

ABSTRACT

Menu engineering is an essential step that involves analyzing the offered menu to design an optimal marketing strategy. The growth of the restaurant industry has led to increasingly competitive dynamics. This research aims to identify the popularity of a'la carte menus for lunch and dinner, and determine strategic approaches in marketing that can be adopted by the management of Markat Coffee. The type of data used is qualitative data, collected and processed using menu engineering analysis techniques. The results of this study indicate that the a'la carte menu offered at Markat Coffee consists of 45 menu items, resulting in a star category comprising 7 items, a plowhorse category comprising 8 items, a puzzle category comprising 15 items, and a dog category comprising 15 items.

Keywords: Analysis, Rekayasa Menu, Menu A la Carte, Food & Beverage, Cafe