

## Handling Family Style Meals for VIP Guests at the Sinabung Restaurant at the Sinabung Hills Resort Berastagi Hotel

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### ABSTRACT

Family style is a type of food service where dishes are served in stages, starting from appetizers to dessert. This service style is commonly used during family events and official meetings, especially for VIP guests. In handling VIP guests, waiters are expected to provide attentive and professional service. To obtain accurate data, the author conducted field observations using qualitative research methods by observing 1 Food and Beverage Manager, 1 Captain, 4 waiters, and 10 guests who experienced family style service. Based on the data collected, the author concludes that the implementation of family style service for VIP guests at Sinabung Restaurant, Sinabung Hills Resort Berastagi Hotel, is still not well-executed. The service provided by the waitstaff often does not meet the established standard operating procedures, and VIP guests are frequently overlooked—for example, waiters forgetting to serve water after guests are seated. The author recommends that the Food and Beverage Manager pay closer attention to the service process and ensure that all staff follow proper procedures, particularly when serving VIP guests, to improve guest satisfaction and service quality.

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## INTRODUCTION

Hotels are companies that provide services in the form of accommodation (lodging) as well as serving meals and other facilities to the public, which meet comfort requirements and have commercial purposes. A hotel can also be defined as a business providing accommodation in the form of rooms in a building, which can be equipped with food and drink services, entertainment activities or other facilities on a daily basis with the aim of making a profit. Every hotel is required to continue to make improvements, especially in the quality of its service. This is intended so that all goods or services offered have a good place in the eyes of customers. Basically, service quality is a form of customer assessment of the level of service received (Perceived Services) with the expected level of service (Expected Services). The existence of good quality service in a hotel will create satisfaction for customers. Customer satisfaction will be fulfilled if the service delivery process from the service provider to the customer is in accordance with what is expected. In carrying out its role, within the hotel there are several different departments that complement each other with the aim of improving the service image of the hotel. One of these departments is the food and beverage department which is tasked with providing food and drinks in the hotel.

At the Sinabung Hills Resort Hotel, the process of providing food and drinks is handed over to the restaurant department. A restaurant is a commercially managed business that provides identical food and drink dishes with neatly arranged rows of tables with the service of waiters. Restaurants must prioritize several things in carrying out their services, such as good taste and offering the best service, because good service can be the restaurant's main attraction for customers to come back. Therefore, it is very important to pay attention to what services are provided to customers or guests who come. One of the services offered at the Sinabung Hills Resort Restaurant is Family Style dishes for VIP guests, where VIP Guests have an important role in growing the positive image of the Sinabung Hills Resort Hotel.

Family style usually provides menus in large portions or plattes for guests to order and enjoy together. The atmosphere of restaurants that provide family style services will usually try to provide a relaxed atmosphere and guests are given space to interact freely with their families while dining at the restaurant. The menu is designed to suit families with children or large groups of guests. In restaurants that provide family-style table service.

Handling family style dishes for VIP guests at the Sinabung Restaurant at the Sinabung Hills Resort Berastagi Hotel is very important and special handling when considering the goals of the food and beverage department. Therefore, it is important for restaurants to be able to handle and serve customers, especially VIP guest customers, well. However, unfortunately, in the Sinabung restaurant at the Sinabung Hills Resort Berastagi Hotel, the handling provided by the restaurant is not optimal, so that VIP Guests are not satisfied with enjoying family style dishes, they are late in serving food and drinks, and they do not follow standard operational procedures for guest service. VIP.

In handling family style dishes for VIP guests, it cannot be separated from the variety of menus served to guests. Menu variations play an important role in increasing guest satisfaction. The variety of family style menus served by the Sinabung restaurant at the Sinabung Hills Resort Berastagi hotel is less interesting and less varied, such as the soup served is always chicken soup and the main menu is always identical to processed chicken and it is not uncommon for guests to ask for dessert in the form of traditional cake. as a characteristic of the Karo area, but the restaurant and kitchen do not provide a response (response) to input given by guests which results in guests complaining about the menu served in family style dishes which is less varied.

In handling VIP guests who come to visit the Sinabung restaurant, the role of the Food and Beverage Manager is required. Food and Beverage Managers are required to play a good role in restaurant operations, especially Managers are required to always be in the restaurant area, especially when handling family style dishes for VIP guests. Food and Beverage Managers are required to be able to provide training to their staff, overcome problems that arise during operations such as family style menu dishes that are less varied, complaints and guest input regarding the service and variety of menus served and Food and Beverage Managers are expected to always be able to provide attention. and supervision such as the Food and Beverage Manager directing staff to pay more attention to service in handling family style dishes for VIP guests. When serving family style dishes, VIP guests often find complaints such as slow waiter service and lack of menu variety (monotonous).

## METHODS

### Types of research

This type of research paper is descriptive qualitative, namely describing the results of the research according to facts in the field, observation results and theories that have been obtained during lectures.

### Research Location and Time

#### Research sites

Hotel Sinabung Hills Resort Berastagi  
Address : Jl. Swimming Pool, Gundaling I,  
Subdistrict : Berastagi  
Regency : Karo  
Province : North Sumatra  
Postal code :2156  
Website :<http://www.sinabunghills.com>

No. Tel :0628-91400

### **Research time**

This research was conducted for 6 months, starting from 17 September 2020 to 12 March 2021.

### **Population and Sample**

#### **Population**

Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. (Sugiyono, 2018 :126).

The total population that the author determined was 16 (sixteen) people including 4 waiters, 1 Food and Beverage Manager, 1 Captain and 10 visiting guests.

#### **Sample**

Sugiyono (2018 :127), the sample is part of the number and characteristics of the population. If the population is large and it is impossible for the researcher to study everything in the population, for example due to limited funds, energy and time, then the researcher can use a sample from that population.

The sample that the author determined was the entire population of 16 including 4 waiters, 1 Food and Beverage Manager, 1 Captain and 10 guests.

#### **Data collection technique**

To obtain complete data the author conducted research. There are 2 methods of research carried out, namely as follows:

##### **Observation**

Observation data collection technique, the author goes directly into the field to observe the situation and conditions as well as the behavior of the object under study to find out what problems occur and what causes the problems.

##### **Interview**

Interviews are a data collection technique using direct communication with restaurant employees or management, to obtain the required information.

##### **Data analysis**

According to Sihombing (2018: 8), data analysis is carried out by compiling data and combining it into a group, pattern and basis. Then explain the pattern of description and connect the findings in the research.

The method chosen by the author is a qualitative method, namely in the form of visiting the field directly, carrying out various analyzes and comparisons with the reality that occurs in the field.

## **RESULTS AND DISCUSSION**

### **Good and Correct Handling of Family Style Meals for VIP Guests at the Sinabung Restaurant at the Sinabung Hills Resort Berastagi Hotel**

Based on the results of research conducted by the author at the Sinabung Hills Resort Berastagi Hotel, the handling of family style for VIP guests is still not done properly and correctly. Handling is still very slow and does not follow the SOP in handling family style dishes to VIP guests.

While the author was conducting research, the author saw that the waiters were still very slow in handling VIP guests, such as in terms of welcoming VIP guests which the waiters paid little attention to, for example VIP guests who were not directed to the tables that were available, the waiters did not pour water into the glasses that had been provided. placed on tables for VIP guests, and waiters are sometimes late in serving food and are late in clearing up dirty plates that have been used by guests, waiters also sometimes forget to refill water that has run out which makes guests disappointed with the service provided by waiters and waitresses also do not provide service in accordance with Standard Operational Procedures, the food that will be served to guests is not yet all available on the table/not yet complete even though the guests have arrived at the restaurant because the kitchen has not finished cooking the food

The Standard Operating Procedures (SOP) for handling family style dishes at the Sinabung restaurant at the Sinabung Hills Resort Berastagi Hotel are as follows:

1. Greet arriving guests
2. Directs guests to tables
3. Open the guest napkin and put it on the guest
4. Pouring water to guests
5. Serve guests according to what the guest needs, for example: helping guests provide white rice and pouring soup, refilling water and adding food ingredients that have run out.
6. Pick up dirty dishes.
7. Cramping down (wiping up leftover food on the table)
8. Serving dessert
9. Say thank you when guests leave the restaurant.

Based on the results of the author's research, the implementation of Standard Operating Procedures is not carried out well by waiters when serving family style dishes to VIP guests, such as slow service, pouring water and cramping down which are often ignored by waiters which results in guests complaining.

**Table 1.** VIP Guest's Response Regarding Handling of Family Style Dishes to VIP Guests at the Sinabung Restaurant at the Sinabung Hills Resort Berastagi Hotel

n=10		
Information	Amount	Percentage (%)
Satisfied	2	20
Less satisfied	3	30
Not satisfied	5	50
Total	10	100

Source: Processed 2021 Research data

From the data above, it can be seen that 2 VIP guests (20%) said they were satisfied with the family style meal service, 3 people (30%) said they were dissatisfied, and 5 people (50%) said they were dissatisfied with the meal service. family style. Based on this, it can be stated that guests are not satisfied with the service while enjoying family style dishes at the Sinabung restaurant at the Sinabung Hills Resort Berastagi Hotel.

**Table 2.** Restaurant Staff Responses (Waitresses, Captains and Food and Beverage Managers) Regarding the Implementation of Standard Operational Procedures for Handling Family Style Meals for VIP Guests at the Sinabung Restaurant at the Sinabung Hills Resort Berastagi Hotel

n=6		
Information	Amount	Percentage(%)
Held	1	16.67
Not implemented enough	2	33.33
Not implemented	3	50
Total	6	100

Source: Processed and Research 2021

From the data above, it can be seen that the staff's response to the implementation of Standard Operational Procedures for serving family style dishes at the Sinabung Restaurant at the Sinabung Hills Resort Berastagi Hotel. The staff who stated that it was implemented was 1 person (16.67%), 2 (33.33%) stated that it was not implemented enough, and 3 (50%) stated that Standard Operating Procedures were not implemented in handling family style dishes for VIP guests. Based on the above, it can be seen that the handling of family style dishes for VIP guests is not done well by the restaurant staff.

### **Variations in the Family Style Menu Served to VIP Guests at the Sinabung Restaurant at the Sinabung Hills Resort Berastagi Hotel**

Menu variations are needed to improve service in restaurants. A good variety of food menus can increase guest satisfaction while enjoying food at a restaurant.

Based on observations the author made while carrying out research at the Sinabung Restaurant at the Sinabung Hills Resort Berastagi Hotel, the author experienced many obstacles in handling family style dishes for VIP guests. The problem faced by waiters is that because the menu is less varied (monotonous), it is not uncommon for guests to want another menu because they feel bored with the menu available. For example, the soup menu provided is always in the form of chicken soup, even the main course is always identical to processed chicken meat and it is not uncommon for guests to ask for dessert in the form of a traditional regional cake which is a characteristic of the hotel but the hotel does not provide it.

VIP guests at the Sinabung restaurant at the Sinabung Hills Resort Hotel are regular guests consisting of regional officials such as members of the DPRD, Regent and government agencies. These guests want family style dishes with varied menus, new menu variations so they don't get bored. while enjoying a family style meal at the Sinabung restaurant at the Sinabung Hills Resort Berastagi Hotel.

**Table 3.** VIP Guest Responses About Berastagi Family Style Dish Variations  
n=10

Information	Amount	Percentage(%)
Satisfied	1	10
Less satisfied	2	20
Not satisfied	7	70
Amount	10	100

*Source: Processed and Research 2021*

From the table above, it can be seen that VIP guests respond to the variety of family style dishes at the Sinabung restaurant at the Sinabung Hills Resort Berastagi hotel. 1 person (10%) said they were satisfied with the variety of dishes, 2 (20%) said they were satisfied, and 7 (70%) said they were dissatisfied with the variety of family style dishes. Based on the above, it can be seen that the variety of family style dishes for VIP guests is not done well by the restaurant staff.

### **The Role of the Food and Beverage Manager in Handling Family Style Meals for VIP Guests at the Sinabung Restaurant at the Sinabung Hills Resort Berastagi Hotel**

The food and beverage manager plays a very important role in the operations of the Sinabung restaurant at the Sinabung Hills Resort Berastagi Hotel and also plays a very important role in handling problems at the Sinabung restaurant at the Sinabung Hills Resort Berastagi Hotel.

During the research, the author observed and observed that the Food and Beverage Manager at the Sinabung restaurant at the Sinabung Hills Resort Berastagi Hotel was still not fulfilling his role as a superior in the restaurant, still not paying attention to the performance of the waiters, and the Food and Beverage Manager should also always be at the restaurant location. When serving family style dishes to VIP guests, pay attention to staff service. Food and Beverage should also demand that the waiters implement Standard Operating Procedures in service so that the quality of service provided by the waiters increases. The Food and Beverage Manager should also conduct briefings with the restaurant and kitchen regarding monotonous menu variations. It is hoped that Food and Beverage Managers will be more responsible in carrying out their duties and responsibilities.

## CONCLUSION

Based on the description that has been discussed, the author can draw several conclusions as follows. The handling of family style dishes for VIP guests at the Sinabung restaurant at the Sinabung Hills Resort Berastagi Hotel is still not good and correct, this can be seen from the waiters who are still not dexterous in carrying out their work, because they have not implemented the existing Standard Operating Procedures and the waiters also often ignore things. Small things that should be paid attention to when serving VIP guests, such as pouring water, lifting dirty plates and carrying out Crumbing down. In handling family style dishes for VIP guests at the Sinabung restaurant at the Sinabung Hills Resort Berastagi Hotel, the waiters still face obstacles such as the variety of menus provided to guests is still limited and less attractive. This can be seen from guests who complain about the variety of menus served, such as a variety of soup menus, menus that are identical to processed chicken meat, and traditional cake dessert menus that are not yet available. The Food and Beverage Manager still pays little attention to the performance of the waiters in handling guests, and it is not uncommon for the Food and Beverage Manager to not be at the restaurant location when the waiters serve important guests (VIP guests). The Food and Beverage Manager is less responsive in handling problems faced by waiters, and less responsible for handling family style dishes in the restaurant.

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