

INTRODUCTION

There are many Indonesian Restaurant in Holland either small restaurant or high class restaurant attended with different kind background of guests. Several reasons can be explained about that phenomena. After so many years left Indonesia, the older Dutch generation still remember about some places in Indonesia, and the stories about Indonesia are told to the new generation after generation. The population of Indonesian people in Holland are not small, even bigger than what we thought. That is why no wonder Indonesian food become common thing for Dutch people, as well as the common thing for them to scheduling visit Indonesia in their vacation plan someday.

ANAK DEPOK is one of the well known restaurant which most of their guests are Dutch guests. The restaurant itself exist around 18 years until now, and 80 % from the guests are regular guests .Why they choose Indonesian restaurant instead of any other restaurant like Italian restaurant or Oriental restaurant? For guests, if they are dining out in Indonesian restaurant , they can recognize Indonesian culture by the food, the atmosphere of the restaurant , etc. It brings all the memories come back again for some older people and for the others they can learn about Indonesian culture, knowing more about some points from Indonesia. The guests who come to ANAK DEPOK restaurant can feel the Indonesian atmosphere not only from the taste of the food but also by the pictures which can be seen by everyone, like special tropical fruit, traditional transportation, etc. Some of the regular guests still have family relationship with Indonesian, and many others have visited Indonesia or they used to live in Indonesia for several years.

Becoming a well known and established restaurant is not easy, it needs good management. For ANAK DEPOK , maintaining regular guests is important. They have preferences which are needed to keep but the restaurant should be able to be up to dated, compete with other restaurant. Dutch people like quick meal, but if they choose to come to a restaurant they want to have a very nice meal . The acknowledge that many Dutch guests go to Indonesian restaurant encouraged the writer to examine the motivation that lead them to the restaurant.

Purpose Statement

The purpose of the study is:

The acknowledgement about the cultural background of the guests and their reasons to choose an eating-place is an essential thing to increase the service and the management of the restaurant.

Research Problem

An examination about guest's cultural background and the relation with several aspects of their meal experiences in ANAK DEPOK Restaurant.

Research Questions

1. What is the cultural background?
2. What are the influences of the cultural background into daily life?
3. In what way cultural background can affect people's choices to set up eating out?
4. What make ANAK DEPOK restaurant favourable for the guest?
5. Who is the customer of ANAK DEPOK Restaurant?
6. What is the guest opinion about their meal experience in this restaurant?

Delimitation

In this dissertation, the main focus is about cultural background analysis and the effect toward customer' choices to have dining place. Therefore the cultural background here the social conditions of individual which is related to their reasons to set up eating place.

The place for this study is on ANAK DEPOK Indonesian restaurant, one of the members of Selected Indonesian Restaurant (SIR).

Limitations

Since I use qualitative study for this thesis, the findings of this research study will be generalisation from the writers' observation and interpretation. This research only include one place, ANAK DEPOK Restaurant as one of the Indonesian Restaurant in Holland. All the examples throughout this thesis has the tendency to

Indonesian Restaurant, and it may not apply to other restaurant with different culture.

Schedule research

The research activities which should be done to answer research question number 3, 4, 5, 6 are:

Questionnaires for the regular guests ANAK DEPOK ,

Spread 2001-02-01

Collect 2001-02-08

Discussion with one or two of the Dutch guests

Length of time : 1 week

2001-02-10 until 2001-02-17

Research activities which are important for a whole process of this thesis:

Literature review

Length of time : during the process of the research

2001-02-10 until 2001-03-30

Observation for detail information, actual situation, examples to emphasis with the purpose of the research

Length of time : 2 until 3 months

February 2001 – April 2001

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CHAPTER 1

THE HISTORY OF ANAK DEPOK RESTAURANT

This restaurant **is** located in the middle of Holland, called Den Dolder, which is near Utrecht. In this woody environment, surrounded by a very nice neighbourhood, this place used to be a meat store. The owner had the idea to change this place to a restaurant, and because she has Indonesian blood, she decided to run an Indonesian restaurant. When she was in Indonesia, she lived in small village called Depok, with her family before they moved to Holland. She put the name **of** that village for this restaurant and for **ANAK**, it is Indonesian term for child, **so** the name ANAK DEPOK shows us that the owner is a child from Depok.

This restaurant **is** a family business, the owner are Mrs N. Borenkamp and her son Mr G. Borenkamp. She started with one restaurant which she is still organising the kitchen until now, namely Spandershoeve, in Hilversum before she opened this restaurant, ANAK DEPOK, and both **of** them are running very well now. This restaurant includes **in** SIR (Selected Indonesian Restaurant) which is an organisation for Indonesian Restaurant in the whole of Holland.

Restaurant ANAK DEPOK itself has existed for **18** years now, and become one **of** the famous Indonesian restaurant in Holland. The capacity of this restaurant has been increasing since the first time they opened, and some renovations were also made by the owner in order to fulfil the guest's needs. **Now**, the capacities are **80** seats and there **is** a special room extra for groups **of** guests around **30 guests**. This restaurant is only offering a dinner from 17.00 until 12.00 PM but every Tuesday this restaurant is **closed**. The kitchen working hours is from 14.00 until **21.30** PM. There are around 10 until 12 staffs who work in this restaurant including the temporarily workers like part timer and the training students. Most of the permanent staff worked in this restaurant for many years, around seven until twelve years. They know each other very well, and also with the owner. That is why no wonder they know and recognise their guests very well. Since The SIR has a program with 2 hotel schools in Indonesia, namely STP Trisakti Jakarta and Petra Christian University in Surabaya, every year some

restaurants receive training students from Indonesia to learn restaurant operational and kitchen operational, also to learn how to work in a different culture.

The target markets of this restaurant are established people who would like to have a different taste in dining with the family, friends, or working colleagues. The guests who come to this restaurant mostly are regular guests for several years, so they know exactly about the taste of the food, the people who work in this place and also the type of the service.

The cuisine in this restaurant have the tendency to West Java taste following with selected wine list which is suitable for Dutch guests to have dinner. The atmosphere of the restaurant is like the other Dutch restaurant but we can feel that the Indonesian touch **is** still there, like the ornaments which are put on the side of the window, traditional painting from Bali, the pictures of Indonesian fruits, and *so* on. Beside that, the service staff are also wearing kebaya to present Indonesian traditional costume. The interesting phenomena is, the restaurant **is** almost **fully** booked every evening, that is why reservation **is** always suggested.