

## INTISARI

Dalam menentukan strategi pasar, Hotel Neo+ Awana Yogyakarta membuat *event barbeque* untuk menarik tamu. Hal utama yang diperhatikan adalah presentasi dari menu acara ini. Konsep yang dibuat adalah dengan memadukan rasa tradisional dan internasional. Untuk membuat menu makanan dijelaskan terdapat beberapa teknik pengolahan makanan antara lain, *boiling, steaming, blanching, stewing, baking, grilling, gridding, roasting, sauting* dan *frying*. Dalam proses pembuatan menu makanan diawasi langsung oleh *executive chef*. *Executive chef* bertanggung jawab atas presentasi dan tatanan hidangan.

Metode yang digunakan dalam penulisan Tugas Akhir ini adalah deskriptif kualitatif dengan metode pengumpulan data yaitu observasi dimana penulis langsung mengamati aktivitas di Hotel Neo+ Awana Yogyakarta. Penulis juga melakukan wawancara kepada staf *kitchen* hotel sebagai narasumber. Studi pustaka dilakukan penulis dengan mengumpulkan data tertulis berupa brosur, referensi dari internet, buku, dokumen, foto dan peta Hotel Neo+ Awana Yogyakarta.

Menu *event barbeque* terdiri dari *appetizer, main course* dan *dessert*. Menu spesial dari acara ini adalah *on the grill* yaitu bahan mentah dipanggang langsung sesuai pesanan. Semua menu ini dihidangkan dalam bentuk *buffet* dimana tamu dapat mengambil makanan sendiri dan sesuai selera. Peran dari *cold kitchen* dalam *event barbeque* adalah membuat hidangan *appetizer*. *Main kitchen* berperan membuat hidangan *main course* dan bertanggung jawab atas *on the grill*. Peran *pastry* adalah menyiapkan hidangan penutup atau *dessert*.

**Kata kunci : Hotel Neo+ Awana Yogyakarta, F&B Produk, Event Barbeque**

### **ABSTRACT**

*In deciding the marketing strategy, Neo+ Awana Hotel Yogyakarta creates an event that is barbeque in order to attract their customer. The main focus is the menu presentation, in which the concept created was combining the traditional and international taste. In creating the menu, there will be an explanation about some food processing techniques, such as boiling, steaming, blanching, stewing, baking, grilling, gridding, roasting, saucing and frying. The process of making the menu is directly monitored by the executive chef who is responsible in the presentation of the menu and food plating.*

*The method used in this final assignment is description qualitative with collecting data is observation in which the writer has observed the activities in Neo+ Awana Hotel Yogyakarta. The writer also did the interview with the kitchen staff as the resource. The method of literature review has been done by collecting the written data, such as brochure, references from the internet, book, document, picture, and the map of Neo+ Awana Hotel Yogyakarta*

*The menu in this event consists of appetizer, main course, and dessert. The special one from the menu is on the grill, in which the raw materials are directly baked according to the order. All of the menu is served in buffet where the customers can take their food by their self-according to their taste. The role of cold kitchen in this event is making the appetizer, while the main kitchen makes the main course and responsible for on the grill. Then, the role of pastry is to prepare the dessert.*

**Keyword : Hotel Neo+ Awana Yogyakarta, F&B Produk, Event Barbeque**