high and high category, namely 41.8%, while the knowledge of non-vegetarian visitors is in the high category, namely 38.09%. The eating patterns of visitors are divided into two, namely 21.2% of visitors who are vegetarian and 78.75% non-vegetarian, so that the average eating pattern of visitors at the Loving Hut Restaurant is non-vegetarian. Research by Siti Asiyah, Kartika Rose Rachmadi (2022) shows that understanding and knowledge of the use of marketing social media can improve the ability of the community, especially MSMEs, in marketing products and how to make good and attractive packaging. Research Saravanakumar and Sugantha (2012) Technology and its impact on Business, over the last 40 years, there has been a radical shift in how business is done and how people work together. 39 percent of companies surveyed by their primary digital tool for reaching customers influence their purchasing behavior. Social media is an exclusive component of consumers' decisions to purchase the products offered.

Khosasih and Novianty (2022) The results showed that participants (89%) had self-determined motivation in the medium category, 6 other participants (11%) had self-determined motivation in the medium category. The moderate category of self-determined motivation indicates behaviour that appears more lasting and consistent, because the behaviour is not only felt to bring benefits, but also begins to be in line with the individual's self-scheme. For participants, the motivation to regulate eating was not determined by themselves in the moderate category, the behaviour that emerged was usually carried out by individuals to meet the demands or requests of the surrounding environment.

3. Method

This research uses a mixed *method* which combines quantitative and qualitative methods. Suharsimi Arikunto (2013: 223) says it can be done by interviews, observations (field observations), documentation and triangulation. Interviews with 15 respondents from the management of Bumi Resto and *Fortunate Coffee* regarding the behaviour of vegetarians and vegetarian and non-vegetarian consumers.

Analysis data Lexy J, Moleong (2012:11) said that in inductive data analysis, the inductive process is more able to find multiple realities contained in the data. This research requires more *skills* from the researcher himself, especially in data collection. Researchers directly collected data using participatory methods, such as in-depth interviews, observation and documentation. Data collection technique,

The data analysis technique used is adapting the interactive model from Miles and Huberman (1994: 12) which consists of three repetitive and continuous activity flows, namely: data reduction, data presentation, and conclusion drawing or verification.

Data Validity Check, Data validity is an important concept that has been updated from the concepts of validity and reliability. Lexy J, Moleong (2012) the above concepts (validity, reliability) are commonly used in non-qualitative research. To determine the validity of the data, checking/examination is required, which is a way to obtain the level of confidence in the research results or the level of meaningfulness of qualitative research. Mohammad Diah (2000: 16-18), depends on credibility (internal validity), transferability (external validity), *defendability* (reliability), and confirmability (objectivity).

4. Result and Discussion

Result

From the researcher's field research using interview, observation and documentation techniques, it can be described from the interview of the source: Ling Hong, one of the officers/cashiers, that the number of visitors to Bumi Resto on weekdays reaches 50 people, on Sundays it reaches more than 100 people and on the big day of Purnama or Tilem it reaches more than 200 visitors or buyers. It is also said that generally Bumi Resto uses the social media applications WA, FB and Instagram, by ordering food mostly via WA or telephone, after ordering the buyer will pick it up or send it via Gosend, Gojek or Grab application, from approximately 20 customers. who buy via WA every day. There are also visitors who come directly to Bumi Resto, usually they eat on the spot. With a varied vegetarian food menu, such as mixed rice, packaged rice, various breakfasts, various cakes, various drinks and various snacks. The efforts of the Bumi Resto management every day to post menus to customers via WA, every time before the full moon day Tilem also posts various menus via WA, FB and Instagram. Payment is made by transfer via Gopay and QR 25%, cash 75%

In an interview with Bumi Resto managers, Kartini and Ani Mariani said that Bumi Resto was founded in 2008, with a vision to expand the reach of vegetarian society, a mission to cultivate vegetarian behaviour and healthy living. Improving how to work with social media systems, with increasing sales of vegetarian food every month.

Meanwhile, one of Frianto's officers said that Fortunate Coffee usually has more than 10 visitors every day, on Sundays it reaches more than 50 people and on the big 'full moon' or 'tilem' day it reaches more than 100 people. The social media used are the same as Bumi Resto WA, Fb, Instagram, Orders via social media are rare, usually consumed on the spot. Because it is classified as an international standard food and drink, the prices are more expensive than food in general. The types of menu served are fortunate coffee (coffee of happiness), happy bread, various snacks, ice cream, smoothies, fruit salad and the favourite food for visitors is

fruit salad. FC still uses social media %: WA 60%, Instagram 40%, Manager only provides promo information via social media 2 times a week via WA, FB and Instagram, payment method via Gopay and QR 50%, cash 50%.

Interview with the manager of Fortunate coffee Albert, that FC's vision is to bring happiness and harmony to all groups towards a world of one family with the *LIFE Mission*, namely *Loving Nature, Inspiration, Family and Enjoy*, with plans to reach a wider community of various ethnicities, religions and races. Hope to develop cadres who are independent and can provide sincere service.

From the researcher's interviews with other visitors at Bumi Resto and *Fortunate Coffee*, it can be seen that in general vegetarian visitors know about Bumi Resto and FC through people at the monastery, social media WA, Instagram, friends and family, with a percentage of more than 50% on social media and the rest through friends and family. On average, visitors have been regulars for 3 years, 2 years and 1 year, this means that there are visitors who are loyal to purchasing vegetarian food. Based on visitor behaviour, vegetarians will generally find it easy to get vegetarian food as their lifestyle. Those who visit the Bumi Resto and FC vegetarian sales centres generally feel good and satisfied with the vegetarian food service served, this is because there are many choices with delicious tasting menus. Through social media, visitor recognition is also very helpful in getting updated information on the food and drinks provided, even if a new menu will be exposed, vegetarians will try the menu. According to the average visitor to Bumi Resto and FC, almost every day they shop for vegetarian food or fortunate coffee, because the menu is delicious and varied. From the interview messages given by visitors, in general they expect there to be posts on social media every day and many visitors who are not monastery members or non-vegetarians also want vegetarian food for health reasons. Their general opinion is that the role of social media in providing information on food menus is very helpful and provides lots of food choices so that they don't get bored.

From the results of the interview above, both Bumi Resto and Fortunate Coffee have visions and missions that are not much different, because they both serve vegetarian and vegan food to help people's health, change lifestyles to love nature and love life to form a world of one family. Healthy, natural and simple living by going vegetarian is a food trend of the 21st century. Not because of religious beliefs, but to love, uphold and honour the lives of all creatures, apart from gaining financial income, in general they are vegetarians for health and environmental reasons.

Discussion

Based on the results of interviews with managers and consumer visitors to Bumi Resto and Fortunate Coffee, it can be analysed that vegetarian consumer behaviour can generally be formed through 3 models, namely:

- a. Formation of behaviour by conditioning or habit. Behaviour is formed by getting used to doing behaviour that is considered positive, so that over time you can get used to doing that behaviour.

This behaviour often occurs among vegetarians, those who consume vegetarian food from vegetables in general because of their habit of living according to religious teachings, because they love the environment and because they want to maintain their health with a vegetarian diet. Of the three vegetarian groups, most vegetarians follow Lacto Ovo vegetarianism rather than Vegans or others. This makes it easier for vegetarians to consume vegetables, eggs and milk, while the Lacto method is getting smaller and Vegans only eat vegetables without milk and eggs. According to Khosasih, R., & Novianty, A. (2022), relevant research on changes in behaviour due to their own habits shows that participants (89%) had self-determined motivation in the medium category, 6 other participants (11%) had self-determined motivation

in the medium category. currently. The moderate category of self-determined motivation indicates behaviour that appears more lasting and consistent, because the behaviour is not only felt to bring benefits, but also begins to be in line with the individual's self-scheme. For participants, the motivation to regulate eating was not determined by themselves in the moderate category, the behaviour that emerged was usually carried out by individuals to meet the demands or requests of the surrounding environment. From the results of interviews with visitors, it is indicated that visitors in general are more than 50% permanent vegetarians, because almost every day they buy vegetarian food at Bumi Resto and FC, while 50% is indicated by only visiting Bumi Resto and FC 1-3 times a week. taste vegetarian food.

The diet of visitors is divided into two, namely 50% of visitors who are vegetarian and 50% non-vegetarian, so that on average the diet of visitors at Bumi Resto and FC is vegetarian and non-vegetarian. Chairman of VSI and IVU Susianto (2015) said that the vegetarian lifestyle is a human life choice in the present century, with consuming product vegetable, with or without milk And egg, Also avoid consuming meat, poultry, and animal sea , pattern Eat vegetarianism has become one diet pattern Which will the more Keep going increase And develop every the year.

According to Buddhism, the habit of practising the behaviour of "Love" includes love, kindness, hope, happiness, joy, joy, the universe. "Compassionate" behaviour and thoughts are honest from the deepest heart, his actions always provide benefits, he practises a mental life and spiritual life with "positive intentions, positive behaviour, positive speech, positive aura"; actions that display the value of a vibrant life without selfishness and without ego. This basic "Love" makes people happy, benefits people and creatures selflessly, without expecting anything in return. "Love" in the broadest sense is universal love from the universe , changes in life with a vegetarian lifestyle have an impact on attitudes, values and behaviour in daily life. From several opinions, the behaviour of vegetarians by abstaining from meat is due to the urge to love a healthy life, love the environment and love themselves. This encouragement makes it a habit to live a vegetarian or vegan lifestyle.

- b. Formation of behaviour with understanding. Formation of behaviour by directing and providing understanding and insight into behaviour that is considered good or bad.

The highest value for vegetarians is life which is the mission of Bumi Resto and FC, namely *LIFE*, namely *Loving Nature, Inspiration, Family and Enjoy*. This life behaviour can be formed by providing an understanding of the importance of healthy living and loving the environment, reducing the greenhouse effect or *global warming* which has recently become a phenomenon of climate change in parts of the world, resulting in increasing global temperatures. Every person on this earth must be given an understanding of how precious life is. According to Wang Tzu Kuang (2006:54) the true meaning of life is protecting the lives of oneself and others; love the lives of all beings, love oneself and others, and glorify the lives of oneself and others. Positive and good behaviour will always be followed by other people. the science of beauty "the natural charm of humans", studied and analysed from the perspective of "life", exploring its purpose, direction and principles, further from the meaning of life to explain the meaning of "protecting life, loving life, glorifying life", giving an understanding of the importance of being vegetarian, this is The existence of Bumi Resto and Fortunate Coffee which has the task of spreading the meaning of being vegetarian without differences in ethnicity, race and religion.

- c. Behaviour formation using behaviour formation models by providing concrete models or examples. A person's or community's behaviour regarding health can be determined by the knowledge, attitudes, beliefs, traditions, and so on of the person or community concerned.

The results of the analysis of this model in the formation of vegetarian behaviour with concrete examples through vegetarian food, and health and happiness coffee drinks, continue to invite everyone who has the right to live to give meaning to this life, this change through knowledge, attitudes, beliefs, traditions concerning vegetarians. From the knowledge aspect such as research by Rahayu, T., & Auliana, R. (2017). that the level of knowledge of visitors about vegetarianism in the vegetarian visitor group is in the very high and high category, namely 41.8%, while the knowledge of non-vegetarian visitors is in the high category, namely 38.09%. The diet of visitors is divided into two, namely 21.2% of visitors who are vegetarian and 78.75% non-vegetarian, so that the average diet of visitors at the Loving Hut Restaurant is non-vegetarian. Meanwhile, at Bumi Resto and FC, the average number of visitors are intellectuals, those who are knowledgeable, and even use Fortunate Coffee as a place to discuss various company tasks, meetings and community organisations. This shows that a person's behaviour changes to live a healthy and happy life not because of religious encouragement but because of knowledge and becoming a trend. Aspects of attitude, religion and tradition can also change a person's behaviour patterns, because being vegetarian can change their correct outlook on life. Apart from that, the availability of facilities, attitudes and behaviour of service staff will also support and strengthen the formation of vegetarian behaviour to love the lives of themselves and others.

Analysis of the role of social media in marketing vegetarian food is very important, especially in providing various conveniences in providing information and communication or speeding up the marketing process. Research Saravanakumar, M., & SuganthaLakshmi, T. (2012) Technology and its impact on Business, over the last 40 years, there has been a radical shift in how business is done and how people work together. 39 percent of companies surveyed by their primary digital tool for reaching customers. influence their purchasing behaviour. Social media is an exclusive component of consumers' decisions to purchase the products offered. This is evident from the management of Bumi Resto and FC selling many vegetarian foods and drinks using internet applications, social media such as WA, FB, Instagram. With a very easy payment system with QR, Gopay, or other applications.

Bumi Resto and Fortunate Coffee have not fully utilised social media optimally in terms of introducing themselves to potential consumers, both vegetarian and non-vegetarian, this is only around 50%. It was found that 5 out of 10 loyal customers found out about Bumi Resto and Fortunate Coffee not from social media itself but from their friends or family. This can happen due to a lack of advertising and promotions carried out by the Bumi Metro and Fortunate social media accounts.

In terms of changes in the behaviour of vegetarians which is the problem in this research, it can be seen that the loyal behaviour of vegetarians visits an average of 5 days per week. The visitors are also not all vegetarian because some non-vegetarians want to try vegetarian food for health reasons. In sharing content, Bumi Resto and FC can use wider social accounts to introduce products and a wider sales network, with a potential population of Pekanbaru City of more than 1 million people. The business opportunities for Bumi Resto and FC will be even greater, plus bazaars on Buddhist holidays or cultural events or celebrations of national holidays will have the potential to increase sales of vegetarian food in the future. Based on the results of the interview, respondents hope that the menu will be increased and that uploads to social media will be more frequent so that more people will visit the resort, they will be asked to be more consistent in sharing content on social accounts, and updates will be made continuously. The management can give and receive messages in the right connection according to consumer requests and establish a family relationship between buyers and sellers to ensure customer satisfaction.

5. Conclusions

The results of the study describe the behavior of vegetarians shopping for vegetarian food at Bumi Resto and Fortunate Coffee, where most of them see the menu through posts sent by managers via WA. Customers order food by social media and then pick it up themselves or send it via gosend. Customer payments can be made by QR or Gopay. Customer response to the menu and services of Bumi Resto and Fortune Caffee managers was satisfactory.

From the results of the study it can also be concluded that Bumi Resto and Fortunate Caffee are still not optimal in using social media to promote available menus. Further research can reach more samples and can use mixed methods.

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