

## ABSTRACT

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*The background of the study is that there are guest complaints about the less various breakfast menu during their stay at Dafam Fortuna Hotel Malioboro. The purpose of the study is the author's curiosity about the standard operating procedures for food and beverage products in the breakfast menu rotation at Dafam Fortuna Hotel Malioboro and its application. The theoretical basis of the study is; (Purnamasari, 2015) standard operating procedure is work procedures that are made in detail for all employees to carry out their work as well as possible in accordance with the mission, vision, and goals of an institution, agency, or institution; (Rumekso, 2002) a hotel is a building that provides rooms for guests to stay, food and drinks, as well as other necessary facilities, and is managed professionally for profit; (Soekresno, 2001) products produced by food and beverage organizations are the totality of food and beverages and a set of other attributes, including taste, color, food aroma, price, and others. The research methodology used by the writer is qualitative descriptive, (Furchan, 2004) stated that qualitative research is a research procedure that produces descriptive data in the form of speech or writing and the behavior of the people being observed. The results shows that the operational breakfast menu rotation does not entirely adhere to standard operating procedures according to the theory, because there are several obstacles, one of which is that some of the employees do not always apply the menu rotation.*

*Keywords: Standard Operating Procedure, Hotel, Food and Beverage Product Department.*