IMPLEMENTATION OF MENU ENGINEERING TO INCREASE COCKTAIL SALES AT GRAND MIRAGE RESORT & THALASSO BALI

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ABSTRACT

This study aims to find out about the menu of interest and less desirable by customers, also to know the menu has the highest and lowest contribution margin, and what strategies should be used to increase sales volume. The research method used is interview, observation and documentation. Data analysis technique used is menu engineering analysis technique. The analysis shows that in January there were 10 cocktails in category stars. 6 Drink Cocktails In category Puzzels. 10 Drink cocktails in the category of plowhorses and 4 drinks on category dogs. The cocktails that give high contribution margin are Long Beach, Mojito, Bloody Marry, Pinacolada, Tropical Moon, Abelito, Margarita, Mirage Punch Bella, Frostini, Cube Libre, Blue Lagoon, Caipirinha, Pluto Punch, Star Passion, Caipiroska. The cocktails that give the low contribution margin are Hurricane, Bali Comet, White Russian, Wet Bitch, Day Beach, Cosmopolitan. As expected, this study can be used to be a good advice and can be a good consideration by Grand Mirage Resort & Thalasso Bali in preparing the menu strategy and increasing the sales volume.

Keywords: margin contribution, sales volume, menu engineering.

INTRODUCTION

Bali is an island in Indonesia that is well known throughout the world and is an island that has a natural beauty that can fascinate anyone who visits this island. Its natural beauty, especially the beach which is one of the main attractions for tourists who visit. In addition to the beach, Bali still has other attractions such as art and culture that are still inherent in the community. So also with the comfort and peace in getting tourists, making more and more tourists who love this island either for vacation or occupied. So with the increasing number of visits from foreign and local tourists then it should be in balance also with the availability of adequate tourism facilities such as hotel accommodation.

Hotel is a business unit that provides room service, food, beverage, and various other services needed by guests who stay. Not only providing rooms, the hotel also has a restaurant that provides food service as well as a bar that provides drink service.

Restaurant and Bar is one of the most frequented facilities by guests staying at the hotel, as it can make it easier for guests to get their food and drink. Especially the bar, because the bar is a very suitable place to to relax the sauce enjoy a drink.

The bar is one component or part of a restaurant that makes a drink for the guests. The definition of a bar is a place that is commercially organized and equipped with adequate fisility, there is either inside a hotel, sometimes standing alone outside the hotel, where one can get service of all kinds of beverages both alcoholic and non-alcoholic. Usually every 5-star hotel has more than 1 bar available to relax.

Grand Mirage Resort & Thalasso Bali is a 5 star hotel located on jl. Pratama no 74 Tanjung Benoa South Kuta. It has complete facilities with total rooms reaching 311 rooms, there are 4 restaurants, 4 bars, 3 meeting rooms, 2 sports and recreation facilities, and various other supporting facilities. One of the most frequented facilities by tourists to relax is the bar.

From many bars, only 2 bars directly serve guests, the Coconut Bar and Panorama Bar. Coconut Bar or can be called Sunken Bar which is a bar located in the middle of the pool, while the Panorama Bar is located on the 2nd floor which only operates from 17.00 until 01.00.

Cocktail is a beverage served with alcohol as its ingredients and mixed with other flavorful ingredients. There are various spirit in Panorama Bar, starting from white rum, jamaica rum, gin, tequila,and many more also with various kinds of liqueur. Usually the above alcoholic beverage mixed with soft drinks or juice to become a cocktail. Of the many cocktails Panorama Bar has to offer, there are some selling cocktails sold and there are also less well-seller views of cocktail sales at Panorama

no	Soft Drink		Cocktails		Mocktails		Juices	
	Nama Minuman	Porsi Terjual	Nama Minuman	Porsi Terjual	Nama Minuman	Porsi Terjual	Nama Minuman	Porsi Terjual
1	Water	40	Long Beach	161	Virgin Mojito	40	Orange Juice	20
2	Tonic Water	31	Mojito	161	Colada	35	Pineapple Juice	15
3	Diet Coke	25	Bloody Marry	150	Virgin Strawberry Daiquiri	35	Apple Juice	12
4	Soda Water	24	Pina Colada	132	Beat The Heat	19	Mix Juice	10
5	Coke Zero	20	Hurricane	124	Virgin Banana Daiquiri	19	Guava Juice	7
6	Ginger Ale	16	Bali Comet	115	Shirley Temple	11		
7	Cola	16	White Russian	105	Flamingo	7		
8	Sprite	11	Tropical Moon	99				
9	Fanta	6	Wet Bitch	92				
10			Day Beach	84				
11			Cosmopolitan	83				
12			Abelito	76				
13			Margarita	62				
14			Mirage Punch	60				
15			Bela	60				
16			Bahama Mama	52				
17			Frostini	49				
18			Long Bridge	32				
19			Cube Libre	26				
20			Blue Lagoon	22				
21			Red Sangria	19				
22			Coco Loco	16				
23			Caipirinha	14				
24			Pluto Punch	12				
25			Star Passion	11				
26			Tanjung	10				
27			Caipiroska	7				
28			Bali Cocktails	5				
29			Arak Buck	-				
30			Arak Madu	-				
	TOTAL	189		1839		166		64

The menu engineering is an approach to evaluate menu prices, design, and decision making applicable for now and the future. Menu engineering analysis has been widely used to help improve managerial effectiveness in a bar or restaurant. Formulation of the problem of this research are: (1) which types of beverages give the highest contribute and lowest at Panorama Bar Grand Mirage Resort & Thalasso Bali and what management need to do to increase the cocktails sell at Panorama Bar Grand Mirage Resort & Thalasso Bali. Objectives of the research are to find out what kind of beverages contribute the highest and lowest in Panorama Bar Grand Mirage Resort & Thalasso Bali and to find out what management need to do to increase the sales of cocktails at Panorama Bar Grand Mirage Resort & Thalasso Bali.

RESEARCH METHODOLOGY

Marketing is human activities directed to fulfill and satisfy needs and desires through exchange process (Assauri, 2014: 5). According to Abdullah and Tantri (2012: 2), marketing is a total system of business activities designed to plan, price, promote, and distribute goods that can satisfy both customers and consumers potential.

Sales is the science and art of personal influences made by the seller to invite others to be willing to buy goods / services offered (Swastha, 2001: 8). According to Yoeti (2003: 15), sales is the activity of exchanging a product with cash (cash) then the goods received by the buyer (costumer) and in return the buyer handed some money to the seller.

Menu engineering with matrix approach introduced by Kasavana and Smith (in Wiyasha 2011: 137). In this approach emphasized is the contribution margin of menu items. The two variables analyzed in this approach are the contribution margin and the popularity level (sales volume) of a menu item. To determine the popularity level of a menu item applied the following formula $70\% \times \frac{1}{n} \times N$ = Level Of Popularity.

In the above formula, n is the number of menu items offered, 70% is the proportion of sold items which is the minimum limit to be reached, and N is the number of portions sold. In other words, the 70% figure is the minimal proportion that must be met as a breaking point in the category determination of a menu item in the Menu engineering analysis. The contribution margin of each menu item is the difference between the price selling with the cost of the beverage of the menu item concerned. With the Menu Engineering approach, a menu item should be analyzed by : Popularity Level : $70\% \times \frac{1}{n} \times N$

Contribution margin = selling price - the price of the main menu item with the above two variables can be four classification menus described in Table 1.

Table 1

Item menu clasification	The terms
Stars	MK high, popularitas high
Puzzelss	MK high, popularitas low
Plowhorsess	MK low, popularitas high
Dogss	MK low, popularitas low

A menu item is in the high contribution margin category when the menu item's contribution margin is higher than the average contribution margin. Conversely, if the contribution margin of a menu item is lower than the average contribution margin, then the menu item is at a low contribution margin.

RESULT AND DISCUSSION

Panorama Bar is a bar located at Grand Mirage Resort & Thalasso Bali. This bar is located very strategically, because when walking from the lobby guests can directly see the Panorama Bar. This bar only operates from the afternoon at 17.00 - 01.00. Panorama Bar is just a bar that serves drinks, such as cocktails, mocktails, soft drinks, and juices. From the data collected is about the sale of beverage, beverage cost, selling price, especially about cocktails already obtained from Panorama Bar Grand Mirage Resort & Thalasso Bali which have been collected from January to April 2018 are:

Nama Item Menu	Harga Pokok minuman (Rp)	Harga Jual Minuman	Jumlah Porsi Terjual			
			Januari	Februari	Maret	April
Soft Drink						
Water	2,000	20,000	40	21	17	36
Tonic water	5,000	40,000	31	26	27	32
Diet Coke	6,000	45,000	25	15	13	23
Soda Water	3,000	40,000	24	14	15	15
Coke Zero	5,000	45,000	20	19	9	11
Ginger Ale	6,000	40,000	16	24	16	9
Coke cola	5,000	40,000	16	13	9	16
Sprite	3,000	40,000	11	-	9	9
Fanta	3,000	40,000	6	9	11	-
Cocktails						
Long Beach	47,729	130,000	161	136	93	73
Mojito	25,367	80,000	161	129	109	147
Bloody Marry	33,455	90,000	150	93	111	132
Pinacolada	29,342	90,000	132	97	89	124
Hurricane	35,563	65,000	124	101	43	51
Bali Comet	26,412	65,000	115	83	23	36
White Russian	22,490	65,000	105	76	71	83
Tropical Moon	25,934	80,000	99	37	65	19
Wet Bitch	21,439	65,000	92	44	34	23
Day Beach	23,082	50,000	84	62	41	56
Cosmopolitan	24,902	65,000	83	41	44	39
Abelito	29,573	90,000	76	55	67	42
Margarita	18,329	90,000	62	43	93	105
Mirage Punch	29,931	90,000	60	29	42	53
Bella	33,048	105,000	60	21	32	85
Bahama mama	28,938	65,000	52	87	49	45
Frostini	20,783	75,000	49	72	25	17
Long Bridge	24,781	55,000	32	18	21	21
Cube Libre	17,307	80,000	26	19	14	52
Blue Lagoon	25,402	90,000	22	34	43	16
Red Sangria	30,183	55,000	19	21	11	9
Coco Loco	21,842	60,000	16	-	21	18
Caipirinha	18,900	90,000	14	12	82	57
Pluto Punch	33,672	100,000	12	16	10	41
Star Passion	30,073	90,000	11	34	18	20
Tanjung	29,945	50,000	10	11	27	36
Caipiroska	21,022	90,000	7	55	23	41
Bali Cocktails	20,790	60,000	5	7	15	21
Arak Buck	20,260	55,000	-	7	9	27
Arak Madu	16,672	55,000	-	15	25	31
Mocktails						
Virgin Mojito	18,956	65,000	40	21	37	25
Colada	17,045	60,000	35	27	15	41
Virgin Strawberry Daiquiri	17,909	65,000	35	33	28	37
Beat The Heat	22,764	65,000	19	14	14	24
Virgin Banana Daiquiri	16,057	65,000	19	15	32	26
Shirley Temple	15,500	40,000	11	8	9	17
Flamingo	17,490	65,000	7	9	10	18
Juices						
Orange Juices	12,000	60,000	20	23	17	15
Pineapple juice	13,583	60,000	15	8	13	18
Apple Juices	12,000	60,000	12	17	19	14
Mix Juices	16,874	60,000	10	9	5	12
Guava Juices	12,000	60,000	7	5	8	10
Grand Total			2258	1785	1683	1901

The menu analysis in a restaurant aims to increase sales, as well as to ensure the menu provided in accordance with consumer tastes. Knowing which menu is your

favorite and which menu provides the highest and lowest profits, will help management in determining the right strategy and steps to increase the sales of food especially the main course menu. Before doing the next step, the data obtained from the company will be included in the table of engineering worksheet analysis menu as follows.

Lampiran 1 Tabel Pengisian Angka Menu Engineering Pada Bulan Januari 2018

Nama Item Menu	Terjual	% Penjualan	Harga Pokok minuman (Rp)	Harga Jual Minuman (Rp)	Margin Kontribusi (Rp)	Total Penjualan (Rp)	Total Margin Kontribusi (Rp)	Kategori Margin Kontribusi	Kategori Bauran Menu	Klasifikasi
Soft Drink										
Water	40	0.01	2,000	20,000	18,000	800,000	720,000	L	H	PLOWHORSES
Tonic water	31	0.01	5,000	40,000	35,000	1,240,000	1,085,000	L	H	PLOWHORSES
Diet Coke	25	0.01	6,000	45,000	39,000	1,125,000	975,000	L	L	DOGS
Soda Water	24	0.01	3,000	40,000	37,000	960,000	888,000	L	L	DOGS
Coke Zero	20	0.00	5,000	45,000	40,000	900,000	800,000	L	L	DOGS
Ginger Ale	16	0.00	6,000	40,000	34,000	640,000	544,000	L	L	DOGS
Coke cola	16	0.00	5,000	40,000	35,000	640,000	560,000	L	L	DOGS
Sprite	11	0.00	3,000	40,000	37,000	440,000	407,000	L	L	DOGS
Fanta	6	0.00	3,000	40,000	37,000	240,000	222,000	L	L	DOGS
Cocktails										
Long Beach	161	0.07	47,729	130,000	82,271	20,930,000	13,245,631	H	H	STARS
Mojito	161	0.07	25,367	80,000	54,363	12,880,000	8,752,443	H	H	STARS
Bloody Marry	150	0.07	33,455	90,000	56,545	13,500,000	8,841,750	H	H	STARS
Pinacolada	132	0.06	29,342	90,000	60,658	11,880,000	8,006,856	H	H	STARS
Hurricane	124	0.05	35,563	65,000	29,437	8,060,000	3,650,188	L	H	PLOWHORSES
Bali Comet	115	0.05	26,412	65,000	38,588	7,475,000	4,437,620	L	H	PLOWHORSES
White Russian	105	0.05	22,490	65,000	42,510	6,825,000	6,825,000	L	H	PLOWHORSES
Tropical Moon	99	0.04	25,934	80,000	54,066	7,920,000	5,352,534	H	H	STARS
Wet Bitch	92	0.04	21,439	65,000	43,561	5,980,000	4,007,612	L	H	PLOWHORSES
Day Beach	84	0.04	23,082	50,000	26,918	4,200,000	2,261,112	L	H	PLOWHORSES
Cosmopolitan	83	0.04	24,902	65,000	40,098	5,395,000	3,328,134	L	H	PLOWHORSES
Abelito	76	0.03	29,573	90,000	60,427	6,840,000	4,592,452	H	H	STARS
Margarita	62	0.03	18,329	90,000	71,671	5,580,000	4,443,602	H	H	STARS
Mirage Punch	60	0.03	29,931	90,000	60,061	5,400,000	3,603,660	H	H	STARS
Bella	60	0.03	33,048	105,000	71,952	6,300,000	4,317,120	H	H	STARS
Bahama mama	52	0.02	28,958	65,000	36,062	3,380,000	1,875,224	L	H	PLOWHORSES

Frostini	49	0.02	20,783	75,000	54,217	3,675,000	2,656,633 H	H	STARS
Long Bridge	32	0.01	24,781	55,000	30,219	1,760,000	967,008 L	H	PLOWHORSES
Cube Libre	26	0.01	17,307	80,000	62,693	2,080,000	1,630,018 H	L	PUZZELS
Blue Lagoon	22	0.01	25,402	90,000	64,598	1,980,000	1,421,156 H	L	PUZZELS
Red Sangria	19	0.01	30,183	55,000	24,817	1,045,000	471,523 L	L	DOGS
Coco Loco	16	0.01	21,842	60,000	38,158	960,000	610,528 L	L	DOGS
Caipirinha	14	0.01	18,900	90,000	71,100	1,260,000	995,400 H	L	PUZZELS
Pluto Punch	12	0.01	33,672	100,000	66,328	1,200,000	795,936 H	L	PUZZELS
Star Passion	11	0.00	30,073	90,000	59,927	990,000	659,197 L	L	PUZZELS
Tanjung	10	0.00	29,945	50,000	20,055	500,000	200,550 L	L	DOGS
Caipiroska	7	0.00	21,022	90,000	68,978	630,000	482,846 H	L	PUZZELS
Bali Cocktails	5	0.00	20,790	60,000	39,210	300,000	196,050 L	L	DOGS
Arak Buck	-	.	20,260	55,000	34,740	0,00	0,00 L	H	PLOWHORSES
Arak Madu	-	.	16,672	55,000	38,328	0,00	0,00 L	H	PLOWHORSES
Mocktails									
Virgin Mojito	40	0.02	18,956	65,000	46,044	2,600,000	1,718,200 L	H	PLOWHORSES
Colada	35	0.02	17,045	60,000	42,955	2,100,000	1,503,425 L	H	PLOWHORSES
Virgin Strawberry Daiquiri	35	0.02	17,909	65,000	47,091	2,275,000	1,648,185 L	H	PLOWHORSES
Beat The Heat	19	0.01	22,764	65,000	42,236	1,235,000	802,494 L	H	DOGS
Virgin Banana Daiquiri	19	0.01	16,057	65,000	48,943	1,235,000	929,917 L	L	DOGS
Shirley Temple	11	0.00	15,500	40,000	24,500	440,000	269,500 L	L	DOGS
Flamingo	7	0.00	17,490	65,000	47,510	455,000	332,570 L	L	DOGS
Juices									
Orange Juices	20	0.01	12,000	60,000	48,000	1,200,000	960,000 L	L	DOGS
Pineapple juice	15	0.01	13,583	60,000	46,417	900,000	696,255 L	L	DOGS
Apple Juices	12	0.01	12,000	60,000	48,000	720,000	576,000 L	L	DOGS
Mix Juices	10	0.00	16,874	60,000	43,126	600,000	431,260 L	L	DOGS
Guava Juices	7	0.00	12,000	60,000	48,000	420,000	336,000 L	L	DOGS
Total	2258					170,090,000	115,032,579		

Av.CM (Rp)	50,944
Av. Volume	31

As like we can see there are few cocktails that really loved by the guest. If the cocktails has a high margin contribution and a high sales volume so that cocktails are in stars category, if the margin contribution high but the sales volume is low it means that cocktails in puzzels category, if the sales volume is high and the margin contribution is low it means that cocktails in plowhorses category, and the last if the margin contribution is low and sales volume is low also it means that cocktails are in dogs category.

There are 10 cocktails in stars category only on January such as, Long Beach, Mojito, Pinacolada, Bloody Marry, Tropical Moon, Abelito, Margarita, Mirage Punch, Bella,

Frostini. There are 6 for Puzzels category such as Caipirinha, Pluto Punch, Star Passion, Caipiroska, Cube Libre, Blue Lagoon. There are 10 plowhorses category such as Hurricane, Bali Comet, White Russian, Wet Bitch, Day Beach, Cosmopolitan, Bahama mama, Long Bridge, Arak Buck, Arak Madu. The last are for dogs category, total are 4 cocktails such as Red Sangria, Coco Loco, Tanjung, Bali Cocktails.

CONCLUSION

Based on the result of the research in the previous chapter, A strategy that can be used in increasing sales volume for cocktails on the menu engineering classification. In the Dogs category by creating a new menu with different variations with using the same basic ingredients. On the Puzzles category with promote the menu. In the Plowhorses category with raising the price of the drink gradually so as to provide a high contribution margin while in the category of Stars by maintaining the quality of the menu

After doing some analysis by using the menu engineering method that is applied in the cocktails menu on the panorama bar, then there are some suggestions that the writer can give to be consideration on the hotel. suggestions that can be given from the writer are like the application of the menu engineering as a tool to evaluate the performance of the sales menu should be done optimally In the implementation of the parties management must always pay attention to the number of sales and contribution margins that become the reference for the determination of the classification menu. The alternative that can be offered from the results of research shows that there are still menus in the category of DOGS and at least the food menu included in the STARS category is to create a new menu with different variations by using the same basic ingredients for menus in the DOGS category, maintaining the quality of the menu for menu in the STAR category, promoting the maximum menu for menus in PUZZLES category, while for PLOWHORSES menu by increasing the beverage price gradually or reducing the number of menu portions so that the beverage cost will decrease and contribution margin will increase.

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