

## ABSTRACT

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*This study aims to understand the reason why the Fried Chicken is used as a Signature Dish at Holiday Inn Bandung. The methods used in this study are Observation, Literature Study, and Interview. The results from this study shows that the Signature Menu is important to shows the uniqueness, value, and attractive part of the hotel, for that reason the Fried Chicken is used as the Signature Dish.*

*Keywords, Kitchen, Fried Chicken, Cooking Method*