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ABSTRACT

***A STRATEGY OF MENU DIVERSIFICATION AT* LAMIERA *COFFEE AND RECORDS: A CASE STUDY ON THE DEVELOPMENT OF SMOKED TUNA FRIED RICE IN* MAKASSAR**

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This study aims to analyze the menu diversification strategy at Lamierra *Coffee and Records as a response to the intense competition within the coffee shop industry in* Makassar *and the increasing consumer demand for healthy menus based on local ingredients.*

The study employed a qualitative approach with a case study method to gain an in-depth understanding of the new menu development process. The data were collected through semi-structured interviews, participatory observations, and documentation involving five key informants, including the owner, chef, barista, and regular customers.

The findings of this study reveal that the diversification strategy has been implemented systematically, starting from idea generation to commercialization, grounded in the flagship menu of Smoked Tuna Fried Rice. The innovation results in variations such as Smoked Tuna Fried Rice and Smoked Tuna Pasta, which gained positive responses in market testing. The primary challenge is the fluctuation in the supply of smoked tuna raw materials, which is addressed through flexible stock strategies and supplier diversification. Marketing via social media and word-of-mouth has proven to be effective in raising consumer awareness of the new menu. These findings reinforce Kotler's (1997) concentric diversification theory and add a new dimension concerning the integration of product innovation with supply chain management based on local ingredients. Practically, this study provides guidance for culinary entrepreneurs to develop innovative menus that are consistent with brand identity and adaptive to market conditions. Future study is recommended to include more coffee shops and different regions to broaden the generalizability of the findings.

Keywords: Menu Diversification, Coffeeshop, Diversification Strategy, Product Development, Product Diversification.

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