

Healing : Jurnal Pariwisata

Volume 03 No. 02 | 2024

E-ISSN : 2964-8378

Homepage : <https://journal.cdfpublisher.org/index.php/Pariwisata/index>

Serving Coffee Drinks at the Barelo Restaurant at the Swiss-Belinn Hotel, Medan

Pesta Natal Purba

Akademi Pariwisata Dan Perhotelan
Darma Agung Medan

Article Info	ABSTRACT
Keywords: Presentation technique Coffee Baristas	Coffee is a brewed drink made from coffee beans or powder, and is enjoyed by many people. Serving coffee drinks to guests in a restaurant so that guests can enjoy coffee drinks deliciously requires good coffee serving techniques, equipment used to serve coffee drinks, so that guests are satisfied with the coffee drinks served. In this research the author conducted observations and interviews with 15 people consisting of 1 Ass Restaurant & Bar person, 4 waiters, 10 guests who visited the Barelo Swiss-Bellin restaurant in Medan. This research is based on the discussion of data that has been obtained in the field, the author presents it according to the Standard Operational Procedure following the steps that have been determined. And must understand the presentation technique and complete it according to the pictures on the menu list. Raw materials must have timely reserve stock., and equipment must be more complete. Guests often feel dissatisfied with coffee drinks and the service takes too long to serve. The suggestion that the author wants to convey is that when serving coffee drinks, staff/baristas can carry out standard operating procedures that have been set by the hotel. In processing coffee ingredients, the hotel should better equip the materials and equipment used, must provide a complete stock supply and on time, all staff in the restaurant must be able to implement Standard Operating Procedures so that guest satisfaction is further improved and guests are satisfied with the service provided, especially when enjoying coffee at the Barelo restaurant.
This is an open access article under the CC BY-NC license	Corresponding Author: Pesta Natal Purba Akademi Pariwisata Dan Perhotelan Darma Agung Medan
	

INTRODUCTION

A hotel is a type of accommodation that uses part or all of a building to provide accommodation, food and beverage services as well as other facilities for the public which are managed commercially, which means it is a process that can create added value to the goods and services processed as a products, whether tangible (tangible products) or intangible (intangible products) in the form of services. Hotels have several departments that support operations. One of them is Food And Beverages Management. according to I Gede Agus Mertayasa (2021:2) The food and beverage service department is a fairly large source of income for hotels. This department is responsible for food and beverage service to guests. This department also has several outlets, one of which is Room Service.

Barelo Restaurant is the name of the restaurant used at the Swiss Bell Inn Hotel Medan for Breakfeast, Lunch, Dinner. And the number can only reach 50-80 guests, the capacity of guests or visitors.

As we know, restaurants are currently developing rapidly, especially in terms of their products. The products sold are varied, not only food products, beverage products are also no less superior in terms of sales level. One of them is coffee drink products. Coffee is one type of plantation crop that is widely cultivated in the world. Coffee fruit plants that have been picked are red, dried in the sun, then roasted and then ground into powder until they are ready to be brewed into a coffee drink. The productivity

growth of coffee plants in the world continues to increase, including Indonesia, where the area of coffee producing plants plays a role in providing quality coffee consumed by the world community.

Indonesia is one of the largest coffee producers in the world, ranking fourth after Brazil, Vietnam and Colombia with production reaching 639 thousand tons. Several types of Indonesian coffee are even known to coffee lovers throughout the world, such as Toraja coffee, Lampung coffee, Mandailing coffee and also Aceh coffee. The coffee trend is increasingly popular, many hotel customers/guests who stay overnight spend their leisure time in restaurants, generally coffee lovers, and there are also customers among business people who want to enjoy coffee while meeting. In serving coffee drinks, usually the person is an expert in making or mixing coffee drinks, this person is usually called a Barista, sometimes problems often occur in serving coffee drinks, such as poor serving techniques, minimal equipment and frequent damage, and bad taste. it is not in accordance with.

Such as problematic serving techniques, sometimes the presentation is not appropriate, namely when serving coffee drinks it often happens that it does not match the pictures on the menu, such as Cappuccino art foam coffee which is less attractive because it is not neat, sometimes you don't add biscuits when serving coffee. Constraints in materials & equipment such as materials that are sometimes not ready, coffee machines having problems, equipment that is incomplete and not suitable for serving coffee with the type of equipment, such as serving Espresso coffee drinks should use Espresso Cup glasses but instead use Tea Cup glasses and this has a bad impact on consumers sometimes Consumers also complain about inappropriate tastes when enjoying coffee drinks.

METHODS

Types of research

The type of research in this final assignment is descriptive qualitative, namely explaining data obtained through observation while conducting research in the field and applying theory that has been obtained from college.

Time and Location of Research

Research sites

Swiss-Belinn Hotel Medan

Address	: Jalan Surabaya No. 88, Ps Baru, Kec. Medan City
Phone	: (061) 88815531
Website	: https://www.swiss-bellhotel.com

Research time

The author conducted this research for 3 (three months) at the Swiss-Belinn Hotel Medan starting from 01 December 2020 to 28 February 2021

Population and Sample

Population

(Djarwanto, 1994:420) Population is the total number of individual units whose characteristics are to be studied. And these units are called units of analysis, and can be people, institutions, objects.

In this case, the population in the author's research is 15 people, consisting of 1 (one) Ass Restaurant & Bar Manager (R&B), 4 (four) Waiter Staff (Waiters) and 10 (ten) guests who come to visit at Restaurant Barelo Hotel Swiss-Belinn Medan.

Sample

According to (Djarwanto, 1994:43) The sample is a portion of the population whose characteristics are to be studied. A good sample, whose conclusions can be applied to the population, is a sample that is representative or can describe the characteristics of the population.

As for the sample from this research, the author determined that the sample of the author's research object was 15 people consisting of 1 (one) Restaurant & Bar (R&B) Assistant, 4 (four) Waiter Staff (Waiters) and 10 (ten) guests. who visited Restaurant Barelo Hotel Swiss-Belinn Medan.

Data collection technique

Observation

According to Nasution (2019: 297) in the book quantitative qualitative research methods and R&D, it states that observation is the basis of all science. Scientists can only work based on data, namely facts about the real world obtained through observation. The data is collected and often with the help of various tools that are used. The author made direct observations of the objects studied in the F&B Service Department to obtain data.

Interview

According to Esterberg (2019: 304) in the book quantitative qualitative research methods and R&D, states that an interview is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed on a particular topic. And it is used as a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be researched, but also if the researcher wants to know things from the respondents in more depth. The author conducted interviews directly with the Ass R&B Manager, Waiter Staff, and Guests to discuss existing problems.

Literature Study

Literature studies relate to theoretical studies and other references related to understanding the object being studied, the values, culture and norms that develop in the social situation being studied. Sugiyono, (2019: 387) The author conducted data by reading reference books related to the problem being studied as a comparison between reality and theory.

Data analysis

According to Creswell (2019: 344) in a book entitled quantitative qualitative research methods and R&D. Data analysis is providing raw data in the form of transcriptions, field notes and the researcher's own views; organizing and preparing the data to be analyzed, reading all the data, constructing themes, interpreting and giving meaning to the themes that have been compiled. In conducting research, the author uses methods to analyze data, namely a way of knowing something that has systematic steps. Research can be carried out using methods, namely quantitative and qualitative methods. The method chosen by the author is a qualitative method, namely in the form of a direct field survey, carrying out various analyzes and comparisons with the reality that occurs in the field.

RESULTS AND DISCUSSION

Technique for Serving Coffee Drinks at the Barelo Restaurant at the Swiss-Belinn Hotel Medan

Based on the author's observations during 3 (three) months of research, the technique of serving drinks at the Swiss-Belinn Hotel Medan is the Barelo restaurant. In carrying out techniques for serving coffee drinks, a barista/staff rarely follows Standard Operating Procedures (SOP) which sometimes do not suit the presentation, namely when serving coffee drinks, raw material problems often occur, such as the coffee ingredients that have been in the coffee machine for a long time, they should be replaced with new ones because can change the quality of the coffee beans, and these factors can change the taste of the coffee, the equipment is not suitable for serving coffee drinks such as cappuccino coffee drinks, you should use a glass according to the drink, but instead use a tea cup, the making time is long, making a short coffee drink should take 5-7 minutes but it takes 10-15 minutes to make, the level of neatness is not as good as the cappuccino drink, the foam art still looks sloppy and the cleanliness is also lacking, like the tea spoon doesn't look clean because it's been a long time, the same goes for the glasses used, and the coffee machine is rarely cleaned after make coffee drinks.

The results of the author's interview with the Ass R&B Manager, Waiter Staff regarding the long handling of coffee drinks, lack of neatness, and also cleanliness. Their response was that when serving coffee drinks, system errors often occur in the coffee machine, and the equipment is still minimal, which makes it take a long time to make it. In terms of neatness, some coffee drink makers (waiters/baristas) still have not mastered the foam art technique, which is why it often happens that they are not neat when serving coffee drinks. In terms of cleanliness, it depends on the coffee maker because the hotel has

implemented cleanliness in serving coffee drinks, the level of cleanliness of the equipment is indeed worthy of being replaced but the hotel has not been able to replace it because during the pandemic, the hotel's profits have not reached the target and this has an impact on finances. the hotel is not yet stable.

Table 1.Responses to Barelo Restaurant Coffee Drink Serving Techniques

No	Information	Amount	Percentage (%)
1	Good	1	20
2	Enough	2	40
3	Not enough	2	40
	Total	5	100%

Source: Processed data and author's research, (2021)

Based on the table above, it shows that the responses of Ass manager and waiter. 1 person (20%) said it was good, 2 people (40%) said it was good, 2 people (40%) said it was good.

Ingredients and Equipment Needed for Serving Coffee Drinks at the Barelo Restaurant at the Swiss-Belinn Hotel Medan

Based on the author's observations during 3 (three) months of research, when serving coffee drinks, choose and understand the ingredients, tools and types of coffee drinks. Constraints in materials & equipment such as materials that are sometimes not ready or out of stock, materials in the coffee machine should have been replaced a long time ago. Coffee machines sometimes have errors with incomplete equipment systems, namely minimal manual making equipment, not enough tea spoons, and also the glass is not suitable for serving coffee with the type of equipment, such as serving Espresso coffee drinks which should use an Espresso Cup glass but instead uses a Tea Cup glass and this has an impact. bad at serving coffee drinks.

Therefore, consumers/guests often comment on the inappropriate ingredients and equipment used, sometimes the waiter staff also complain that the ingredients and equipment are still minimal because serving coffee drinks is not optimal.

Table 2.What must be added are materials and equipment

No	Material	Information
1	Coffee beans	Coffee beans are very necessary for serving drinks, therefore we need to stock more, to replace old coffee
2	Coffee powder	There should be more coffee powder in stock because if the coffee machine has problems it can make coffee drinks manually

Source: Processed data and author's research, (2021)

Table 3.What must be added is equipment

No	Equipment	Information
1	<i>Presso Skirt</i>	Manual tools for making espresso coffee drinks, this is needed when there is a coffee machine error.

2	<i>CoffeeGrinders</i>	Manual tools for grinding coffee, this is needed when there is a coffee machine error.
3	<i>FrenchPress</i>	This tool is useful for making milk foam. Milk foam is used to mix drinks similar to lattes and cappuccinos.
4	Tea Spoons	It needs to be increased so that there is no shortage of serving coffee drinks
5	Espresso Cups	It needs to be increased so that it doesn't use tea cups

Source: Processed data and author's research, (2021)

Guest Satisfaction with Coffee Drinks Served at the Barelo Restaurant at the Swiss-Belinn Hotel Medan

Based on observations made by the author during 3 (three) months of research, guests were not satisfied with the coffee drinks served at the Barelo restaurant at the Swiss-belinn hotel in Medan. When serving coffee drinks, the time is usually 5-7 minutes, but the waiter serves it beyond the specified time, so guests often comment about how it is made, guests have to wait a long time so they feel dissatisfied with the coffee drink they ordered. When enjoying coffee, guests also often comment about coffee drinks such as the taste, namely the taste is slightly different from usual. Enjoying coffee as we know is bitter but guests feel the taste of acidity, therefore guests do not feel satisfied enjoying the coffee drink. In standard coffee drinks, it is usually accompanied by food such as biscuits and water, but the waiters do not follow the standards, therefore guests feel dissatisfied because they do not follow the standards for coffee drinks.

The results of the author's interviews with hotel guests regarding satisfaction with coffee drinks, namely that it takes a long time to make, the taste of the coffee is different from usual, and standards for coffee drinks are not implemented.

Table 4.Responses Regarding Guest Satisfaction with Coffee Drinks at Barelo Restaurants

No	Information	Amount	Percentage (%)
1	Satisfied	2	20
2	Less satisfied	4	40
3	Not satisfied	4	40
	Total	10	100%

Source: Processed data and author's research, (2021)

Based on the table above, it shows that 2 people (20%) said they were satisfied, 2 people (20%) said they were dissatisfied, 4 people (40%) said they were dissatisfied, 4 people (40%).

CONCLUSION

From the results of the observations that the author observed regarding the handling of serving coffee drinks in restaurants in the F&B Service department of the Swiss-Belinn Hotel Medan, the author drew the following conclusions. The technique for serving coffee drinks at the Barelo Restaurant at the Swiss-Belinn Hotel in Medan needs to be improved. When serving it according to the Standard Operational Procedure (SOP), you must follow the steps that have been set. And you must understand the serving technique and complete it according to the pictures on the menu list. The materials and equipment needed to serve coffee drinks at the Barelo restaurant at the Swiss-Belinn Medan hotel need to be improved. The coffee drink ingredients must have timely reserve stock, and the equipment must be more complete so that there are no shortages when serving coffee drinks and the coffee machine must be in place. better control so that machine errors do not occur frequently. Guest satisfaction with coffee drinks served at the Barelo restaurant at the Swiss-Belinn Medan hotel. Guests often feel dissatisfied

with coffee drinks and the service takes too long to serve, the taste of the coffee is different from usual, and standards for coffee drinks are not applied.

REFERENCES

Panggabean Edy, 2020 Indonesian Barista Vocational Module Jakarta: Edy 2011 Jakarta Coffee Smart Book: AgroMedia Pustaka

Mertayasa Agus Gede I, 2021 Food & Beverage Service Operational Yogyakarta: Andi Wiyasha MBI, 2018 F&B Cost Control Yogyakarta: Andi

Sugiyono, 2009 Understanding Qualitative Research Bandung: Alfabeta

Rymbertus A Amakora Andrikus, 2000 Implementation of Standard Operation Procedures in the FB Department, Jakarta: PT Garmedia

Mertayasa, I. G. A. (2013). Food & Beverages Service Operational Job Preparation. Denpasar: Udayana University Press.

Walker, J. R. (2021). Introduction to Hospitality (8th ed.). Pearson.

Davis, B., Lockwood, A., Alcott, P., & Pantelidis, I. S. (2018). Food and Beverage Management (6th ed.). Routledge.

Lillicrap, D., & Cousins, J. (2019). Food and Beverage Service (10th ed.). Hodder Education.

Kasavana, M. L., & Brooks, R. M. (2016). Managing Front Office Operations (9th ed.). American Hotel & Lodging Educational Institute.

Kotschevar, L. H., & Withrow, D. (2007). Management by Menu (4th ed.). Wiley.

Pizam, A. (Ed.). (2010). International Encyclopedia of Hospitality Management (2nd ed.). Butterworth-Heinemann.

Pellaprat, H. (1966). L'Art Culinaire Moderne. Paris: Flammarion.

Hayes, D. K., & Ninemeier, J. D. (2016). Hotel Operations Management (3rd ed.). Pearson.

Wood, R. C. (2013). Key Concepts in Hospitality Management. SAGE Publications.

Barrows, C. W., Powers, T., & Reynolds, D. (2012). Introduction to the Hospitality Industry (8th ed.). Wiley.

Brotherton, B. (2012). Researching Hospitality and Tourism: A Student Guide. SAGE Publications.

Jones, P. (2008). Professional Management of Housekeeping Operations (5th ed.). Wiley.

Kotler, P., Bowen, J. T., & Makens, J. C. (2016). Marketing for Hospitality and Tourism (7th ed.). Pearson.

Gursoy, D., & Chi, C. G. (2019). The Routledge Handbook of Hospitality Marketing. Routledge.

Charles, M. (2020). Effective Customer Service in the Hospitality Industry. McGraw-Hill.