

CHAPTER II

GENERAL DESCRIPTION

2.1. Hotel Profile



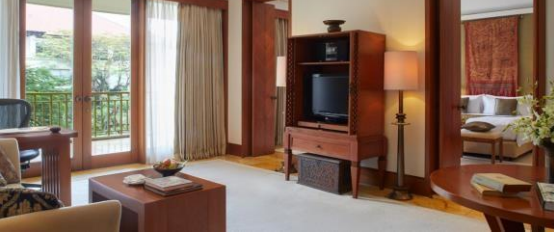
The Dharmawangsa Jakarta is located in the heart of south Jakarta in the prestigious area of Kebayoran Baru. Inaugurated on 1st December of 1997 by Soeharto, The Dharmawangsa was actually built to become a place for Indonesia money printing. The Dharmawangsa was originally managed by Starwood, but then it became an individual owned hotel for a couple years. The Dharmawangsa is now set to join Marriott by the start of the year 2022 to join Marriott's Luxury Collection of hotels lineup. The Dharmawangsa has its own distinctive Indonesian concept that can only be found here. The design itself reflects on Indonesia by its shape, colors, and form. It is set to aim guests to a transformative journey while staying at The Dharmawangsa. It is aimed at guest who are seeking something different in their stay. Decorated with batik, antiques, jewelry and a shrine from the Majapahit era, The Dharmawangsa is one-of-a-kind hotel that will soon be joining Luxury Collection of Marriott.



Figure 2.1. The Dharmawangsa Jakarta Logo

The Dharmawangsa offers a lot of facilities for its guest to enjoy their stay. These 99 roomed hotels include various types of rooms with different views such as their restaurant, pool view, or even a street view. The Dharmawangsa also has a restaurant and a swimming pool for guest to use while they are staying. The Dharmawangsa also offers up meeting rooms for guest private events.

Table 2.1. Rooms in The Dharmawangsa

Room Types	Description
 <p data-bbox="437 1003 735 1032">Figure 2.2 Executive Room</p>	<p data-bbox="895 763 1461 981">The standard room for The Dharmawangsa is also known as executive room. It is a 66 sqm room equipped with lcd tv, a balcony, bathtub and a shower cubicle. This room also came with a choice of a twin bed or a king size bed.</p>
 <p data-bbox="397 1301 775 1330">Figure 2.3 Senior Executive Room</p>	<p data-bbox="895 1061 1461 1323">Similar to the standard room, the senior executive room is also 66 sqm room filled with lcd tv, a balcony, and a shower cubicle. The main difference from the regular executive room is that the senior executive room offers the beautiful view of The Dharmawangsa outdoor pool</p>
 <p data-bbox="411 1599 761 1628">Figure 2.4 Dharmawangsa Suite</p>	<p data-bbox="895 1359 1461 1576">The Dharmawangsa suite is a spacious 107 sqm room with a king size bed and has its own separate living room with a table and a sofa. This room also has two private terraces and a large marbled bathroom with separate shower cubicles.</p>

Room Types	Description
 <p data-bbox="427 613 743 645">Figure 2.5 Townhouse 1 Bed</p>	<p data-bbox="895 383 1461 562">The townhouse one bedroom is a two levelled 128 sqm room with a private terrace that connects directly to the outdoor pool. This room also has a spacious living room at the first floor and a bathroom upstairs.</p>
 <p data-bbox="427 887 743 920">Figure 2.6 Townhouse 2 Bed</p>	<p data-bbox="895 656 1461 902">Similar to the townhouse one bedroom, this room also has a private terrace that can easily access the outdoor swimming pool. This two levelled rooms is 188 sqm big with a king size bed and a twin bed upstairs. This room also has a spacious living room and bathroom.</p>
 <p data-bbox="456 1167 715 1196">Figure 2.7 Deluxe Suite</p>	<p data-bbox="895 931 1461 1111">This 126 sqm spacious deluxe suite has a four-poster bed and also a separate living room. Same as some other rooms, this deluxe suite also has a large marbled bathroom with separate shower cubicle.</p>
 <p data-bbox="440 1453 730 1482">Figure 2.8 Penthouse Suite</p>	<p data-bbox="895 1218 1461 1464">The penthouse suite is a 286 sqm room with two bedroom and four poster beds. This Penthouse suite also has a large living room and a private terrace. What makes this different from other rooms is that this penthouse suite has a jacuzzi in the bathroom.</p>
 <p data-bbox="456 1738 708 1767">Figure 2.9 Presidential</p>	<p data-bbox="895 1494 1461 1718">The Presidential Suite is the largest room The Dharmawangsa can offer. This 443 sqm room is located on the 9th floor of The Dharmawangsa. This two-bedroom suite has four-poster beds, a living room, dining room, a pantry, and a small indoor pool.</p>

Table 2.2. Restaurants and Dining

Restaurant	Description
 <p data-bbox="421 674 751 696">Figure 2.10 Jakarta Restaurant</p>	<p data-bbox="895 439 1465 685">Jakarta Restaurant is the main restaurant of The Dharmawangsa. The Jakarta is where the hotel served its guest with breakfast. This restaurant specializes in Asian, Indonesian and western cuisine. The ambience of Jakarta restaurant is a mix of old Batavia and art deco furnishings.</p>
 <p data-bbox="421 943 751 965">Figure 2.11 Majapahit Lounge</p>	<p data-bbox="895 707 1465 994">The Majapahit lounge is a lounge made up from 4 different lounges; the caviar lounge, interior designed with 25 glass boxes of jewelry. The library, with the ambience of ancient Javanese combined with modernity. The bar, simplicity yet modern. And lastly the tea lounge, the perfect place for an afternoon tea.</p>
 <p data-bbox="421 1240 751 1263">Figure 2.12 Cake shop</p>	<p data-bbox="895 1005 1465 1144">Located near the main entrance of The Dharmawangsa, the cake shop is the perfect place for gifts or even a sweet treat with selections of cakes, cookies, and hampers.</p>
 <p data-bbox="421 1615 751 1637">Figure 2.12 Sriwijaya Restaurant</p>	<p data-bbox="895 1319 1465 1603">Sriwijaya restaurant is The Dharmawangsa fine dining restaurant. With the ambience of old Sumatra, this restaurant offers Indonesia fusion cuisine and selections of wine. Decorated with antiques and batik, the Sriwijaya Restaurant is the perfect place at The Dharmawangsa to have the best fine dining experience.</p>

Table 2.3 Facilities

Facilities	Description
 <p data-bbox="432 674 735 703">Figure 2.13 Swimming Pool</p>	<p data-bbox="890 439 1465 719">The Dharmawangsa has an outdoor and an indoor swimming pool. The outdoor swimming pool is located just outside the backdoor of the hotel while the indoor pool is located at the 4th floor of graha Bimasena. The outdoor pool is also accompanied by the pool bar and seats with umbrellas for sunbathing.</p>
 <p data-bbox="496 969 671 999">Figure 2.14 Spa</p>	<p data-bbox="890 734 1465 943">Located at the 3rd floor of graha Bimasena, the spa offers up various type of treatments and massages for guests. With a relaxing ambience, the spa is surely the right place for guest to relax and enjoy services the spa has to offer.</p>
 <p data-bbox="491 1243 676 1272">Figure 2.15 Gym</p>	<p data-bbox="890 1008 1465 1182">Located at the 4th floor across the indoor pool, the gym has all kinds of facilities for guest to use. The gym also has personal trainers to help guide guests and help them with their needs.</p>
 <p data-bbox="411 1570 761 1599">Figure 2.16 Nusantara Ballroom</p>	<p data-bbox="890 1281 1465 1453">The Nusantara ballroom is a big and spacious ballroom for big events like weddings and parties. The Nusantara ballroom could hold up to 1000 people in its venue.</p>
 <p data-bbox="437 1856 735 1886">Figure 2.17 Meeting Venue</p>	<p data-bbox="890 1621 1465 1865">The Dharmawangsa has a lot of meeting venues to choose from. Either for small private meetings, or even big scale meetings. Astina, lobby lounge, Daha, Kediri, Pringgondani, astina are some of the meeting rooms The dharmawangsa has to offer.</p>

2.2. Organizational Structure

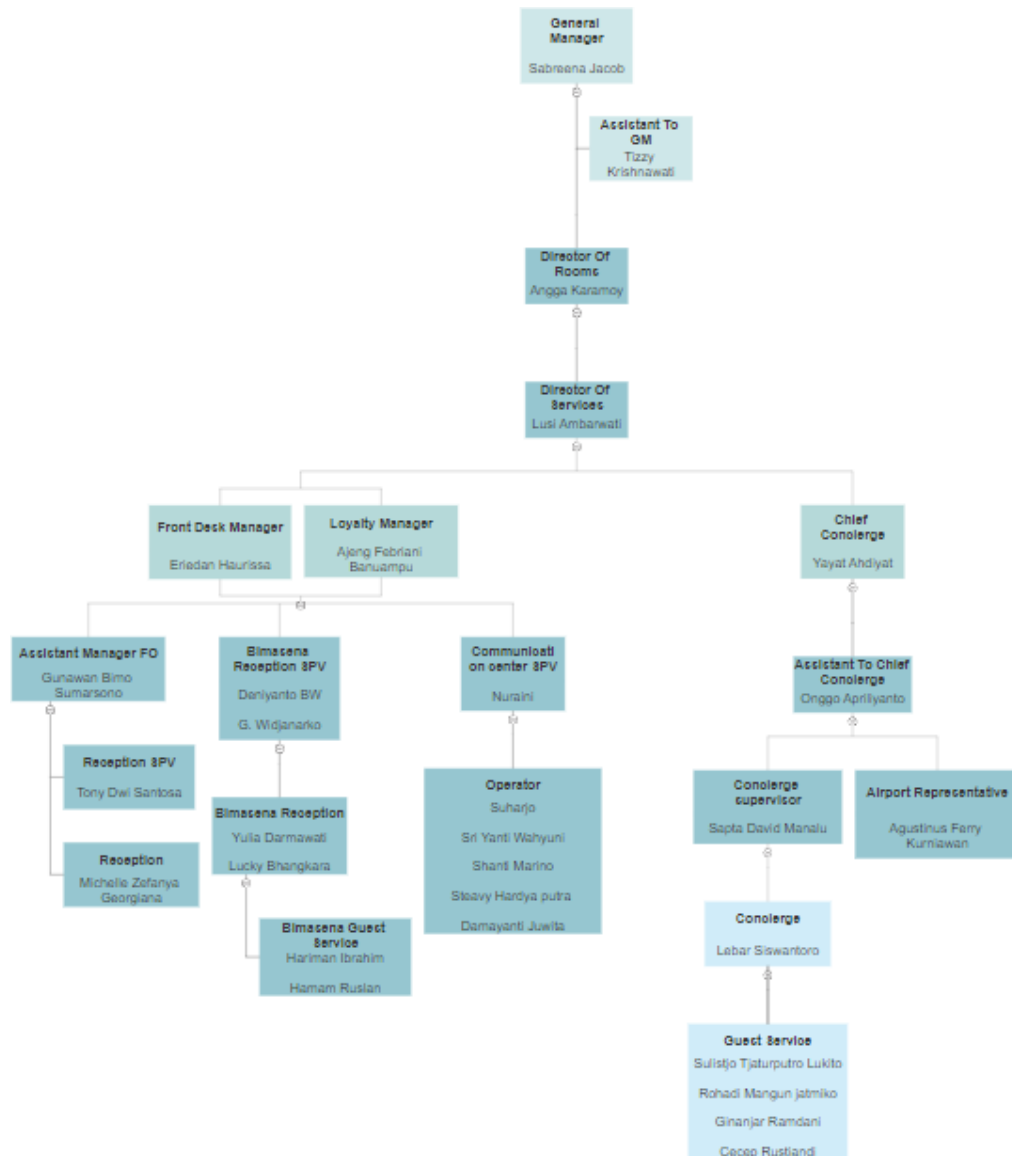


Figure 2.18. The Dharmawangsa Jakarta Front Office Structure

(Company Document)

Duties and responsibilities :

1. General Manager

The general manager ensures that the hotel is running smoothly and accordingly to plan. The general manager is responsible for everything that happens in the hotel in every aspect and department, from front office, housekeeping, service, banquet, in room dining, sales and many other more. The general manager is in charge to coordinate and oversee the hotel and also plan and lead the hotel to its desired path.

2. Director of rooms

The director of rooms is in charge to oversee and analyze departments especially front office and housekeeping. The director of rooms is also in charge to monitor the hotel from occupancy, forecast, and ensures the quality of the rooms.

3. Director of services

Director of services is in charge to ensure that the guest is satisfied with the hotel services. The director of services is responsible for guest feedbacks and comments and handle guest complaints. After handling guest's complaints, the director of service needs to handle and settle the situation with the guest.

4. Chief concierge

The chief concierge is responsible for handling guest with directory service, facilities, services, events, and other more. The chief concierge also supervise and oversees the guest service and other concierges.

5. Loyalty manager

The loyalty manager job is to handle priority guests and execute the hotel loyalty program management. The loyalty manager needs to attract new guests and also

build loyalty with existing or frequent guests. The loyalty manager also needs to supervise program launches and help with the operations.

6. Front desk manager

The front desk manager is responsible for managing, supervising, and oversee the whole front office area. Ensuring every aspect in the front office is running smoothly and efficiently. The front desk manager then reports everything to the director of services or above.