

ABSTRACT

The writer conducted this research with the aim to make an innovation in optimizing the price of each menu in the Restaurant “X” by using the theory of menu engineering where the writer calculate popularity index and contribution margin first of each menu contained in the Restaurant “X”, and then classified into four box analysis. From the data have been analyzed can be used to determine what strategies can be done in optimizing menu items’ price at Restaurant “X”. In doing some research, the writer manage data as qualitative research as supportive data and do an innovation by using menu engineering. Popularity index and contribution margin is a measurement technique used. From research conducted that most of Special Menu is in position plowhorse or dog, Bird’s Nest, hisit and paohi, haisom are mostly found in the position plowhorse or puzzle, so does the menu of beef, chicken, vegetable, and dim sum, then menu fish is found in the position puzzle, as well as the menu soup, seafood, Tofu and Frog, Rice and Noodle. Most of the appetizer menu found in the position of dog, different from the menu pork which is mostly found in the position of dog or stars, and vegetarian menu is included in the position of stars or dog or puzzle.

Keywords: Popularity Index, Contribution Margin, Menu Engineering, Innovation, Optimizing Menu Items’ Price.

