

ABSTRACT

This study discusses the Sundanese Atmosphere Restaurant which discusses the eksterior and interior of Bandung Bancakan Restaurant. Restaurant is one of the businesses sectors that supports the development of the tourism industry. Restaurant now dont just sell food, they offer quality service that can be provided to customers. The purpose of this research is to study and analyzed aspects of restaurant in Bandung atmosphere, as well as the implications of the atmosphere of the restaurant for ather aspects related to a restaurant business. And to find out how the eksterior and interior are in the restaurant. The method in this research uses descriptive qualitative method in the form of observable behavior, observation, interview, documentation study. The result of research that has been carried out namely the eksterior in the Restaurant Bancakan has an important role that is looking comfortable and very adequate facilities, but needs to be improved again some form of design that still does not look worthy to be enjoyed by customers. And the interior that is in the Restaurant Bancakan according to be author has been very supportive, because by composing the traditional concept of Sundanese able to give the impression of a Restaurant Atmosphere to be more unique, interesting, and look different from other Restaurant. And it's good enough, but needs to be improved again or upgraded some things that still look locking in quality.

Keywords: Restaurant Atmosphere, Restaurant Bancakan, Food And Beverage