

Analysis of Healthy Food Menu at SaladBar by Hadikitchen, Mall Kelapa Gading

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ABSTRACT

Purpose : The menu is a list of human foods that are displayed, healthy food aims to make the body feel comfortable, have more energy for activities and avoid disease, indicators of healthy food, namely, a plant-based diet, high antioxidants and animal protein, food is a basic need that is needed at all times . This study will discuss the potential contained in healthy food menus in restaurants and draw conclusions from the results, to find out healthy food is a trend icon for one of the consumers and the SaladBar by Hadikitchen conceptualizes a healthy food menu for consumers.

Research methods: Research method uses a qualitative descriptive analysis method with an interactive data analysis technique approach, from observation, interviews, documentation, data reduction, presentation, drawing conclusions and is included with the validity of the data, namely validity and reliability tests.

Results and Discussions: A healthy lifestyle is something that cannot be abandoned by everyone, this lifestyle is a trend in the present time, because in this era there continue to be many new diseases, healthy in the fundamental sense is all the things that are trying to share good results or consequences for our body, a healthy lifestyle is something that is very suitable for doing our life, on the contrary, a healthy lifestyle is a path that must be taken to get a healthy body physically and spiritually.

Implication: The healthy food menu is a consumer icon trend because of its unique use of raw materials.

Keywords: restaurant, menu, healthy food.

INTRODUCTION

At this time in this instantaneous modern era, various creative inspirations have begun to emerge in producing various types of food. Various types of packaged food have grown in the daily lives of residents ranging from street food or what we usually know with food streets, as well as restaurants. The emergence of various types of food that are not known by consumers so that at this time many residents are still wrong in sorting out healthy meals so

that it needs to be balanced with a decent amount of exercise in carrying out activities every day. The 4 healthy 5 perfect menu has many balanced nutrients such as vitamins, proteins, fiber, carbohydrates, and minerals as well as unsaturated fats that can make the body grow perfectly. To help share understanding with residents if healthy food is very meaningful for health to the point of the need to maintain, correct protect the quality of life and always practice a healthy lifestyle. The selection of a healthy food menu does not have to be expensive and can be consumed by all groups, such as the need for a complete healthy food menu, one of which is on the salad menu. Healthy food is a food that is free of harmful ingredients and contains nutrients that are beneficial to our body. Healthy foods that are dominated by organic matter usually tend not to use many food additives such as dyes, preservatives, and fortified substances so they tend to have a tasteless taste. With innovations in the development of healthy food products and can be reached by many entrepreneurs who have begun their careers to develop businesses in healthy food products such as salads which are already widely loved by the public. Preference for food is defined as the degree of liking or dislike for food and this preference will affect food consumption (Nathaniel, et al. 2018)

Established since 2019 SaladBar by HadiKitchen is a restaurant that has the concept of a dining menu and healthy drinks that has several branches in the city or outside the city. SaladBar by HadiKitchen has many menus and a variety of interesting menus and uses bottom ingredients with good quality so as to support the feasibility of consuming the salad, and is located in a strategic position. The content in healthy foods to meet the needs of 4 healthy 5 is perfect, such as protein, vitamins, fiber, and minerals that help the body's metabolism. The antioxidant content of polyphenols is found in many fruits and vegetables that can ward off free radicals in the body so that it helps in reducing degenerative diseases such as coroner's heart disease, diabetes, and asthma. The concept of health is important to help provide awareness to the public about the importance of overarching health, awareness. Health is a concern and effort to be good and motivated in improving, maintaining, maintaining health and quality of life by implementing a healthy lifestyle. A healthy lifestyle needs to be applied from the beginning in order to have a positive impact on the body. Many things are unknowingly far from healthy lifestyle habits. Lazy to do physical activity because you are already in your comfort zone, consume fast food because of limited time, stay up too much, do a lot of work or even unimportant things (Nathaniel, et al. 2018). The restaurant has a salad flavor that matches the selling point so that it is much loved by residents. In salads there are many properties listed in it, one of which is a vegetable that is useful for our body. In making salads, it is tried by filling the dining menu according to the caloric needs of each person and making the body feel energized again.

According to Asmira Sutarto, a healthy food menu means that the daily dish arrangement contains all the substances needed by the body, free from germs that can cause disease (Jannah, 2018). A healthy food menu is a food arrangement that contains the principle of four healthy five perfect, namely a balanced menu pattern that when arranged properly contains all the nutrients needed by the body (Jannah, 2018). Plant-based is a "diet on consumption sourced from plants and various nuts", a large anti-oxidant plays a role in

avoiding and correcting cell destruction in the body, on the contrary, animal protein is a protein derived from animals, including ruminant meat such as; cows, goats, deer. Instead poultry meat is kind of; duck, chicken, sea food not only that there are also eggs and milk. Melli Suryanty, Reswita. (2016). Fish has omega 3 contents such as salmon, tuna. Great antioxidants are present in fruits quoted from Deli et al. (2016) not only animals and poultry, there are also fruits that have very good properties for the body, namely:

1. Blueberry fruit, can strengthen the immune system because it has a lot of vit and minerals, antioxidants in blueberry can help humans from the effects of heart disease and cancer.
2. Strawberry fruits, have the property to degrade the level of bad cholesterol.
3. Many plums have vit C and anti-oxidants such as phenols which function to prevent free radicals in the body so that they can reduce the destruction of cells and DNA in the body.
4. Grapes are fruits that contain vit C and selenium so that they can increase the immune system in the body.
5. Oranges have antioxidants that can help the body in preventing the destruction that is intertwined in cells and can be the farthest from substances that are at risk.

In marketing theory, there is the term niche market strategy, is a marketing concept that concentrates its marketing activities on a certain group of customers as its target (Mashudi 2015), in a niche market can be distinguished two (2) approaches are:

1. Marketing as a creative process
Is the process of carving out of a market whose small part of needs are not met with customer specialization, products, markets and marketing mixes, and the industry can customize according to its needs.
2. Marketing as the final step of segmentation
Is a session that is sequentially targeting, segmented, niching and positioning. For Kotler (Muid: 2016) it is clear that the niche market has the following characteristics:
 - a. Each consumer certainly has different needs.
 - b. Each consumer pays a premium price to meet the needs.
 - c. The industry wants to share the best with consumers.
 - d. Niche Markets have their specific consumer segments.
 - e. The industry obtains certain advantages through specialization.
 - f. Niche Markets have profits, dimensions and potential developments.

Oetoro, Parengkuam & Parengkuam (2012) wrote healthy meals are, "nutrient-rich meals that have macronutrients (Carbohydrates, proteins, and healthy fats) and micronutrients (vit and minerals), but are not very calorie dense, not exceeding the body's needs for calories every day".

Pramono (2012: 136) narrated about consumer attention is "the consumer session has their options, including some brands that are members of the option feature, in conclusion carrying out a purchase on something alternative that he likes very much or the process that consumers go through to buy something or services based on various considerations". According to Widartika (2018), part of the menu is as follows:

1. Menu as a marketing equipment that has ties to dining services to satisfy consumers
2. Menu as a control equipment in the management of the dining system (creation and distribution process).
3. Menu as a counseling or learning equipment for consumers.
4. Menu as a tool to display industrial finances.
5. Menu as a data equipment and communication between elements in the food administration sub-system
6. As a data facility for cooking methods, prices and service procedures for each meal provided.
7. Menu as a fixture to determine the ingredients to be purchased, the method of purchase, the equipment and the number of employees needed
8. As an aspect that ensures in sorting out the layout of the kitchen, equipment and planning of the means of creation
9. As a equipment to attract consumers to buy and consume the dishes served.
10. Change the use of food ingredients or dishes so that they can be arranged to stay away from boredom.

RESEARCH METHODS

According to Sugiyono (2017: 8), qualitative research procedures are often said to be naturalistic research procedures because the research is tried in a natural state (natural setting). It is also pronounced as an ethnographic procedure, because in the beginning this ordinance was more widely used for research in the field of cultural anthropology. It is pronounced as a qualitative procedure, because the information collected and the analysis are more qualitative in nature.

This research uses qualitative descriptive analysis procedures. Moleong (2016: 6) states qualitative research is research that aims to master the reality of what the subject/researcher feels such as attitudes, assumptions, motivations, actions, etc". According to Moleong (2016: 11), descriptive is information in the form of words, photos and not numbers". Descriptive research is more focused on the topic. Information obtained is sourced from the results of interviews, observations, documentation, management individual information, and formal documents.

Table 1. Analysis of Healthy Food Menu at Restaurant SaladBar by Hadikitchen in Mall Kelapa Gading

No	Variable	Sub-variables	Indicators
1	Healthy Food	a. Plant Based (vegetable protein). Jurnal S1 Ilmu Gizi Fakultas Ilmu Keperawatan dan Kesehatan UMS b. High Antioxidant. Surya Octagon Interdisciplinary Journal of Technology,	The most vegetable protein comes from legumes and the processed products are easier to get by the public. Fruits, vegetables, as well as daging and fish, produce antioxidant types in the form of flavonoids and polyphenols. Carriers of hereditary traits from

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- Maret 2016, 181- 198.
- c. Animal Proteins. (Melli Suryanty dan Reswita) AGRISEP Vol 16 No.1 Maret 2016 Hal: 101 – 110.
- generation to generation and also play a role in the process of development of human intelligence.
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RESULTS AND DISCUSSION

Saladbar by Hadikitchen is a healthy dining restaurant established in 2019 located at the base of the Hadikitchen Healthy Catering, the brand focuses on dietary and healthy dining. Therefore, the concept of salad at an affordable price was created by not forgetting the deliciousness and quality of the salad itself which is known under the name "Saladbar by Hadikitchen". Menus are served with salads, smoothies by introducing instant methods, delicious for people who want to eat vegetables and fruits. Currently, Saladbar by Hadikitchen has spread in 5 major cities in Indonesia (Jakarta, Tangerang, Semarang, Medan, and Bandung).

The healthy dining menu is one of the consumer trends at this time. Residents have an understanding of the meaning of health at this time, the trend of organic and vegan dining at this time continues to grow, at this time there are businesses such as restaurants and cafes that offer organic dining products. Why this healthy meal is one of the trend icons of consumers, because salads have their own uniqueness is wearing hydroponic salads grown by the restaurant owner himself, there are also in some menus by wearing salads mixed with tempeh, all ingredients are always fresh without using preservatives, with flavors that can arouse the taste buds. Options that influence a healthy lifestyle for a healthy life, are:

1. Healthy diet

The initial thing that influences consumers to practice a healthy lifestyle is diet, each meal is a meaningful thing to lead to a healthy lifestyle, we are expected to avoid foods that have a lot of carbohydrates and fats listed as preservatives. Start making consumption sourced from vegetables, plants, nuts, vegetables and fruits so that the body gets good fiber.

2. A hefty rest pattern

The resting pattern also ensures that for the health of the body, our body needs a minimum of 7 hours a day so that it can repeat damaged cells so that when we end up resting, our body is ready to reactivate. Always try to get a decent rest time and stay away from sleeping late so that our bodies are always healthy and fresh.

3. Orderly exercise pattern

Exercising activities greatly affect a healthy lifestyle, because exercising activities that are tried regularly and orderly not only make the body fit but also improve blood circulation and help repeat cells in the body against the invasion of various diseases.

A healthy lifestyle is something that cannot be abandoned by everyone, this lifestyle is a trend in the present time, because in this era there continue to be many new diseases, healthy in the fundamental sense is all the things that are trying to share good results or consequences for our body, a healthy

lifestyle style is something that is very suitable for doing our life, on the contrary, a healthy lifestyle is a path that must be taken to get a healthy body physically and spiritually.

Some examples of the benefits that can be obtained in a healthy lifestyle in life every day are:

1. Able to think healthy.
2. Able to sleep better.
3. Can be free from various diseases.
4. Able to learn better and focus.
5. Live well and relate socially.
6. Can feel happier and look fit.

In this salad using hydroponic lettuce, hydroponics is one of the procedures in the cultivation of growing using water without using soil media. With an emphasis on meeting the needs of nutrients for plants, the need for water in hydroponics is less than the need for water in cultivation with soil.

Hydroponics uses water that is lebin effective, so it is very suitable to be applied to areas that have a limited water supply, hydroponics has a free interpretation of the method of farming with an emphasis on meeting nutritional needs for plants, or in the interpretation of daily farming without soil, from this interpretation it appears that the emergence of hydroponic farming methods is started by continuing to be a high level of human attention should mean the need for fertilizer for plant. Lettuce is quite popularly found in burgers, hotdogs, or salads. Lettuce is listed as one type of dish that can be used as an aesthetic enhancer for dining. Some of the properties of hydroponic lettuce are:

1. Able to improve the body's immune system.
2. Able to nourish the heart.
3. Able to nourish the eyes.
4. Able to help shrink body weight.
5. Very good for pregnant mothers.
6. Able to cope can not sleep.
7. Able to get rid of toxins in the body.
8. Able to control blood sugar.

As we know at this time in order to enjoy a healthy dining menu is not very often, the average restaurant that is often and can be found is a junk food restaurant. therefore SaladBar by Hadikitchen made a restaurant with the concept of a healthy dining menu, so that residents can enjoy a healthy meal menu, with the presence of the restaurant, it is hoped that it will be one of the pioneers in providing a healthy dining menu, so that people who consume healthy food and have a decent time, in this saladbar listed how many calories and we can recognize carbohydrates, protein and fat, the concept of this healthy dining menu consists of vegetables, meat, fish, chicken, not wearing preservatives at all, to be comfortable for all groups of residents to eat.

Not only are food changes limited, young people also tend not to want to spend time digesting meals, while to get a healthy meal, something is needed to be the right activity in sorting out the ingredients, clean processing and proper storage. Along with the passage of time, healthy meals must be enjoyed anywhere, with wide access and innovation in healthy dining menus, so it is hoped that young people can continue to be interested in consuming fruits and

vegetables. Filling the market void in healthy dining products for the young, Saladbar by Hadikitchen appears to ensure that healthy food can be processed in a short time and enjoyed anywhere without eliminating the complete health factor of the dining product. Saladbar by Hadikitchen opens its outlets in places such as malls and food courts that make healthy dining look more modern and not inferior to other restaurants that carry the concept of fast food that tends to be less healthy.

Fast food is a meal that has a delicious taste, is easy and can be appetizing. Fast food or what is known as junk food is usually liked by residents, listed by young people because it has a delicious taste, the aspect that causes fast food to have a delicious taste is the high content of oil, salt and sugar, fast food restaurants are usually competing to make new food changes with delicious tastes so that they match the tastes of residents. Fast food has a delicious taste because it has monosodium glutamate (MSG), sodium salt, sugar, fat and addictive substances that cause addiction to the delicious and savory taste. Consequences of consuming fast food for health:

1. Can increase obesity or obesity.
2. Can increase the risk aspect of high blood pressure (hypertension).
3. Can increase the risk aspect of diabetics.
4. Can increase the risk aspect of cancer.
5. Can increase the risk aspect of heart disease.
6. Can increase the risk aspect of stroke.

Fast food is a meal that is not good for residents if eaten very much. Therefore, this restaurant has the concept of a healthy dining menu. There are several criteria that need to be observed to meet the factors of healthy eating needs such as:

1. Have a lot of fiber.
Fiber is a substance that is very beneficial for the body because it can help improve digestion and also protect the body so that it is always full
2. It doesn't have MSG.
The characteristic of healthy eating is that it does not have MSG or other flavoring ingredients, if it is very often consumed, meals that have MSG can cause digestive problems, headaches, risk of obesity, risk of heart beating faster.
3. Stay away from using used cooking oil.
Food that is fried, especially with a large amount of oil, does not have good consequences for the body, especially if the oil is leftover oil that has been fried for the umpteenth time, the oil can be changed into used cooking oil which can cause cancer, not only that frying the meal in the oil causes the substances listed in the meal to be damaged.
4. Has a balanced and various compositions.
Our body certainly needs a variety of nutrients such as carbohydrates, proteins, fats, vit and minerals. However, these nutrients cannot be found in only one type of meal, so that the body's needs can be met, it is mandatory to consume nutritional food balance so that the body is always healthy.
5. Has great antioxidants.
Antioxidants are one of the substances needed by the body, these substances play a role in preventing free radicals that function in the onset

of cancer, antioxidant also function in protecting immune energy. A large meal of antioxidants belongs to many fruits from among the berries such as strawberries, purple cabbage, grapes, blueberries and many more.

6. Not much through the processing process.

Continue to be a little process of the stages of processing the meal, until it continues to be good for the quality of the meal, if the processing process is very long, it can make the contents in the meal decrease or let alone disappear.

7. Hygienic.

So that the meal is comfortable and healthy to be eaten, the meal must be processed in clean conditions and served hygienically. Unclean meals can cause various diseases, such as diarrhea, typhus to salmonellosis, to maybe a large meal free from bacteria and germs are at risk. The concept of a healthy meal menu is very meaningful for residents, because we want people around us to live healthy, have a healthy dining pattern as well.

a. Validity test

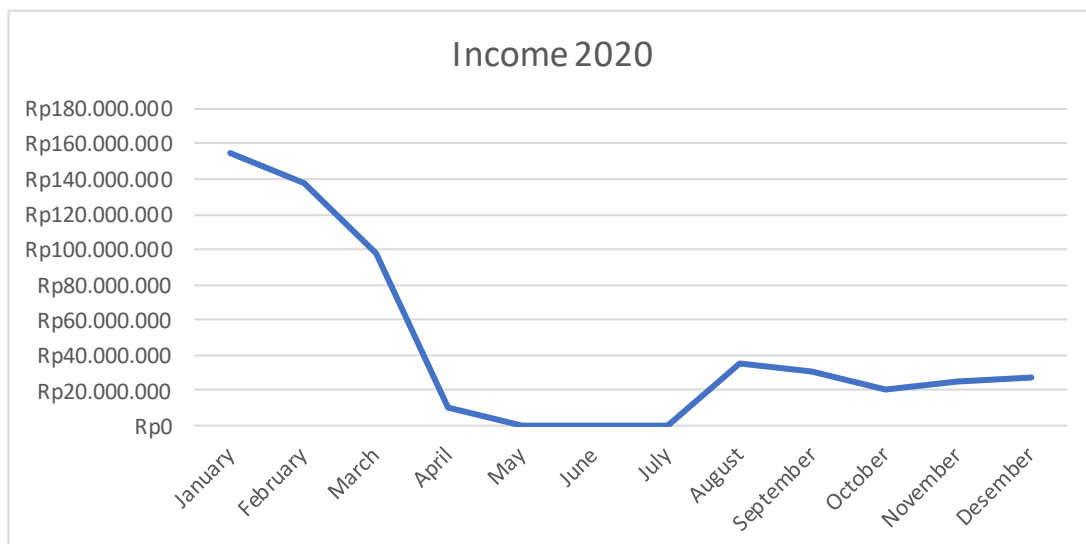


Figure 1. Turnover chart
[Source: Marketing data: 2020]

In figure 1, it can be concluded that the graph data in accordance with the turnover of the assimilation from January to December 2020 is complete, which is declared valid.

b. Reliability Test

The reliability test was declared valid because from the validity test listed starting from the beginning of the month of January income increased, why from April to July decreased, due to the Covid-19 pandemic and the implementation of restrictions on community activities (PPKM) which made sales less and income decreased as in the chart. The test used is an interactive technique.

c. Here is the data on the menu of favorite foods that are often ordered at Saladbar by Hadikitchen in mall kelapa gading.

Table 2. Data on the menu of favorite foods that are often ordered at Saladbar by Hadikitchen in mall kelapa gading

Name ▲	SKU ▲	Category ▲	Items Sold ▼
Caesar Supreme - Wrap		Salad	30653
Salad Wrap ala Dennis hadi - Wrap		Salad	19946
Paket 1 Salad + Smoothies		Promo	14632
Mamamia - Wrap		Salad	10318
Under the Sea - Wrap		Salad	8282
Viva La Vegan - Wrap		Salad	5719
Caesar Supreme - Bowl		Salad	4353
Roostu Toasty		Healthy Toast	4253
Creamy Waldrof - Wrap		Salad	3708
Berry Nice - Cup		Smoothies	3423

[Source: Marketing data: 2020]

This data is also included in the research section so as to make it accurate.

CONCLUSION

Healthy dining menus at the Saladbar by Hadikitchen restaurant in Kelapa Gading mall, include: (1) Healthy dining menus are a trend icon of consumers because of their uniqueness in using hydroponic salad ingredients. (2) The healthy dining menu is a consumer icon because usually consumers already have knowledge of a healthy diet. After confirming the conclusions until the researchers submit suggestions, they are: (1) Saladbar by Hadikitchen should provide a more varied healthy menu so as not to cause boredom to consumers. (2) Healthy dining menus should use local organic ingredients so as to reduce creation fees and healthy meals SaladBar by Hadikitchen has a competitive energy that can be accepted by consumers.

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