

ABSTRACT

Pastry products at the Holiday Inn Bandung has a flagship product of A'la Carte menu one colenak Dago, this product is a product that is sold as it includes typical food from the Bandung-based Cassava Tape. But lately the level of sales has increased and decreased unstable. Many guests who cancel the product. The method in this study used qualitative research methods. And data collection techniques with interviews conducted by the Commis Pastry and one Staff / Cook on the pastry. I also conduct data analysis techniques. The writer found problems in product quality A'la Carte menu colenak Dago. The study states that the level of product sales colenak dago unstable. This is reinforced by the results of interviews on pastry Staff stating that it was due to the quality of raw materials is not good.

Keywords: Quality Products, A'la Carte Menu, Star & Dog