MENU ENGINEERING ANALYSIS TO IMPROVE THE SELLING OF THE MAIN COURSE IN CLAY CRAFT RESTAURANT AT THE RENAISSANCE BALI ULUWATU RESORT & SPA

I Komang Gede Marthayana Putra[1]*, I Ketut Astawa[2], Budi Susanto[3]

[1,2,3]Politeknik Negeri Bali, Indonesia

*Corresponding: komangmarthayana@gmail.com

ABSTRACT

Purpose: The research of this engineering menu aims to determine the most desirable and least desirable menus, to determine the highest and lowest contribution margins, and to determine the level of clarification of the engineering primary course menu analysis at Clay Craft Restaurant at Renaissance Bali Uluwatu Resort & Spa.

Research methods: The methods used in data collection are observation, interviews, and documentation. The data analysis technique used in this research is the analysis of the types of food in the Main Course using the Engineering menu analysis technique, which is calculated using Microsoft Word Equation.

Results and discussion: The development of the study of the 20 main course menus showed that 20% or seven menu items were the most desirable and 80% or 13 menu items were less desirable. Meanwhile, 50% or ten menu items provide the highest contribution margin, and 50% or ten menu items with the lowest contribution margin. Then, from the 20 main course menus analyzed, 50% or ten items are classified as stars, 30% or seven items are classified as plowhorses, 0% are for puzzles, and 20% or three items are classified as dogs.

Implication: Based on the analysis result, efforts that can be made are maintaining menu quality, reducing production costs, and removing less desirable or modified menus to provide high contribution margins and popularity.

Keywords: Menu engineering, sales of level, popularity

INTRODUCTION

Renaissance Bali Uluwatu Resort & Spa is a 5-star hotel that provides lodging services, Food and Beverage services, room service, and other services. Food and Beverages have a vital role in increasing the progress of a hotel because the better the food and beverages for tourists, the more the name of a hotel increases. The hot kitchen, cold kitchen, pastry, and butcher sections were formed to launch Food and Beverage Product activities. One of the restaurants at Renaissance Bali Uluwatu Resort & Spa is the Clay Craft restaurant, which has several menu options on offer, such as Appetizers, Main Courses, and Desserts. In this study, I used the main course menu as research material because the main course menu at the Clay Craft restaurant at the Renaissance Bali Uluwatu Resort & Spa has a trendy menu with a menu list that is more than the appetizer menu and dessert menu.

Of the many main course menus offered at the Clay Craft restaurant, some are of interest, and some could be more desirable, as seen in the sales data of the main course menu at the Clay Craft Restaurant in Table 1.1.

Table 1. Main Course Sales Data
Period July – December 2020 at the Clay Craft restaurant at the Renaissance Bali Uluwatu Resort & Spa

No	Main Course Menu List	Portion Sold
1	Nasi Goreng Istimewa	166
2	Mie Goreng	50
3	Gulai Udang	49
4	Nasi Campur Pandawa	102
5	Udang Goreng Telur Asin	22
6	Babi Bali Asli	41
7	Fish n Chips	73
8	Spaghetti Meat Ball	65
9	Spaghetti Aglio olio	66
10	Roast Baby Chicken	32
11	Rib Eye	21
12	Fish Market	24
13	Bamboo Lobster	3
14	Ikan Bakar Jimbaran	6
15	Uluwatu Burger	36
16	Pizza Prosciutto	7
17	Pizza Tandori	18
18	Pizza Rendang	13
19	Pizza Margherita	42
20	Nasi Goreng Bali	6

(Source: F&B Department Hotel Renaissance Bali Uluwatu Resort & Spa)

Menu engineering is a step-by-step process designed to assist management in evaluating current and future menu prices, composition of types of food, and making decisions about prices and types of food. Engineering menu analysis has been widely used in improving managerial effectiveness in a restaurant regarding pricing, content, food design, and strategy. The difference between the selling price and the cost of food for the menu item determines the menu contribution margin. Engineering menu analysis is often used to realize efficiency and effectiveness in a restaurant, both in pricing, content, and strategy. To increase sales of Main Course food types at Renaissance Bali Uluwatu Resort & Spa, know which types of food are favorites and which provide the most significant contribution margin in determining the right strategy. In addition, menu engineering helps companies in their efforts to achieve efficiency and effectiveness in sales development, and by using this engineering menu, management can determine which menus are maintained and which menus are not maintained.

Based on the background described above, several problems will be discussed in this research, such as the classification of the main course menu at the Clay Craft restaurant at the Hotel Renaissance Bali Uluwatu Resort & Spa, how to increase sales of main course at Clay Craft restaurant at Hotel Renaissance Bali Uluwatu Resort & Spa.

The objectives of this research are to find out the classification of the Main Course menu at the Clay Craft restaurant at the Renaissance Bali Uluwatu Resort & Spa Hotel, to find out how to increase sales of the Main Course at the Clay Craft restaurant at the Renaissance Bali Uluwatu Resort & Spa Hotel.

RESEARCH METHODS

This research was conducted at Renaissance Bali Uluwatu Resort & Spa, especially in the Food and Beverage Department. This hotel is at Pantai Balangan I Street No. 1, Ungasan, Kuta Selatan, Badung, Bali, Indonesia. The study took the object, namely the sale of the Main Course menu at the Renaissance Bali Uluwatu Resort & Spa for the period July to December 2020, according to the title of this research regarding the analysis to increase sales of the Main Course at the Clay Craft Restaurant at the Renaissance Bali Uluwatu Resort & Spa Hotel.

The data collection method used is observation, interviews, and documentation studies. Statements made in this study were by coming directly to the Clay Craft Restaurant to make observations and record the types of food on the Main Course menu that were sold. The interview method is a data collection technique by conducting direct questions and answers to the Head Kitchen and Demi chef as resource persons related to the data needed in this study, such as Main Course food sales data, data on the cost of food, and food selling price data, and efforts to increase sales. The documentation method is a data collection technique by taking existing documentation or documents related to the required data, such as the Main Course menu image media and softcopy data regarding the research object at the Renaissance Bali Uluwatu Resort & Spa. The types of data used in this research are quantitative and qualitative. Quantitative data is data that can be measured in the form of numbers / numeric, which is expressed in natural language (Wahyuni, 2011: 2).

Qualitative data emerges from data collection techniques, observation interviews, and document studies. At the same time, qualitative data includes an overview of observations of the research object and other data in the form of non-numerical Sugiyono (2013). The data needed in this study is the list of Main Course menus sold at Renaissance Bali Uluwatu Resort & Spa, hotel history, and pictures of hotels and food at Renaissance Bali Uluwatu Resort & Spa. In this research, there are two sources of data used, namely primary data and secondary data. Preliminary data is a data source that directly provides data to data collectors. Primary data sources were obtained through interviews with research subjects and by direct observation or observation in the field, according to Sugiyono (2016: 225). In this study, the data needed is by conducting interviews with the Head Kitchen and Demi Chef as resource persons in collecting the data required to determine the analysis of the application of the Engineering Main Course menu to increase sales at the Clay Craft restaurant. Secondary data is a source that does not directly provide data to data collectors, for example, through other people or documents (Sugiyono, 2011:137). In this study, the data needed are Main Course food menu data sold, an overview of the hotel, and data in the form of hotel and food images at the Renaissance Bali Uluwatu Resort & Spa. The data analysis technique used in this research is the analysis of the types of food in the Main Course using the Engineering menu analysis technique, which is calculated using Microsoft Word Equation.

RESULTS AND DISCUSSION

Analysis of Food Types in Main Course Using Menu Engineering Method in Clay Craft Restaurant at Renaissance Bali Uluwatu Resort & Spa

Claycraft is an international restaurant inspired by the arts and crafts of delicious and pottery food. The opening hours of this unique concept restaurant are 06.30 - 23.00. All dishes are based on Asian and Balinese cuisine, with some local specialties and a wide selection of international dishes. The data collected, namely sales volume, cost of food, selling price of food, especially the type of food in the primary course, was obtained from Clay Craft Restaurant at Renaissance Bali Uluwatu Resort & Spa, which was collected from the period July - December 2020 as follows:

Table 2. History of Food Sales
Clay Craft Restaurant at Renaissance Bali Uluwatu Resort & Spa Types of Food Main Course Period July to December 2020

No	Main Course Menu List	Sold Portion	Cost of Food (Rp)	Selling Price (Rp)
1	Nasi Goreng Istimewa	166	85,000.00	120,000.00
2	Mie Goreng	50	70,000.00	100,000.00
3	Gulai Udang	49	126,000.00	180,000.00
4	Nasi Campur Pandawa	102	105,000.00	150,000.00
5	Udang Goreng Telur asin	22	126,000.00	180,000.00
6	Babi Bali Asli	41	210,000.00	300,000.00
7	Fish n Chips	73	95,000.00	135,000.00
8	Spaghetti Meat Ball	65	88,000.00	125,000.00
9	Spaghetti Aglio olio	66	70,000.00	100,000.00
10	Roast Baby Chicken	32	126,000.00	180,000.00
11	Rib Eye	21	312,000.00	445,000.00
12	Fish Market	24	126,000.00	180,000.00
13	Bamboo Lobster	5	224,000.00	320,000.00
14	Ikan Bakar Jimbaran	6	63,000.00	90,000.00
15	Uluwatu Burger	36	102,000.00	145,000.00
16	Pizza Prosciutto	7	109,000.00	155,000.00
17	Pizza Tandori	18	105,000.00	150,000.00
18	Pizza Rendang	13	98,000.00	140,000.00
19	Pizza Margherita	42	98,000.00	140,000.00
20	Nasi Goreng Bali	6	35,000.00	50,000.00
	Total	844		

(Source: F&B Department Renaissance Bali Uluwatu Resort & Spa)

It can be seen in Table 2 that there are 20 types of main course food sold at Clay Craft Restaurant at Renaissance Bali Uluwatu Resort & Spa in the period July to December 2020. Of the 20 types of main course food, there are types of food that are in demand and less desirable.

Menu Engineering analysis aims to evaluate the type of food items that can determine whether the items sold have high profits; knowing which types of food are in demand by visitors that provide high and low profits can assist management in determining the right efforts to increase sales of main food. Courses. The following data obtained from the company is entered in the engineering worksheet menu analysis table. The steps of the engineering menu analysis are: **Calculating Percentage of Sales**

% sales formula = $\dfrac{SOLD}{TOTAL\ SOLD}$ x 100 %

Table 2. Calculation of the Percentage of Sales of Types of Food
at Renaissance Bali Uluwatu Resort & Spa

No	Main Course Food Type List	% Sales
1	Nasi Goreng Istimewa	$\dfrac{166}{844}$ x 100 % = 20 %
2	Mie Goreng	$\dfrac{50}{844}$ x 100 % = 6 %
3	Gulai Udang	$\dfrac{49}{844}$ x 100 % = 6 %

4	Nasi Campur Pandawa	$\frac{102}{844}$ x 100 % = 12 %
5	Udang Goreng Telur asin	$\frac{22}{844}$ x 100 % = 4 %
6	Babi Bali Asli	$\frac{41}{844}$ x 100 % = 5 %
7	Fish n Chips	$\frac{73}{844}$ x 100 % = 9 %
8	Spaghetti Meat Ball	$\frac{65}{844}$ x 100 % = 8 %
9	Spaghetti Aglio olio	$\frac{66}{844}$ x 100 % = 8 %
10	Roast Baby Chicken	$\frac{32}{844}$ x 100 % = 4 %
11	Rib Eye	$\frac{21}{844}$ x 100 % = 2 %
12	Fish Market	$\frac{24}{844}$ x 100 % = 3 %
13	Bamboo Lobster	$\frac{5}{844}$ x 100 % = 1 %
14	Ikan Bakar Jimbaran	$\frac{6}{844}$ x 100 % = 1 %
15	Uluwatu Burger	$\frac{36}{844}$ x 100 % = 4 %
16	Pizza Prosciutto	$\frac{7}{844}$ x 100 % = 1 %
17	Pizza Tandori	$\frac{18}{844}$ x 100 % = 2 %
18	Pizza Rendang	$\frac{13}{844}$ x 100 % = 2 %
19	Pizza Margherita	$\frac{42}{844}$ x 100 % = 5 %
20	Nasi Goreng Bali	$\frac{6}{844}$ x 100 % = 1 %

(Source: F&B Department 2020 (Data Processed))

From the table above, the highest percentage of food results are Nasi Goreng Special, and the lowest rate of food is Bamboo Lobster, Jimbaran Grilled Fish, Pizza Prosciutto, and Balinese Fried Rice.

Calculating Contribution Margin

We are determining the selling price of food according to the list of types of food at Clay Craft Restaurant at Renaissance Bali Uluwatu Resort & Spa, Special Fried Rice, with a selling price of Rp. 120,000. Determine the cost of food consisting of material costs, garnish costs, and supplemental costs; the cost of special fried rice is Rp. 85,000. Calculating the Contribution Margin for each type of food:

Formula:

MK = Harga Jual − Harga Pokok Makanan

Table 3. Calculation of Contribution Margin of Food Types
at Renaissance Bali Uluwatu Resort & Spa

No	Main Course Food Type List	Contribution Margin
1	Nasi Goreng Istimewa	120.000 – 85.000 = 35.000
2	Mie Goreng	100.000 – 70.000 = 30.000
3	Gulai Udang	180.000 – 126.000 = 54.000
4	Nasi Campur Pandawa	150.000 – 105.000 = 45.000
5	Udang Goreng Telur asin	180.000 – 126.000 = 54.000
6	Babi Bali Asli	300.000 – 210.000 = 90.000
7	Fish n Chips	135.000 – 95.000 = 40.000
8	Spaghetti Meat Ball	125.000 – 88.000 = 37.000
9	Spaghetti Aglio olio	100.000 – 70.000 = 30.000
10	Roast Baby Chicken	180.000 – 126.000 = 54.000
11	Rib Eye	120.000 – 85.000 = 35.000
12	Fish Market	180.000 – 126.000 = 54.000
13	Bamboo Lobster	320.000 – 224.000 = 96.000
14	Ikan Bakar Jimbaran	90.000 – 63.000 = 27.000
15	Uluwatu Burger	145.000 – 102.000 = 43.000
16	Pizza Prosciutto	155.000 – 109.000 = 46.000
17	Pizza Tandori	150.000 – 105.000 = 45.000
18	Pizza Rendang	140.000 – 98.000 = 42.000
19	Pizza Margherita	140.000 – 98.000 = 42.000
20	Nasi Goreng Bali	50.000 – 35.000 = 15.000

(Source: F&B Department 2020 (Data Processed))

From the table above, the one with the highest contribution margin is the Bamboo Lobster food type, and the one with the lowest is the Balinese Fried Rice.

Calculating Total Sales

Formula:

Jumlah Terjual x Harga Jual

Table 4. Calculation of Total Sales of Food Types
at Renaissance Bali Uluwatu Resort & Spa

No	Main Course Food Type List	Total Sales
1	Nasi Goreng Istimewa	166 x Rp. 120.000 = Rp. 19.920.000
2	Mie Goreng	50 x Rp. 100.000 = Rp. 5.000.000
3	Gulai Udang	49 x Rp. 180.000 = Rp. 8.820.000
4	Nasi Campur Pandawa	102 x Rp. 150.000 = Rp. 15.300.000
5	Udang Goreng Telur asin	22 x Rp. 180.000 = Rp. 3.960.000
6	Babi Bali Asli	41 x Rp. 300.000 = Rp. 12.300.000

7	Fish n Chips	73 x Rp. 135.000 = Rp. 9.855.000
8	Spaghetti Meat Ball	65 x Rp. 125.000 = Rp. 8.125.000
9	Spaghetti Aglio olio	66 x Rp. 100.000 = Rp. 6.600.000
10	Roast Baby Chicken	32 x Rp. 180.000 = Rp. 5.750.000
11	Rib Eye	21 x Rp. 445.000 = Rp. 9.345.000
12	Fish Market	24 x Rp. 180.000 = Rp. 4.320.000
13	Bamboo Lobster	5 x Rp. 320.000 = Rp. 1.600.000
14	Ikan Bakar Jimbaran	6 x Rp. 90.000 = Rp. 540.000
15	Uluwatu Burger	36 x Rp. 145.000 = Rp. 5.220.000
16	Pizza Prosciutto	7 x Rp. 155.000 = Rp. 1.085.000
17	Pizza Tandori	18 x Rp. 150.000 = Rp. 2.700.000
18	Pizza Rendang	13 x Rp. 140.000 = Rp. 1.820.000
19	Pizza Margherita	42 x Rp. 140.000 = Rp. 5.880.000
20	Nasi Goreng Bali	6 x Rp. 50.000 = Rp. 300.000

(Source: F&B Department 2020 (Data Processed))

From the table above, the highest total sales calculation is found in the type of Special Fried Rice, and the lowest total sales calculation is located in the kind of Balinese Fried Rice.

Calculating Total Contribution Margin

Formula:

Jumlah Terjual x Margin Kontribusi

Table 5. Calculation of Total Contribution Margin of Food Types
at Renaissance Bali Uluwatu Resort & Spa.

No	Main Course Food Type List	Total Contribution Margin
1	Nasi Goreng Istimewa	166 x Rp. 35.000 = Rp. 5.810.000
2	Mie Goreng	50 x Rp. 30.000 = Rp. 1.500.000
3	Gulai Udang	49 x Rp. 54.000 = Rp. 2.646.000
4	Nasi Campur Pandawa	102 x Rp. 45.000 = Rp. 4.590.000
5	Udang Goreng Telur asin	22 x Rp. 54.000 = Rp. 1.188.000
6	Babi Bali Asli	41 x Rp. 90.000 = Rp. 3.690.000
7	Fish n Chips	73 x Rp. 40.000 = Rp. 2.920.000
8	Spaghetti Meat Ball	65 x Rp. 37.000 = Rp. 2.405.000
9	Spaghetti Aglio olio	66 x Rp. 30.000 = Rp. 1.980.000
10	Roast Baby Chicken	32 x Rp. 54.000 = Rp. 1.728.000
11	Rib Eye	21 x Rp. 35.000 = Rp. 735.000
12	Fish Market	24 x Rp. 54.000 = Rp. 1.296.000
13	Bamboo Lobster	5 x Rp. 96.000 = Rp. 480.000
14	Ikan Bakar Jimbaran	6 x Rp. 27.000 = Rp. 162.000
15	Uluwatu Burger	36 x Rp. 43.000 = Rp. 1.548.000
16	Pizza Prosciutto	7 x Rp. 46.000 = Rp. 322.000

17	Pizza Tandori	18 x Rp. 45.000 = Rp. 810.000
18	Pizza Rendang	13 x Rp. 42.000 = Rp. 546.000
19	Pizza Margherita	42 x Rp. 42.000 = Rp. 1.764.000
20	Nasi Goreng Bali	6 x Rp. 15.000 = Rp. 90.000
	TOTAL	36.210.000

(Source: F&B Department 2020 (Data Processed))

In the table above, the highest total contribution margin is the type of Nasi Goreng Special, and the lowest is Nasi Goreng Bali.

Determining Contribution Margin Category

Formula:

$$\text{AV. CM MENU } MAIN\ COURSE = \frac{\text{Total Margin Kontribusi}}{\text{Total Terjual}}$$

$$\text{AV. CM MENU } MAIN\ COURSE = \frac{\text{Rp. 36.210.000}}{844} = Rp.\ 42.902{,}8$$

Yield Rp. 42,902.8 above is the average overall contribution margin for all main course meals sold from July to December 2020 at Clay Craft Restaurant at Renaissance Bali Uluwatu Resort & Spa.

Determine the category of the level of popularity of the type of food.

Formula:

$$\text{AV. } VOL = 70\ \% \text{ x } \frac{1}{n} \text{ x N}$$

$$\text{AV. } VOL = 70\ \% \text{ x } \frac{1}{20} \text{ x } 844 = 29{,}54$$

After processing the data on all the main course food items at the Clay Craft Restaurant at the Renaissance Bali Uluwatu Resort & Spa, according to Table 1. The results of processing the data are the types of food that are most in demand and less desirable, the types of foods that have the highest contribution margin, and those that have the lowest contribution margins, which can be seen in Table 6.

Tabel 6. Food Type Mix Classification
Main Course Period July to December 2020

Jenis–Jenis Makanan	Jumlah	Bm High	%	Bm Low	%
Main Course	20	7	20 %	13	80 %

(Source: 2021 Data Analysis Results)

Based on the analysis results in Table 6, it can be determined that from the 20 main course food items at the Clay Craft Restaurant at the Renaissance Bali Uluwatu Resort & Spa, as many as seven food items are included in the high food mix category. Based on this, the sale of leading course food at the Clay Craft Restaurant at the Renaissance Bali Uluwatu Resort & Spa. The type of high food could be more optimal because it has a percentage of 20% compared to the kind of low food. The types of food that are most in-demand on the main course are Special Fried Rice, Fried Noodles, Shrimp Curry, Pandawa Mixed Rice, Fish n Chips, Spaghetti Meat Ball, and Spaghetti Aglio Olio.

Meanwhile, of the 20 main course dining items at Clay Craft Restaurant, Renaissance Bali Uluwatu Resort & Spa, 13 articles were included in the low dining mix category. This shows that the type of food that is less desirable is more optimal because it has a percentage of 80%.

The types of food that are less desirable in the main course are Salted Egg Fried Shrimp, Authentic Balinese Pork, Roast Baby Chicken, Rib Eye, Fish Market, Bamboo Lobster, Jimbaran Grilled Fish, Uluwatu Burger, Prosciutto Pizza, Tandori Pizza, Rendang Pizza, Margarita Pizza, Balinese Fried Rice.

Tabel 7. Contribution Margin Classification
Main Course Period July to December 2020

Jenis–Jenis Makanan	Jumlah	Cm High	%	Cm Low	%
Main Course	20	10	50 %	10	50 %

(Source: 2021 Data Analysis Results)

Table 7 can be determined from the 20 main course food items at the Clay Craft Restaurant. At the Renaissance Bali Uluwatu Resort & Spa, as many as ten items of food types are included in the high contribution margin category. Based on this, sales of leading course food at Clay Craft Restaurant are balanced because they both have a 50% percentage with a low contribution margin percentage. The types of food that are most in-demand on the main course are Prawn Curry, Pandawa Mixed Rice, Salted Egg Fried Shrimp, Authentic Balinese Pork, Roast Baby Chicken, Fish Market, Bamboo Lobster, Uluwatu Burger, Pizza Prosciutto, Pizza Tandori.

Meanwhile, of the 20 main course food items at the Clay Craft Restaurant at the Renaissance Bali Uluwatu Resort & Spa, as many as ten items were included in the low contribution margin category. The types of food that are less desirable in the main course are Special Fried Rice, Fried Noodles, Fish n Chips, Spaghetti Meat Ball, Spaghetti Aglio Olio, Rib Eye, Jimbaran Grilled Fish, Rendang Pizza, Margarita Pizza, Balinese Fried Rice.

The results of the explanation above show that there are seven main course food items that were analyzed. The most desirable food mix had a lower percentage than the least hot. Meanwhile, of the 20 main course food items analyzed, the contribution margin has a balanced ratio of 50%. It can be seen in Table 8.

Table 8. Food Type Mix Category & Contribution Margin
Main Course Food Type
Clay Craft Restaurant at Renaissance Bali Uluwatu Resort & Spa.

Main Course			
Food Type Mix		**Contribution Margin**	
Hig	**Low**	**High**	**Low**
• Nasi Goreng Istimewa • Mie Goreng • Gulai Udang • Nasi Campur Pandawa • *Fish n Chips* • *Spaghetti Meat Ball* • *Spaghetti Aglio Olio*	• Udang Goreng Telur Asin • Babi Bali Asli • *Roast Baby Chicken* • *Rib Eye* • *Fish Market* • *Bamboo Lobster* • Ikan Bakar Jimbaran • *Uluwatu Burger* • *Pizza Prosciutto* • *Pizza Tandori* • *Pizza Rendang* • *Pizza Margarita* • Nasi Goreng Bali	• Gulai Udang • Nasi Campur Pandawa • Udang Goreng Telur Asin • Babi Bali Asli • *Roast Baby Chicken* • *Fish Market* • *Bamboo Lobster* • *Uluwatu Burger* • *Pizza Prosciutto* • *Pizza Tandori*	• Nasi Goreng Istimewa • Mie Goreng • *Fish n Chips* • *Spaghetti Meat Ball* • *Spaghetti Aglio Olio* • *Rib Eye* • Ikan bakar Jimbaran • *Pizza* Rendang • *Pizza Margarita* • Nasi Goreng Bali

(Source: Processed Results 2021)

Based on the analysis of the type of food in the main course of the 20 items analyzed, it can be classified into four categories, namely stars, plowhorses, puzzles, and dogs, which are summarized in Table 9 below.

Table 9. Engineering Menu Classification
July to December 2020 Periode

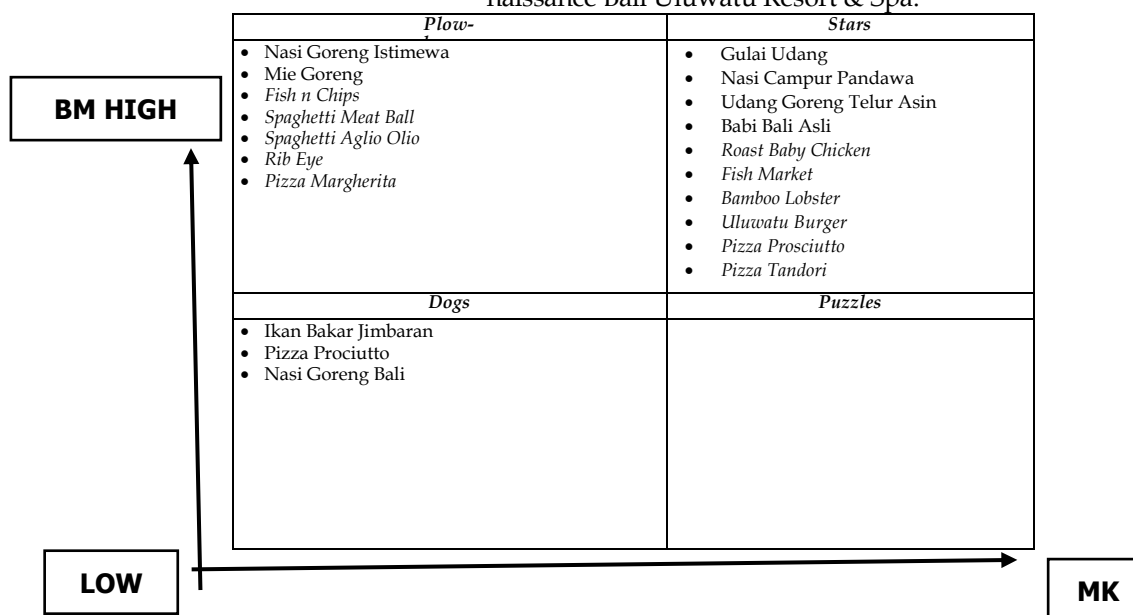| Food Type	Amount	Stars	%	Plowhorses	%	Puzzelss	%	Dogs	%
Main Course	20	10	50%	7	30%	0	0	3	20%

(Source: Processed Results 2021)

Based on Table 4.9, it can be classified in the types of food in the leading course food at Clay Craft Restaurant. At Renaissance Bali Uluwatu Resort & Spa, the stars category has a percentage of 50% or as many as ten items of food types from all types of leading course food; the stars category means that the kind of food is popular and profitable. The types of food in the main course that are included in the star category are Shrimp Curry, Pandawa Mixed Rice, Salted Egg Fried Shrimp, Authentic Balinese Pork, Roast Baby Chicken, Fish Market, Bamboo Lobster, Uluwatu Burger, Pizza Prosciutto, Pizza Tandori.

Furthermore, the Plowhorses category has a percentage of 30% or as many as seven items of food types from all types of food in the main course Plowhorses category, meaning that this type is the most popular but not profitable. The types of food in the primary system that are included in the plowhorses category are Special Fried Rice, Fried Noodles, Fish n' Chips, Spaghetti Meat Ball, Spaghetti Aglio Olio, Rib Eye, and Pizza Margherita.

Furthermore, the puzzles category has a percentage of 0; there are no types of food found in the puzzles category because some other types of food are mainly in the position of stars, plowhorses, and dogs.

Furthermore, the category of dogs has a percentage of 20% or as many as three food types from all types of food in the main course meal category of dogs. The types of leading course food that are included in the dog's category are Jimbaran Grilled Fish, Prosciutto Pizza, and Balinese Fried Rice. Based on the explanation above, it can be summarized in the following table 10.

Table **10** Category Analysis Menu Engineering Clay Craft Restaurant at Renaissance Bali Uluwatu Resort & Spa.

	Plow-	Stars
BM HIGH	• Nasi Goreng Istimewa • Mie Goreng • *Fish n Chips* • *Spaghetti Meat Ball* • *Spaghetti Aglio Olio* • *Rib Eye* • *Pizza Margherita*	• Gulai Udang • Nasi Campur Pandawa • Udang Goreng Telur Asin • Babi Bali Asli • *Roast Baby Chicken* • *Fish Market* • *Bamboo Lobster* • *Uluwatu Burger* • *Pizza Prosciutto* • *Pizza Tandori*
	Dogs	**Puzzles**
	• Ikan Bakar Jimbaran • Pizza Prociuto • Nasi Goreng Bali	
LOW		**MK**

Before doing menu engineering, it is tough to determine the effectiveness of each type of food with different levels of sales and profits.

Strategy to Increase Main Course Sales at Clay Craft Restaurant at Ren aissance Bali Uluwatu Resort & Spa

Based on the results of the Engineering Menu analysis on the types of food that are in the main course sold at the Clay Craft Restaurant at the Renaissance Bali Uluwatu Resort & Spa, the strategies and actions that must be taken by the management at the Clay Craft Restaurant at the Renaissance Bali Uluwatu Resort & Spa in determine the right approach to increase food sales, namely: Category Stars is types of food in the star category, are types of food that have a high level of popularity and also provide a high contribution margin because judging from the food, it contains grilled pork ribs, grilled corn, stir-fried kangkong, potatoes, chili sauce, lime. Category Plowhorses types of food in the category of plowhorses are favorite types of food that have a high level of popularity but do not provide a contribution margin because judging from the portion in it, there is fried rice along with condiments, namely chicken satay, sunny side up eggs, emping, sambal plow, and pickles. Category Puzzles lacing the type of food in the puzzle category in a strategic position in the kind of food in the type of food layout/type of food in the menu list so that it attracts the interest of guests who come. Category Dogs is the type of food in the dog category as a whole, a type of food that is not popular and does not provide a contribution margin because, judging from the portion, there are Balinese fried rice, long beans, carrots, and green vegetables. This type of food could be more attractive in the eyes of guests. The price is high, and the portions are small.

CONCLUSION

Based on the results of the analysis using the engineering menu analysis on the main course at the Clay Craft Restaurant at the Renaissance Bali Uluwatu Resort & Spa for the period July to December 2020, it can be concluded as follows: The application of the engineering menu on the type of main course dining at the Clay Craft Restaurant at the Renaissance Bali Uluwatu Resort & Spa is by Calculating the percentage of sales, determining the selling price (Data obtained from the F&B Department), calculating the contribution margin, calculating total sales, calculating the total contribution margin, select the category of contribution margin and determine the level of popularity of the 20 types of food. In the engineering menu, there are four categories, namely stars, plowhorses, puzzles, and dogs. The kinds of food in the stars category, namely Gulai Udang, Nasi Campur Pandawa, Shrimp Fried Salted Eggs, Original Balinese Pork, Roast Baby Chicken, Fish Market, and Bamboo Lobster. , Uluwatu Burger, Pizza Prosciutto, and Pizza Tandori with a 50% contribution margin; as for the types of food in the plowhorses category, namely Special Fried Rice, Fried Noodles, Fish n Chips, Spaghetti Aglio Olio, Spaghetti Meat Ball, Rib Eye, Pizza Margherita with a margin The next 30% contribution in the puzzles category does not contain any food and the last type of food in the dog's category is Ikan Bakar Jimbaran, Pizza Prosciutto, Nasi Goreng Bali with a contribution margin of 20%.

For the kind of food in the Stars category, namely by maintaining the standard of the type of food and maintaining the quality of the sort of food by using high-quality food ingredients so that customers remain satisfied and the level of sales remains high. For the kind of food in the Plowhorses category, by maintaining the type of food while maintaining the standard of the sort of food but reducing the portion of the kind of food a little, such as reducing food ingredients from 200 grams to 150 grams so that the changes are not too visible.

For the type of food in the Puzzles category, that is by including it in special events carried out by the hotel and making changes to the appearance of the food presentation. For the type of food in the Dogs category, namely by changing the composition of the kind of food as a whole, starting from the ingredients used and processing to serving the type of food so that it can attract more tourists.

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