

ABSTRACT

Name : Cynthia & Virginia Putri
Study program : Hotel Business Program
Title : Sisi Lain Chinese Cuisine di Claypot Popo

The existence of Chinese food in Indonesia comes from Chinese people who initially came to trade but gradually became comfortable. Some of them settled in Indonesia bringing their culture and traditions that indirectly influenced Indonesian cooking culture. Chinese cuisine itself consists of several types and Cantonese types are the most commonly found in Indonesia because of their suitable taste. In addition to food, there is also a Chinese style of cooking that influences Indonesia, namely cooking using clay pots. Claypot itself has been used since ancient times in China. In Jakarta, there is a restaurant that uses clay pots to serve the food, namely Claypot Popo. The purpose of this study was to find out the reason for the owner's offer of home-cooked Chinese food at Claypot Popo and the business concept of Claypot Popo so that it can survive to this day. This type of research uses qualitative methods. The result of this study indicates that the owner of Claypot Popo does not have a special strategy in marketing but always maintains the quality of taste and service so that guests have the same good experience every time they visit. Therefore, guests would share their experiences with their family or social media and give the restaurant bigger exposure.

Keywords: *Chinese food, Clay pot, Comfort food, Restaurant business, Storytelling, Claypot Popo*