

ABSTRACT

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Title : Soto Betawi H. Ma'ruf: Betawi Speciality Culinary with Hereditary Recipes

This purpose of this study aims to (1) Identify what makes Soto Betawi H. Ma'ruf can remain until now. (2) Providing information about how Soto Betawi H. Ma'ruf has a high level of sales. (3) The factors that cause consumer satisfaction or dissatisfaction in the restaurant. The research was conducted using descriptive qualitative methods by using primary data where data is obtained through interviews with source and secondary data obtained from online media and books. The results of this study showed that (1) The reason why Soto Betawi H. Ma'ruf remains until now is because it maintains the consistency of taste that has never been changed from then until now. (2) There are many ways to have a high level of sales such as promotion on social media, websites, online sales (GoFood and GrabFood) and endorse the artist. (3) Factor that causes consumer satisfaction is the taste of the food by using milk-based soup and it tastes good. The limitations of this study are (1) This study is limited to explaining the typical Betawi cuisine in Jakarta. (2) The measured consumer satisfaction level of the loyal consumers of the restaurant who have come many times to eat at the restaurant. This study contributes to introducing the oldest Betawi cuisine in Jakarta, namely, Soto Betawi H.Ma'ruf to the digital world.

Keywords: Betawi Soto, Betawi Culinary, Betawi Culture, Soto with Milk-Based Soup, Soto Betawi H. Ma'ruf