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**AN ANALYSIS OF ONLINE DIGITAL MENU DESIGN AS INTERNAL  
ADVERTISING TOOL TO PROMOTE AN ETHNIC RESTAURANT IN  
MALAYSIA**

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## ABSTRACT

This undergraduate project aims to analyse online menu design as an internal advertising tool to promote an ethnic restaurant in Malaysia. This study used descriptive design from the secondary data analysis for the investigation. The vast use of devices had bounced the restaurant operators to have digital menus as it was easily reachable by the community. Thus, the study on the core component used on digital online menu design is very crucial as it to be used by the restaurant operator for not causing the community to feel confused and misinterpret the theme of their ethnic restaurants.

In addressing research objective 1) to identify the core components of ethnic restaurant's online menu design (RO1), the three of ethnic restaurants' online menu design in Malaysia was used as the researchers analysis which is Restaurant A, Restaurant B and Restaurant C to complement the research objective 2) to discuss the role of each core component employed by ethnic restaurant operator to design and produce their online menu (RO2). The researchers used case study as the methodology of this study and used descriptive analysis design that are collected from the secondary sources. Results revealed that the most core component being utilized was information content and photograph rather than descriptors from the three restaurants. Previous research has primarily focused on the menu design of a restaurant and it was unfocused to the ethnic restaurant menu design largely. Thus it enables the researchers to come out with the study of ethnic restaurant online menu design.

Therefore this study is based on three ethnic restaurant online menu designs in Malaysia. The researchers suggested having deeper explorations on the other restaurants to collect a large amount of data for future research of core components used in online menu design which suits to Malaysian community.

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