

ABSTRAK

RIYAN GUSFARYANTI SOFYANDI, Analisis *Menu Engineering* dalam Upaya Meningkatkan Penjualan Makanan dan Minuman pada *Menu A'la Carte* di Hotel Horison Bandung, Pembimbing Agus Sudono, SE, M.M dan Dewi Turgarini, SS., MM. Paratau Taufik Abdullah, SE., MM. Par.

Sebuah restoran memegang peranan penting bagi perekonomian bisnis hotel. Untuk itu restoran harus mampu meningkatkan penjualan agar mendapatkan keuntungan yang maksimal. Sekaital di halitu, menentukan sukses atau tidaknya penjualan pada sebuah restoran perlu dilakukan penelitian *menu engineering* untuk mengevaluasi *menu* yang tidak populer dan tidak menguntungkan bagi restoran. Penelitian ini dilakukan pada Restoran Malabar *Coffee Shop* Hotel Horison Bandung berkaitan penerapan kebijakan *standar food cost*, penetapan harga jual dan analisis *menu engineering* dalam upaya meningkatkan penjualan. Restoran Malabar *Coffee Shop* menetapkan *standar food cost* 32%, lebih tinggi dari *standar food cost* 20-30%. Hal ini menarik bagi peneliti untuk melakukan analisis *menu engineering*.

Kata kunci: *Standard Food Cost*, Penetapan Harga Jual, *Menu Engineering*

ABSTRACT

RIYAN GUSFARYANTI SOFYANDI, *Analysis Menu Engineering in Effort to Increase Sales of Food and Beverages in Menu A'la Carte at Hotel Horison Bandung*, Advisor Agus Sudono, SE, M.M and Dewi Turgarini, SS., MM. Paror Taufik Abdullah, SE., MM. Par.

A restaurant hold important role for the hospitality industry. Therefore, the restaurant must be able to increase sales in order to gain maximum benefit. Accordingly, a research to determine whether or not successful sales at a restaurant menu engineering needs to be done by evaluate the menu that are not popular and not profitable for the for the restaurant. This research was conducted at Malabar Coffee Shop Restaurant Hotel Horison Bandung related to the implementation of the standard food costs policy, the selling price determination, and analysis of menu engineering menu in an effort to improve sales. Restaurant Malabar Coffee Shops set the standard food cost 32 percent, higher than the standard 20-30 percent food cost. This was very interesting for menu engineering researchers to analyze.

Key words: Standard Food Costs, Selling Price Determination, Menu Engineering