

## The Implementation of Rijsttafel Services with the Concept of Dutch and Nusantara Culture as a Marketing Strategy at Sekar Kedhaton Restaurant

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**Abstract.** The purpose of this study is to find out and to analyze the implementation of the Rijsttafel service system of Dutch and Nusantara menu at Sekar Kedhaton Restaurant. This study is delivered descriptively to obtain an overview of the implementation of the rijsttafel service at the Sekar Kedhaton Restaurant. The methods used in this study are interviews, observation and documentation. The results obtained from this study indicate that the rijsttafel service flow consists of three important stages such as preparation stage, implementation stage, and outlet closing stage. The attraction of the restaurant in the form of a heritage building and a touch of Javanese royal luxury has a positive impact on the brand image and increases the attraction of the restaurant's guests. It also does not escape from the history of each Rijsttafel dish menu in collaboration with Yogyakarta City Cultural Heritage Conservation Center (BPCB). Thus, the mix market strategy, especially with the implementation of the Rijsttafel service system, proves that Sekar Kedhaton Restaurant is able to provide a different experience to each guest. This study also provides recommendations for tourists who visit Kotagede, Yogyakarta and business owners to further strengthen marketing strategies for Rijsttafel services. The Sekar Kedhaton Restaurant Rijsttafel service system is able to increase the number of orders for dinner banquets from the upper classes and officials.

**Keywords:** Acculturation; restaurant; Rijsttafel; service

### INTRODUCTION

The culinary industry as a service providing food and drinks is a relatively new type of tourism industry. Culinary tourism can be defined as a visit to a place that is a producer of food ingredients, food festivals, restaurants, and certain locations to try the taste of food and drinks. A restaurant is a business place that provides food and drinks based on applicable regulations and requirements. The increasingly strong development of the restaurant business causes restaurant managers to make efforts to choose and determine the right strategy to attract as many consumers as possible, one of which is the marketing mix strategy. Marketing mix strategy can be interpreted as internal elements that are important in forming marketing programs starting from sharpening segmentation, targeting, and positioning. The marketing mix strategy or marketing mix is divided into marketing mix of goods products (product, price, place, promotion) and marketing mix of service products (people, process, physical evidence, packaging, and payment). Restaurants usually also offer their own uniqueness as an attraction, whether through the culinary menu, service system for guests, entertainment, or the physical appearance of the building.

Service is a service that meets or exceeds customer or consumer expectations by paying attention to speed, accuracy, friendliness, and comfort of service. According to Parasurman et al in Tjiptono (2012: 174) there are five main dimensions of service quality, namely Tangibility (the physical appearance of the service provider and facilities), Reliability (the ability to deliver the promised service accurately from the first process), Responsiveness (the ability and willingness of the provider services to help customers and respond to customer requests immediately), Assurance (Related to the knowledge and soundness of service providers as well as the service provider's ability to foster a sense of trust and confidence in customers), and

Empathy (Ability to understand customers, act in the interests of customers, and be able to provide personal attention to customers). Satisfactory service will have a good impact on the company's image and result in repeat purchases and automatically increase sales.

Sekar Kedhaton Restaurant is a restaurant with a building that has a quite high historical value, located on Jalan Tegal Gendu Number 28, Kotagede, Yogyakarta. Sekar Kedhaton Restaurant has its own unique service system for restaurant guests which is not found in any other restaurant. This type of service is rijsttafel service. According to Chatterjee (2019), the concept of Rijsttafel was created by Dutch colonial people living in Indonesia and was inspired by the nasi Padang dish, namely a plate of rice surrounded by several types of meat and various vegetables with sauce. In the end, the Dutch colonial community created large meal celebrations as their way of welcoming guests with the diversity of Indonesian cuisine.

The Rijsttafel found at Sekar Kedhaton Restaurant is a service Dutch-style and the presentation of dishes with the menu served in form of an Indonesian menu typically of Yogyakarta Mataram Kingdom. The rijsttafel banquet process begins when guests arrive and are greeted by the waiter and given flower garlands accompanied by regional music and a welcome dance. Guests are welcome to enjoy a welcome drink or welcome snack before enjoying the main course. The rijsttafel service at Sekar Kedhaton Restaurant is unique from other restaurants in the city of Yogyakarta as well as the owner's efforts to introduce rijsttafel banquets to the wider community which has proven successful in increasing sales.

## LITERATURE REVIEW

### The Definition of Service

In the culinary or food and beverage industry, it is closely related to the service system for guests in serving or presenting food and drink menus. According to Christopher et al., (2011) service is a service that meets or exceeds consumer expectations, namely getting satisfactory service so that it will have an impact on repeat purchases.

Thus, basic dimensions are needed that need to be studied as the basis for realizing excellent service. According to Parasurman et al. in Tjiptono, (2012: 174) there are five main dimensions of service quality, namely as follows:

1. Tangibility, the physical appearance of service providers and facilities.
2. Reliability, the ability to deliver the promised service accurately from the first process.
3. Responsiveness, the ability and willingness of service providers to help customers and respond to customer requests immediately.
4. Assurance, related to the knowledge and reputation of the service provider as well as the service provider's ability to foster a sense of trust and confidence in customers.
5. Empathy, the ability to understand customers, act in the interests of customers, and be able to provide personal attention to customers.

These five factors are very important in realizing excellent service. Customer satisfaction is the main goal of all service activities. To get customer satisfaction, it is not uncommon for various service providers to dare to recruit professional workers, even though they have to pay a relatively large salary to provide excellent service, simply because they want to get customer satisfaction and it is not impossible for these customers to become loyal guests.

### The Definition of *RIJSTTAFEL*

The term *rijsttafel* comes from Dutch which means rice table or a rice dish served on the table along with side dishes. Etymologically, *rijsttafel* comes from the word "rijst" which means rice, while "tafel" means table which has a figurative meaning for dishes. Simply put, *rijsttafel* is a concept of serving Indonesian food in a European style, which is generally done by Dutch people living in Indonesia. Along with the development and progress of the times, *rijsttafel* then expanded to all levels of society. The term *rijsttafel* was also born from the openness of the attitude of native people in cultural interactions with Europeans (Rijsttafel, Central Food Culture with European Flavors. 2019).

In the book entitled *Pusaka Cita Rasa Indonesia* (2019), it is explained that before the 20th century, rice and indigenous dishes dominated *rijsttafel* dishes. The complete menu is served starting from rice, vegetables, and side dishes as appetizers, beef stuck or hut spot as the main dish, and desserts such as mango, pineapple and duku.

The typical characteristics of *rijsttafel* services according to Paviljoen (2016) include the following:

1. Served by many waiters who each bring one food menu in formal attire such as kebaya for female waiters and beskap and blangkon for male waiters.
2. Food is served in a marathon to the serving dining table.
3. The food menu can consist of dozens to 40 kinds of dishes starting from the appetizer menu, main menu, to the dessert menu.
4. dishes are offered and served to guests in turns, and in a procession, and guests take their own food brought by the waiters.

The way the *rijsttafel* service is served is by serving several types of food at one large table, but when taking rice or side dishes, it is always served or taken by the waiter on duty (Sutiono Gunadi, Kompasiana, 2018). The *rijsttafel* service is usually packaged with a luxurious impression starting from the room for banquets, table and chair furniture, food equipment or cutlerys, the number of waiters is 20 – 30 people with both hands holding plates, and the number of dishes served is twice as many as the existing waiters. Therefore, restaurants that use the *rijsttafel* service system are classified as upper-class restaurants (Agung Gita Subakti, 2019).

### **Understanding Mix Marketing**

Mix marketing strategy is a marketing tool that is used as a strategy by a company to achieve optimal company's goals. According to Mc Carthy in Handayani (2019: 15) that the mix marketing concept consists of nine elements such as:

1. Product, a combination of goods and services offered by the company to consumers which must have advantages in terms of quality, design, shape, and taste in order to attract consumer interest.
2. Price, the amount of money demanded for a product on the market.
3. Place, a means to distribute products or services and serve target markets by considering access, visibility, and the environment.
4. Promotion, activities that communicate product advantages and persuade customers to buy them.
5. Process, a series of activities to deliver services. The process in services is the main factor in the marketing mix as service customers will be happy to experience the service delivery system as an ingredient of the service itself.
6. People, all actors who play an important role in providing services so that they can influence consumer perceptions in purchasing.

7. Physical evidence, the physical environment where services are created and consumers interact and is supported by tangible elements such as decoration, room, lighting and objects that surround the subject.
8. Packaging, the process of protecting products for distribution, storage, sales and company image.
9. Payment, a collection of complementary services that make purchases easier by carrying out payment procedures.

One of the elements of the 9P mix marketing which has the main relevance in implementing rijsttafel services at the Sekar Kedhaton Yogyakarta Restaurant is the "process" element which means an actual procedure, mechanism, and flow of activities to deliver services so that customers will be happy to experience the service delivery system of the restaurant itself.

### **The Definition Of Restaurant**

The history of restaurants according to Powers, Barrows, and Reynolds (2012: 68) that the word restaurant comes from the French "restaurer" which means "restorer of energy" or return of energy. The term was used in the early to mid 1700s to define a public place selling soup and bread. However, nowadays any public place that sells food to make a profit and satisfy its customers can be called a restaurant.

Meanwhile, according to the Minister of Tourism and Creative Economy Regulation No. 11 of 2014, a restaurant is a business providing food and beverage services equipped with equipment and supplies for the process of making, storing and serving in a place that does not move with the aim of making a profit and/or profit. .

Sekar Kedhaton is a type of specialty restaurant with a rijsttafel service system packaged in the form of table service and also buffet service if there are a large number of guests. Specialty restaurants are restaurants that carry special themes for various important events (birthdays, weddings, important banquets, etc.). The food and drinks offered are different from other restaurants. As for table service, it is a service model where guests who come only need to sit at the table, the waiter/waitress will come over to provide menu choices, take orders, and deliver the dishes to the table.

### **RESEARCH METHOD**

The research design carried out by the researcher was qualitative analysis research using a descriptive approach. The validity of the data from this research uses data triangulation techniques by comparing the results of resource interviews and documentation results with the validity of information obtained from the Sekar Kedhaton Restaurant. Data collection methods in this research are observation, documentation, interviews, and literature study. The key informant in this research is the head of marketing and marketing communications, while the additional informant in this research is the general manager of Sekar Kedhaton Restaurant. The research method in this study is to organize data, describe it into units, synthesize it, arrange it into patterns, choose what is important and what will be studied, and make conclusions that can be shared with others (Sugiyono, 2016).

### **RESULT AND DISCUSSION**

#### **Sekar Kedhaton Restaurant**

Sekar Kedhaton Restaurant is a business unit that operates in the restaurant, lounge and boutique residence sector which has the motto "A Luxurious Touch of The Royal Javanese" or a touch of luxury from the majestic Javanese kingdom.

Sekar Kedhaton Restaurant is one of the largest restaurants in the city of Yogyakarta which is located in the Ansor Silver complex on Jalan Tegal Gendu Number 28, Kotagede, Yogyakarta. This restaurant has four rooms, namely the main venue, Minni ballroom, ballroom and private room with a total capacity of 300 people. Sekar Kedhaton Restaurant sells a royal restaurant atmosphere with green, red and gold colors and yellow lighting. In 2005, on January 20, this restaurant was founded. Sekar means "flower" while Kedhaton means "kingdom or princess". This restaurant sells a menu of typical Mataram Kingdom food with a rijsttafel service style that is not found in any restaurant.

### **The Implementation of Rijsttafel Services with Dutch and Indonesian Cultural Concepts as a Mix Marketing at Sekar Kedhaton Yogyakarta Restaurant**

The rijsttafel service system at Sekar Kedhaton Restaurant is classified as a luxurious type of service like royalty with a Dutch style of serving and the menu served is an Indonesian menu, especially the Mataram Menu which comes from the Mataram Kingdom, Kotagede, Yogyakarta. The food menus at Sekar Kedhaton Restaurant are prepared from organic ingredients, for example the use of puyang chilies, organic vegetables, and spices and the cooking process is still traditional, for example Sheet Roasted Chicken which is cooked for up to 5 hours. A characteristic of the rijsttafel service at Sekar Kedhaton Restaurant is the presence of a "Bekel" or event guide who is tasked with telling the history of each menu served during the event. The procedure for serving the menu with rijsttafel service at Sekar Kedhaton Restaurant has its own Standard Operating Procedures (SOP) which must be known and carried out by waiters/waitresses so that rijsttafel service can become one of the internal elements of the 9P marketing mix strategy, namely the process element.

The rijsttafel service system at Sekar Kedhaton Restaurant is available at all banquet sessions but is more often used for dinner banquets. Banquets using the rijsttafel system must be booked in advance at least 14 days before the D Day or a maximum of 7 days before the D Day with a minimum order amount of 30 pax and if the number of orders does not reach 30 pax it will only be given to priority guests such as ministers, state guests, and or kingdom. The restaurant will provide food tasting to the PIC of the ordered to adjust the taste and presentation before serving it to guests.

The following are special Standard Operating Procedures (SOP) when holding a rijsttafel banquet, including the following:

1. Follow the briefing before the big day to divide the number of servants on duty. For example, a rijsttafel banquet for 20 people is divided into 4 tables, where each table contains 5 people and 1 waiter/waitress.
2. Pay attention to the personal grooming of each officer.
3. During the event there will be a double food checker by the kitchen and sales team or the mobile kitchen captain. This is done to prevent small things from happening, such as eating utensils being used but not based on their function. For example, there are guests who have used the dessert spoon on the previous menu so the officer or waiter has to get a new one.
4. Don't be late to deliver the food menu.
5. Get into the habit of offering guests to take each dish.
6. Clear up the dish menu in each session based on the direction of the presenter.
7. The host is very important at a rijsttafel banquet and should not be omitted.

8. Pay attention to the guest requests (special requests). For example, the arrival of the Queen of Malaysia in November 2023 asked for *Jamu* beverage at the end of the banquet session.
9. Clean the table and the room after the event is over.

The research results in the form of primary data from interviews with informants regarding the stages of rijsttafel service at Sekar Kedhaton Restaurant consist of several important stages, including the following:

### 1. Step of Personal Grooming

The first step for all officers and employees on duty is to pay attention to personal hygiene and wear uniforms according to the specified Standard Operating Procedures (SOP), namely restaurant uniforms. At this stage there is a briefing session first thing in the morning to distribute tasks to waiters/waitresses and there is a placement for ready-to-eat food terminals and equipment terminals that have been used to facilitate distribution routes.

### 2. Step of Personal Operation

In the second stage, officers will prepare the room starting from:

1. Clean the room you want to use.
2. Check that the lights, AC, sound, and LED TV can be used.
3. Set up the table using a round table or long square table according to the number of guests and requests.
4. Set up for entertainment such as a stage for siter and dancer performances.
5. Prepare napkins and face towels or cold towels or Oshibori (if the banquet is for lunch).
6. Set up all banquet equipment on the table assisted by the kitchen team and ensure all equipment is clean. The use of cutleries at the Sekar Kedhaton Restaurant rijsttafel banquet uses silver stainless steel. Place a yellow menu card containing the names of the dishes that will be served.
7. Prepare bread butter for welcoming bread (if international guests).
8. Prepare all dinner menus.

### 3. Step of Operational Implementation

This stage starts from the moment the guests arrive and are given a welcome. During the event, the waiter will be accompanied by a sales team or food checker to ensure that all conditions are handled properly. Operational implementation stages are carried out starting from:

1. When guests arrive, they will be greeted by the Serimpi Dance as a welcome dance accompanied by siter and sinden music as well as a Javanese Bergadra troop in front of the gate or entrance.
2. Guests are given flower necklaces and a welcome drink (Wedang Cinca).
3. Guests are invited to enter the restaurant guided by the attendant (waiter/waitress)
4. Guests are asked to sit down and the staff opens the napkins one by one
5. A series of events will be guided by a presenter or called Bekel and there will be broadcasts related to the history of each food menu via LED TV.
6. The service team or rijsttafel officers will carry out a parade bringing welcome snacks (Kipo and Rangin Cake).

7. Start the main banquet by serving menus of appetizers, soup, main course and dessert. Pay attention to the equipment that will be used in each food menu.
8. The service team will clear up each menu (every menu change) and this clear up stage is waiting for instructions from the presenter.
9. Before entering the dessert menu, the host will let the guests know if there will be an event such as an award presentation or presentation from the guest.
10. At the end of the banquet session, don't forget to thank and escort the guests to their vehicles.

#### 4. Stage of Post Operational

The post-operational stage is the final stage of a series of banquet processes. At this stage the officers will clean the room and equipment starting from:

1. Clear up completely after guests leave the room.
2. Polishing cutleries, glass, and collecting room trash.
3. Arrange the cutleries if there will be another rijsttafel order.

### CONCLUSION

Based on the results of the research described in the previous chapter, it can be concluded that the implementation of Rijsttafel Services with Dutch and Indonesian Cultural Concepts as a Marketing Mix Means at the Sekar Kedhaton Yogyakarta Restaurant has been going well and has been proven to increase the number of restaurant sales. Every waiter/waitress on duty understands and carries out their activities according to the established Standard Operating Procedures (SOP). The choice of menu served is an authentic menu from the Mataram Kingdom, Kotagede, Yogyakarta, which is not found in any restaurant with a rijsttafel service style. In a rijsttafel banquet, the characteristic of rijsttafel at Sekar Kedhaton Restaurant is the host or *Bekel* which can not be omitted because during the event the *Bekel* will tell the history of each menu served. The stages in conducting a rijsttafel banquet session consist of the personal grooming stage, the operational preparation stage, the operational implementation stage, and finally the post-operational stage. Before starting the rijsttafel parade, the waiter/waitress on duty must attend a briefing before the day to find out their respective job descriptions.

The first stage or personal grooming is the initial stage which pays attention to the cleanliness and neatness of the waiter/waitress in dressing. The second stage is the operational preparation stage, namely a waiter/waitress sets up tables and cutleries, sets up the entertainment stage, folds napkins and/or Oshibori (cold towels for lunch banquets) and prepares the dinner menu. The next stage is the operational implementation stage or starting the rijsttafel banquet parade in tandem and guided by a *Bekel*. The final stage is the post-operational stage where the waiter/waitress will clean all the equipment that has been used, clean the room, and collect soil and rubbish so that the room is clean again.

Overall, the 9P Sekar Kedhaton Restaurant marketing mix strategy has combined supporting factors that enable them to create differentiation and competitive advantage in the restaurant business in the city of Yogyakarta. An explanation of one of the 9P elements, namely the process element in rijsttafel service at Sekar Kedhaton Restaurant which emphasizes food quality, special service and a pleasant customer experience, Sekar Kedhaton Restaurant can continue to increase sales and expand market share. Sekar Kedhaton Restaurant management should remain consistent in maintaining the quality and quality of what is served, especially the Rijsttafel menu as the signature menu of Sekar Kedhaton Restaurant. Continue to maintain the rijsttafel service concept in accordance with the applicable Standard Operating Procedures

(SOP) and provide customer royalties or special services (honeymoon, anniversary, birthday) to restaurant guests to maintain the brand and maintain the image of Sekar Kedhaton Restaurant staff who are alert and capable in serving consumers.

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