

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

In a restaurant or café, promoting the products can be done by showing an attractive menu. An attractive menu should be able to make customers who come to the café want to try and then buy the foods and beverages even though they are not hungry or thirsty. That is why attractive menu is very important to attract customers to buy the café's popular foods and beverages more. As Schultz says in his article entitled Increasing Sales with Strategic Menu Design, "A menu is much more than a bill of fare; it is a carefully planned guide to direct the patron to your most profitable items and maximize sales" (par. 1).

The menu presentation in *The Hoek Café and Lounge*, serving mostly Western meals and some Eastern, is not attractive for new customers to order foods and beverages because it is not colorful and does not have any pictures of the foods and beverages and not all foods and beverages have explanations. These problems discourage people to become attracted and make them buy the foods and beverages. This opinion is

based on my observation during my apprenticeship program in *The Hoek Café and Lounge*. For example, during my apprenticeship, there were four Indonesians who came to the café. One of them ordered foods and beverages, but the others only ordered the beverages. After all the foods and beverages were laid out on the table, three customers, who did not order the foods in the beginning, ordered foods. I can conclude that the three customers who did not order foods were not attracted by the menu presentation; however, they became attracted by the foods that their friend had ordered.

Seeing the problems above, I want to do a research on the characteristics of a good menu presentation that can attract new customers to buy more and more foods and beverages, the positive and the negative effects of the possible solutions given, and also the suggestions for the improvement of *The Hoek Café and Lounge*. This topic will be described critically and systematically in this paper.

## B. Identification of the Problem

For my research, I would like to focus on two problems encountered by *The Hoek Café and Lounge* as listed follows:

1. Why is *The Hoek Café and Lounge*'s menu presentation unattractive to its new customers?
2. How can *The Hoek Café and Lounge* overcome the problem?

## C. Objectives and Benefits of the Study

From the Identification of the Problem, I formulate several Objectives as well as Benefits of the study in the following:

Objectives of the Study:

1. To know the reasons why the menu presentation is unattractive to its new customers.
2. To know how to overcome the problem faced by *The Hoek café and Lounge*.

The benefit of the study for the company is to give inputs and suggestions to *The Hoek Café and Lounge* how to make an attractive menu presentation.

For the readers, it is expected that this term paper will be a suitable reference to improve the income of a business place.

The benefit of the study for me is getting an insight that attractive menu presentation is crucial for a café.

## D. Description of the Institution

*The Hoek Café and Lounge* is located at Jalan Kebon Kawung Number 2, Bandung. The owner of *The Hoek Café and Lounge* is Mr. Bernard Tanjung Malada. He gives the name to this cafe and also manages it. The name 'Hoek' means 'matched place in the corner' in Dutch. *The Hoek Café and Lounge* was first opened on June 1<sup>st</sup>, 2009.

Mr. Malada has managed a family culinary business for thirty years. *The Hoek Café and Lounge* is the third place that he has opened in Indonesia. The first and the second culinary business that he opened are in Nusa Tenggara Timur Island, Indonesia.

*The Hoek Café and Lounge* used to be a bakery called *La Tulip Bakery*, which sold bread and many kinds of food. Then, Mr. Malada cooperates with the owner of *La Tulip Bakery* to manage the restaurants.

Now, in the *The Hoek Café and Lounge*, a place is reserved for *La Tulip Bakery* to sell bread. Customers can buy bread there, although they have different financial managements. If *The Hoek Café and Lounge* needs some bread for sandwiches or garlic breads, they always buy it from *La Tulip Bakery*.

## E. Method of the Study

In writing this paper, there are several ways to collect the data:

1. Observation: It is used for collecting data from observing the attractiveness of new customers to the menu presentation, being an apprentice for 45 (forty five) days, and writing a journal while being an apprentice in *The Hoek Café and Lounge*.
2. Written source: It is used for collecting references from relevant books.
3. Online publication: It is used for collecting references from Internet websites.

## F. Limitation of the Study

Subjects to be researched are new customers at *The Hoek Café and Lounge*, from 20 June 2009 to 31 July 2009, concerning new customers' attractiveness to the menu presentation in *The Hoek Café and Lounge*.

## G. Organization of the Term Paper

This term paper starts with the Abstract, Declaration of Originality, Acknowledgements, and Table of Contents. It is continued with four chapters.

Chapter I is Introduction, containing Background of the Study, Identification of the Problem, Objectives and Benefits of the Study, Description of the Institution, Method of the Study, Limitation of the Study, and Organization of the Term Paper.

Chapter II is Problem Analysis, including causes and effects of the topic of this term paper.

Chapter III is Potential Solutions, consisting of potential solutions of this problem, potential positive effects, and potential negative effects of every potential solution.

Chapter IV is Conclusion, comprising the summary of the previous chapters, statement of the chosen solution, and concluding paragraphs.

This term paper ends with Bibliography and Appendix, which presents a flow chart of the topic and pictures of the menu presentation in *The Hoek Café and Lounge*.