

ABSTRACT

Name : Angela Gabriella, Natasha Febrina, Veren Iskandar
Study Program : Hotel Business
Title : Rekonstruksi Kuliner Indonesia dengan Chef Ragil Imam Wibowo

Nusa Indonesian Gastronomy is a fine dining restaurant serving Indonesian cuisine located in Kemang, South Jakarta and is founded by Chef Ragil Imam Wibowo with a vision and mission to introduce the diversity of Indonesian cuisine. Nusa Indonesian Gastronomy implements the practice of gastronomy to enhance the taste and presentation of Indonesian cuisine with the sole purpose of changing people's perspectives of commonly known Indonesian authentic dishes. The method used in gathering the information needed for this report is qualitative approach by interviewing the related source person. With the current pandemic situation, they have implemented a few methods to keep the business going such as merging Warung Pasta and Locarasa as well as a new dining method where guests need to make reservations beforehand.

Keyword: Nusa Indonesian Gastronomy, Pandemic, Business strategy