

Studi Eksplorasi Dalam Kreativitas Food Plating Di Rumari Restaurant Jimbaran

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Abstrak

Penelitian ini bertujuan untuk mengeksplorasi peran visual presentation dan *food plating* dalam membentuk pengalaman tamu, mendukung strategi *sustainable dining*, serta memperkuat *brand image* di Rumari Restaurant, Raffles Bali. Rumari merupakan restoran *fine dining luxury* yang mengusung konsep <80:20=, yaitu penggunaan 80% bahan lokal dan 20% bahan impor sebagai identitas kuliner dan visual restoran. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data berupa observasi, wawancara mendalam, dan dokumentasi. Informan penelitian terdiri atas *chef*, staf dapur, dan *trainee* yang terlibat langsung dalam proses plating, dipilih menggunakan teknik *purposive sampling*. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan dengan *model Miles* dan *Huberman* serta diuji menggunakan triangulasi sumber dan member check. Hasil penelitian menunjukkan bahwa visual plating tidak hanya berfungsi sebagai elemen estetika, tetapi juga sebagai media komunikasi nilai *luxury*, identitas lokal, dan keberlanjutan. Elemen visual seperti warna, tekstur, komposisi, dan konsistensi plating memengaruhi persepsi kualitas serta pengalaman emosional tamu *fine dining*. Selain itu, konsep *plating* di Rumari menunjukkan adanya keseimbangan antara kreativitas staf dengan penerapan *Standard Operating Procedure* (SOP) untuk menjaga konsistensi *brand image* restoran. Praktik penggunaan bahan lokal dan *edible garnish* juga mendukung implementasi *sustainable dining* melalui pengurangan *food waste* dan penguatan narasi lokalitas Bali. Penelitian ini menegaskan bahwa *visual presentation* dan *food plating* merupakan bagian strategis dari *experiential dining*, *branding hospitality*, dan keberlanjutan dalam industri *fine dining*.

Kata Kunci: *food plating*, *visual presentation*, *customer experience*, *sustainable dining*, *brand image*, *fine dining*.

An Exploratory Study on Food Plating Creativity at Rumari Restaurant Jimbaran

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Abstract

This study aims to explore the role of visual presentation and food plating in shaping customer experience, supporting sustainable dining strategies, and strengthening brand image at Rumari Restaurant, Raffles Bali. Rumari is a luxury fine dining restaurant that implements the 80:20= concept, emphasizing the use of 80% local ingredients and 20% imported ingredients as part of its culinary and visual identity. This research employed a descriptive qualitative approach using observation, in-depth interviews, and documentation as data collection methods. The informants consisted of chefs, kitchen staff, and trainees directly involved in the plating process, selected through purposive sampling techniques. Data were analyzed using the Miles and Huberman model, including data reduction, data display, and conclusion drawing, supported by source triangulation and member checking to ensure validity. The findings reveal that visual plating functions not only as an aesthetic element but also as a medium for communicating luxury values, local identity, and sustainability. Visual elements such as color, texture, composition, and plating consistency influence guests' perceptions of quality and emotional dining experiences in a fine dining context. Furthermore, the plating concept at Rumari demonstrates a balance between staff creativity and the implementation of Standard Operating Procedures (SOP) to maintain consistency and strengthen the restaurant's brand image. The use of local ingredients and edible garnishes also supports sustainable dining practices by reducing food waste and reinforcing the narrative of Balinese local identity. This study confirms that visual presentation and food plating are strategic components of experiential dining, hospitality branding, and sustainability within the fine dining industry.

Keywords: food plating, visual presentation, customer experience, sustainable dining, brand image, fine dining