



Local Product Development at Warung Mina Kuta

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Abstract

Purpose: This study aims to analyze the types of products that are suitable for development and to design a product development model for Warung Mina Kita in Kuta tourism area, Bali, Indonesia.

Research methods: Data collection is sourced from participatory observation, interviews and focus group discussion. The data analysis technique uses an interactive analysis model from Miles and Huberman.

Findings: The type of product developed by Warung Mina Kuta to meet customer needs was Mina Kuta special menu package consisting of appetizer (karedok), soup (fish head), main course (fried sea fish) and dessert (banana split). It emphasizes local products, which are named Mina Kuta Special Package

Implication: The product process is carried out from preparing materials to raw materials being processed by a kitchen team headed by a chef, raw materials purchased from suppliers are materials that have grade A or good quality.

Keywords: warung, product, market, culinary tourism.

INTRODUCTION

Culinary tourism is one part of tourism which includes accommodation that contributes to support tourism, this is evidenced by the cuisine and drinks offered which make the characteristics of selling power. Not infrequently culinary tourism provides food and drinks which are processed from generation to generation and even modified to give birth to new cuisine menus without losing the uniqueness of the original taste of the food. Culinary can be interpreted as something related to the kitchen or cuisine (Echols & Shadily, 1995). Several restaurants that have developed have their own characteristics on the menu provided, such as tilapia fish which was developed by a traditional restaurant, namely Warung Mina Kuta.

The concept of Warung Mina Kuta in Bali tourist destination carries the concept of open space with the interior design of the main building and several gazebos, while for food, Warung Mina Kuta has so far only relied on products selling local products and western food, but customers who come enjoy the food from the origin. also come from foreign tourists including from Australia, Japan, China, Korea, Malaysia, Switzerland, America and others including domestic tourists

Product development needs to be done, this aims to increase the value of quality and income for Warung Mina in order to maintain their existence and competitive advantage. The discovery of products marketed by Warung Mina Kuta tends to focus on complementary foods such as spring rolls and chicken satay instead of the typical fried Gurami and Mujair products.

By looking at conditions like this, it is appropriate for Warung Mina Kuta to make improvements to product development. Based on previous findings by Dewi (2006) it shows that there is a positive and significant influence between product innovation and competitive advantage which is supported by the company's ability to be able to process and utilize its resources and capital. Sandriana et al (2015) prove that traditional products are one of the strategic development tools to grow the economy in an area, especially in Malang.

Audu & Umar (2014) explained that innovation and creativity need to be carried out by culinary actors which will have an impact on improving the economy, but there needs to be collaborative participation by the government to support this by being balanced through increased training, coaching, and monitoring. Syarifuddin et al (2018) also added that local culinary preparations are a special attraction, due to their uniqueness, originality, authenticity, and diversity. Other studies include, Hartini (2012), Widyawati (2014), Besra (2015), Agusetyaningrum et al (2016), Prasetyo (2018), dan Meldayanoor et al (2019). In the end, product development needs to be done immediately to maintain sustainability in the midst of tight competition in the culinary industry.

Based on the problems and previous findings, it is very necessary to innovate products by emphasizing local identity to maintain the ancestral heritage so that there is no degradation. This research only focuses on product development and the market of Warung Mina Kuta. This aims to create new product innovations that are useful for maintaining the existence of Warung Kuta Mina in the midst of competition in the culinary industry.

RESEARCH METHODS

This study uses a qualitative descriptive approach. According to Hardani et al (2020), qualitative methods seek to understand and interpret an event of interaction of human behavior in certain situations according to the perspective of the researcher himself. This qualitative research aims to find the characteristics of traits and phenomena that fall into one category, which then looks for relationships by comparing differences/similarities which are then classified into symptoms that have the same characteristics and make "generalizations". That way researchers can study in depth the product development at Warung Kuta Mina.

The data analysis technique used an interactive analysis model (Miles & Huberman, 1994). Sources of data are primary data and secondary data. Data collection techniques were carried out by participatory observation, interviews and Focus Group Discussion (FGD). The purpose of this study was to design a product model for Warung Kuta Mina as a culinary tour in Kuta area.

FINDINGS

Types of Products Developed

Product development is one of the strategies by companies to be able to survive in an increasingly competitive climate. The high competition requires the company's leadership to be able to meet the wishes and needs of customers in line with the development of the trend of tastes for culinary products.

The products provided by Warung Mina Kuta are international food and local food that have been produced and well received by customers. Food and beverage products offered at Warung Mina Kuta with several choices of flavors that are worthy of being enjoyed by customers, especially culinary lovers. Several items of food products produced at Warung Mina Kuta, as shown in Table 1.

Table 1. Product Type

No.	Item	No.	Item	No.	Item
1	Chicken Sate	32	Nasi Goreng Seafood	64	Paket Gurami Goreng
2	Nasi Goreng Ala Mina	33	Green salad	65	Beef Lasagna M
3	Nasi Goreng Ayam	34	Cap Cay Ayam	66	Fried Crispy Chicken Steak
4	Mie Goreng Ayam	35	Chicken Parmigiana	67	Fresh fruit platter
5	Mina Combo Sate	36	Meat & Meat Pizza	68	Paket Soup Buntut
6	Soto Ayam	37	Italiana Pizza	69	Bruschetta Beef With Egg
8	Beef Rendang	39	Fettucini Schnitzel Chicken	71	Paket Gurami Bakar Asam Manis
9	Chicken Cordon Bleu	40	Margherita Pizza	72	Sayur Hijau Ala Mina
10	Smoke House Burger	41	Indian Chicken Curry	73	Beef Rib BBQ Sauce
11	Mie Goreng Ala Mina	42	Mie Goreng Seafood	74	Paket Gurami Asam Manis
12	Spaghetti Bolognese	43	Cap Cay Ala Mina	75	Paket Soup Kambing
13	Wonton Soup	44	Meat Lover Pizza	76	Fried banana crispy
14	Gado-gado	45	Paket Soup Iga Sapi	77	Udang Goreng Tepung
15	Spaghetti Carbonara	46	Original Burger	78	Chicken Sausages Pizza
16	Beef Sate (8 pcs)	47	Paket Gurami Santan Kemangi	79	Vegetarian Pizza
17	Paket Ayam Bakar Oles	48	Paket Gurami Bakar Oles	80	Tom Yum Goong
18	Udang Bakar Oles	49	Bebek Goreng Ala Mina (half)	81	Mie Goreng Vegetarian
19	Hawaiian Pizza	50	Cap Cay Seafood	82	Paket Cumi Bakar Oles
20	Chicken Teriyaki	51	Chicken Caesar Salad	83	Beff Rasher Pizza
21	Ham & Cheese Sandwich	52	Fillet Of Steak	84	Paket Gurami Bakar Asam Pedas
22	Cap Cay Vegetarian	53	Italian Cheese Pizza	85	Paket Gurami Fillet Goreng
23	Bebek Bakar Ala Mina	54	Paket Gurami Bakar Santan Kemangi	86	Paket Gurami Fillet Bakar
23	Neptune salad	55	Spaghetti Pomodoro	87	Paket Gurami Fillet Asam Manis
24	Chicken Burger	56	Mixed Salad	88	Paket Gurami Fillet Asam Pedas

25	Paket Ayam Goreng	57	Chicken Original Steak	89	Paket Gurami Santan Kemangi	Fillet
26	Pepperoni Pizza	58	Fried Tofu	90	Paket Cumi Tepung	Goreng
27	Pancake with ice cream	59	Trio Sunday	91	Banana Bonanza	
28	Espresso	60	Capucino	92	Coffee Bali	
29	Americano	61	Coffee latte	93	Flat white	
30	Tea	62	Ginger tea	94	Jasmine tea	
31	Lime tea	63	Green tea	95	Honey lime tea	

(Source: Warung Mina Kuta, 2020).

Table 1 shows that there are 95 menus provided by Warung Mina Kuta that can be enjoyed by customers. The menu is a list of foods offered at Warung Mina Kuta. In general, the menu is offered in a charter style, but there are several menus offered with a table d'hote menu. The menu is for customers who want to enjoy lunch and dinner. According Sudiara (2000); Putra, et.al (2018) Perdana, et.al, (2021) the menu is a list of foods that have been equipped with their respective prices, which are provided and displayed to attract customers and provide value for a certain amount of money on the food offered.

The menu is a powerful marketing tool in a restaurant. The menu will notify customers about the existence of the restaurant, what dishes are provided and their prices, the services or services displayed. The menu functions include the menu specifying the needs that must be prepared for the needs of a restaurant operation and also the menu is a coordinating tool to carry out management goals (leader). Some of the uses of the menu include: determining the food ingredients to be purchased, regulating the nutrition contained in the dishes to be served, influencing the number of employees needed, influencing the equipment needed, arranging the room arrangement facilities used, determining the appearance of the front, as a guide in the procedure. cost control, plays an important role in decorating the front, managing the production or results needed, managing the needs for services or services.

A menu is said to be good if it sells well in the market, achieves the expected quality objectively, is cost effective. To make it easier to develop, it is necessary to group the menus provided for customers, starting with the use of a modern menu arrangement. Modern menus in one dining time period in restaurants are generally not served at the same time to their customers, but are served in stages. The modern menu structure can be grouped into appetizer, soup, main course, dessert, coffee or tea (Marsum, 2005). Appetizer is a food dish that has a slightly sour taste, tastes salty and is served in small portions. Soup is a type of dish that contains a lot of water or is runny. The basic ingredients for making this soup are chicken, beef, fish broth and mixed with vegetables and other ingredients. The main course is the main dish for lunch or dinner which is usually made from meat or fish accompanied by sauce and other accompaniments. Dessert is a food that has a sweet taste character as a dessert. Coffee or tea is an actual dish from the beverage class. Based on Table 1, the menus offered at Warung Mina Kuta can be grouped into 4 courses, as shown in Table 2.

Table 2. Product Grouping based on Modern Menu Layout

No	Type of Menu	Product Name
1	Appetizer	Gado-gado Fried Tofu

		Mixed Salad Green salad Neptune salad Chicken Caesar Salad
2	Soup	Tom Yum Goong Wonton soup Soto Ayam
3	Main Course	Chicken Sate (8 pcs) Nasi Goreng Ala Mina Nasi Goreng Ayam Nasi goreng sea food Mie Goreng Ayam Mina Combo Sate (12 pcs) Nasi Goreng Vegetarian Beef Rendang Chicken Cordon Bleu Smoke House Burger Mie Goreng Ala Mina Spaghetti Bolognese Spaghetti Carbonara Beef Sate (8 pcs) Udang Bakar Oles Hawaiian Pizza Chicken Teriyaki Ham & Cheese Sandwich Cap Cay Vegetarian Bebek Bakar Ala Mina Chicken Burger Pepperoni Pizza Nasi Goreng Seafood Meat Lover Pizza Original Burger Bebek Goreng Ala Mina (half) Cap Cay Seafood Fillet Of Steak Italian Cheese Pizza Spaghetti Pomodoro Chicken Original Steak Beef Lasagna M Fried Crispy Chicken Steak Bruschetta Beef With Egg Penne Arrabiata Sayur Hijau Ala Mina Beef Rib BBQ Sauce Udang Goreng Tepung Cap Cay Ayam Vegetarian Pizza Chicken Sausages Pizza Chicken Parmigiana Mie Goreng Vegetarian Beff Rasher Pizza
4	Dessert	Pancake with ice cream Trio Sunday Banana Bonanza Fried banana crispy Fresh fruit platter

(Source: Warung Mina Kuta, 2020).

Table 2 shows that the menu belongs to the a'la carte menu. A'la carte menu is a menu list in which each food item comes with a separate or separate price. Gurami Nyatnyat is one of the typical foods of Warung Mina Kuta as a type of a'la carte menu choice that is dominantly in demand by customers. This is supported by the opinion of the informant (Indra Purnama Putra-Assistant GM Mina Group) who stated that the position of the Gurami Nyatnyat menu offered a'la carte was indeed a favorite choice and still existed and was in demand by customers.

Table 2 shows that the menus provided or offered at Warung Mina Kuta are included in the table d'hote or package menu. According Marsum (2005) that the table d'hote menu is a complete menu with the price of a whole package. Warung Mina Kuta adopts the table d'hote classification by naming the table d'hote menu as a package. This is to make it easier to pronounce and give new terms for table d'hote into packages. Customers can also choose the package menu offered by Warung Mina Kuta. Customers who choose the package menu will get a complete menu with their companions or also with vegetables and chili sauce or sauce including the price listed on the package menu. The waiter will provide an explanation to customers if the customer in ordering food is confused about the package menu ordered. The grouping of the menu packages is as shown in Table 3

Table 3. Table D'hote/Warung Mina Kuta Menu Package

No	Type of Menu	Item Name
1	Table d'hote/Package	Paket Ayam Goreng Paket Gurami Santan Kemangi Paket Gurami Goreng Paket Soup Buntut Paket Gurami Bakar Asam Manis Paket Gurami Asam Manis Paket Cumi Bakar Oles Paket Gurami Bakar Asam Pedas Paket Gurami Fillet Goreng Paket Gurami Fillet Bakar Paket Gurami Fillet Asam Manis Paket Gurami Fillet Asam Pedas Paket Gurami Fillet Santan Kemangi Paket Cumi Goreng Tepung

(Source: Warung Mina Kuta, 2020).

The menu packages sold at Warung Mina Kuta can be seen in Table 3. In the menu packages offered, customers don't have to bother spending more money to enjoy the food sold by Warung Mina Kuta because with one menu package, they also get a variety of dishes. For example, a customer who chooses the Gourami Santan Basil package, the customer will get a set of food which consists of: 1 portion of real gourami, 1 portion of rice, 1 plate of stir-fried kale complete with fried peanuts and one plate of fresh fruit.

Products developed by the management of Warung Mina Kuta in an effort to win the increasingly competitive culinary competition, as shown in Table 4.

Tabel 4. Product Developed

No	Item	Before	After
1	Karedok (Mixed Vegetable with Peanut Sauce)	Menu not available	Made from fresh vegetables including cabbage/cabbage, long beans, cucumber, bean sprouts/bean rots, peanut sauce and with a garnish of fresh tomatoes and spring onions as well as fried onions and basil leaves.
2	Soup Kepala Ikan (Fish Head Soup)	Menu not available	The taste of the soup is not fishy because it uses spices that are used traditionally from generation to generation, the appearance is more attractive, the meat on the head of the bundle becomes soft and melts when you mouth it, the taste of the spices is soft and tender.
3	Ikan Laut Goreng (Fried Fish)	Menu not available	Made from mackerel fish that is soaked or marinated with yellow spices, then deep-fried. Accompanied by a special chili sauce and garnished with lime
4	Banana Split	Menu not available	Made from plantain, 3 scoops of ice cream from 3 flavors, namely vanilla, strawberry, and chocolate. With whipping cream and added with almond nut topping and chocolate sauce and cherries as a garnish.

(Source: Warung Mina Kuta, 2020).

Product development in the form of appetizers, karedok was developed as a new product, where karedok is a typical Sundanese food. Karedok is made from fresh vegetables with high fiber content which is very beneficial for the health of the human body. Fish ball soup and fried sea fish are a menu that is widely known by the public with a delicious and delicious taste. This fish head soup and fried sea fish is a lunch and dinner dish containing high protein, minerals and healthy fats. It also contains omega 3 fatty acids and vitamin K which the body needs.

In developing this fish head soup, the management made several ways of cooking and using various types of spices. For this stage the kitchen team makes up to 5 kinds of dishes with a mixture of different spices. In addition, the presentation also varies from the bowl used to the topping for garnish as the final presentation of the menu. The kitchen team carried out the trial process several times until it was felt that it could be marketed as a superior innovative menu. For the process of making fish head soup using spices, namely: shallots, garlic, ginger, aromatic ginger, roasted turmeric, tamarind, lemongrass, bay leaves, salt, sugar, ground pepper, and water.

The method of making fish head soup consists of the following steps. In the first step, the kitchen staff grinds shallots, garlic, ginger, aromatic ginger, turmeric, and tamarind. Next, saute all the ingredients until fragrant by adding lemongrass and bay leaves. Put the fish head into the frying pan until it turns brown. Add water by waiting until it boils at 1000C. Enter the cucumber, season by adding

salt, sugar, and ground pepper. Then cook the soup until done. Furthermore, for the presentation of this soup use a rather large demittace bowl. As a garnish by adding fried onions.

In the preparation of fried seafood dishes, mackerel fish is used as the basic ingredient. The manufacturing process uses a special cooking method where before frying the fish is pre-soaked or marinated with yellow base spices for ±15 minutes. Furthermore, the sea fish is deep fried so that the whole fish is submerged in oil. After the fish shows a brownish color, it is then removed and then arranged on a dinner plate by adding a special chili sauce. The ingredients for the chili sauce for fried sea fish are: candlenut, red onion, garlic, shrimp paste, curly red chili, cayenne pepper, salt and Javanese sugar to taste. Furthermore, this fried sea fish is served on a serving plate with chili sauce as a companion and added with lime.

For dessert in the form of banana split. This dessert is served with the addition of toppings in the form of additional use of whipping cream, almonds, chocolate sauce and cherries. For the presentation still use the banana boat cup. The flow of product development carried out by Warung Mina Kuta can be seen in Figure 1.

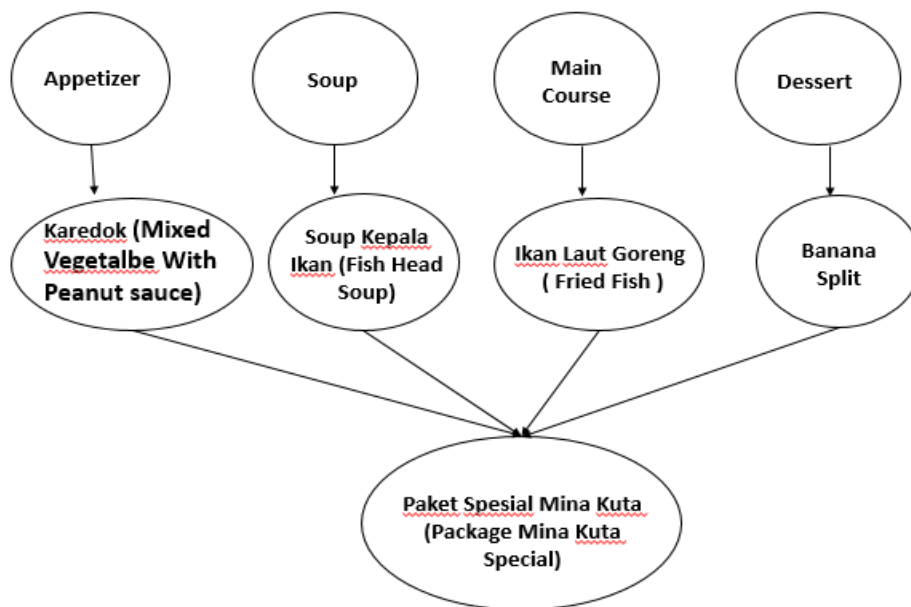


Figure 1. Product Development at Warung Mina Kuta

The position of the product development of Warung Mina Kuta, namely Mina Kuta Special Package in Figure 1, is in the position of product development and diversification. The Mina Kuta Special Package product is in a product development position because the package enters the old market or the existing market. Warung Mina Kuta launched this package to add to the existing product variants. This strategy minimizes the risk of acceptance by existing consumers.

Product Development Model

Opening yourself up, opening up your horizons, observing the trends that are currently developing are very much needed by Warung Mina Kuta. Philosophically, the logo of Warung Mina Sujanya reflects how the current business is only processing, developing something that has been provided by Nature. Indonesia's natural, cultural and human wealth can produce great potential when combined with creativity so that it can contribute not only to the national economy, but also to strengthening the image and identity of the nation. Development of renewable resources and innovation especially for strengthening the local creative economy of Bali in particular.

The product development carried out by Warung Mina Kuta emphasizes healthy food that contains nutrients, nutrients and substances to stimulate body development. According Andrianto (2014) healthy food is eating that contains substances needed by the body and must have several conditions, namely hygienic, nutritious and sufficient, but not necessarily expensive and delicious food.

Sukandar et al (2015) adding the characteristics of healthy and nutritious food that does not contain a lot of animal fats, low in salt and MSG, the use of flavorings that are widely circulated in the market does make the food taste delicious and delicious, but that does not mean it becomes healthier, contains lots of vegetables or fiber and no or little use of preservatives. Any packaged food ingredients generally use preservatives, such as broth, canned food, etc., use a little cooking oil, not too coconut milk, not too spicy, well cooked, so it is not half cooked or too long cooked, and contains intermediate nutrients. other ; 1) energy sources containing carbohydrates, proteins, fats; 2) a source of protein-containing builders; 3) regulator source, contained in minerals and vitamins.

With a culinary business that carries the brand of fresh fish, only with good quality fish and water, Warung Mina will always be able to present a distinctive taste that will be the target of connoisseurs of fresh fish dishes. Because the raw materials used by Warung Mina are a gift from nature, the next philosophy according to the Warung Mina logo implies the meaning of always sharing. This has clearly been done by Warung Mina by inviting other culinary warriors to join Warung Mina as partners, management and employees in terms of developing Warung Mina in the future. Because only with the spirit of sharing will build a sense of togetherness among all work teams.

Based on the results of the interview with the CEO of Warung Mina Group above, it was stated that in order to foster a sense of pride as one of the creative industries he is currently engaged in, a tagline, 'Warung Mina for KITA' was introduced which was interpreted as an invitation not only to the management team and employees of Mina Group, but the community, especially the loyal visitors of Warung Mina, share the feeling of having Warung Mina as a creative industry that is able to compete with global creative industry contestations. Warung Mina is currently developing products ranging from those

that are classified as appetizers, soups, main courses, and desserts. Figure 2 of the karedok development model shows that the karedok is not cooked hot, whether it is boiled, steamed, or fried. Karedok is made from cabbage/cabbage, long beans, bean sprouts, cucumber cut into small pieces. Then the peanut sauce is added and served with garnishes on a serving plate. This is because karedok, which is a typical Sundanese food, is served raw. Appetizer product development model in Figure 2.

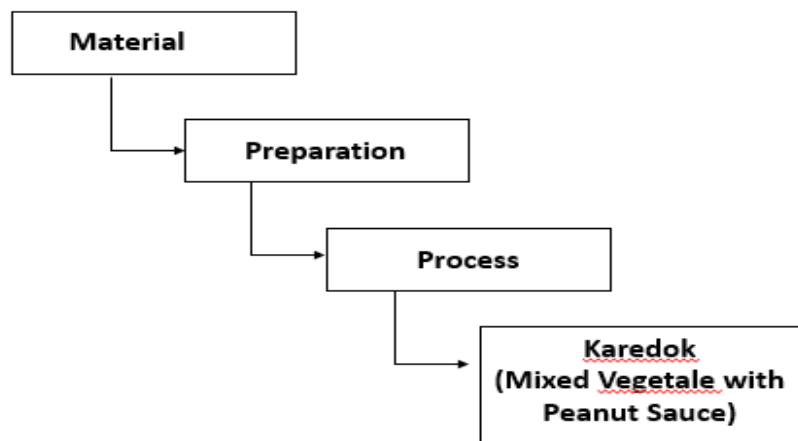


Figure 2. Steps of Karedok Product Development

The results of the appetizer product development carried out at Warung Mina Kuta in the form of Karedok, as shown in Figure 3.



Figure 3. Karedok
(Source: Warung Mina Kuta, 2020)

Figure 4 the steps for product development of fish head soup developed by Warung Mina Kuta as the newest product offered to customers. The fish used are marine fish which are caught by local fishermen. The fish used include fish, snapper, and baramundi.. As for the process in which the fish is purchased from the supplier and immediately cleaned, it is started to be boiled and seasoned using cooking procedures that meet the requirements of proper hygiene and sanitation. It is intended that the benefits obtained from fish head soup, nutrients that are very useful for the human body are not lost in this

process. The addition of appropriate decorations and toppings as a finishing process gives an attractive appearance when enjoyed by customers. Fish head soup provides an opportunity for consumers to enjoy savory and delicious dishes. This product targets several consumers such as families, millennials, and young couples.

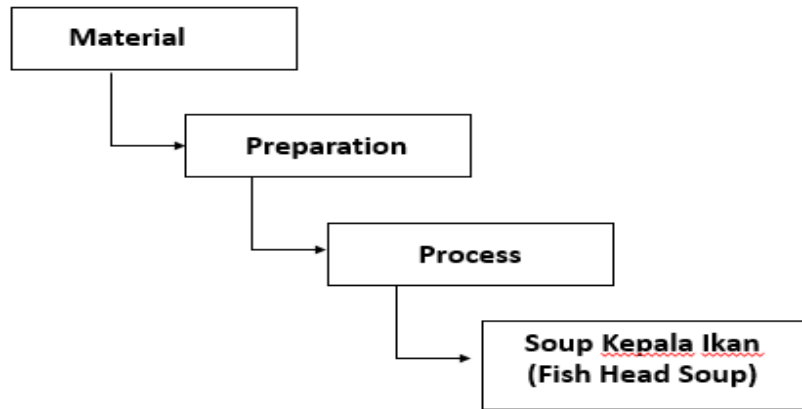


Figure 4. Steps for Fish Head Soup Product Development

The fish head soup in Figure 5 is a soupy food that has its own taste. The combination of Balinese spices, tamarind, and other spices is the secret key to making fish head soup at Warung Mina Kuta. Although this menu is newly developed. The distinctive aroma and taste and the affordable price make fish head soup a part of the product development of Warung Mina Kuta.



Figure 5. Fish Head Soup
(Source: Warung Mina Kuta, 2020)

The steps for developing fried sea fish are shown in Figure 6. The fried marine fish product used is Mackerel before frying and is marinated with yellow seasoning to give the fish a delicious and savory taste. After the frying process,

it is just plated and added with the prepared sambal and decorated with lime wedges. In addition to being a garnish, limes will also give the chili a fresh taste.

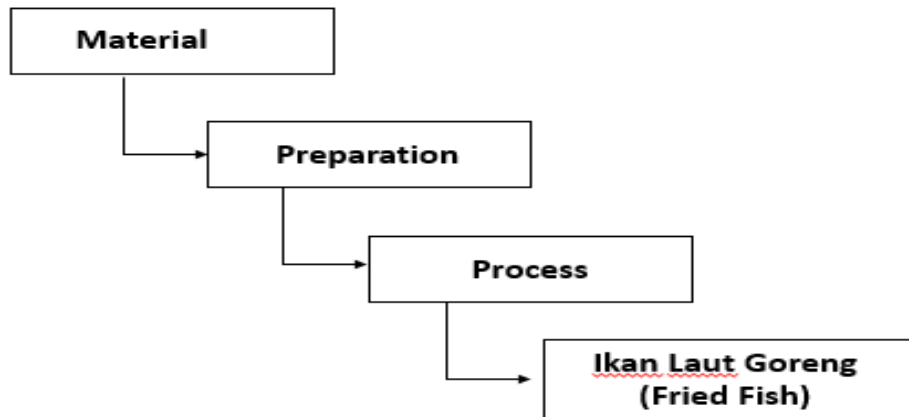


Figure 6. Steps for Development of Fried Seafood Product

For the basic ingredients of fried sea fish at Warung Mina Kuta, it is made from Mackerel fish which is already very popular among seafood connoisseurs. In the processing process, the Mackerel is cleaned and marinated a few minutes before the frying process. The frying process itself uses a deep-fried method so that the fish can be completely submerged in oil and make it cooked perfectly. After the fried mackerel is finished, it is placed on a serving plate equipped with a special sauce for fried sea fish and lime is added as a garnish as well as can be used to give a taste sensation to the sambal which is used as a sauce or seasoning from fried sea fish. The appearance of fried sea fish which is part of the product developed by Warung Mina Kuta can be seen in Figure 7.

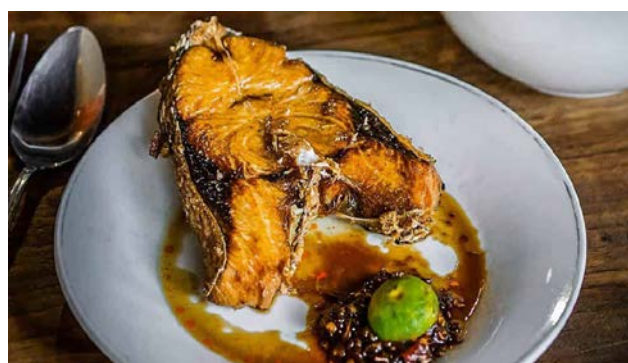


Figure 7. Fried Sea Fish
(Source: Warung Mina Kuta, 2020)

The steps for developing the Banana split product are very easy, this is because from raw materials to the process it doesn't take a long time. This product is ready to be served immediately to avoid melting because the ice cream will immediately melt.

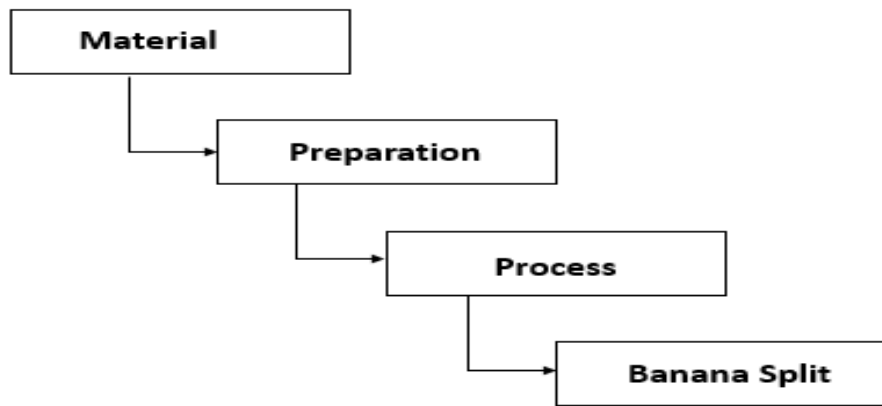


Figure 8. Banana Split Product Development Steps

The products that are classified as dessert are banana split using ingredients in the form of ripe plantains which are split into two placed in a banana boat filled with three flavors of ice cream, namely vanilla, chocolate and strawberry and toppings with whipping cream and almonds and chocolate sauce can be seen.



Figure 9. Banana Split
(Source: Warung Mina Kuta, 2020)

Based on the FGD conducted at the Warung Mina Group head office and virtually the results were found which can be seen in Figure 10 of the product development model of Warung Mina Kuta seen from number 1 to number 2,3,4, which is an illustration of the new product which will continue to letter a become a special Mina Kuta package that will be presented to customers who are included in product development or product development. For number 1 to number 2,3,5 is an illustration of the formation of the old product, then to letter b produces a product that was previously owned and all of this is included in the existing product. From the relationship numbers 1,2,3,4,5 and letters a,b form a product development model for Warung Mina Kuta.

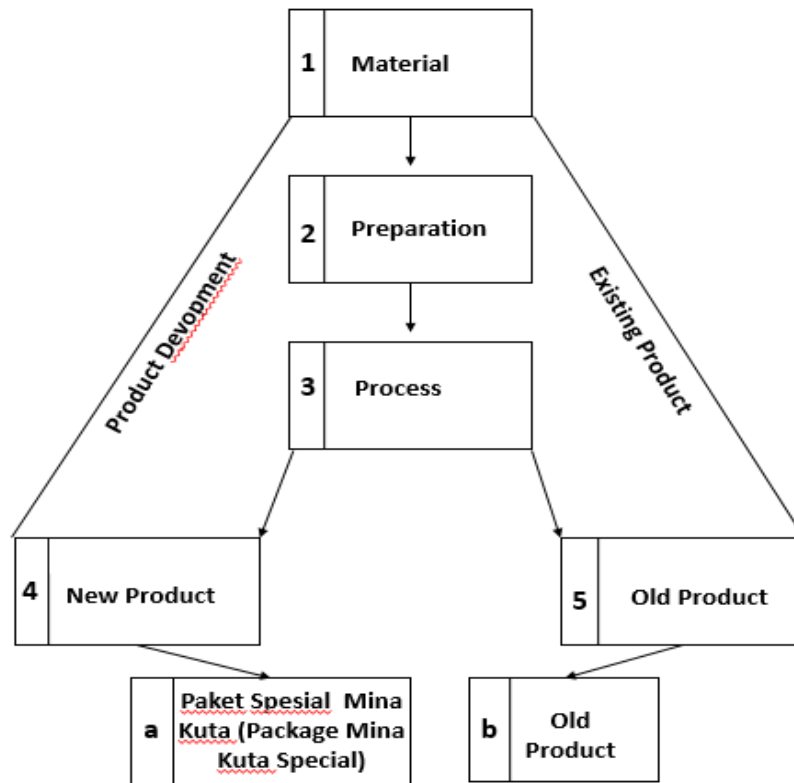


Figure 10. Product Development Model for Warung Mina Kuta

CONCLUSION

The results showed that the types of products developed at Warung Mina Kuta to meet customer needs are Mina Kuta special menu package, which consists of: appetizer (karedok), soup (fish head), main course (fried sea fish) and dessert (banana). splits). Meanwhile, the model for developing the Warung Mina Kuta product emphasizes local products, which are named the Mina Kuta Special Package.

The product process is carried out from preparing materials to raw materials being processed by a kitchen team headed by a chef, raw materials purchased from suppliers are materials that have grade A or good quality. The Main Kitchen will distribute it to Warung Mina Group outlets. The preparation of the core ingredients is indeed carried out in the main main kitchen and then processed at each outlet of the Warung Mina Group. The product development model is agreed upon starting from raw materials, preparation, process until it becomes a ready-to-serve product.

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