"DANDY'S STEAK AND COFFEE HOUSE" MENU CATALOG DESIGN

Annisa Bela Pertiwi¹, Dandy Aviadien Putra², Permana Handiyuda³, R. Adhyasa Dwiky Dharmawan⁴, Muhammad Syachril Aulia⁵

¹Widyatama University, Bandung, Indonesia
²Widyatama University, Bandung, Indonesia
³Widyatama University, Bandung, Indonesia
⁴Widyatama University, Bandung, Indonesia
⁵Widyatama University, Bandung, Indonesia

annisa.bela@widyatama.ac.id, dandy.aviadien@widyatama.ac.id, permana.handiyuda@widyatama.ac.id, adhyasa.dwiky@widyatama.ac.id, syachril.aulia@widyatama.ac.id

ABSTRACT

Dandy's Steak and Coffee House is one of the restaurants in the city of Bandung that serves a variant menu of processed steak dishes combined with Indonesian coffee drinks. The concept of the taste of Dandy's Steak and Coffee House cuisine was adopted from the experience and love of the owner when eating steak at a restaurant in Paris, Amsterdam, Spain. So that the taste of Dandy's Steak and Coffee House cuisine is similar to European dishes, but the presentation is collaborated with the tradition of eating and gathering together in Indonesia. Dandy's Steak and Coffee House always updates new menus that are able to arouse the tastes of consumers. Therefore the menu catalog has an important role in visualizing the food menu in the form of text, illustrations, photography, and others. All of them function to explain and provide a visual description of the variants of the cuisine menu for customers.

This paper discusses the design of the Dandy's Steak and Coffee House menu catalog starting from determining the concept, structuring the layout and composition, as well as choosing fonts and colors.

The method used in this paper is descriptive analysis, which is a method that describes descriptively the processing of data from observations, interviews, and literature studies by reviewing design data obtained from the owner regarding the Dandy's Steak and Coffee House menu catalog. The design flow for the Dandy's Steak and Coffee House menu catalog begins with a briefing with the restaurant owner, observations to collect data, the process of designing a digital menu catalog, the process of revising the design results, and finishing.

The design of the Dandy's Steak and Coffee House menu catalog produces a "Picture Window Layout" display or a large image display which is the main object, and is followed by the main header, the text only has a small portion. The main object displayed in the catalog is a photo of Dandy's Steak and Coffee House menu, this is for the convenience of customers when reading and looking for the desired menu. The selection of colors and fonts in this menu catalog is adjusted to the restaurant concept that describes the dishes offered.

Keywords: menu catalog, european restaurant, steak, coffee.

I. INTRODUCTION

The restaurant business is a food and beverage business that never goes out. This business always exists in every region or place because people definitely need food and drink, whether young or old, rich or poor. Currently the restaurant business is increasingly promising because it can provide large profits. In addition, the community's need for different tastes, makes the restaurant business always update the flavors on each menu.

In Indonesia, most people like the taste of food. Even what is popular in Indonesia now is the taste of cuisine from other countries, such as Chinese food, Korean food, and Western food. For example, in western food, steak is one of the favorites of the Indonesian people. The specialty of steak is the processed meat which is cooked by grilling...
and served with a variety of sauces. The delicious taste of soft meat is certainly very popular with many people. The Western-style restaurant business in Indonesia is currently experiencing an increase, this is indicated by the increasing types of restaurants, cafes and catering.

In the city of Bandung currently has several restaurants that are engaged in Western food. With the development of the Western-style restaurant business, the number of customers has increased. Dandy’s Steak and Coffee House is one of the growing Western restaurants in the city of Bandung, and has a variety of steak and coffee menu variants. The customers of Dandy's Steak and Coffee House restaurant, which continues to grow over time, of course need to be given convenience in choosing a food menu that is tailored to their needs and budget. The menu catalog can be one answer to meet these needs, but the menu catalog designed must represent all the menu variants in the restaurant. The menu catalog is one of the important things because it is designed to help consumers decide what to order. A well-designed menu can attract and please consumers as well as function as a communication medium, cost control, and marketing tool for the restaurant itself (Pavesic, 2005; Barkhuizen et al., 2020; Kotze et al., 2020; Ozkaral & Bozyigit, 2020).

This paper discusses the process of designing a menu catalog for Dandy's Steak and Coffee House restaurant. In the menu catalog, it must have a good level of legibility and display menu information and prices for food and drinks owned by Dandy's Steak and Coffee House. The choice of colors, fonts and layouts is also an important part in designing this menu catalog. With the menu catalog, in addition to being able to communicate products, it can also guide consumers about what to buy, so that it can show the appearance of the brand image and identity of the restaurant.

II. LITERATURE REVIEW

Dandy's Steak and Coffee House was established in the city of Bandung in 2018 by Rudy Setiawan who is a culinary entrepreneur. He has experience in running a restaurant business for more than 15 years, his first business was the Kepiting Saos Dandito restaurant in the city of Balikpapan. Dandy's Steak and Coffee House previously had the name Dandy's and D'Paris, but the brand name caused confusion in the minds of consumers, because it seemed to consist of two different restaurants. And finally the brand name was simplified to Dandy's Steak and Coffee House. Along with the times, Dandy's Steak and Coffee House needs to adapt to form a positive image in serving their customers.

![Dandy's Steak and Coffee House Logo](image)

Source: Author's Documentation

The philosophy of Dandy's Steak and Coffee House logo based from the character "Dundee” a cowboy whose full name is "Michael J. 'Crocodile' Dundee" played by Paul Hogan in the film "Crocodile Dundee". This film had a boom in the United States and Australia. While literally in Indonesian the word "dandy" means dandy or elegant. The cowboy hat, which has a star and feather symbol as the logo icon, is a symbol of the cowboy and sheriff that usually appears in western films. So the icon is suitable to represent the theme of a Western-style restaurant. While the brown color in the logo is inspired by the color of the cooked steak and the interior color of the Dandy's Steak and Coffee House restaurant, which looks wooden. The yellow color in the logo gives the impression of elegance and luxury like a badge or jewelry.
Dandy’s Steak and Coffee House is located on Jl. Progo No. 5, Bandung. This restaurant serves a variety of meat-based menus such as steak and coffee drinks, which are uniquely packaged through their taste. The taste of Dandy's Steak and Coffee House cuisine has a concept adopted from the owner’s experience and his love for steak dishes while visiting restaurants in Paris, Amsterdam, Spain. So that the taste of Dandy's Steak and Coffee House cuisine is similar to European dishes, but is served using traditions in Indonesia.

Dandy's Steak and Coffee House always updates new interesting menus for customers. Therefore the menu catalog has an important role in visualizing food menus such as text, illustrations, photography, and others. All of them serve to provide a visual description of the variants of the cuisine menu to consumers. The general purpose of creating a restaurant menu catalog is to be able to effectively convey information to customers, so that they can easily choose the preferred food or beverage menu. Kalenjuk (2016) explains that the development and design of a menu includes several indicators such as:

1. Specifications of each product and balance
   Specifying products in the menu depending on what consumers order and consume, can be done by grouping food types such as Beverage, Main Course, Dessert and the way they are served, or based on the heating treatment of the food.

2. The variety and composition of the products offered
   Diversity is a critical factor that must be present in a good menu, not only about the amount of food in a menu but also how the products are served. Consumers appreciate the variety in a menu. With a diverse menu, it reflects the chef's creativity.

3. Description, accuracy and information
   The description provides an explanation of how a product is prepared and served. A description of the menu, for example, is something that helps customers buy the food on the menu. The main menu should have the most detailed description. (Wansink et al., 2001) For example, how the product is served or made.

4. Cover size and design
   The size of a menu is also important and must be large enough, to be able to contain varied content but not too dense. The menu should not be too large as it will be very heavy. The most frequent menu size is 21.59 cm x 27.94 cm. Menus that are too small should also be avoided because consumers can find it difficult to read them. (Kelson 1994). While the cover design is very important because it has significant advertising power. The menu cover is a reflection of the restaurant's theme.

5. Paper, print quality and color
   In making menus it is necessary to choose quality paper considering that the menu will be used many times. However, if the menu paper will be replaced frequently, the paper used must be cheaper and less durable. In choosing a menu paper there are several things to consider such as: strength, texture, color and opacity. The font used should be easy to read and have the right size. The color of the font is also important, it must contrast with the background.

Source: Author's Documentation

Figure 2 Dandy's Steak and Coffee House located in Bandung City

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Method

We were asked by the owner to be directly involved in this project and design a menu catalog for Dandy's Steak and Coffee House. Jobdesk was given to us because the restaurant owner is our partner. The flow in this design begins with a briefing process with the owner to discuss the concept and implementation of the menu catalog design project, according to the owner's wishes. The interview process was carried out through WhatsApp to obtain data about Dandy's Steak and Coffee House, such as food menus, photos, price information, and product descriptions. The lack of dish photo assets provided by the owner made us do a photo session on the Dandy's Steak and Coffee House food and beverage menu independently, so that the layouting stage could be more perfect. The procedure for working on the Dandy's Steak and Coffee House menu catalog is described as follows:

1. After the briefing with the owner, the next thing is the observation process to collect data and references.

2. The data processing is carried out qualitatively, such as:
   - data reduction: at this stage we do sorting to simplify and transform raw data before determining the design concept.
   - data display: after that the data is compiled in the form of narrative text in the form of design concepts, such as describing where the menu text and photos will be displayed, color selection, and describing the meaning of each design element that will be used in the menu catalog design.
   - conclusion and verification: after all the data has been compiled, then we draw conclusions through writing in the form of a design concept, so that the appropriate design can then be carried out.

3. Design process. At this point the flow starts from visualizing the concept, product photos of Dandy's Steak and Coffee House, and information that has been set into a sketch on paper, then the sketch is recreated digitally using Adobe Photoshop CC 2018 to clarify the concept and layout of the menu catalog.

4. The revision process is carried out three times until it is approved by the owner and then proceeds to the finishing stage.

5. Making dummy menu catalog and acc process by owner.

6. Finishing. Dandy's Steak and Coffee House menu catalog design is ready to be printed and distributed in restaurants

III. RESULTS AND DISCUSSIONS

The Dandy's Steak and Coffee House menu catalog has an A4 size, containing 15 pages consisting of the front cover, back cover, two border pages and 11 content pages which are divided into main dishes, snacks, desserts, and drinks. The catalog layout displays a “Picture Window Layout” or large image display as the main object, followed by the main header, the text has only a small portion. The main object is the food and beverage menu photo of Dandy's Steak and Coffee House, so that it looks more realistic.

The font name chosen for the main text/titles such as the cover, page borders, and section titles is Concurso Italian BTN Light Oblique. While the fonts that are displayed on long text are called Standup SC D Regular and Myriad Pro SemiExtended Bold. The color selection in the catalog is dominated by dark colors such as black and gray, this is to give a simple and elegant impression, so that it can highlight the text in the menu catalog. The text color was chosen according to the company's theme and logo, the brown color was inspired by the color of the cooked meat and the wood-themed interior of the Dandy's Steak and Coffee House restaurant. While the yellow color gives the impression of elegance and luxury, to explain that the Dandy's Steak and Coffee House food menu is not cheap, because it is made from the best food raw materials.

Based on the explanation above, it can be concluded that the selection of background colors and fonts, as well as the overall appearance of the Dandy's Steak and Coffee House menu catalog has been adapted to the concept of a restaurant with the theme of collaboration between European and Indonesian cultures, this aims to emphasize the image of the dishes offered. The following is the result of designing Dandy's Steak and Coffee House menu catalog.
1. Cover

![Cover Image](image1)

Figure 3 Front Cover (Left) and Back Cover (Right)

Source: Author’s Documentation

2. Main Dishes

![Main Dishes Image](image2)

Figure 4 Border page for the main course menu titled “Steak House”

Source: Author’s Documentation
Figure 5 Signature Section (left) and Steak Section (right)

Source: Author’s Documentation

Figure 6 Main Dishes Section

Source: Author’s Documentation
Figure 7 Light Bites Section

Source: Author’s Documentation

Snacks and Desserts

Figure 8 Border page for snacks titled “Pastry & Bakery”

Source: Author’s Documentation
Figure 9 Pastry and Bakery Section and Desert Section

Source: Author's Documentation

Drinks

Figure 10 Signature Drinks Section

Source: Author's Documentation

Figure 11 Coffee Section

Source: Author's Documentation
IV. CONCLUSION

The conclusions obtained from the design of the Dandy's Steak and Coffee House menu catalog are described as follows:

• The menu catalog has an important role in a restaurant, because it aims to help consumers decide what menu to order. The menu catalog also functions to explain and provide a visual description of the types of cuisine menus to consumers, besides that it can be a marketing tool for the restaurant.

• Dandy's Steak and Coffee House menu catalog was designed through briefing stages with the restaurant division, observations to collect design data, digital design process, design revision process, and finishing. The flow of the Dandy's Steak and Coffee House menu catalog design begins with setting a theme, layout composition, and choosing fonts and colors.

• The design of Dandy's Steak and Coffee House menu catalog resulted in a “Picture Window Layout” display or a large image display which is the main object, followed by the main header, the text only has a small portion. The main object is Dandy's Steak and Coffee House's menu, so the illustrations are more realistic. This is for the convenience of customers when reading and looking for the desired menu. The choice of colors and fonts in the menu catalog is adjusted to the restaurant concept as shown in the Dandy's Steak and Coffee House logo.

• From the explanation above, it can be concluded that the design of the Dandy's Steak and Coffee House menu catalog includes the selection of background colors and fonts, as well as the overall appearance of the layout has been adapted to the restaurant concept that combines European and Indonesian cultures, this aims to strengthen the image of the dishes offered.
REFERENCE


