

## ABSTRAK

**Desi Lestari Tili.NIM: 14135003. Tingkat Popularitas dan Profitabilitas Menu A'la Carte Melalui Metode Menu Engineering di Restaurant Rajo Makan Hotel Daima Kota Padang. Skripsi Program Studi D4 Manajemen Perhotelan Jurusan Pariwisata Fakultas Pariwisata & Perhotelan Universitas Negeri Padang. Pembimbing : Youmil Abrian, SE., MM**

Tujuan penelitian ini untuk mengetahui seberapa besar tingkat popularitas dan profitabilitas menu *a'la carte* melalui metode *engineering* di *Restaurant Rajo Makan Hotel Daima Kota Padang*. Jenis penelitian ini adalah penelitian deskriptif kuantitatif. Teknik pengambilan sampel yang digunakan *total sampling* populasi dari penelitian ini adalah total populasidengan 110 menu *a'la carte* makanan dan minuman sebagai sampel selama bulan Juni tahun 2018. Teknik pengumpulan data dilakukan dengan cara dokumentasi, observasi dan wawancara dengan menggunakan pengumpulan data bersumber dari dokumen-dokumen yang tersedia kemudian analisis data menggunakan menu *engineering worksheet* dan dikelompokkan melalui *four box analysis*. Hasil penelitian menunjukkan bahwa: dari 110 menu *a'la carte* makanan dan minuman di *restaurant* rajo makan selama bulan juni 2018 dalam penggolongan kategorifour box analysis terdapat 18 menu tergolong kategori *stars*, 27 menu *a'la carte* tergolong kategori *plowhorse*, 47 menu *a'la carte* tergolong kategori *puzzle*, 18 menu *a'la carte* tergolong kategori *dogs*.

***Kata kunci: Popularitas, Profitabilitas, Menu Engineering***

*The purpose of this research was to find out how much the level of popularity and profitability of the a'la carte menu is through the engineering method at restaurant Rajo Makan at Daima Hotel in Padang City. The type of this research is descriptive quantitative research. This research used population sampling with 110 menus a'la carte of food and beverages as samples during June 2018. Techniques Data collection used the method of documentation, observation and interviews. The sources of data were from documents which are available documents. Then, data analyzed by using the engineering worksheet menu and group it through four box analysis. The results of the study showed that: from the 110 menus a'la carte foods and drinks at rajo makan restaurant during June 2018 in the four box analysis category classification. There are 18 menus classified as stars, 27 menus a'la carte classified as plowhorse categories, 47 menus a'la Carte belongs to the puzzle category, 18 a'la carte menus are classified as dogs.*

***Keywords: Popularity, Profitability, Menu Engineering***