

ABSTRACT

The Balinese culture ambience as an entrepreneur character at Lumbung Resto and Cafe

This thesis is written to fulfill the academic requirements to get bachelor degree at Ciputra University. This thesis will discuss the balinese ambience as an entrepreneur character at Lumbung Resto & Cafe Surabaya.

Lumbung Resto & Cafe is one of the restaurants that use Balinese thematic which is unique in West Surabaya area. Lumbung Resto & Cafe has the calm and cozy atmosphere. Lumbung Resto & Cafe also has the standart price. The atmosphere which is provided make Lumbung Resto & Cafe become the only one restaurant that unique and famous in West Surabaya area.

By looking at the points, the writer would like to research the inovation which has applied at the Balinese culture ambience at Lumbung Resto & Cafe. This thesis is used qualitative method, by using interview, observation, collecting data and customers interview to find out what the customers wants and needs. By doing this research, the writer can find out and give suggestions to Lumbung Resto & Cafe how to provide the customers needs and able to create the truly Bali Island atmosphere in West Surabaya.

Key words: culture, ambience, entrepreneur, balinese.