

# Chapter I – Introduction

## **I.1 Background**

As a fact that can see now, Jakarta has growth as an international city, which is an aggregate of various types of business and polytechnic of people.

Restaurant is the end of the supply chain in the food service industry and which is one of the expeditious develop business in Jakarta at these few years. Many new types of restaurants are opened and as spring up like mushrooms. Any Jakarta resident or traveler can enjoy various types of foods without having to go far.

A paper-based restaurant menu is general medium for using to introduce restaurant's sale items to consumer. However, the problem is, a paper-based restaurant menu is hard to transfer the complete information to consumer by a limited pages of menu, or during other factor such as intercultural. Since of it, this may be confused consumer during ordering. Due to it, as a result that can be seen, not all consumer will have good experience and feel satisfied because of the improperly order from the incomplete information restaurant menu.

In addition, a permanent paper-based restaurant menu is difficult for restaurant owner / management to renew their information continuously, except by reprinting. Because of it, this information transfer medium has become not suitable and flexible for this fast change environment anymore.

## **I.2 Project Delimitation**

According to some factors such as restaurant's price range and category, they may have different types menu ordering service system. For examples, in a fast-food restaurant, "*counter ordering service system*" is the most common ordering system, and for an exclusive restaurant likes fine dining restaurant, which may prefer to have "*table ordering service system*" and accompany by restaurant's waiter.

Due to it, the project's main focus of "Self-order E – Multimedia Restaurant service system based on consumer research result in Jakarta", the point to discuss will be focused on complete information transfer system for mid-range price restaurant with table ordering service system and based on consumer research result in Jakarta.

## **I.3 Methodology**

For this project, it will be starting from a few perspectives including "*Literature study*", "*Research and Analysis*", and "*E-multimedia restaurant menu's prototype present*".

In the "*Literature study*", which are involving two parts, the one is restaurant's basic study and understanding, such as restaurant's categories, type of service systems and another part is about computer software's basic understanding. From those basic studies, which is mean to understand what restaurant is and which business, and through the study of computer software is mean to find out the suitable software that can be use then.

At “*Research and Analysis*”, will be standing on two kinds of survey. The first one is to research from consumer’s viewpoint to see current restaurant menu’s information transfer system, and their acceptance of E-multimedia restaurant menu in the future. Another research will be use to see the general restaurant menu form and content elements that are using now. In those researches, is due to find out the disadvantage from current paper-based restaurant menu and consumers’ requirements and expectations, which information is the basic for making the improvement for restaurant information’s transfer system.

The last part at this thesis, “*E-multimedia restaurant menu prototype*” is going to show the new form of restaurant menu with multimedia application through electronic computer system for information transfer. It is the improvement result that from “*Literature study*” and “*Research and Analysis*”. This E – multimedia restaurant menu will show the ability for transfer information completely and filled up the disadvantage recently.

#### **I.4 Work-paper Process System**

Generally, the work-paper process system will be standing on “*Methodology*” above for basis, and the work-paper writing system will be show as bellow,

Chapter I, which is the introductions of the whole project, the topics to discuss are involving “*Background*”, “*Project delimitation*”, “*Methodology*”, “*Project Purpose*” and “*Project process system*”.

Chapter II, “*Literature*” is the second part in this paper, which is to study the basic theories and understanding about restaurant and computer software.



At chapter III, is “Restaurant and Consumer Research & Analysis”, that is going to do the research from consumer’s viewpoint to see restaurant menu and the current paper based restaurant menu in Jakarta. Beside the researches, it is also an analysis for a clearly understanding of current paper-based restaurant menu’s advantages and disadvantages, and consumer’s requirement and expectation of restaurant menu. Since of it, theory study in the chapter II, and the research or analysis result here will be using as the guidance for creating a suitable E – multimedia restaurant menu.

Chapter IV is the clarify E - multimedia restaurant menu’s concept and content. At here, it is a detailed description of the E - multimedia restaurant menu’s processing from the started to a prototype created will all be explaining.

Chapter V, the final part of the work-paper is going to talk about the conclusion of the whole project.

## **1.5 Project Purpose**

The purpose of *E* - multimedia restaurant menu is trying to introduce a new and effective information transfer system that using for minimizes the shortage of current paper-based restaurant menu in Jakarta.

Moreover, through this new type of restaurant menu, restaurant menu’s information could be easily transfer to consumer more completely by several multimedia elements such as language choice, text / picture explanations, animation, and accompany with additional features as consumers’ and requirement and expectation from research result.