**Abstrack**

Research entitled with “**an Analysis of Sundanese Culinary as Visitors’ Interest in Sangkuriang Restaurant**” was given to the English Department, Pasundan University for completing the final reports needed. The content of this document is written about the Sundanese food attraction of Sangkuriang Restaurant.

Sangkuriang Restaurant in Bandung is known as one of the restaurant that has been built for about 9 years. This restaurant is applying Sundanese concept for its decoration and food serving. It’s the branch of Sangkuriang Restaurant in Subang.

Within this research, the author is trying to find the main Sundanese food attraction in Sangkuriang Restaurant. Qualitative research has been conducted by the writer to obtain the data. Interview & observation are the main methods taken by the writer.

Most of the testimony of the visitors told about the environment as one of its attractions as well. The next thing is the food. Many visitors said about its delicious taste and addictive effect after eating it.

Food quality is also the main factor for giving a price to the food. The author found that the price matched towards food quality given here. Moreover, the price is known more cheaper than other restaurant.

From the research conducted, the environment here is the main attraction after the food. And then, the good quality of the food. Even though this restaurant could reach 3000 visitors, they may need some more promotions to be added later.

The author expected that this writing material could be a better contribution for the promotion used for Sangkuriang Restaurant. Especially by knowing the Sundanese food served here, it will give a positive effect also towards the Sundanese culture.

Keyword: Sundanese culinary, special menu, service.

**Preface**

In the name of ALLAH SWT Almighty who always give His mercy to the writer to finish this paper. Although, there are many problems have been faced as long as the processes in finishing this paper entitled "An Analysis of Sundanesse Culinary as Visitors’ Interest in Sangkuriang Restaurant". Finally, with the good support and sprit from my God, step by step this paper is able to complete. This paper has become one of the requirements for Taking The Sarjana-Degree and submitted to English Department Faculty of Arts and Letters Pasundan University.

This paper analyze about is the sundanesse become visitors attraction or other factor that available at Sangkuriang Restaurant. In this report the writer feel there are still so many shortages and the writer realizes that research paper is still far from being perfect due to his limited knowledge. Comments and suggestions from all readers are necessary for the maximum achievement of this paper.

finally, the writer can finish the paper and he hopes this paper can be beneficial, useful and valuable for all the reader.

Bandung, October 2014

Fahmi Faisal A

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