

*Research Article*

## Breakfast Menu Development at Intercontinental Bandung Hotel Post Covid-19

Bayu Nugroho <sup>1</sup>, Rodolfo III S.M Caacbay <sup>2</sup>

<sup>1</sup> Hospitality, STIEPAR Yapari, Indonesia; e-mail : [nbayu682@gmail.com](mailto:nbayu682@gmail.com)

<sup>2</sup> Hospitality, STIEPAR Yapari, Indonesia; e-mail : [rodolfostacaacbay@gmail.com](mailto:rodolfostacaacbay@gmail.com)

\* Corresponding Author : Bayu Nugroho

**Abstract:** This study aims to analyze the development of the breakfast menu at the InterContinental Bandung hotel after covid - 19, this research was made using descriptive qualitative research methods, this research focuses on analyzing the differences in the development of the breakfast menu at the InterContinental Bandung hotel after and before covid - 19. The very obvious difference lies in terms of service which is more hygienic than before covid - 19. So that the new rules in the covid - 19 era make new policies that support people to live healthier and more hygienic lives. The results showed that the differences in the breakfast menu arrangement at the InterContinental hotel were very different before and after the arrival of covid - 19.

**Keywords:** breakfast, covid - 19, InterContinental

### 1. Introduction

The world is increasingly developing in various aspects, giving rise to new ideas about something every day, when everything is running smoothly, a phenomenon known as a pandemic comes (an epidemic that infects humans all over the world, including Indonesia. This causes all movements to freeze, both in the economic, health, and daily activities of the community. The hospitality sector is one of the sectors that is directly affected, resulting in a decrease in visitors due to large-scale social restrictions (PSBB). Which includes all activities carried out outdoors including traveling outside, this indirectly causes a decrease in tourists visiting hotels.

However, over time, outdoor activities have been implemented again so that some activities have begun to be carried out even though some rules have been implemented. The hotel industry has started to run again, although not fully because it is still in a situation of social restrictions, therefore, breakfast activities that are usually carried out freely must be carried out by complying with applicable rules, even the menu arrangement has been updated and this is the focus of this study, namely to analyze changes in the composition of the breakfast menu from before and after the presence of Covid-19.

This study has similarities with the research of I Gede Suyasna with the article title " Breakfast Service during the Covid-19 Pandemic at the Taman Gita Restaurant, InterContinental Bali Resort" which was published in 2022 in the Bali State Polytechnic Journal. In this study, both discuss breakfast during Covid-19. This article discusses how to serve breakfast at a resort restaurant during Covid-19 in terms of food and beverage services at the hotel.

This study has similarities with the study of Ni Luh Putu Friska Oktaviani with the article title " Buffet breakfast service and a la carte menu by hostess at Taman Gita restaurant InterContinental Bali resort" which was published in 2023 in the journal of the Bali State Polytechnic, in this study both discuss the breakfast menu during the Covid-19 pandemic which contains how to serve and present food both buffet and a la carte .

The differences that can be found are in what they are researching, sources of information, data collection methods and also in the title of their research, but similarities can also be found in this study which both research food and beverage services in hotels during Covid-19. The definition of breakfast according to Gibnet et al. (2018) in The International

Received: April 24, 2025  
Revised: May 08, 2025  
Accepted: May 20, 2025  
Online Available: May 31, 2025  
Curr. Ver.: May 31, 2025



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Breakfast Research Initiative (IBRI), breakfast is defined as food consumed within 2-3 hours after waking up, usually before starting daily activities. Breakfast ideally contributes 15-20% of the total daily energy needs.

According to World Health Organization (WHO) covid – 19 is a disease caused by a new coronavirus that was previously unidentified in humans. This virus was first detected in Wuhan, China, in December 2019 and then spread globally causing a pandemic. Common symptoms include fever, dry cough, fatigue and in severe cases can cause pneumonia, acute respiratory syndrome, kidney failure, and death. It can be concluded that Breakfast is a food consumed in the morning before doing daily activities and it can also be concluded that Covid-19 is a virus that has not been previously detected and infects humans massively so that it turns into a pandemic that causes many diseases that follow.

## 2. Proposed Method

This study was chosen because it allows the author to describe the differences between before and after covid-19 took place, where the data collected, the data in this study came from primary and secondary data. For primary data, obtained from 4 (four) correspondents, namely food and beverage staff, pastry staff and also the author himself to analyze the development of the breakfast menu at the InterContinental Bandung hotel after covid-19. As for secondary data, which is collected from scientific literature, books, and related sources from the internet and other sources. Which is then analyzed and compiled into data as it is from the field.

## 3. Results and Discussion

The results of interviews with several sources related to the article that was made include the following results. Source A gave a conclusion of the answer "in terms of the menu there are no significant changes, it's just that maybe there are some stands that have been removed during the spread of Covid-19, in terms of service of course it's different. When Covid, everything is served by employees so that guests cannot touch the dishes that are there so that there is no physical contact with food, it will protect the dishes from exposure to other compounds or bacteria"

Source B gave a conclusion of the answer "if for the pastry section, there are only a few additional menus that are not too significant, what has changed completely is the service. What used to be all service has now become "self-service" at most only for a few things that are helped by the employees to get such as scooping ice cream and making pancakes"

Meanwhile, resource person C gave a conclusion of the answer "if there is difficulty in providing service, it may be due to the need for more staff than usual, because people who eat must be served one by one so that more than 1 employee must be on duty to avoid queues during the social restrictions (PSB) and also the rule on wearing masks when taking food is also one of the obstacles that may make it difficult for people who usually roam freely without masks, at that time they had to wear masks to protect themselves and others"

And the author himself as a person who was directly involved in serving when Covid-19 spread has concluded the answer "the style of service and placement of dishes changed completely when Covid-19 spread, service in all matters was carried out by employees from taking food or fruit to snacks were also carried out by employees, the rules that were issued when Covid-19 really changed the world.

Cleanliness is something that must always be considered, starting from the use of masks to the use of hand sanitizers that are placed in various places in the hotel. And in terms of the menu and display, it really changed when Covid-19 was declared to have subsided, new dishes, new displays began to appear, even many events that were previously possibly stopped due to government regulations."



As in the picture we can see above, post-Covid service is very different from when Covid was still spreading, both staff and guests are free from masks and the service system is also carried out independently service .

The image below shows the situation when Covid was still spreading, wearing masks was mandatory for all guests, unlike the post-Covid period when people were free to interact and take food at the buffet.



Image of service during covid



Image of service during covid

## 5. Conclusions

Based on the results of research on the development of the breakfast menu at the InterContinental Bandung Hotel after Covid-19, it can be concluded that changes have not only occurred in the more varied menu, but developments have also occurred in the display of the place and services that are more liberating for visitors after the lifting of restrictions during Covid-19. This has created new interest in visitors' expectations for progress after Covid-19 ends, both from new events that are held and several menus that may have been added to the menu list.

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