

## ABSTRACT

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*The potential of the hotel industry in Bandung has a very significant increase, seeing hotel occupancy in Bandung, the development of business businesses in Bandung and many tourist areas in Bandung which attract local and foreign tourists. One hotel that has good quality is the Sheraton Bandung Hotel and Towers. Sheraton Bandung Hotel and Towers has several departments that have different duties and responsibilities, one of the departments at Sheraton Bandung Hotel and Towers is Food and Beverage Products which has the task of processing raw materials into food that is ready to be served to guests. In the process of serving food to guests, sometimes there are obstacles that result in complaints of products served by the hotel, according to the author's research, this occurs due to a lack of accuracy in carrying out standard operating procedures carried out by the hotel's food and beverage staff. Therefore, this study aims to determine the standard operating procedures for Food and Beverage products at Sheraton Bandung Hotel and Towers and their application. This strategy is carried out as an innovation to the operations of Food and Beverage Products, as a reference to the implementation of operational standards in the Food and Beverage Product Department. The method used by the author in conducting this research uses data collection by observation, interviews, documentation studies and literature review as well as descriptive data analysis techniques to describe the situation being studied systematically. It is hoped that the results of this research can be well received in the community.*

*Keywords : Standar Operational Prosedur, Food and Beverage Product, Sheraton Bandung Hotel and Towers.*