

The role of ambiance and service in culinary tourism: A case study at D'Warung

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Abstract - This study examines the culinary and dining experience at D'Warung, a popular restaurant known for its diverse menu and cozy atmosphere. The primary objective is to analyze the restaurant's appeal, focusing on its food offerings, ambiance, and customer service. Data collection was conducted through observation and interviews with staff and customers, assessing factors such as the quality of the food, the level of crowd, and the friendliness of the service. The results reveal that D'Warung stands out for its comfortable atmosphere, friendly staff, and a varied menu that includes both local and western dishes. The analysis highlights these factors as key contributors to the restaurant's success. In conclusion, the study emphasizes the importance of creating a welcoming environment and providing excellent service in shaping a memorable dining experience.

Keywords: dining experience, local cuisine, restaurant ambiance, customer service, food quality

1. Introduction

Food and culinary experiences are integral components of the tourism industry, particularly in locations such as Bali, where the fusion of cultural richness and global travel trends shape local dining scenes. Bali, known for its natural beauty and cultural depth, has also become a hub for culinary tourism, attracting both domestic and international visitors seeking not only leisure but also authentic and innovative dining experiences. Within this vibrant context, the emergence of food establishments that blend traditional and international culinary styles is crucial to meeting the demands of a globalized food culture. D'Warung, a food company operating since August 1, 2022, is a prominent example of this trend. Located strategically on strategic street, this establishment offers a unique blend of Indonesian and Western cuisines, catering to both local customers and foreign tourists. With a focus on affordability, taste, and an inviting ambiance, D'Warung has positioned itself as a noteworthy player in Bali's dynamic culinary landscape.

D'Warung was founded by a local entrepreneur, whose passion for promoting Indonesia's rich culinary heritage on an international stage has guided the business's operations. The establishment is not just a dining space but a cultural gateway, where foreign tourists can experience Indonesian cuisine in a setting that resonates with both local and global sensibilities. The primary objective of D'Warung is to blend the familiar flavours of Indonesia with the sophistication of Western culinary techniques, creating a menu that appeals to a diverse audience while maintaining authenticity.

As part of Bali's growing food and hospitality industry, the role of establishments like D'Warung is particularly significant. Bali's tourism industry has seen a consistent rise in international visitor numbers, with over six million tourists visiting the island in 2019, before the COVID-19 pandemic impacted global travel (BPS Bali, 2020). The diversity of these visitors in

terms of nationality, culture, and culinary preferences presents both opportunities and challenges for local food businesses. With a large proportion of these tourists coming from Western countries, there is an increasing demand for food options that provide a balance between local authenticity and international familiarity. D'Warung, through its thoughtful curation of a menu that marries Indonesian and Western cuisines, responds to this need.

This study is timely and necessary for several reasons. First, culinary tourism is an essential component of Bali's economy. The island's reputation as a culinary destination continues to grow, and the ability of local establishments to meet the expectations of diverse tourists is crucial to sustaining and enhancing Bali's appeal as a top global tourist destination. A study by Hall and Sharples (2008) highlights the role of food and drink as vital components of the tourism experience, noting that culinary offerings can significantly influence tourists' overall satisfaction and the likelihood of repeat visits. In this context, an exploration of how D'Warung, as a relatively new player, contributes to Bali's culinary tourism scene provides valuable insights into the ways in which food businesses can adapt to meet the evolving tastes of international visitors while preserving local culinary traditions.

Second, the COVID-19 pandemic has had profound effects on Bali's tourism industry. With a sharp decline in international arrivals during 2020 and 2021, many businesses faced financial hardship, and the need for innovative strategies to attract tourists has become more urgent than ever. As travel slowly resumes and Bali seeks to recover its tourism sector, the ability of local food establishments to offer unique, high-quality experiences at affordable prices will be a key factor in drawing visitors back to the island. A study by Morrison (2020) emphasized the importance of adaptability and resilience in the tourism industry's recovery post-COVID-19, particularly for small and medium-sized enterprises (SMEs) like D'Warung. This study, therefore, aims to assess the role of D'Warung in Bali's tourism recovery by examining its business model, customer appeal, and culinary offerings.

Finally, this study addresses the broader context of cultural preservation within the tourism industry. As globalization accelerates, the risk of cultural homogenization in tourist destinations increases. Bali, with its unique cultural identity, faces the challenge of balancing its appeal to international tourists with the need to preserve its local traditions. D'Warung offers an example of how this balance can be achieved by maintaining the authenticity of Indonesian cuisine while incorporating elements of Western luxury. Previous studies, such as those by Long (2004) and Timothy (2016), have explored the intersection of food, tourism, and cultural heritage, emphasizing the importance of preserving local food traditions in the face of global influences. This research builds on those findings by examining how D'Warung navigates these dynamics in a competitive, tourist-driven market.

The existing body of research on culinary tourism provides a rich foundation for this study. Hall and Sharples (2008) argue that food plays a central role in the tourism experience, with travellers increasingly seeking authentic food experiences that offer insight into a destination's culture. This has led to the rise of food tourism as a niche market within the broader tourism industry. In Bali, where tourism is a key economic driver, food establishments that cater to tourists must strike a balance between offering authentic local cuisine and meeting the diverse preferences of international visitors.

A study by Everett and Aitchison (2008) highlights the role of food in the cultural landscape of tourism, noting that food establishments often serve as cultural ambassadors, introducing tourists to local traditions and practices. In the case of D'Warung, the restaurant's commitment to using local ingredients and traditional Indonesian cooking methods positions it as a key player in promoting Indonesia's culinary heritage. At the same time, the incorporation of Western culinary elements reflects the global influences that shape Bali's food scene.

Another key study by Mak et al (2012) examines the motivations of tourists in choosing food experiences during their travels. The authors found that tourists are often motivated by a desire to experience the "authentic" flavours of a destination while also seeking comfort in familiar tastes. This dual motivation is particularly relevant to D'Warung's business model, which blends local Indonesian dishes with Western options to appeal to a broad range of

customers. The restaurant's ability to offer a diverse menu at affordable prices addresses the need for both authenticity and familiarity, making it an attractive option for international tourists.

Gozali and Wijoyo (2022) investigated culinary tourism in Balikpapan City, focusing on tourist perceptions and experiences. Long (2013) explored culinary tourism's integration with agricultural ethics, while Sormaz et al (2016) highlighted gastronomy's role in attracting visitors and boosting the economy. Wondirad et al (2021) demonstrated how culinary tourism can spur regional economic growth and cultural revitalization in Ethiopia. Long (2004) provided an early framework for culinary tourism from a folkloristic perspective.

Wardani et al (2016) presented a model for developing culinary tourism in Surakarta, Indonesia, and Saputri et al (2022) analyzed factors influencing culinary tourism interest in Malang. Long (2024) revisited culinary tourism's historical and cultural impact. Entas et al (2017) proposed a development model for culinary tourism in Metro Lampung City. Ab Karim and Chi (2010) examined how food image attracts tourists and shapes marketing strategies. Lingham and Manning (2023) reviewed contemporary culinary tourism concepts. Vuksanović et al. (2024) explored culinary tourism's impact on local markets. Yudian and Demolingo (2022) discussed culinary attractions in Tidore Islands and their role in tourism. Salam (2021) investigated how food images influence perceptions in Pare-Pare. Sukenti (2014) compared gastronomy tourism approaches in neighboring countries. Mandalia et al (2023) analyzed the potential of West Sumatra's culinary tourism.

Alonso et al (2018) discussed sustainable culinary tourism through *cevicherías*. Amiruddin (2020) investigated e-tourism promotion strategies in Indonesia. Atmaja et al (2020) analyzed the role of website quality in marketing Indonesia's halal tourism. Björk and Kauppinen-Räsänen (2019) explored foodscapes' impact on travelers' food experiences. Bristow and Jenkins (2018) assessed local food restaurants' alignment with sustainability criteria.

Chan et al (2017) examined how local food experiences shape tourism in Bandung. Chen et al (2021) reviewed coffee and tea tourism. Chuang (2009) discussed culinary tourism's impact on Taiwan's food culture. Conversano et al (2019) highlighted the importance of effective website content for UNESCO heritage sites' promotion. Davies et al (2020) explored peer-to-peer social dining's role in sustainable tourism. De Albuquerque Meneguel et al (2019) analyzed high-quality restaurants' role in gastronomy tourism. Dwityas et al (2020) studied social media's impact on culinary tourism. Ellis et al (2018) offered a framework for defining food tourism. Fountain et al. (2021) analyzed agrifood tourism's role in rural resilience. Garibaldi and Pozzi (2020) discussed COVID-19's impact on gastronomy tourism and technology's role.

Hall and Sharples (2003) explored the consumption of food experiences in tourism. Handayani et al. (2019) and Henderson (2019) examined street food as a sustainable tourism activity in Southeast Asia. Hendijani (2016) studied food experiences and tourist satisfaction in Indonesia. Horng and Tsai (2012) discussed culinary tourism's strategic development in Asia-Pacific. Hsu and Scott (2020) explored food experiences' impact on destination image. Ifani (2019) examined how coffee house design promotes Gayo culture. Irwan and Novianti (2021) explored virtual tours during the COVID-19 pandemic. Jeaheng and Han (2020) investigated food tourists' preferences for Thai street food. Jenkins (1999) laid the groundwork for understanding tourist destination images. Kartajaya et al (2017) discussed the shift to digital marketing in tourism.

Kivela and Crotts (2006) highlighted gastronomy's influence on tourist experiences. Kleinheksel et al (2020) provided a guide to content analysis in tourism research. Komaladewi et al (2017) focused on culinary experiences in Bandung as a future pillar of Indonesian tourism. Kong et al (2019) analyzed the promotion of vape tricks on YouTube. Kušen (2010, 2017) developed a framework for destination planning. Labanauskaitė et al (2020) discussed e-marketing tools' impact on tourism. Leewellyn and Palupi (2020) explored coffee tourism's evolution. Lunchaprasith and Macleod (2018) examined authenticity in Thai food tourism. Mehmetoglu and Dann (2003) used content and semiotic analysis in tourism. Milwood and Crick (2021) analyzed the impact of COVID-19 on culinary tourism and recovery strategies.

The Ministry of Tourism (2015, 2018) introduced key regulations and sustainability guidelines for Indonesian tourism. The Ministry of Tourism and Creative Economy

Republic of Indonesia (2020, 2021) issued guidelines for tourism cleanliness and strategic planning. The 2021 report highlighted culinary destinations in Indonesia. Mohamed et al (2020) studied online marketing of local food in Egypt. Narbona and Arasa (2018) analyzed tourism promotion through mass events. The National Development Planning Agency (2017) discussed regional efforts to reduce development disparities. Ningsih and Kurniawan (2020) examined virtual tours as a promotional strategy. Okumus et al (2007) compared local and international cuisines in tourism marketing. Pilato et al (2021) explored street food's role in connecting locals and tourists. Privitera et al (2018) discussed gastronomic tourism's economic impact in Romania and Italy. Purnomo (2016, 2021a, 2021b, 2021c, 2021d, 2022) studied various aspects of food tourism development in Bogor City, including gender roles, authenticity, and local food production. Rosmeli et al. (2020) proposed a tourism model based on local potential in Merangin Regency. Salonga and Borbon (2021) explored Bukidnon's potential for culinary tourism. Scheyvens and Laeis (2019) analyzed the link between local food production and sustainable development goals. The relationship between food and cultural identity is another important area of research that informs this study. Fischler (1988) argues that food is a key component of cultural identity, with culinary practices serving as expressions of a community's values, traditions, and history.

Sims (2009) discusses the connection between food, place, and authenticity within the context of sustainable tourism. Smith (2018) explores how online reviews influence restaurant success. Sokolova et al (2021) analyse the potential for domestic gastronomic tourism growth during the COVID-19 pandemic. Sormaz et al (2016) examine the role of gastronomy in tourism. Stepchenkova et al (2009) address the use of content analysis in tourism research. Stoffelen and Vanneste (2016) focus on the integration of whisky tourism in Scotland and its regional development implications. Stone et al (2018) look into the long-term effects of culinary tourism activities.

Subekti (2022) explores the challenges of tourism campaigns in Indonesia during the new normal era. Sukenti (2014) provides a review of gastronomy tourism in neighbouring countries of Indonesia. Sulaiman et al (2020) investigate digital marketing in culinary tourism among Indonesian MSMEs. Timothy (2016) discusses heritage cuisines and their connections to tourism. Tripodi (2019) presents an approach to research methodology from the philosophy of science to research design. Utama et al (2021) propose an innovative herbal tourism village concept for the post-pandemic era. Vesci and Botti (2019) explore the relationship between festival quality and tourists' revisiting intentions through the theory of planned behavior. Vu et al (2019) analyze tourist dining preferences using restaurant reviews. Vuksanović et al (2024) discuss culinary tourism's impact on local marketplaces in developing areas. Wang et al (2019) evaluate tourism experiences in Taiwan's rural coffee estates. Wardani and colleagues (2016) propose a culinary tourism development model in Surakarta, Indonesia. Wijaya (2019) maps Indonesian food culture to promote culinary tourism.

Wijaya et al (2017) discuss the experiences of international visitors with local food in Indonesia. Wondirad et al (2021) present evidence of culinary tourism driving regional economic development and sociocultural revitalization in Ethiopia. Yang et al (2020) examine food festivals' role in branding culinary destinations. Yousaf and Xiucheng (2018) analyse halal culinary and tourism marketing strategies on government websites. Yudhari et al (2020) explore the development of agro-tourism based on Arabica coffee plantations in Bali. Yudian and Demolingo (2022) investigate the culinary tourism attractions in the Tugulufa area of Tidore Islands. Zhou and DeSantis (2005) address usability issues in the design of city tourism websites.

In the context of tourism, the consumption of local food allows tourists to engage with the culture of a destination in a meaningful way. D'Warung emphasis on traditional Indonesian dishes, such as nasi goreng and beef rendang, reflects this connection between food and cultural identity. At the same time, the restaurant's Western menu options cater to the globalized nature of the tourism industry, where cultural exchange and fusion are increasingly common.

The central research problem addressed in this study Sims (2009) discusses the connection between food, place, and authenticity within the context of sustainable tourism. Smith (2018)

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The following studies offer valuable insights into sustainable tourism, cultural reflections in local businesses, and eco-friendly practices in market centres. Each study highlights different aspects of management, culture, and environmental sustainability, providing a well-rounded view of these important topics.

Firstly, Kairi et al (2023) conducted an analysis of sustainable tourism management in the Huta Tinggi tourism village, and their study highlighted the importance of preserving local culture while promoting eco-friendly practices. They examined the role of community involvement in managing tourism activities, and they emphasized the need for collaboration between local authorities and residents. Furthermore, they explored the economic impact of tourism on the village, suggesting that sustainable practices could enhance long-term benefits for both the environment and local economy. In addition, their findings revealed that adopting sustainable tourism principles can help balance development with conservation efforts.

Secondly, Wajdi et al (2024) explored the relationship between culture and comfort in their observational study of M. Aboe Talib coffee shop, and they provided insights into how the ambiance and design of the shop reflect local cultural values. The researchers analysed customer preferences, particularly focusing on how the shop's atmosphere contributes to a sense of community and belonging. Moreover, they investigated the shop's approach to blending traditional elements with modern comfort, and they concluded that the establishment successfully attracts a diverse customer base by offering a culturally rich yet relaxed environment.

Lastly, Susanto et al (2024) examined the implementation of environmentally friendly practices at the Kreneng Market culinary centre in Denpasar, Bali, and they discussed how market vendors have adopted green practices to minimize environmental impact. They identified various strategies, such as reducing plastic use and promoting waste management systems, while they observed the role of local government in encouraging sustainable operations. Additionally, the study highlighted the challenges vendors face in fully integrating eco-friendly measures, and the authors suggested that ongoing education and support from authorities are essential for fostering long-term sustainability in the marketplace.

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development of agro-tourism based on Arabica coffee plantations in Bali. Yudian and Demolingo (2022) investigate the culinary tourism attractions in the Tugulufa area of Tidore Islands. Zhou and DeSantis (2005) address usability issues in the design of city tourism websites. How D'Warung has successfully positioned itself within Bali's competitive culinary tourism market by blending local and Western cuisines. Specifically, the study seeks to explore the following questions:

- (1) How does D'Warung maintain a balance between offering authentic Indonesian cuisine and meeting the expectations of international tourists?
- (2) What factors contribute to the restaurant's appeal to both local and international customers?
- (3) How does the restaurant's strategic location and design influence its success as a tourist destination?
- (4) In what ways does D'Warung contribute to the promotion of Indonesian culinary culture while incorporating global influences?
- (5) How does the restaurant's business model, which includes affordable pricing and support for local farmers and producers, contribute to its sustainability and impact on the local community?

The primary objective of this study is to analyse the business model, customer appeal, and culinary offerings of D'Warung within the context of Bali's culinary tourism industry. By examining how the restaurant blends local and international culinary elements, this research aims to provide insights into the strategies that food establishments can use to attract a diverse range of customers while maintaining cultural authenticity. Specifically, the study seeks to achieve the following objectives:

- (1) To evaluate the effectiveness of D'Warung's menu in catering to both local and international customers.
- (2) To assess the role of ambiance and location in shaping the restaurant's appeal to tourists.
- (3) To explore the restaurant's contributions to the preservation and promotion of Indonesian culinary traditions.
- (4) To analyse the restaurant's business model, including its pricing strategy and support for local suppliers, in terms of sustainability and community impact.
- (5) To provide recommendations for other food establishments seeking to navigate the challenges of catering to a globalized tourist market while preserving local cultural identities.

This study addresses the growing importance of culinary tourism in Bali and the role of establishments like D'Warung in shaping the island's food scene. By blending local and Western cuisines, D'Warung offers a unique dining experience that appeals to both local customers and international tourists. The restaurant's success is driven by its commitment to affordability, quality, and cultural authenticity, as well as its strategic location and welcoming ambiance. This study contributes to the broader understanding of how food businesses can adapt to meet the evolving demands of a globalized tourism market while supporting local communities and preserving cultural traditions.

II. METHOD

2.1 Observation

The primary data collection method used in this study is observation, which involves systematically recording and analysing behaviours, interactions, analysing recording and analyzing behaviors, interactions, and settings related to the subject of interest. In this case, the observation focuses on D'Warung as a dining establishment, its atmosphere, customer behaviors, and the interaction between staff and customers. The observational approach was chosen to capture real-time, firsthand data on the restaurant's operations, ambiance, customer satisfaction, and the presentation and quality of food, which would be difficult to obtain through other methods like surveys or interviews.

Observations were carried out over a period of one month, from July to August 2023, on various days of the week to account for differences in customer traffic and service quality. Key elements observed include the physical layout, interior design, lighting, and overall aesthetic

appeal of the restaurant were recorded. Attention was paid to how these elements influence the customers' dining experience and comfort.

Customer Behavior and Demographics: The age, nationality, group size, and behaviors of customers were observed, especially how they interact with the menu, staff, and other customers. This helped identify the restaurant's target market and customer preferences.

Staff-Customer Interaction: The friendliness, professionalism, and efficiency of the staff were closely monitored. Special attention was paid to how the staff responded to customer inquiries, complaints, and special requests.

Food Presentation and Quality: Observations included how the food is presented, the portion sizes, and the consistency in quality and taste. These factors are essential in understanding the appeal of both Indonesian and Western cuisine at D'Warung.

Customer Satisfaction and Feedback: Although direct interaction with customers was not initiated, their verbal and non-verbal responses during the dining experience were observed. This included gestures, expressions, and overheard conversations that indicated levels of satisfaction or dissatisfaction.

2.2 Technique of Analysis

The data gathered through observation was analyzed using thematic analysis, which allows for identifying patterns or themes that emerge from the observed behaviors and settings. The process involved several steps:

Familiarization with Data: After each observation session, detailed notes were taken, focusing on the key aspects outlined above. The data was reviewed multiple times to ensure completeness and to identify any emerging themes.

Coding: Each piece of observational data was assigned specific codes based on recurring topics, such as "staff friendliness," "food presentation," and "customer satisfaction." Coding was crucial for organizing the data and facilitating further analysis.

Theme Identification: After coding, similar codes were grouped to identify broader themes. For example, themes such as "positive ambiance," "varied customer demographics," and "consistently high food quality" emerged from the data.

Interpretation: The final step involved interpreting the data to understand how the restaurant's environment and service quality contribute to customer satisfaction. This interpretation was used to draw conclusions about the restaurant's success in meeting its objectives, such as providing an enjoyable dining experience for both local and foreign customers.

This method allowed for a comprehensive understanding of the operational dynamics at D'Warung Lokal Bukit and their impact on the overall customer experience.

III. RESULTS AND DISCUSSION

3.1 Results

Since its establishment in mid-2022, D'Warung Lokal Bukit has quickly become a favored hangout spot and gathering place for both locals and international visitors. Situated on Jalan Tukad Dalem in Desa Kutuh, this dining venue has positioned itself as a versatile restaurant offering a wide array of culinary options that cater to diverse tastes and preferences.

D'Warung Lokal Bukit provides a broad selection of food, encompassing both local delicacies and Western dishes. This diverse menu ensures that the restaurant can appeal to a wide range of guests, from those seeking traditional Indonesian flavors to those preferring international cuisine. The restaurant operates throughout the day, serving breakfast, lunch, and dinner, which makes it a convenient dining choice for any meal.

For breakfast, D'Warung offers an extensive range of options that include both hearty and lighter fare. Guests can choose from classic breakfast items such as eggs prepared in various styles, served with toast, bacon, and tomato. For those looking for something more substantial, the menu features a cheese omelette with similar accompaniments. In addition, there are sweet options like banana pancakes served with honey and homemade pineapple jam, as well as fresh fruit platters for a healthier start to the day.

During lunch and dinner, the restaurant continues to impress with its diverse menu. For those craving local flavors, D'Warung offers traditional dishes such as chicken satay and chicken

curry, which are known for their rich, authentic flavors. Additionally, seafood lovers can enjoy fresh seafood dishes, including grilled king prawn and a Balinese grilled mix seafood platter featuring mahi-mahi fish, prawns, and squid. These seafood options are designed to provide a taste of local culinary traditions.

For a more casual dining experience, the restaurant's menu includes a variety of Western dishes. Guests can enjoy hearty options like beef and chicken burgers, each served with fries. There are also pizzas available, with choices ranging from classic margarita to more elaborate options like chicken and vegetarian pizzas. The menu accommodates various tastes with pizza sizes suitable for both individuals and groups.

The restaurant also offers an assortment of pasta and noodle dishes. Options include spaghetti carbonara, chicken koloke, and fuyung hay, catering to different palates. For those preferring rice-based meals, the menu features fried rice and fried noodles, with options for both chicken and vegetarian preferences.

The appetizer and salad selections at D'Warung complement the main courses with a range of fresh and flavorful options. The Caesar salad with chicken and the prawn and avocado cocktail are notable choices, offering a mix of protein and crisp vegetables. There are also lighter options like the mix green salad and stir-fried broccoli, which can be enjoyed as side dishes or as part of a meal.

The beverage menu is extensive, ensuring that guests can find a drink to match their meal. The restaurant offers a range of options from refreshing juices and smoothies to a selection of soft drinks, including coke, sprite, and tonic water. For those interested in alcoholic beverages, D'Warung serves popular choices such as Bintang beer and a variety of cocktails, including mojitos and gin tonics. The diverse drink offerings cater to both casual diners and those looking for a more relaxed drinking experience.

To round off the meal, D'Warung offers a selection of desserts and coffee. Desserts include ice cream, mango banana plambe, and milkshakes in flavors like strawberry, chocolate, and vanilla. Coffee enthusiasts can enjoy various options, including espresso, hot latte, and iced cappuccino. These offerings are designed to provide a sweet conclusion to the dining experience and cater to different preferences for coffee and dessert.

D'Warung Lokal Bukit is open daily, making it a convenient dining option for guests throughout the week. From Monday to Saturday, the restaurant operates from 08:00 to 21:00 WITA, while on Sundays, it opens from 08:00 to 18:00 WITA. This schedule ensures that guests can visit for any meal of the day, from an early breakfast to a late dinner.

D'Warung Lokal Bukit's diverse menu, combined with its convenient operating hours, makes it an appealing dining destination for a wide range of customers. The restaurant's ability to offer both local and international dishes ensures that it caters to varied tastes and dining preferences, making it a popular choice among both locals and international visitors.

Table 1 Menu

Category	Item	Specification	Price (IDR)
Breakfast	Any Style Of Egg	2 pcs toast, bacon, tomato, orange juice	40k
	Cheese Omelette	2 pcs toast, bacon, tomato, orange juice	45k
	Banana Pancake	Served with honey and homemade pineapple jam	30k
	Fruit Platter	Variety of fresh fruits	25k
	Sun Mango	Topped with granola, mango, pineapple, banana, mint leaves	45k
	Smoothie Bowl	Topped with granola, strawberry, dragon fruit, banana, mint leaves	45k
	Dragon Bowl	Topped with granola, strawberry, dragon fruit, banana, mint leaves	45k
	Smoothie	Topped with granola, strawberry, dragon fruit, banana, mint leaves	45k
Salads	Caesar Salad With Chicken	Lettuce, tomato, chicken, crouton, Caesar dressing	35k

Category	Item	Specification	Price (IDR)
Burgers	Mix Green Salad	Lettuce, cucumber, tomato, Italian dressing	35k
	Prawn & Avocado Cocktail	Sliced boiled prawn and avocado served with Thousand Island dressing	40k
	Beef Burger	Beef patty, tomato, onion, lettuce, fried egg, served with fries	65k
	Chicken Burger	Chicken patty, tomato, onion, lettuce, fried egg, served with fries	45k
Sides	French Fries		20k
	Fish & Chips		30k
	Calamari Ring		35k
	Fried Onion Ring		20k
Seafood	Spring Roll	Chicken or Vegetarian	25k / 20k
	Stir Broccoli	Sautéed broccoli with oyster sauce	25k
	Grilled King Prawn	Prawn with vegetables and rice	55k
	Grilled King Prawn & Fish	Served with rice, Balinese sambal, and vegetables	70k
	Balinese Grilled Mix Seafood	Mahi-Mahi fish, prawn, and squid served with white rice and Balinese sambal	115k
Pizza	Chicken Pizza	Tomato, chicken, mozzarella	S: 50k / M: 75k
	Vegetarian Pizza	Tomato, onion, mushroom, broccoli, mozzarella	S: 40k / M: 50k
	Marinara Pizza	Tomato, mixed seafood, mozzarella	S: 50k / M: 75k
	Margarita Pizza	Tomato, mozzarella	S: 35k / M: 45k
Sandwiches	Hawaiian Pizza	Tomato, ham, pineapple, mozzarella	S: 50k / M: 75k
	Vegetarian Sandwich	Tomato, cucumber, lettuce, fried egg, comes with fries	30k
	Club Sandwich	Bacon, lettuce, fried egg, tomato, comes with fries	45k
Pasta & Noodles	Cheese Sandwich	Lettuce, tomato, Emmental cheese, comes with fries	45k
	Spaghetti Carbonara	Creamy white sauce, bacon, onion, mushroom	45k
	Chicken Kolohe	Fried chicken with sautéed vegetables and sweet-sour sauce, served with rice	40k
	Fuyung Hay	Fried egg with mixed vegetables and sweet-sour sauce	30k
	Chicken Satay	Grilled chicken skewers with peanut sauce, served with rice	35k
	Penne	Sautéed penne with butter, garlic, and tomato concasse	30k
	Spaghetti Napolitana	Sautéed spaghetti with butter and tomato concasse	30k

Category	Item	Specification	Price (IDR)
Rice & Noodles	Grilled Chicken Sausage	Served with fries	35k
	Grilled Chicken Teriyaki	Served with fries	35k
	White Rice		10k
	Fried Rice	Chicken or Vegetarian	35k / 30k
	Fried Noodles	Chicken or Vegetarian	35k / 30k
	Chicken Black Pepper		40k
Beverages	Chicken Curry		40k
	Bintang	S: 28k / L: 45k	S: 28k / L: 45k
	Water	S: 5k / L: 10k	S: 5k / L: 10k
	Coke		10k
	Sprite		10k
	Tonic Water		10k
	Tea	Hot: 10k / Ice: 15k	Hot: 10k / Ice: 15k
	Lemon Tea	Hot: 10k / Ice: 15k	Hot: 10k / Ice: 15k
	Ginger Tea		10k
	Ginger Original		8k
	Mojito		30k
	Gin Tonic		30k
	Cuba Libre		30k
	Juice	Watermelon, Papaya, Orange, Pineapple, Banana, Mango, Dragon Fruit	20k
Desserts	Smoothies	Pink Smoothie, Sunshine Smoothie, Green Bowl Smoothie	30k
	Ice Cream		15k
	Mango Banana Plambe		25k
	Milkshake	Strawberry, Chocolate, Vanilla	30k
Coffee	Espresso		25k
	Hot Latte		30k
	Ice Latte		35k
	Hot Cappuccino		30k
	Ice Cappuccino		35k

3.1 Discussion

D'Warung situated on main street has emerged as a popular dining destination since mid-2022. This analysis evaluates the restaurant's menu to understand its diversity, pricing strategy, and overall appeal to both local and international customers. By examining the menu offerings, we

can gauge the restaurant's ability to meet customer needs and preferences, and assess its competitive positioning.

Menu Diversity and Quality

Breakfast Offerings

The breakfast menu at D'Warung features a range of options from traditional egg dishes to more elaborate items like banana pancakes and smoothie bowls. Prices for breakfast items range from 25k to 45k IDR, making them accessible while maintaining a reasonable range for quality and variety.

- **Popular Items:** The cheese omelette and sun mango smoothie bowl are likely to be popular due to their diverse ingredients and appealing presentation. These items cater to both traditional tastes and those seeking a more international flair.
- **Quality Assessment:** The inclusion of fresh fruits, quality ingredients like homemade pineapple jam, and a variety of smoothies suggests a commitment to high-quality, nutritious options.

Salads and Appetizers

Salads and appetizers are priced between 25k and 40k IDR. Options like the Caesar Salad with Chicken and Prawn & Avocado Cocktail offer a balance of light and hearty choices.

- **Variety:** The menu caters to different tastes, with options for both meat-eaters and those preferring lighter fare. The inclusion of fresh ingredients and diverse dressings enhances the menu's appeal.
- **Quality and Value:** The pricing reflects a commitment to quality, with the prawn cocktail and Caesar salad offering premium ingredients at a fair price.

Main Courses

The main course options, ranging from 20k for side items to 115k for the Balinese Grilled Mix Seafood, provide a broad spectrum of choices.

- **Burgers and Sandwiches:** The beef and chicken burgers, priced between 45k and 65k, are positioned as premium options with high-value ingredients such as beef patties and fresh vegetables. Sandwiches, priced at 30k to 45k, offer a more casual dining experience.
- **Seafood and Pizza:** The seafood dishes, including Grilled King Prawn and Balinese Grilled Mix Seafood, are on the higher end of the price range, reflecting their premium nature. Pizzas, with sizes ranging from 35k to 75k, offer a variety of toppings and sizes, catering to different preferences and group sizes.
- **Pasta and Noodles:** Priced between 30k and 45k, pasta and noodle dishes are reasonably priced, with options like Spaghetti Carbonara and Fried Noodles catering to both traditional and international tastes.

Sides and Extras

Side dishes like French Fries (20k) and various fried options provide additional choices to complement main courses. The reasonable pricing ensures that these items add value without significantly impacting the overall dining cost.

Beverages

The beverage menu includes a wide range of options from affordable items like water (5k) and soft drinks (10k) to more premium choices like cocktails (30k). This variety ensures that all customers can find something to suit their tastes and budget.

- **Alcoholic Beverages:** The beer and cocktail options offer a good range, with pricing that reflects both local and international standards. This variety caters to both casual diners and those seeking a more upscale drinking experience.
- **Non-Alcoholic Options:** The extensive selection of juices and smoothies (20k to 30k) provides healthy alternatives, appealing to health-conscious customers.

Desserts and Coffee

Desserts and coffee items, priced between 15k and 35k, offer a range of sweet treats and caffeinated beverages. The menu includes options like milkshakes and ice cream, catering to those seeking a sweet end to their meal.

- **Quality:** The use of varied flavours in milkshakes and the inclusion of classic options like ice cream suggest a focus on providing enjoyable and familiar options for dessert.

Customer Preferences and Market Positioning

Local vs. International Appeal

The menu at D'Warung is designed to cater to both local diners and international tourists. The inclusion of local dishes like Chicken Satay and Balinese Grilled Mix Seafood, alongside international favourites like burgers and pizzas, ensures broad appeal.

- **Local Diners:** The range of local dishes and affordable pricing make it attractive to local residents. Traditional items like fried rice and noodles are priced reasonably, making them accessible for regular visits.
- **International Tourists:** The diverse menu, including items like smoothie bowls and international pizzas, is likely to attract tourists seeking familiar tastes and quality dining options. The restaurant's location and menu positioning support its appeal as a destination for both casual and special dining occasions.

Competitive Positioning

D'Warung's pricing strategy reflects its positioning as a mid-range restaurant that offers good value for money. The menu is designed to attract a wide range of customers, from budget-conscious diners to those willing to spend more on premium items.

- **Value for Money:** The restaurant offers a balanced mix of affordable and premium items, ensuring that all customer segments can find something within their budget. The use of quality ingredients and a diverse menu contribute to a positive perception of value.
- **Differentiation:** By offering a mix of local and international dishes, and maintaining a range of prices, D'Warung differentiates itself from competitors. The inclusion of specialty items and diverse beverages enhances its appeal and supports its reputation as a versatile dining option.

D'Warung's menu is thoughtfully designed to cater to a diverse clientele, offering a wide range of options that appeal to both local and international customers. The pricing strategy is well-aligned with the quality and variety of the dishes, making it an attractive option for various dining preferences.

Key Findings:

- The menu offers a broad range of choices, from affordable side dishes to premium seafood, catering to different customer needs.
- The pricing reflects a commitment to providing good value, with options available for both budget-conscious diners and those seeking more premium options.
- The diverse menu enhances the restaurant's appeal, attracting both local residents and international tourists.

Recommendations:

- Continue to monitor customer feedback to ensure the menu remains aligned with evolving preferences.
- Consider introducing seasonal specials or limited-time offers to attract repeat customers and maintain interest.

Future Research Directions:

- Conduct surveys to gather detailed customer feedback on specific menu items and overall dining experience.
- Analyse sales data to identify popular items and optimize menu offerings based on customer preferences.

This comprehensive analysis provides a clear overview of D'Warung's menu, highlighting its strengths and potential areas for improvement.

3.2 DISCUSSION

The present study highlights D'Warung as a premier destination for experiencing both authentic Indonesian cuisine and a diverse selection of Western dishes. The restaurant excels in delivering local flavors with dishes such as fried noodles, fried rice, satay, and chicken curry. These offerings

allow diners to savor the rich, distinctive tastes of Indonesian food, providing an authentic culinary experience that captures the essence of local cuisine.

D'Warung demonstrates a deep understanding of diverse culinary preferences. Its menu spans both traditional Indonesian fare and popular Western dishes, such as burgers and sushi. This thoughtful variety ensures that the restaurant caters to a wide range of tastes, accommodating both enthusiasts of local dishes and those seeking international flavors. By offering a well-rounded selection, the restaurant effectively addresses the needs of different customer demographics, from local residents to international tourists.

The positive reputation of D'Warung is reflected in the favorable reviews from previous customers. These reviews underscore the restaurant's commitment to delivering high-quality food and exceptional service. The positive feedback highlights not only the taste and authenticity of the dishes but also the overall dining experience provided by the restaurant.

One of the key strengths of D'Warung is its customer service. The restaurant's friendly staff and attentive service significantly enhance the dining experience. Customers consistently commend the restaurant for its welcoming atmosphere and the effort made by staff to ensure a smooth and enjoyable dining experience. This focus on service excellence contributes to the restaurant's positive reputation and encourages repeat visits.

The study reveals that D'Warung effectively creates a dining experience that is both enjoyable and memorable. The careful balance between offering traditional Indonesian dishes and international favorites ensures that the restaurant meets a broad range of culinary preferences. This strategic menu design not only caters to diverse tastes but also positions the restaurant as a versatile dining option suitable for various occasions, whether for a casual meal or a special gathering.

In summary, D'Warung stands out for its ability to offer a rich variety of food that caters to different tastes and preferences. The restaurant's dedication to providing high-quality dishes, combined with its excellent customer service, contributes to its strong reputation and positive reviews. By successfully blending local and international flavors, D'Warung Lokal Bukit delivers a comprehensive dining experience that appeals to both local patrons and international visitors. The restaurant's commitment to quality and service ensures that it remains a popular choice for anyone seeking a satisfying and enjoyable meal.

4. CONCLUSION

D'Warung has established itself as a distinguished dining destination by skillfully combining local and international culinary traditions. Founded by a local entrepreneur in August 2022, the restaurant has swiftly become a favored spot for both tourists and locals, with a particular appeal to international visitors. This success is rooted in the restaurant's ability to offer a diverse menu that seamlessly integrates the rich flavors of Indonesian cuisine with popular Western dishes, creating a unique and inclusive dining experience.

A cornerstone of D'Warung's success is its extensive and varied menu, which caters to a broad range of tastes and dietary preferences. By offering traditional Indonesian dishes such as fried noodles, fried rice, satay, and chicken curry alongside Western favorites like burgers and sushi, the restaurant effectively meets the culinary expectations of a diverse clientele. This thoughtful menu design not only reflects the restaurant's commitment to authenticity but also ensures that it appeals to both local residents and international tourists. The ability to provide a wide array of options within a single dining establishment enhances its attractiveness and sets it apart from other restaurants in the area.

Another significant factor contributing to the restaurant's popularity is its balance of affordability and quality. D'Warung has successfully positioned itself as a venue that offers excellent value for money. By maintaining reasonable pricing while upholding high standards in ingredient quality and cooking methods, the restaurant manages to cater to various budgets without compromising the authenticity and excellence of its dishes. This approach ensures that a broad spectrum of customers can enjoy a high-quality dining experience without financial strain.

The restaurant's reputation is further bolstered by the positive feedback it receives from customers. Reviews consistently highlight the quality of the food, the effectiveness of the service, and the overall dining experience. Such endorsements are a testament to the restaurant's dedication to delivering a memorable experience. Positive reviews not only reinforce the restaurant's standing as a preferred dining spot but also attract new customers, thereby contributing to its continued success and growth.

The strategic location of D'Warung in Bali plays a crucial role in its success. Situated in a popular area frequented by tourists, the restaurant benefits from high visibility and accessibility. This prime location, combined with the restaurant's appealing menu and welcoming atmosphere, positions it as a go-to destination for visitors seeking both local and international flavors.

Moreover, D'Warung's commitment to promoting Indonesian culinary culture and supporting the local community demonstrates its broader impact. The restaurant not only showcases traditional Indonesian dishes but also contributes to the local economy by employing staff and sourcing ingredients locally. This dedication to community support and cultural promotion underscores the restaurant's role in enhancing Bali's culinary landscape and making a positive difference.

The analysis of D'Warung's success was supported by comprehensive data collection methods, including interviews with employees and observations of various aspects such as the restaurant's atmosphere, crowd level, food and drink quality, and staff friendliness. This thorough approach ensured the accuracy and validity of the findings, providing a robust basis for evaluating the restaurant's achievements.

D'Warung stands out as a notable culinary destination that effectively bridges the gap between local and international tastes. Its diverse menu, commitment to quality, affordability, positive customer reviews, and strategic location collectively contribute to its success. The restaurant's dedication to enhancing the dining experience and supporting the local community highlights its significant impact on both its patrons and the broader culinary landscape. D'Warung exemplifies how a well-executed blend of traditional and contemporary elements can create a lasting and impactful dining experience.

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