

ABSTRAK

ANALISIS *FOOD SYSTEMS* PADA *FOOD OUTLET HOTEL* Studi Kasus pada Radisson Yogya Plaza Hotel Yogyakarta

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Penelitian ini bertujuan untuk mengetahui (1) apakah *actual food cost* di *Colombo Pool Terrace Outlet* Radisson Yogya Plaza Hotel pada periode Januari-Juni 2000 terkendali, dan (2) klasifikasi menu-menu yang diteliti (*Radisson Club, Chicken Tuna Fish Sandwich, Pasta, Lasagne Al Forno, Fish and Chips, Nasi Goreng Spesial, Satay Campur, Gado-gado, Lumpia Colombo* dan *Merapi Stir Fry*) berdasarkan *Menu Profitability Analysis*, apakah menu-menu tersebut masuk posisi *Stars, Plow Horses, Puzzles*, atau *Dogs*.

Untuk menganalisis masalah pertama, digunakan *Standard Food Cost Analysis* yang dilakukan secara bulanan maupun keseluruhan enam bulan. Analisis ini menggunakan komponen biaya bahan dan harga jual makanan. Hasil *actual food cost* kemudian dibandingkan dengan *standard food cost* yang telah ditetapkan untuk menentukan apakah *actual food cost* terkendali atau tidak. Untuk menganalisis masalah kedua digunakan *Menu Profitability Analysis* yang mengukur tingkat laba kotor menu dan tingkat kepopuleran menu. Tingkat laba kotor dihitung berdasar komponen harga pokok dan harga jual, sedangkan tingkat kepopuleran menu dihitung dari volume penjualan tiap menu.

Berdasar analisis data yang telah dilakukan, ditemukan bahwa *actual food cost* untuk bulan Januari, Maret, April, Mei dan Juni tahun 2000 di *Colombo Pool Terrace Outlet* terkendali. Sedangkan untuk bulan Pebruari *actual food cost* kurang terkendali. Untuk *actual food cost* secara keseluruhan enam bulan (Januari-Juni 2000) menunjukkan terkendali. Dari kesepuluh menu yang diteliti, yang masuk posisi *Stars* adalah *Pasta, Fish and Chips, Nasi Goreng Spesial* dan *Satay Campur*. Sedangkan *Radisson Club, Gado-gado, Lumpia Colombo* dan *Merapi Stir Fry* masuk posisi *Plow Horses*. Untuk posisi *Puzzles*, menu yang masuk adalah *Chicken Tuna Fish Sandwich* dan *Lasagne Al Forno*. Tidak ada menu yang masuk posisi *Dogs*.

ABSTRACT

FOOD SYSTEMS ANALYSIS AT HOTEL'S FOOD OUTLET A Case Study at Radisson Yogya Plaza Hotel Yogyakarta

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The aims of this research were to find out (1) whether the actual food cost at Colombo Pool Terrace Outlet at Radisson Yogya Plaza Hotel were controllable from January to June 2000, and (2) the classification of the menu based on Menu Profitability Analysis, whether the menu examined (Radisson Club, Chicken Tuna Fish Sandwich, Pasta, Lasagne Al Forno, Fish and Chips, *Nasi Goreng Spesial*, *Satay Campur*, *Gado-gado*, *Lumpia Colombo* and Merapi Stir Fry) were categorized in Stars, Plow Horses, Puzzles or Dogs menu.

To answer the first problem, the researcher employed the Standard Food Cost Analysis at monthly for six months (January - June 2000) and the whole six months period. The analysis included the cost and selling price components. The result of the actual food cost was compared with the standard food cost that had been set in order to find out whether the actual food cost was controllable or not. To answer the second problem, the researcher used the Menu Profitability Analysis to measure the profit margin and the popularity of the menu. The profit margin were calculated based on the cost and selling price components, and the menu's popularity were calculated based on sale volume of each menu (menu mix).

Based on the analysis, the researcher concluded that the actual food cost in January, March, April, May and June 2000 at Colombo Pool Terrace Outlet was already controllable. Whereas for February, the actual food cost was less controllable. The actual food cost for the whole six months (January-June 2000), was controllable. Out of ten menu examined, Pasta, Fish and Chips, *Nasi Goreng Spesial* and *Satay Campur* were categorized in Stars menu. Whereas Radisson Club, *Gado-gado*, *Lumpia Colombo* and Merapi Stir Fry were categorized in Plow Horses menu. Finally, Chicken Tuna Fish Sandwich and Lasagne Al Forno were categorized in Puzzles menu. None of the menu was categorized in Dogs menu.