**Chapter I**

**Introduction**

* 1. **Background of The Study**

Tourism is an activity that do by one person or a group, and movement a person or group that to find out the tourism service to according to Warpani (2007:6) that *“Pariwisata adalah setiap peralihan tempat yang bersifat sementara dari seseorang atau beberapa orang dengan maksud memperoleh pelayanan yang diperuntukan begi kepariwisataan itu oleh lembaga-lembaga yang digunakan untuk maksud tersebut*”. According to *United Nation World Tourism Organizatiaon* (UNWTO) tourism equals or even surpasses that of oil exports, ‎food products or automobiles. Tourism has become one of the major players in ‎international commerce, and represents at the same time one of the main income ‎sources for many developing countries. It means that tourism become the important industry in this country.

Every city usually has a unique thing. The uniqueness of the city can be indicated by the culture, weather, place, or food. Bandung is one of the biggest cities in Indonesia. Bandung has become a destination place for tourist from other cities even tourist from another country because Bandung has many interest things such as culture, nature, fashion, place of interest, especially culinary. According to Dinas Pariwisata dan kebudayaan kota Bandung, in 2013, there are more than 600 foreign tourist come to Bandung.

Culinary is the one of the popular things that always be sought by a visitor in Bandung. It means culinary has important a role to attract visitor in visiting this city. Bandung has a diversity of variations traditional sundanesse food, such as: *nasi timbel, soto bandung, peuyeum, lotek, cireng, seblak, tutug oncom*, according to Saputra (2013) *“Dari sekitar 80 jenis makanan sunda, lebih dari 65% terbuat dari tumbuh-tumbuhan, sedangkan sisanya terbuat dari ikan dan daging. Sehingga setelah ada penambahan bumbu yang berasal dari tumbuh-tumbuhan, maka nilai organoleptik (antara lain rasa dan aroma) makanan akan menjadi lebih menarik juga kandungan gizi dan nutrisinya sangant baik. Pengolahan bahan makanan dilakukan secara fisik yaitu, ditumbuk, dicampur, dimasak, secara biologis (proses fermentasi, baik alkoholik misal dalam pembuatan tape, ataupun secara non-alkoholik, missal pada pembuatan asinan)”*. The variations of traditional cullinary of sundanesse, can attract more visitors to visit Bandung.

Sangkuriang Restaurant as the one of sundanesse restaurant that have potential culinary destination in Bandung. In order to know that sundanesse culinary as visitors interest, the writer takes Sangkuriang Restaurant as a subject of the research. Beside that the researcher expects to get accurate information about visitors who visit the restaurant and how interest the sundanesse food for the visitors. Sangkuriang Restaurant dominated by malay visitor and Indonesian visitor. Therefore the writer takes *“An Analysis of Sundanesse Culinary as Visitors’ Interest in Sangkuriang Restaurant”* as a title of this paper.

* 1. **Research Problems**

To make the analysis more focus to the sundanesse culinary in Sangkuriang Restaurant, there are some problems should be proposed

Based on the background has been mentioned above, the writer has made some research problems as follows:

1. why sundannesse culinary able to attract visitors to visit in Sangkuriang restaurant?
2. How the qualities of sundanesse food in Sangkuriang Restaurant based on visitors?
3. What kind of special sundanesse culinary that served in Sangkuriang Restaurant?
   1. **The Objectives of The Study**

Based on the reason has been mentioned above, the writer wants to find out how the sundanesse culinary can increase visitors in Sangkuriang restaurant. Finding out the visitor can enjoy the traditional sundanesse dish and how the good quality of sundanesse culinary from visitor opinion. Increasing the tourism potential in culinary segment in Bandung especially in Sangkuriang restaurant and finding more promote sundanesse culinary more famous, and make the quality of traditional culinary in Bandung become increases.

* 1. **Significances of The Study**

The purpose of making this research is expected to contributeto many people.

1. For Sangkuriang Restaurant, to make media in promoting sundanese culinary to other cities besides Bandung.
2. To give contribution for tourism sector especially in English Department Pasundan University.
3. To make the quality of sundanesse culinary better, for Sangkuriang Restaurant
4. This paper can be used for collection library and information fo English Department Pasundan University Student.

**Chapter II**

**Theoritical Foundation**

**2.1 The Definition of Tourism**

In, point 4 in *Undang-Undang tentang kepariwisataan* number 10 in 2009 explain that : “*Pariwisata adalah berbagai macam kegiatan wisata dan didukung berbagai fasilitas serta layanan yang disediakan oleh masyarakat, pengusaha, Pemerintah, dan Pemerintah Daerah.* ”

Base on the statement and explanation above the writer has the conclusion that tourism is an activity carried out on the basis of trip planning, whether individuals or groups, which are carried out outside the place they live, also facilities and service that was ready by society, goverment and etc.

In other side according to Warpani (2007:6) that *“Pariwisata adalah setiap peralihan tempat yang bersifat sementara dari seseorang atau beberapa orang dengan maksud memperoleh pelayanan yang diperuntukan begi kepariwisataan itu oleh lembaga-lembaga yang digunakan untuk maksud tersebut*”

Based on the statement and explanation above the writer conclude that tourism is a movement one person or some person that to find out the tourism services

*Menurut Undang-Undang No 10 tahun 2009 tengang kepariwisataan ayat 1, beberapa pengertian pariwisata sbagai berikut:*

1. *Wisata adalah kegiatan perjalanan yang dilakukan oleh seseorang atau sekelompok orang dengan mengunjungi tempat tertentu untu tujuan rekreasi, pengembangan pribadi, atau mempelajari keunikan daya tarik wisata yang dikunjungi dalam jangka waktu sementara*
2. *Wisatawan adalah seseorang yang melakukan wisata.*
3. *Pariwisata adalah berbagai macam kegiatan wisata dan didukung berbagai fasilitas serta layanan yang disediakan oleh masyarakat, pengusaha, Pemerintah, dan Pemerintah Daerah.*
4. *Kepariwisataan adalah keseluruhan kegiatan yang terkait dengan pariwisata yang bersifat multi dimensi serta multidisiplin yang muncul sebagai wujud kebutuhan setiap orang dan negara serta interaksi antar wisatawan dan masyarakat setempat. Sesama wisatawan, Pemerintah, Pemerintah Daerah, dan pengusaha.*
5. *Daya tarik wisata adalah segala sesuatu yang memiliki keunikan, keindahan, dan nilai yang berupa keanekaragaman kekayaan alam, budaya, fan hasil buatan manusia yang menjadi sasaran atau tujuan kunjungan wisatawan.*
6. *Daerah tujuan pariwisata yang selanjutnya disebut Destinasi Pariwisata adalah kawasan geografis yang berada dalam satu atau lebih wilayah administratif yang didalamnya terdapat dayatarik wisata, fasilitas umum, fasilitas pariwisata, aksesibilitas, serta masyarakat yang saling terkait dan melengkapi terwujudnya kepariwisataan*

According to *Undang-Undang* No 10 *tahun* 2009 about tourism article 1, some definitions about tourism are:

1. Tour is rip activities undertaken by a person or group of recreation, personal development, or study about the uniqueness tourist attraction in temporary period.
2. Travelers are people who do travel
3. Tourism is several of tourist activities and supported a variety of facilities and services provide by community, business, government, and local government.
4. Tourism is the overall activities related to tourism and it is multidimensional and multidisciplinary emerging as s manifestation of the needs of every person and state as well as the interaction between tourist and local people, travelers, government, local government, and employers.
5. Tourist attraction as all the matches that have the uniqueness, beauty, and value in the form of rich natural diversity, cultural and man-made result of the target or destination of tourist want to visit.
6. The next tourist destination areas referred to tourism destination is geographical area that are in the one or more administrative regions in which there is tourist attraction, public facilities, accessibility, and community are interrelated and complementary realization of tourism.

In this *Undang-Undang* No 10 *tahun* 2009 about tourism describe clearly about tour, tourism, tourist attracttion, destination of tourism and etc. Beside that the explanation of each point that put in that.

**2.2 Definition of tourist**

Tourists are group or personal who do the tourism activity. In the (Khodyat dan Ramaini, (1992 : 109), as :

1. *Perjalan ke tempat lain diluar wilayah/daerah/negara tempat tinggalnya.*
2. *Tujuannya semata-mata untuk : Pesiar, liburan, kesehatan, belajar, keagamaan dan olahraga. - Kunjungan usaha, mengunjungi kelurga, tugas dan menghadiri pertemuan.*
3. *Perjalanan dilakukan secara sukarela.*
4. *Tidak untuk mencari nafkah.*

The writer can take the conclusion that tourists are group or personal who do the travel to the outside of their environment or their country. They are doing the tourism activity in voluntary and their purpose just for holiday.

Warpani (2007:16) tourist defided into 2 categories: 1. International, who visit from their country to other country, 2. Domestic tourist, for Indonesia, there are two kinds of domestic tourist. a. Indonesian who travel in the territory of Indonesia. b. Foreign domestic tourist are foreigners living in Indonesia and traveling in the territory of Indonesia.

Base on statement that tourist who came from other country it called international tourist, and there are domestic tourist who traveled in their country, but it devided into 2 kinds too, there are tourist who travel in thier area and tourist who doing a travel out of their area but still in their country.

**2.3 definition of culinary**

Culinary is something that related to cooking and food. Culinary can’t be separated in our lives as in separable in everyday life even now it become lifestyle. There is a view opinion about culinary:

1. base on Wikipedia (2014) “*Kuliner adalah bahan, biasanya berasal dari hewan atau tumbuhan, dimakan oleh makhluk hidup untuk memberikan tenaga dan nutrisi.*”
2. According to *Kamus Besar Bahasa Indonesia edisi ketiga* (2005:701), that culinary are “ *1.segala apa yang boleh dimakan (spt penganan, lauk-pauk, kue ); 2. ki rezeki; segala bahan yang kita makan atau masuk ke dl tubuh yang membentuk atau mengganti jaringan tubuh, memberikan tenaga, atau mengatur semua proses di tubuh”*

Based on the statement and explanation above the writer concludes that culinary is everything that we can eat, and made from beef, fish and plant, and it can give benefit to our body.

**2.4 Definition of Traditional**

Refer to *Kamus Besar Bahasa Indonesia edisi kedua* (1989:959), traditional has a meaning “ 1. *sikap dan cara berpikir serta bertindak yang selalu berpegang teguh pada norma dan adat kebiasaan yang ada secara turun temurun”.*

So, tradition is attitude, how to thing and how to act that always following to the norm and it becomes a habit for everyone or something to be applied.

**2.5 Definition of Restaurant**

In Sugiarto (1996:77), that “*Restoran adalah suatu tempat yang identik dengan jajaran meja – meja yang tersusun rapi, dengan kehadiran orang, timbulnya aroma semerbak dari dapur dan pelayanan para pramusaji, berdentingnya bunyi – bunyian kecil karena persentuhan gelas – gelas kaca, porselin, menyebabkan suasana hidup di dalamnya”*. Marsum (1994:7) said that restoran “*Adalah suatu tempat atau bangunan yang diorganisasi secara komersial yang menyelenggarakan pelayanan yang baik kepada semua tamunya baik berupa makan maupun minum*.”

So restaurant is business place which serve a costumer food and drink and giving a good service for the customer.

**2.5.1 kinds of restaurant**

In Marsum (1994) restaurant have 9 kinds, that are:

1. *Table D’ hote Restaurant adalah suatu restoran yang khusus menjual makanan menu table d’ hote, yaitu suatu susunan menu yang lengkap (dari hidangan pembuka sampai dengan hidangan penutup) dan tertentu, dengan harga yang telah ditentukan pula.*
2. *Coffee Shop atau Brasserie adalah suatu restoran yang pada umumnya berhubungan dengan hotel, suatu tempat dimana tamu biasa mendapatkan makan pagi, makan siang dan makan malam secara cepat dengan harga yang relatif murah, kadang-kadang penyajiannya dilakukan dengan cara prasmanan.*
3. *Cafetaria atau Café adalah suatu restoran kecil yang mengutamakan penjualan cake (kue-kue), sandwich (roti isi), kopi dan teh.*
4. *Canteen adalah restoran yang berhubungan dengan kantor, pabrik atau sekolah.*
5. *Dining Room, terdapat di hotel kecil (motel), merupakan tempat yang tidak lebih ekonomis dari pada tempat makan biasa. Dining Room pada dasarnya disediakan untuk para tamu yang tinggal di hotel itu, namun juga terbuka bagi para tamu dari luar.*
6. *Inn Tavern adalah restoran dengan harga murah yang dikelola oleh perorangan di tepi kota.*
7. *Pizzeria adalah suatu restoran yang khusus menjual Pizza, kadang-kadang juga berupa spaghetti serta makanan khas Italia yang lain.*
8. *Speciality Restaurant adalah restoran yang suasana dan dekorasi seluruhnya disesuaikan dengan tipe khas makanan yang disajikan atau temanya. Restoran semacam ini menyediakan masakan Cina , Jepang, India, Italia dan sebagainya. Pelayanannya sedikit banyak berdasarkan tata cara negara tempat asal makanan spesial tersebut.*
9. *Familly Type Restaurant adalah satu restoran sederhana yang menghidangkan makanan dan minuman dengan harga yang tidak mahal, terutama disediakan untuk tamu-tamu keluarga maupun rombongan*

According to Marsum that restaurant devided into 9 kinds, there are : Table D’hotel, coffe shop or brasserie, cavetaria or cafe, canteen, dining room, inn travel, pizzeria, speciality, familly type. Every type of restauran has its ow difference, like cafetaria that consern inserving cake as their menu, and Table D’ hote serve menu from epetizer, main course, and dessert as their style.

**2.6 The history of Sangkuriang restaurant**

1. The founding phase

The birth of sangkuriang restaurant is unseperable from the important role of a succesful businessman from a small town in west java. He is Mr. Herdis Sudana from Subang. He is a fish farmer in Subang who is succeded in developing his business since he was still young. He showed his entrepreunership since he was stil teenager. Eversince he graduated from technical vocational school, he went directly to gold fish cultivation which is very popular among the the fresh water fish lover at that time. Subang fish is really fond of by the consumers because of its taste that is unique and doesn't smell soil. Besides gold fish he also developes other kinds of fish such as nila, patin, giv, bawal and so on.

By the time of its progress, it is thought not only to sell raw fish but also to plan selling the other ready consumed products. That's the idea of building the restaurant started. On 6 May 2002, the restaurant was built in subang. Pioneered by Mr. Herdis Sudana who cooperated with his cousin's husband, Yarhan Muzal. It is acknowlageable that Mr. Yarhan Muzal is the expert of restaurant and he is the former manager of Dragon City restaurant in Jakarta. Therefore in its early time Mr. Yarhan Muzal was appointed as the operational manager. The combination of the entrepenership in Mr. Herdis and the profesionalism of Mr. Yarhan has made Sangkuriang restaurant can be very well considered as the consumers destination for culinary lover.

The name of Sangkuriang restaurant is taken from the West Java's folk legend which is famous with the story of Sangkuriang and the legend of Tangkuban Parahu mountain. The philosophy of the name means the soul of the warrior. Never give up in determination, tireless to reach a goal. To prevent the other party using the same name, on 8 January 2003 the name of Sangkuriang along with its logo has officially listed at Law minister and HAM RI no. 557843 for class 16 and no. 557844 for class 43.

The beginning concept of Sangkuriang restaurant is a modern Sundanese restaurant with its considered superior menu that utilizing original products from Subang, especially fresh fish water. Then, so many menus are created from fresh fish water such as fish soup, grilled fish, smoked grilled fish, sweet sour fish, tasty spicy fish, that is combined with other menus. The other menus are meat, chicken, fish, vegetables, beverages, and many more. Of all menus of Sangkuriang restaurant, the one that becomes the icon is “Chicken soup” itself that has its tasty smell with fresh basil leave. Besides excellent with fresh and natural ingredients, this restaurant is also has strategic location which is located in the cool mountain with ricefield background and original forest added with traditional concept that is completed with *lesehan* facility above the fish pond. It makes the interest of the people in the city especially those who come from Jakarta to Ciater and Tangkuban Parahu destination to stop by to Sangkuriang restaurant while resting after long trip, enjoying Sangkuriang food and the scenery.

In its progress Sangkuriang restaurant has succeded in getting consumers attention, so it survives and able to grow fast. In a short time this restaurant is well known among culinary in big cities who do the trip to Subang area.

2. Developing phase

In 2005, the access to Bandung, Ciater, and Tangkuban Parahu is eased by the opening of Cipularang freeway, so the trip from Jakarta – Bandung can be reached in only 2 hours. In one side, this progress can ease the tourists both local and international to visit Bandung and its surrounding. Yet, on the other side it is enough to give influence to the Restaurant businessman who operated in Cikampek, Kopo, Sadang Purwakarta, Kalijati, and Subang. Because with the opening of new access, it can automatically decrease the tourists traffic to those areas. Therefore, no wonder there are so many restaurants in those area get little income drastically. Among of those closed down due to their inability in funding their own operational activity.

Following it up, the owner of Sangkuriang restaurant was planning to widen their wings by opening more branches in big cities, such as Bandung, Jakarta, Bekasi, and Bogor. So, in April 2005, there stood Restaurant Kampoeng Sangkuriang in Subang, Mr. Yarhan Muzal cooperated with Mr. H. Armis Pulungan. Not long after that, Sangkuriang Restaurant was built in Jati Asih, Bekasi.

On 23 December 2005, Mr. Herdis cooperated with one of the businessmen from Jakarta by building Sangkuriang Kitchen Restaurant which is located at Karang sari street no. 5, Bandung. Meanwhile, Mr. Yarhan Muzal cooperated with Mr. Armis by opening the branch on Cibubur Raya street. Restaurant Kampung Sangkuriang is operated with the law firm PT. Sangkuriang Restaurant. Thus, Sangkuriang Restaurant has developed into 5 branches which are spread in Subang, Bandung, Bekasi, Jakarta and Bogor.

In 2007, there was an idea that came up to join the management of Sangkuriang Restaurant which is spread in those cities that mentioned above. Then it was formed the trade firm of PT. Sangkuriang Boga Sejahtera that holding Restaurant Dapur Sangkuriang, whose owners are Mr. Herdis Sudana and Mr. H. Cep Ruhyat. The next step is that PT. Sagkuriang Boga Sejahtera opened a new branch in Kota Tua Jakarta, the exact place is on Roa Malaka street.

Still in the same year (2007), the negotiation between PT. Sangkuriang Indonesia with PT. Sangkuriang Boga Sejahtera made the merger between the two companies. The people who are in the position of commissioner boards ; Mr. Herdis Sudana, Mr. Yarhan Muzal and Mr. Tahmara. Meanwhile Mr. H. Amris who is the commissioner of PT. Sankuriang, sold the whole share to Mr. H. Cep Ruhyat so he is no longer part of PT. Sangkuriang Indonesia.

Therefore since 2007, the ownership of Sangkuriang Restaurant are consist of:

1. Mr. Herdis Sudana as the individual owner of Sangkuriang Restaurant in Subang.
2. Mr. Yarhan Muzal as the individual owner of Sangkuriang Jati Asih, Bekasi.
3. PT. Sangkuriang Indonesia is controling over Restaurant Kampoeng Sangkuriang Cempaka Putih in Cibubur, Bogor.
4. PT. Sangkuriang Boga Sejahtera is controlling over Restaurant Dapur Sangkuriang Bandung and Restaurant Dapur Sangkuriang Roa Malaka.

In 2009, there was the separation of partnership among those who are involved in the commissioner and the Direction of PT. Sangkuriang Indonesia and PT. Sangkuriang Boga Sejahtera. This incident caused the basic changing to the management of Sangkuriang Restaurant. Mr. Herdis Sudana walked out from persero. Not long after that, Mr. Yarhan Muzal and Mr. Tahmanra. Kampoeng Sangkuriang Cempaka Putih Restaurant, Kampoeng Sangkuriang Cibubur Restaurant, and Dapur Sangkuriang Roa Malaka Restaurant were being ignored. Even in its next progress Kampoeng Sangkuriang Cibubur Restaurant was declared bankrupt (in the beginning of 2010). Followed by Kampoeng Sangkuriang Cempaka Putih, in the same year, the whole asset was sold to Mr. H. Amris. Meanwhile Dapur Sangkuriang Roa moved to Jatiwaringin, Bekasi with the new name, which is Desa Sangkuriang Restaurant.

The name of Dapur Sangkuriang Restaurant Bandung, since October 2008 has changed into Sari Pawon under CV. Sangkuriang Loh Jinawi. The commissioners are RM. Djayeng Soeryo Bachtiantoro, Rd. Dadang Darmawan, H. Cep Ruhyat andMrs. Rd. Sewoe Radjaningrat. In October 2010, Mr. H. Cep Ruhyat sold the whole asset of Sari Pawon Restaurant to Mr. Herdis Sudana. As the legalization of the ownership of Sari Pawon Restaurant, on 17 January 2011 got into the level of CV. Sangkuriang loh Jinawi, who are Ms. Duma Unggul Handayani and Mrs. Hj. R.Pujawati. Meanwhile, the previous limited partnership (komanditer) whom are RM. Djayeng Soeryo Bachtiantoro, Rd. Dadang Darmawan, H. Cep Ruhyat and Mrs. Rd. Sewoe Radjaningrat were voluntarily resigned from the limited partnersip. Along with the management changing of Sari Pawon Restaurant, so the name was changed into Sangkuriang Restaurant until now.

The name of those who have become Sangkuriang Restaurant managers, are as follows :

Sangkuriang Restaurant Subang :

1. Yarhan Muzal Pb. (2002-2003) & (2004-2005)
2. Rustandi (2003-2004)
3. Narlin (2005)
4. Asep Adang B (2005-2009) & (2012-sekarang)
5. Erwin Saleh (2009-2011)
6. Hj. R. Pujawati (2011-2012)

Dapur Sangkuriang Restaurant Bandung :

1. Djoddy B. Sutiman (2005-2006)
2. Erwin Saleh (2006-2007) & (2011-2013)
3. RM. Djayeng Soeryono Bachtiantoro (2007-2011)
4. Narlin (2013- now)

Kampoeng Sangkuriang Restaurant Cempaka Putih jakarta

1. R. Nugraha bjajasukanta (2005-2007)
2. Harry (2008-2009)

**Chapter III**

**Research Methodology**

This chapter contains and explain of research desighn, populatoin and samples, procedures of data collection and technique of data analysis.

**3.1 Research design**

In this research the writer tries to use qualitative method in processing this study. Actually, qualitative has no fix definition but, “*Kualitatif dapat dinyatakan sebagai kegaitan-kegaiatn terencanayang mencakup seperangkat praktek penafsiran yang memungkinkan dunia responden dan informan dapat dilihat* (Denzin and Lincoln, 2000). The statement said that the activity which planed by some one who do this qualitative research. This qualitative needs peripheral practice to make some interpretation about information from all of sources.

According to Basrowi and Suwandi (2008) the definition of qualitative methode is: “*Penelitian kualitatife merupakan penelitian yang dilakukan berdasarkan paradigma, strategi dan implementasi model secara kualitatif, perspektif, strategi dan model yang dikembangkan sangat beragam,*”. So, it means that qualitative methode base on our paradigm, interpretation.

**3.2 Population and Sample**

**Population**

Population is the important thing in this research, so the research can be held clearly. In using this method, the writer needs some respondents to figure out the result of research, according to Arikunto (2006: 15) states that: “*Populasi adalah keseluruhan subjek penelitian. Apabila seseorang ingin meneliti semua elemen yang ada dalam wilayah penelitian makapenelitiannya merupakan penelitian populasi*.”. The statement has been expressed above said that population is one of the point in the research. While McMilan in Nurhapsyah (2014:27) said that “a population is a group of elements or cases whether in individuals, object or events the conform to specific criteria and which we intent to generalize the result of the research”. The writer makes a conclusion from the statement above that population is the all of part which correlated to the research.

In this paper the writer aims that population are the tourists from out of Bandung area who visiting Bandung.

**Sample**

In addition, the samples of the study are purposive sampling or criterion – based on selection. It mean, the writer as the researcher choses time setting, person or event that are selected deliberately that can provide the writer with the information that he needs, Maxwell in Nurhapsyah (2014:28). From that statement above sample is the source of information that the researcher need, sample is more specific than population. The sample of this research are 20 people, they consist of domestic and international tourists and also the staff of the restaurant. The samples are devided into 6 part there are: waiter or waitress 4 person, chef cook 2 person, operation manager 1 person, acounting manager 1 person, bartender 2 person and 10 person of tourist who visit to Sangkuriang Restaurant.

**3.3 Pocedures of Data Collection**

The following procedure that the writer choose and need to conduct the experiments are:

1. Observation

The writer observe visitors and staff activities in Sangkuriang Restaurant, because in Keraf (1970:162) said that: *“Observasi adalah pengamatan langsung kepada suatu objek yang akan diteliti, sedangkan penelitian lapangan adalah usaha pengumpulan data dan informasi secara intensif disertai analisa danpengukian kembali atas semua yang telash dikumpulkan.”.*

The write just become observer, because the writer does not involve in staff or visitor activity. the writer observes, watches, and analyze what the staf doing when the visitor come to the restaurant.

1. Interview

In qualitative research interview is one of methode to provide information directly, it’s related to interview method by Weiss in Nurhapsyah (2014:30) that interview can valuable way (the only way, for events that took place in the past or ones to which you cannot gain observational access).

From the statement above that interview is the way how to get the information that the writer cannot get from observation, like what the visitor feel when they are in the restaurant and their opinion about the restaurant.

The writer would like to observe the visitor in Bandung, and interview them about sundanesse culinary and to see whether they are interested in sundanesse culinary. By having library research the writer will figure out all about sundanesse culinary and the role of increasing tourist.

**Chapter IV**

**Data Analysis and Findings**

To support the information in this paper about Sankuriang Restaurant as one of sundanesse Restaurant in Bandung, the writer conducted interview and observation to complate the data.

**4.1 Data analysis**

# Interview

1. **Data I: The result of interview with the manager and owner**

**Question 1**:

*Sudah berapa lama restoran ini berdiri?*

**Mrs. Dima:**

*Dari 2005.*

**Mr. Narlin**:

*Restoran ini berdiri tahun 2005 untuk Sangkuriang Bandung, sementara untuk Sangkuriang Subang berdiri 2002, jadi yang di Bandung ini cabang dari yang di Subang*

**Conclusion**:

In this interview the writer find, that Sangkuriang Restaurant in bandung built in 2005 and it is a branch from Sangkuriang Restaurant in Subang. So this restaurant was established 9 years.

**Question 2**:

*Konsep restoran yang digunakan ini seperti apa?*

**Mrs. Dima**:

*Ya konsepnya adalah makanan khas sunda tradisional.*

**Mr. Narlin**:

*Kita punya konsep menu sunda tradisional yang dipadu dengan oriental, jadi ada perpaduan antara sundanese dan chinese food, yang menghasilkan satu konsep yang kita namakan konsep makanan sunda modern, sedangkan konsep restoran disesuaikan dengan makanannya juga, karena makanannya lebih dominan sundanese, maka konsep bangunan juga lebih ke tradisional natural, dan mengambil tema yang lebih bersifat ke pedesaan.*

**Conclusion**:

This restaurant has used sundanese traditional concept, adapting concept with Sangkuriang Restaurant in Subang. Not only sundanese culinary but also serve chinese food or oriental, but the dominant menu is sundanese, because chinese food or oriental just become a variation of menu.

**Question 3**:

*Cara promosi yang dipergunakan seperti apa dan lewat apa saja?*

**Mrs. Dima**:

*Dulu ada marketingnya pas pertama buka di tahun 2005 dan semua bagian jalan, dan bisa memasarkan sangkuriang, tapi lama kelamaan gak ada, jadi sekarang ini hasil dari pemasaran dulu pas pertama buka, jadi marketing dulu yang bernama pak Erwin yang gencar mempromosikan ke travel-travel dan memasarkan di Bandung. Nah hasilnya sekarang jadi orang pada tahu, contohnya orang Malaysia sampai 3 kali ke sini, dan pokonya orang Malaysia kalau ke Bandung makan kesini. Jadi promosinya untuk sekarang tidak menggunakan lewat sosial media atau apapun, kalau pun ada yang di internet itu hasil dari promosi yang dulu. Jadi sekarang promosinya hanya mulut ke mulut melalui para guide dari travel.*

**Mr. Narlin**:

*Sejak berdiri kita coba untuk melakukan promosi yang awalnya kita mencoba langsung dengan brosur, ke customer langsung di lokasi lokasi tempat keramaian, dan kita mencoba menggunakan fax dan mencoba mengirimkan ke perusahaan-perusahaan yang berada di Bandung dan Jakarta untuk memperkenalkan Restoran Sangkuriang. Dan kita juga mencoba untuk lebih meraih pengunjung dari kalangan turis dengan cara promosi kepada agen-agen pariwisata. Kita mencoba juga promosi di media cetak maupun elektronik, untuk media cetak kita mempromosikan di koran Pikiran Rakyat, Harian Sindo, danlain-lainnya. Kalau media elektroniknya pernah mencoba di TV lokal Bandung, kemudian radio juga ada.*

**Conclusion**:

From Mrs. Dima information that now days they are not trying to promote the restaurant like at the past, now they didn’t have a marketing person, so the restaurant just waiting for the visitor from the travel agen.They are try to promote the restaurant by brochure, fax, television, radio, newspaper and promoting to every travel agen in Bandung.

**Question 4**:

*Kebanyakan pengunjung restoran berasal dari mana?*

**Mrs. Dima**:

*Kebanyakan dari Malaysia, sedangkan untuk lokalnya sendiri kurang maksudnya dari bandung, tapi dari luar jawa atau dari kota lain lebih banyak.*

**Mr. Narlin**:

*Sebagian besar pengunjung kita itu dari turis mancanegara khususnya dari Malaysia, kalau dipresentasikan hampir 75%, sementara tamu lokalnya sendiri sekitar 25% itu campuran pengunjung dari Bandung, Jakarta dan kota lainnya. Jumlah pengunjung rata-rata pada musim libur bisa mencapai sekitar 5000 sampai 6000 pengunjung perbulan.*

**Conclusion**:

Sangkuriang Restaurant is mixtured from abroad especially Malaysia. If it's formed in percent there are almost 75% local visitors that from outside Bandung. The local visitor from outside Bandung only about 25% meanwhile the visitor from Bandung only a few. It means 4500 persons are foreign visitors and 1500 persons are domestic visitors in the holiday season.

**Question 5**:

*Tanggapan pengunjung pada umumnya seperti apa terhadap restoran dan makanannya?*

**Mrs. Dima**:

*Selama ini tak ada yang komplain terhadap makanannya. Kalau untuk restorannya paling banyak menyebutkan tradisional, karena memang kita memakai konsep tradisional. Kalau untuk orang kita mungkin biasa, tapi kalau untuk orang Malaysia suasana restoran berasa wah, karena mereka baru tahu kalau ada si cepot, wayang golek dan menjadi objek untuk foto-foto.*

**Mr. Narlin**:

*Secara umum alhamdulillah pengunjung merasa puas akan makanan kita, dari kualitas makanan maupun dari pelayanan, sejauh ini tidak ada komplain yang sangat signifikan, jadi alhamdulillah kita diterima oleh para konsumen.*

**Conclusion**:

For general conclusion, the visitors are enthusiastic enough in enjoying the dish of food in Sangkuriang Restaurant. Both the food and the concept of the restaurant especially from abroad and directly has introduced one of Sundanese cultures which is 'wooden Puppet' or called *wayang golek*.

**Question 6**:

*Makanan apa yang lebih diminati oleh pengunjung, makanan sunda atau orientalnya?*

**Mrs. Dima**:

*Karena kita lebih menonjolkan sup ikan, jadi si waiter dan waitress nya juga lebih menawarkan menunya ke sup dulu. Dalam penjualannya juga lebih ke makanan sunda, soalnya kalau untuk oriental mungkin di Malaysia nya juga sudah ada, jadi mereka kesini memang mencari makanan sunda.*

**Mr. Narlin**:

*Yang diminati itu lebih ke makanan sunda, karena memang mereka datang jauh jauh dari luar ingin mencoba menu khas daerah Jawa Barat itu sendiri, sementara menu oriental itu sendiri hanya sebagai fariasinya saja dari menu sunda.*

**Cocnlusion**:

Sundanese menus are most chosen by many people than oriental menu that served in the menu. According to Mr.Narlin, he has been travelling so far to taste the unique sundanese menu after a long walk in Bandung.

**Question 7**:

*Lebih banyak pengunjung perorangan atau grup?*

**Mrs. Dima**:

*lebih banyak pengunjung yang grup.*

**Mr. Narlin**:

*Kebanyakan pengunjung itu lebih ke grup yang datang ke sini.*

**Conclusion**:

The visitors who come usually in group not individual. Because the visitors from abroad are seldome to come. For instane malaysian visitor that always come in group.

**Question 8**:

*Dalam sebulan rata-rata pengunjung sampai berapa orang?*

**Mrs. Dima**:

*Kalau jumlah pengunjung saya kurang tahu karena jarang ke kantornya.*

**Mr. Narlin**:

*Berfariasi, tergantung musimnya. Jadi tamu di kita tergantung musim libur dari luar negri itu sendirin, misalkan dari Malaysia kalau sedang musim libur bisa mencapai 4000 sampai 5000 bahkan sampai 6000 pengunjung dalam satu bulan, tapi pada saat bulan bulan biasa pengunjung di bawah angka yang tadi sekitar 3000an, puncak musim libur luar negeri biasanya bulan November-Desember 5000 sampai 6000 karena itu bulan-bulan biasanya libur dari luar negeri.*

**Conclusion**:

The number of the visitors depend on the holiday season. In ordinary months like January or in the middle of the year the number of visitors are quite a few at around 3000 visitors. But on the peak of holyday season like on December it can reach 5000 to 6000 visitors because it usually a holday season from abroad.

1. **Data II: The result of interview with the waiters**

**Question 1**:

*Apa yang melatarbelakangi anda sebagai pramu saji?*

**Cecep:**

*Oohh dulu dari sekolah, jurusannya itu pariwisata, dibidang tataboganya. Tataboganya dibagi menjadi dua, bagian service sama prodak, dan saya lebih ke bagian servicenya*

**Imam Mulyadi**:

*Engga ada, sekolah saya SMA, lulusan SMA jurusan IPS, Cuma ya saya beraniin diri aja sama waktu itu waktu abis lulus sekolah ga ada kerjaan jadi ada lowongan di restoran sangkuriang ya saya masuk aja itung-itung cari pengalaman. Tidak ada pengalaman sebelumnya dibidang ini, belajar sendiri ya otodidak*

**Ujang Juanda**:

*Belum, dulu saya bekerja dipasar langsung ada teman yang ngajak kesini.*

**Tatang sutarya**:

*Saya lulusan dari SMA.*

**Conclusion**:

The waiter’s background of sangkuriang restaurant is vary. One of them work at the market. Senior High School graduate, and they are some that even get the knowledge about service from Tourism High School

**Question 2**:

*Sudah berapa lama anda bekerja di restoran sangkuriang?*

**Cecep**:

*Dari keluar sekolah sudah disini, dua tahun tiga tahun, kebetulan PKL nya juga disini, kalo misalnya dihitung dari PKL lima tahunan.*

**Imam Mulyadi**:

*Disini udah ada hampir enam tahun.*

**Ujang Juanda**:

*Sekitar lima tahun lebih, lumayan sudah lama.*

**Tatang sutarya**:

*Disini saya alhamdulillah sampai saat ini sudah delapan tahun.*

**Conclusion**:

The waiters who work here are also have been working at Sangkuriang Restaurant for about 5 to 8 years

**Question 3**:

*Mulai dari harga berapa harga makanan dan minuman yang disajikan disini?*

**Cecep**:

*Oh makanan tuh dari Rp. 5000 sampai Rp. 45.000, kalau makanan rata-rata Rp. 15.000.*

**Imam Mulyadi**:

*Untuk makanan ada yang dari kisaran paling murah itu ada yang dari Rp. 20.000 yang buat paket perorang ada timbel komplit ikan yang paling banyak dipesen sama yang paling mahal itu ikan gurame, sampai Rp. 120.000 lebih satu paketnya. Minumannya sendiri paling murah itu dari Rp. 9000 semacam jus, yang lebih murah lagi itu es teh manis Rp. 5000, kopi hitam Rp. 5000, terus sama yang paling mahal itu es kelapa, yg paling spesialnya tu ada es kelapa batok, es kelapa gelas, es kelapa sunda sama es kelapa jeruk sama es leychee itu sekitar Rp. 20.000 lebih.*

**Ujang Juanda**:

*Dulu ikan gurame Rp. 10.000 per ons, dan sekarang Rp. 12.000 per ons, kalau paling murah ya semacam sambel nasi dll.*  
**Tatang sutarya**:

*Kalau minuman paling murahnya antara Rp. 10.000 ada banyak itemnya sampai Rp. 15.000 sampai Rp. 17.000 juga ada. Makanan paling murah itu seperti nasi gorengn Rp. 15.000 lebih, sampai harga gurame kan kita jual per ons jadi tergantung tamu kalau misalkan ada yang small itu untuk sup ada yang medium ada yang large.*

**Conclusion**:

According to the waiters and this restaurant. The price of the menu that served starts from 5 tousand until 120 tousand rupiah. For the drink starts from 15 thousand until 20 thousand rupiah.

**Question 4**:

*Bagaimana tahapan menyajian terhadap tamu dan melayaninya?*

**Cecep**:

*Yang prtama datang kita greeting dulu, setelah itu baru mempersilakan tamu ke meja yang paling bagus view nya, setelah itu kita kasih menu tunggu dulu sebentar biar tamunya lihat lihat dulu baru taking order, setelah taking order menyajikan welcome drink, setelah itu orderan kan masuk ke dapur sama ke pantry terus diolah lalu setelah jadi baru diantarkan ketamu. Setelah tamu beres, di clear up, diberi bill, tamu pulang lalu kita ucapkan selamat jalan.*

**Imam Mulyadi**:

*Ya kalau ada tamu datang kami sambut dulu di depan, lalu kami greeting dulu terus kami persilakan masuk mau pilih mejanya dulu mau di meja atau di lesehan terus saya bawakan menunya saya antar ke tamu, ingin order sendiri atau di order langsung, kalau ingin order sendiri saya tinggalkan kertas dengan penanya, jika ingin order langsung saya tunggu sampai tamu mengorder.*

**Ujang Juanda**:

*Kita sambut dulu kalau tamu datang, langsung dianter kalau ingin duduk di kursi silakan, kalu ingin dilesehan juga boleh. Langsung dibawakan menunya, ada yang langsung order ada yang nanti dulu.*

**Tatang sutarya**:

*Kita pertama kali taking order itu pasti pertamanya tamu disambut kita tawarkan mau minum dulu atau makan dulu, jadi tamu yang order kita yang menulis pesenannya.*

**Conclusion**:

From all statements of the waiters here, the first thing to do to the guests are to greet them, take them to their seat then prepare everything by giving welcome drink and take their order. Therefore the service in this restaurant is well manage, so the guest will not be abandoned when they come.

**Question 5**:

*Pelayanan apa yang membuat beda dengan restoran yang lain?*

**Cecep**:

*Pertama dari cara penyajiannya ya, kita family service kalau yang lain menggunakan A La carte, maksudnya family service jadi menunya engga perorangan jadi nasi, lauk, dan sayurannya tuh udah disimpen di tengah.*

**Imam mulyadi**:

*Pelayanannya bagaikan teman gitu, maksudnya gak kaku, jadi kita anggap sahabat tamu itu.*

**Tatang Sutarya**:

*Disini ya bersama teman-teman mengutamakan kita kitu harus banyak senyum sama tamu, karena itu cerminan dari dirikita sendiri, karena menurut saya kalau kita banyak senyum pada tamu, tamu pasti senang dan tamu pasti balik lagi kesini.*

**Conclusion**:

The thing that makes Sangkuriang Restaurant different from many other restaurant is the menu that served in family service, one menu can be eaten by some people and also the service that is friendly to guests.

**Question 6**:

*Apa tanggapan pengunjung terhadap restoran dan makanannya?*

**Cecep**:

*Tanggapan pengunjung tentang masakan mayoritas bilang enak cuman dari segi penampilan harus diperbaiki lagi, kalau dari rasanya sudah okey.*

**Imam Mulyadi**:

*Kalau komplain banyak juga, yang muji juga banyak juga. Biasanya yang komplain itu yang pas restorannya itu lagi rame terus kita kekurangan waiter, lagi ada yang sakit atau lagi ada yang gak masuk pelayanannya kurang, misalkan masakannya telat atau di dapurnya juga sedang sama lagi gak ada orang jadi masaknya keburu-buru jadi kualitasnya agak turun tapi pujiannya biasanya di makanan rasanya disini beda dengan restoran yang lain.*

**Ujang Juanda**:

*Ada yang bilang masakannya enak, kan kebanyakan Malaysia yah pengunjungnya.*

**Tatang Sutarya**:

*Tanggapan pengunjung disini paling masalah fasilitas belum terlalu mencukupi dan belum sesuai harapan.*

**Conclusion**:

The responds of the visitors to Sangkuriang Restaurant in dominant say that it’s good both from the food and facility. Yet, there are still some guests who state thet the facility should be more improved. Also from its appereance not just from the food it self.

1. **Data III: The result of interview with the chefs.**

**Question 1**:

*Apa yang melatar belakangi anda menjadi seorang chef?*

**Mr. Uci**:

*Kebetulan otodidak.*

**Conclusion**:

The chefs here learn autodidactic and they learn directly to become the chefs of Sangkuriang Restaurant.

**Question 2**:

*Sudah berapa lama anda bekerja di sini?*

**Mr. Uci**:

*Disini jadi koki sudah 9 tahun.*

**Mrs. Yeni**:

*Udah 7 tahun.*

**Conclusion**:

For working experience, the chefs here have about 7 to 9 years for it. So they are very comprehendable with the menu that served from the quality and the taste. But they get knowledge from autididac way.

**Question 3**:

*Apakah pada saat menjadi chef disini langsung diberi tahu semua resep masakanyang ada di sini?*

**Mr. Uci**:

*Ia langsung di kasih resepnya.*

**Mrs. Yeni**:

*Ia langsung dikasih tahu langsung.*

**Conclusion**:

They stated that when they became chefs here, the food recipes were given directly in a whole so that there were no recipe that keep as secrets.

**Question 4**:

*Ada berapa jumlah masakan khas sunda yang ditawarkan disini?*

**Mr. Uci**:

*Ada banyak sih, kalau dari olahan ikan ada sekitar 10 .*

**Mrs. Yeni**:

*Ada banyak sih klo menu masakan sunda.*

**Conclusion**:

According to the chefs here, the sundanesse menu that served is vary with many options. Meanwhile there are 10 dish of food that made with fish.

**Question 5**:

*Apa ada masakan hasil kombinasi dengan masakan selain sunda?*

**Mr. Uci**:

*Belum ada kalau menu kombinasi antara masakan sunda dan orientalnya.*

**Mrs. Yeni**:

*Paling chinese food.*

**Conclusion**:

For combination cooking from its Sunda hasn't existed yet. Even if there is it's oriental cooking or Chinese food.

**Question 6**:

*Menu apa yang menjadi favorit di sini?*

**Mr. Uci**:

*Disini kebetulan sup ikan yang menjadi menu utamanya, jadi paling ikan bakar, sama ikan renyah pedas.*

**Mrs. Yeni**:

*Sup ikan kalo di sini.*

**Conclusion**:

Fish soup has become the visitors favourite menu because it's the best reliance from Sangkuriang restaurant. There is another that is still made with fish but not the soup.

**Question 7**:

*Apakah diberi keleluasaan untuk membuat menu baru?*

**Mr. Uci**:

*Ia diberi keleluasaan untuk membuat menu baru.*

**Mrs. Yeni**:

*Ia dikasih keleluasaan.*

**Conclusion**:

The chefs here are given the freedom to create new menus in order that they can be more vary and not just monotony from the menu that has already exist. That also adapted with the trend menus.

**Question 8**:

*Apa yang menjadi inspirasi pada saat membuat menu baru?*

**Mr. Uci**:

*Ya yang pertama pingin nyoba dulu apa ini masuk atau engga ke tamu, dan masuk dengan konsep restorannya sendiri.*

**Mrs Yeni**:

*Kita mengikuti zaman aja, kan di bandung misalkan ngetren sesuatu, baru kita coba seperti apa, contoh misalkan ayan penyet ala apa, nah kita buat ayam penyet khas sangkuriang.*

**Conclusion**:

For the inspiration in making new recipe, the chefs in this restaurant can see the suitabilty with the concept itself. The predictions if it will be suited for the visitors and see the progress of time and the trend that is outside the restaurant.

1. **Data IV: The result of interview with the bartender.**

**Question 1**:

*Sudah berapa lama anda bekerja disini?*

**Deden**:

*Ada mungkin 9 bulanan.*

**Wawan Setiawan**:

*Udah 8 bulan.*

**Conclusion**:

The bartenders of the restaurant are still considered new. They have been working there for about 8-9 months.

**Question 2**:

*Minuman apa saja yang disajikan oleh Sangkuriang?*

**Deden**:

*Ya banyak sih, yang di unggulkan juga ada, seperti es kelapa sunda.*

**Wawan Setiawan**:

*Banyak, ada es dan juga jus.*

**Conclusion**:

Sangkuriang restaurant serves many kind of drinks. From standard drink such as tea, juice, and some that made from coconut. Such as *es kelapa sunda*

**Question 3**:

*Minuman apa yang menjadi ciri khas?*

**Deden**:

*Ya itu es kelapa sunda tadi.*

**Wawan Setiawan**:

*Es kelapa sunda, es jeruk kelapa gelas, sama wortel susu.*

**Conclusion**:

*Es kelapa sunda* drink is the reliance drink in this restaurant that also become the drink menu from the restaurant.

**Question 4**:

*Mulai dari harga berapa minuman yang ada di sini?*

**Deden**:

*Kalau harga saya kurang tahu sih. Paling yang tahu bagian servicenya.*

**Wawan Setiawan**:

*Kalau semacam teh sama jus jeruk paling standaran Rp. 15.000, kalau jusapel, jus strawberi itu di atas Rp. 20.000*

**Conclusion**:

The price of the drink that offered starts from 15 thousand up to more than 20 thousand.

**Question 5**:

*Apakah diberi keleluasaan untuk membuat jenis minuman baru?*

**Deden**:

*Kalau untuk saya diberi keleluasaan tetapi dibatasi karena saya masih baru juga, kalau kaptennya mungkin.*

**Wawan Setiawan**:

*Ia, dikasih keleluasaan.*

**Conclusion**:

The bartender here are given the freedom to create in making new drink and there's also some stated that no freedom given.

**Question 6**:

*Minuman apa yang sering dipesan oleh pengunjung?*

**Deden**:

*Standar kebanyakan memesan jus buah-buahan atau es kelapa sunda yang tadi.*

**Wawan Setiawan**:

*Yang sering di pesan itu jenis jus buah-buahan, atau es kelapa sunda.*

**Conclusion**:

*Es kelapa sunda* has become the drink that often ordered by the guests. There are also ordinary drink such as juice.

1. **Data V: The result of interview with the visitors.**

**Question 1:**

The question ask about where they came from.

*Asalnya dari mana?*

**Akbar**:

*Asal saya asli dari Bandung.*

**Ranis**:

*Dari Sukabumi, Cuma lagi main aja disini.*

**Mrs. Iim**:

*ohh saya dari Bandung.*

**Sanny**:

*saya dari bandung juga.*

**Yuki**:

*Asalnya dari jambi.*

**Siti**:

*Saya asalnya dari cimahi.*

**Indra**:

*Saya dari Bandung.*

**Gita**:

*Saya dari Bukitinggi.*

**Dita**:

*Saya dari Bekasi*

**Mr. Saiful**:

*Saya dari Kuningan.*

**Conclusion**:

The visitors of this restaurant are quite vary not only from Bandung but also from outside Bandung such as java island even from abroad. Yet, when the writer did the interview didn't find the visitors from abroad at that time.

**Question 2**:

The question ask the visitors about how they know about the restaurant place.

*Darimana anda mengenal restoran ini?*

**Akbar**:

*Kebetulan saya berkuliah di salahsatu perguruan tinggi negeri yang searahdengan restoran ini dan waktu itu saya melihat restoran ini dan kelihatan menarik dari luarnya.*

**Ranis**:

*Tahu dari internet.*

**Mrs. Iim**:

*sebenarnya saya kurang begitu tahu, kebetulan saya kesini diajak suami,karena sekalian juga ada acara, dan anak sayang yang merekomendasikannya.*

**Sanny**:

*saya tahu tempat ini karena sering lewat pas mau pergi atau pulang kuliah sih.*

**Yuki**:

*Lagi jalan bareng temen terus diajakin ke sini.*

**Siti**:

*Saya tahu dari adik saya.*

**Indra**:

*Kebetulan sering lewat.*

**Gita**:

*Tahu tempat ini sebenarnya dari temen.*

**Dita**:

*Saya tahu tempat ini pas dulu saya lewat jalur ini sih.*

**Mr. Saiful**:

*Saya tahu tempat ini dari anak saya yang pernah kesini.*

**Conclusion**:

Most of the guest whom I met at this restaurant are familiar with it because they often past by through it. While the others know because it's recommended from other people and some know it from the internet. Most of them didn’t know about the restaurant from social media or another advertisement.

**Question 3**:

The question ask the visitor about how many time they are eve visit the restaurant.

*Apakah ini kunjungan pertama atau sudah beberapa kali?*

**Akbar**:

*Ia sih ini kunjungan yang pertama.*

**Ranis**:

*Ya ini kunjungan yang pertama.*

**Mrs. Iim**:

*Ia betul, ini pertama kali saya kesini.*

**Sanny**:

*Betul sekali mas ini kunjungan saya yang pertama, dan ini saya yang ngerekomendasikan.*

**Yuki**:

*Iah kunjungan yang pertama.*

**Siti**:

*Ia, kunjungan yang pertama.*

**Indra**:

*Dulu sih pernah kesini sama temen, berarti ini kunjungan yang kedua.*

**Gita**:

*Saya sudah kesini sekitar dua kali lah, tapi itu dah lama juga sih yang pertama.*

**Dita**:

*Saya ke sini kebetulan baru dua kali, dan ini yang kedua kali.*

**Mr. Saiful**:

*Ia ini kunjungan saya yang pertama ke sini.*

**Conclusion**:

Most of the visitors whom interviewed by the writer are their first visit. Yet, there are some who have been there before.

**Question 4**:

*The question ask aboout the interesting thing in the restaurant that can make visitors like to the restaurat.*

*Apa yang menjadi daya tarik dari restoran ini?*

**Akbar**:

*Kalau dilihat dari depan, dari tempat masuknya saja saya sudah melihat suasana sundanya kelihatan, dengan hiasan bambunya.*

**Ranis**:

*Enak sih kalau di lihat dari internet itu tempatnya cozy, terus katanya menunyaenak-enak.*

**Mrs. Iim**:

*Menurut saya yang menjadi daya tarik dari restoran ini sih, karena ini kunjungan yang pertama mungkin karena desainnya, karena desainnya dibuat menjadi dua,ada yang di dalam dan ada yang diluar. Yang di luar itu tempatnya yang lumayan enak konsepnya lesehan dengan menggunakan saung.*

**Sanny**:

*Kalo menurut saya sih mas kalo dari luar tidak begitu terlihat daya tariknya, tapi pas setelah masuk ternyata ada konsep saungnya, ini yang menurut saya menjadi salah satu daya tarik disini, dan tempatnya juga lesehan, enak buat santai-santai.*

**Yuki**:

*Yang menjadi daya tariknya sih suasananya, kalo ngeliat suasananya yang banyak taneman tuh enak, beda dari makan di mall-mall.*

**Siti**:

*Saya tertarik dengan masakan sunda, saya juga sudah mencoba masakan sunda ditempat lain.*

**Indra**:

*Kalau disini kan ada saung-saung kaya gini juga ada yang makan kya di restoran biasa juga, dan lebih enak yang di lesehan di saung sih.*

**Gita**:

*Simpel aja sih yang jedi daya tariknya tuh makanannya heheh.*

**Dita**:

*Ya, karena suasananya nyaman untuk makan.*

**Mr. Saiful**:

*Yang menjadi alasanya adalah sejuk udaranya, menenangkan dan bisa untuk beristirahat.*

**Conclusion**:

The main interesting thing of this restaurant according to the visitors is the atmosphere which used traditional sundanese concept that uses *'saung'* and the way of the sit that we called *'lesehan'* or sitting on the floor with the mat. Besides that the food is also become one of the interest to the visitors.

**Question 5**:

The question ask visitor how about the facilities of the restaurant of their own opinion.

*Menurut anda bagaimana fasilitas dan pelayanan disini?*

**Akbar**:

*Menurut saya di sini fasilitas mungkin sudah cukup bagus dan sudah terbilang terawat, namun saja untuk masalah kebersihan disetiap tempatnya di sudutnya itu sedikit terlihat ada debu debu yang mungkin terlupakan oleh yang mengurus restoran.*

**Ranis**:

*Keren sih lumayan, waiters nya ramah-ramah terus kalau kita pesan pelayanannya cepat.*

**Mrs. Iim**:

*Menurut saya fasilitas sudah cukup bagus begitu juga pelayanannya.*

**Sanny**:

*Menurut saya sih untuk fasilitas sudah cukup tp mungkin harus sdikit diperbaiki dari atap saungnya, karena sbagian ada yang terlihat sudah mulai rusak, kalau untuk pelayanannya sih sudah baik ya.*

**Yuki**:

*Bagus sih, makanannya juga beragam, tempat lesehannya juga mendukung banget buat kita ngegrup, jadi pas ngobrol gak ganggu orang lain, kan kalo di meja ngobrol kenceng ngeganggu.*

**Siti**:

*Menurut saya fasilitasnya sangat baik, serta pelayanannya juga cepat dalam menyajikan masakannya.*

**Indra**:

*Fasilitas dan pelayanan sudah cukup bagus, ramah juga. Untuk pelayan cukup bagus, cuman untuk toilet harus diperbaiki lagi, terus pas tadi sebelum makan di piringnya tuh ada serbuk-serbuk arang padi, memang tidak terlalu banyak tp ya begitu lah.*

**Gita**:

*Fasilitasnya bagus ya, memperhatikan orang yang membawa anak kecil, jadi bisa bermain.*

**Dita**:

*Gimana ya, cukup lah. Karena muali dari depan lahan untuk parkirnya cukup luas, dalamnya juga nyaman untuk menikmati suasana.*

**Mr. Saiful**:

*Fasilitas sebenarnya mencukupi, namun ada beberapa bagian yang harus diperhatikan untuk diperbaiki, diantaranya taman seharusnya airnya bening dan mungkin pompa airnya itu lebih bagus tidak terlihat oleh pengunjung. Tempat cucitangan menurut saya kurang rapih, dan toiletnya juga sepertinya menjadi bagian yang harus diperhatikan untuk perbaikan.*

**Conclusion**:

From the whole of the facilities of Sangkuriang restaurant in the eyes of the visitors are good enough. But there are some small things that should be noticed such as the roof of *'saung'*, the paddy charcoal that on the plate, toilet that needs to be fixed as well.

**Question 6**:

The question ask about the taste of the food to the visitors.

*Bagaimana dengan masakan yang disajikan :*

**Akbar**:

*Masakannya sih enak ko.*

**Ranis**:

*Enak sih, terus sambelnya enak banget, ayam bakar, cumi, cah kangkungnya juga enak sayur asemnya juga enak.*

**Mrs. Iim**:

*makanannya sendiri sih rasanya enak di lidah.*

**Sanny**:

*hmmm makanannya yah? Enak kok, rasanya juga enak di lidah g terlalu asing, apalagi cumi asam manisnya rasanya seger.*

**Yuki**:

*Enak sih, dan penasaran, karena saya dari tempat jauh kan, jadi bikin bertanya tanya makanan apa sih ini.*

**Siti**:

*Kalau untuk makannya enak, dari masakan yang di pesan semuanya enak.*

**Indra**:

*Makanannya cukup enak, enak malahan.*

**Gita**:

*Makanannya enak, makannya saya kesini lagi.*

**Dita**:

*Bagi saya kalo untuk makanannya sih enak, dan ga terlalu banyak komentar heheh.*

**Mr. Saiful**:

*Makanan cukup variatif, untuk masalah rasa kan memang masalah selera, tapi bagi saya sudah cocok dan pas untuk rasa.*

**Conclusion**:

For the taste of the food that served by this restaurant has no complaint at all. They say it's delicious.

**Question 7**:

The question ask about the quality and the price are worth.

*Apakah harga dengan kualitas makanan sepadan?*

**Akbar**:

*Kalau tentang harga dan kualitas, harga disini cukup murah untuk ukuran restoran.*

**Ranis**:

*Lumayan, kalau untuk harga rame rame sih lumayan murah kalau untuk di sebuah resto, biasanya lumayan rada mahal untuk tempat yang lumayan cozy kayak gini, recomended lah.*

**Mrs. Iim**:

*Kualitasnya sih sudah cukup, tp dari beberapa menu mungkuin porsinya bisa ditambah sedikit lebih banyak mungkin ya. Ya masalah harga sih mungkin balik lagi dari segi porsinya sendiri.*

**Sanny**:

*Kalau menurut saya sih kualitas dan harganya sudah sepadan, sudah cukup lah klo dibandingin sama restaurant yang lain.*

**Yuki**:

*Lumayan sih, soalnya saya jarang ke restoran, tapi denger temen bilang kalo untuk harga segini keitung murah.*

**Siti**:

*Kalau menurut saya ya sepadan dengan harga segitu dan kualitas juga kuantitasnya cukup lah.*

**Indra**:

*Kalau untuk harga standar lah, sepadan lah sama porsi dan kualitasnya.*

**Gita**:

*Sepadan lah kualitas sama harganya.*

**Dita**:

*Kalau masalah sepadan atau tidak sih sepertinya sudah cukup sepadan antara kualitas makanan dan harganya.*

**Mr. Saiful**:

*Harga dan kualitas menurut saya sangat sepadan, apalagi dilihat dari jenis restoran seperti ini.*

**Conclusion**:

Most of the visitors don't have problem with the price because they think the price and quality are worthy. However some of the visitors suggest to get more portion for some menus.

**Question 8**:

The question ask visitors about their opinon of the whole restaurant.

*Apa pendapat anda tentang restoran ini?*

**Akbar**:

*Saya kan sekarang mengunjunginya pada saat weekend, tapi anehnya saya di sini dari pukul lima sampai sekarang pukul tujuh masih terlihat sepi, tidak seperti tempat tempat yang lain yang biasanya penuh.*

**Ranis**:

*Recomended lah buat di datangi.*

**Mrs. Iim**:

*Menurut saya sih restoran ini nyaman mulai dari konsep restorannya bagus, makanannya juga enak. Ya cukup lah kalo menurut saya.*

**Sanny**:

*Ya kalau menurut saya sih restoran ini bagus karena ada outdoornya, jd ada suasana yang bedanya, ya pokonya bagus lah.*

**Yuki**:

*Ok sih, lumayan lah*

**Siti**:

*Tempatnya ok sih, nyaman juga.*

**Indra**:

*Unik, karena mengusung sunda, dan ada saung-saungnya juga, jadi suasana sundanya juga lebih terasa.*

**Gita**:

*Pendapat saya sih ini bikin pengen kesini lagi, tapi gak tau kapan lagi.*

**Dita**:

*Tempatnya cukup luas, pramusajinya ramah, makananya enak komplit dah.*

**Mr. Saiful**:

*Pendapat saya tentang restoran ini sangat strategis, sangat bagus. Mungkin menurut saya lapu bagian depannya itu terlalu redup.*

**Conclusion**:

The comment of the visitors about the restaurant are quite good. However there is one thing that can be noted for the visitors. That is, why on the weekend the restaurant doesn't look so crowded.

**Question 9**:

The question ask visitor are they will recomend to thier family or their friend to come to the Sangkuriang Restaurant.

*Apakah anda akan merekomendasikan kepada saudara, rekan atau yang lainnya untuk berkunjung kesini?*

**Akbar**:

*Ya tentu saja mungkin saya akan merekomendasikan, karen suasananya juga tidak terlalu ramai.*

**Ranis**:

*Ya sih kalau misalnya entar temen-temen pada ke Bandung apa salah nya untuk kesini.*

**Mrs. Iim**:

*Mungkin saja saya saya akan rekomendasikan kepada yang lainnya, karena memang tempat ini cukup luamayan.*

**Sanny**:

*Ya saya sih bakal merekomendasikan sama temen yg lain untuk berkunjung kesini, atau lain kali ada acara mungkin akan kesini.*

**Yuki**:

*Ia, soalnya juga saya kebetulan kurang suka tempat yang begitu rame, kalau ini kan tempatnya gak begitu rame.*

**Siti**:

*Kemungkinan besar sih saya akan merekomendasikannya, karena tempat suasana, dan makanannya juga bagus.*

**Indra**:

*Sepertinya saya akan merekomendasikan tempat ini, karena memang suasananya unik beda daripada yang lain, makanannya juga enak murah juga.*

**Gita**:

*Saya sih sudah rekomendasiin ke kakak saya sepupu, pokonya sama keluarga saya.*

**Dita**:

*Kalo ngerekomendasiin sih kayanya tadi udah langsung rekomendasiin dan di posting di medsos.*

**Mr. Saiful**:

*Ya saya akan merekomendasikan kepada yang lain, karena memang layak untuk direkomendasikan.*

**Conclusion**:

From the statement of the visitors mentioned above, this restaurant is appropriate enough to be recommended to other people, friends or relatives.

**Question 10**:

The question ask visitor about the critic of the restaurant, to make the restaurat better.

*Apa ada masukan dari anda untuk restoran ini agar bisa lebih memuaskan pengunjung dan kualitas direstoran ini?*

**Akbar**:

*Saya kurang begitu tahu harus memberi masukannya apa, hanya saja yang perlu diperhatikan dari restoran ini mungkin yang tadi, kenapa pada saat weekend malah sepi yang mungkin saya tahu biasanya penuh.*

**Ranis**:

*Lebih enak sih kalau ada live music.*

**Mrs. Iim**:

*Untuk masukannya sih tidak begitu banyak, mungkin dari toiletnya saja sih. Terus mungkin kalu kolam ikannya dibuat lebih besar mungkin lebih bagus.*

**Sanny**:

*Ya masukan sih sama kaya tadi ibu saya, toiletnya rada diperbaiki lagi karena tadi pas ke toilet bareng ibu saya rada kurang nyaman, kalo dari makanan sih tidak begitu banyak komentar karena udah enak.*

**Yuki**:

*Marketingnya kalau boleh jujur kurang sih, meskipun saya sudah beberapa lama di Bandung, ketika temen nunjukin saya baru ngeh oh ada ya, ya mungkin itu sih sarannya.*

**Siti**:

*Kalau untuk saran sih saya bingung harus ngasih saran apa.*

**Indra**:

*Paling yang tadi di piring, toiletnya, terus juga ada tambahan, mungkin bagi yang lewatnya dari daerah atas keliatan tulisan sangkuriangnya, tapi petunjuk dari arah bawah sebelum rumah mode itu gak ada.*

**Gita**:

*Mungkin toiletnya ya, rada kurang cling gitu.*

**Dita**:

*Kalau untuk saran sih gak terlalu banyak, toiletnya aja mungkin bsa rada di benerin.*

**Mr. Saiful**:

*Masukan saya adalah mungkin bisa memperbaiki bagian depan agar terlihat lebih menarik, dan mungkin bisa menjajakan makanan yang seperti ada di luar yang bisa lebih menonjolkan tradisionalnya.*

**Conclusion**:

The thing that becomes the main high light to be input for Sangkuriang restaurant is the rest room / toilet that still not good enough. The suggestion from the visitors is the marketing strategy for the restaurant itself.

**Question 11**:

The question ask visitors about the waiter and waitress service

*Bagaimana pelayanan pramusajinya?*

**Akbar**:

*Untuk pelayanan di sini, aya bilang sudah sangat baik, ketika kita datang saja pelayan sudah datang untuk memberikan saran, apakah akan makan di lesehan atau di meja dan kursi biasa.*

**Ranis**:

*Sudah cukup sih kayak nya, semua nya full senyum, selalu ramah, cepet tanggap juga, terus kalau kita tanya mereka juga jawabnya simple enak.*

**Mrs Iim**:

*pelayanannya sendiri cukup cepat, pramusajinya sendiri ramah.*

**Sanny**:

*Pelayanan dari pramusajinya cepat tanggap ya, jadi kita tidak terlalu menunggu lama dan ramah juga sih.*

**Yuki**:

*Ok sih.*

**Siti**:

*Pelayanan pramusajinya ya, cepat tanggap, ramah juga, jadi kita gak nunggu lama masakannya datang*

**Gita**:

*Waiternya ramah ya, cepet tanggap juga.*

**Dita**:

*Pelayanannya cepat gak bikin nunggu.*

**Mr. Saiful**:

*Untuk pramusaji menurut saya tidak ramah sih tidak, disebut ramah juga tidak, jadi saya merasa kurang dekat atau disebut apa ya. Ya pokonya yang saya rasa tentang pramusajinya begitu.*

**Conclusion**:

The opinion of the visitors about the waiters are positive enough with not too much assesment that is less to the service of the waiters here. But one of visitor said that the waiter not really confort with waiters servive.

# Observation

Beside interviewing the staff and visitors the writer tries to observe the activities in Sangkuriang Restaurant. The writer tire to observe the staf of Sangkuriang Restaurant how to gave a service to the visitor and observe the visitor, how many the visitors that come to the restaurant.

When I came to the restaurant for the first time, the staffs were working as usual just like the other restaurant. The staf was preparing the table fot visitor or clearing up the table that wa used by the visitor.

At the first day, there were a few visitors coming. I didn’t know why. In average there were at least 3-4 people who ordered the food and then they just went out. For the 15 minutes next, some of the local visitors came. There’s only a few of them who came and had a talk after finishing their food. The service staffs were serving some of the visitors, they went back and forth one to another.

At the second day, there weren’t so many changes. The visitors were pretty similar to previous day, but there’s more from locals. I hadn’t noticed foreign visitors coming. Mrs. Dima and her family were coming here. She often brought her children for a walk outside. They did that with their own purposes (even for socializing).

On the third day, there were more visitors coming. The service staffs got busy serving the visitors. Some of the visitors for about 12 people they came here. The outlook was similar to Indian, but when they talked, they used Malay language. They ordered several sundanese foods such as Karedok, Cah Kangkung, tahu isi, lotek, ulukutek leunca, etc.

On the fourth day, there were not so many visitors coming. The staffs were too relax enjoying the situation. Right until in the afternoon when I got some information that for about 80 people would come and booked several rooms inside. After that the staffs were preparing each ordered tables.

**4.2 Findings**

After having some research, I found some information about Sangkuriang restaurant. It’s located in Bandung, and known as a branch of Sangkuriang restaurant in Subang. It’s built on 2005 and located in Karang Sari street 5th. This restaurant is using Sundanese Village style by making every places with bamboo. It’s similar to a small house in the middle of the rice field, without any chairs. This restaurant has started to open from 10am until 10pm.

They provide two types of food; Oriental and Sundanese types. For the Sundanese type, they used a modern style. The more contrast thing we found from the menu of Sundanese food as well, with Fish Soup as their top preferred dish.

When I visited Sangkuriang Restaurant, I thought there wouldn’t be too many people to come. The visitors even said the same thing, but not what I heard through the administration staff. It’s written that 3000 people were coming in a month. Even for at end of the year, there’re so many visitors were coming, the peak was 6000 people in November & December. The main reason is because the holiday season in Malaysia, and the visitors were from there.

Visitors who came and visited Sangkuriang restaurant, they intended to eat the food served here. The Sundanese menus are the main reasons for them. Furthermore, they enjoyed the way they’re served in the shady environment, sitting down on the floor without chairs, the fish pond with its water sounds flowing in a stream, and also Sundanese traditional instrument music.

Sangkuriang Restaurant has promoted itself throughout newspaper, radio, and also television. Travel agent is also known as the best way of its promotion in Bandung. Thus, each time the travel agent met the tourist, they would offer for having a dinner / launch there. Surprisingly Mrs. Dima as an operational manager in Sangkuriang Restaurant told me that now they didn’t promote about their services towards the public, what they had done to give a service the guests who already visited here.The facilities provided here are good enough. Only the toilets that were needed more. Other than that is fine.

**Chapter V**

**Conclution and Recomendation**

On this last chapter the writer tries to the summerize the result of whole research. The summerize of the researc includes conclusion and sugestion that will be useful for further researcher.

**5.1 Conclusions**

Sangkuriang Restaurant has a long history within its early development age. Started from fish husbandry, the owner of this restaurant has a very solid entrepreneurship spirit. Sangkuriang Restaurant became expanded and reached right into Bandung.

Sangkuriang Restaurant was built on December 25th, 2005. It’s been located in Karang Sari street 5th for about 9 years in Bandung. Within 9 years this restaurant expanded vastly. The total visitors counted for about 3000-4000 visitors in normal months, and sometimes 5000-6000 visitors in a holiday season. Malaysian tourist is about 75% from the overall total numbers or counted for about 3000 visitors in normal months, meanwhile locals took only 25% or counted for about 1000 visitors.

This restaurant is using Traditional Sundanese concept for the interior design with its ornament, along with bamboo accessories. Fish ponds and some grottos are made for showing its traditional value. Several Sundanese foods are provided along with oriental food as its variation from the menu available.

Many staff worked in Sangkuriang Restaurant obtained many autodidact skills, although we all know several of them are well experienced. In average most of the staffs worked there have been working for 5 years, while the bartender workers were usually still fresh. The way they treat customers are good enough as it’s following its standard operational procedures, such as serving the guests, guiding them, taking notes for their orders, until food delivery. Moreover, they cleaned the table right after used by the customers.

Thus, the scores for waiters are good because of the way they treat the customers better and faster. There would be no guest feeling bored while waiting the ordered food to come.

There are various visitors; parents, students, colleague, or even foreigners. Many visitors knew this restaurant because of the news they heard from their relatives, friends, or even because of they usually passed by. Only a few of them who knew from the internet, while some Malaysians knew this restaurant from tour guide recommendation.

As the writer said earlier, Malaysians are the most visitors, although it’s not easy to find them directly. Unfortunately, the author also hadn’t found the foreigners yet while conducting the interview. And then right after few days passed, several Malaysians were coming. Most of the visitors who came are new comers, while others aren’t.

Sangkuriang Restaurant has its own unique value which is used as the main attraction for the visitors. The facilities and environment here are well prepared. Yet, a minus score obtained from the visitors because of the toilet that shouldn’t be neglected by this restaurant. Other thing mentioned was the broken roof of the room which getting worst.

Overall testimony of the visitors here said that this restaurant is good. That is also same applied with the Malaysian visitors who ordered Sundanese food instead of the oriental food. Several visitors said the appearance need some enhancement. Food quality becomes the main concern of the restaurant, while its price’s following along with the served quality. Many visitors said that the price is quite cheap for the services given, although others said they need some addition for the quantity of the food.

The oeveral score for this restaurant is good enough, only few of them who give critics. Many visitors recommended to the others for visiting this Sangkuriang Restaurant.

**5.2 Recommendation**

There are several positive critics for other researchers who want to conduct some research, and also for the restaurant who wants to add some numbers of the visitors with easiness.

For the restaurant:

1. Give the best presentation to the food that could attract visitors who viewed it while offered on the table.
2. Repair the broken toilet that used for the visitors.
3. Put a direction sign to show where the Sangkuriang Restaurant is. Also, add some promotions to attract more visitors.

For other researchers, the writer suggest ass follow:

1. Before conducting observations, ensure the restaurant whether it matched with the research or not.
2. Use any recording device for obtaining the observation data needed without missing a thing.