

**HAMBATAN *F&B SERVICE* DALAM
PENERAPAN STANDAR PELAYANAN BERNUANSAN *MEXICAN* DI
UNIQUE *ROOFTOP BAR* RIMBA BY AYANA BALI**

Oleh

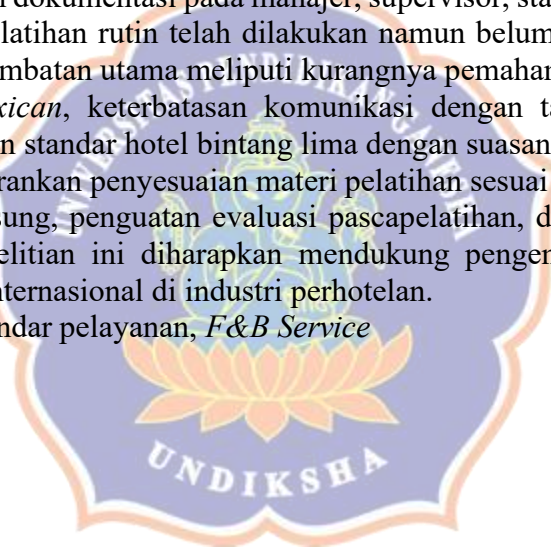
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ABSTRAK

Penelitian ini bertujuan menganalisis hambatan dalam penerapan hasil pelatihan *Food and Beverage (F&B) Service* terhadap standar pelayanan bernuansa *Mexican* di Unique *Rooftop Bar* Rimba by Ayana Bali. Menggunakan pendekatan kualitatif deskriptif melalui wawancara, observasi, dan dokumentasi pada manajer, supervisor, staf, dan *Trainee*, penelitian ini menemukan bahwa pelatihan rutin telah dilakukan namun belum optimal dalam menjaga konsistensi pelayanan. Hambatan utama meliputi kurangnya pemahaman staf terhadap budaya dan gaya pelayanan *Mexican*, keterbatasan komunikasi dengan tamu internasional, serta kesulitan menyeimbangkan standar hotel bintang lima dengan suasana santai restoran tematik. Untuk mengatasinya, disarankan penyesuaian materi pelatihan sesuai konsep budaya *Mexican*, peningkatan praktik langsung, penguatan evaluasi pascapelatihan, dan pelatihan komunikasi lintas budaya. Hasil penelitian ini diharapkan mendukung pengembangan pelatihan *F&B Service* bertema budaya internasional di industri perhotelan.

Kata Kunci: pelatihan, standar pelayanan, *F&B Service*



**BARRIERS IN *F&B SERVICE* IMPLEMENTATION OF *MEXICAN THEMED*
SERVICE STANDARDS AT
UNIQUE *ROOFTOP BAR* RIMBA BY AYANA BALI**

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ABSTRACT

This study aimed to analyze the obstacles in implementing the results of Food and Beverage (F&B) Service training toward Mexican-themed service standards at Unique Rooftop Bar Rimba by Ayana Bali. A descriptive qualitative approach was employed, and data were collected through interviews, observations, and documentation involving managers, supervisors, staff members, and trainees. The findings revealed that routine training had been conducted; however, it had not been optimal in maintaining service consistency. The main obstacles included staff members' limited understanding of Mexican culture and service style, difficulties in communicating with international guests, and challenges in balancing five-star hotel service standards with the relaxed atmosphere of a themed restaurant. To overcome these obstacles, several recommendations were proposed, including adjusting training materials to align with Mexican cultural concepts, increasing hands-on practice, strengthening post-training evaluations, and providing cross-cultural communication training. The results of this study were expected to support the development of culturally themed F&B Service training programs in the hospitality industry. Keywords: training, service standards, F&

