

CHAPTER II

GENERAL DESCRIPTION

A. Company's Profile

1. History

Universitas Multimedia Nusantara was built in 2006 and is located in Gading Serpong, Tangerang. Universitas Multimedia Nusantara is a private university which was inaugurated on November 20, 2006 by Dr.Ir Dodi Nandika who is the Secretary General of the Ministry of National Education at Hotel Santika, Jakarta. This university was founded by Kompas Gramedia Group initiated by DR. (HC) Jakob Oetama who is a pioneer of Kompas Gramedia.



Figure 2.1 Universitas Multimedia Nusantara

The inaugural lecture of the first batch was held on September 3, 2007, with the theme “Human Resource Development to Meet the ICT Era”. UMN invited guest lecturers such as Prof. Dr. Ir Mohamad Nuh (Minister of Communication and Information), Dr (Hc) Jakob Oetama (Founder of Kompas Gramedia), Roy Suryo (Telematics Expert), and Dra. Puspita Zowara, M.PsiT (Expert in Communication and Psychology).

In 2009, two UMN buildings in Scentia Garden were inaugurated by Prof. Dr. Ir. Mohammad Nuh, DEA as Minister of National Education. And in 2011, UMN started to build its third building. The building, named New Media Tower, was inaugurated on September 28, 2012. The energy efficient concept promoted by New Media Tower brought it out as the first winner in the Energy

Efficient Building category in the Tropical Building category at the 2014 ASEAN Energy Award and the first winner in the new energy efficient building category in the Efficiency Award event. National Energy (PEEN) 2013.

In 2016 UMN opened four new study programs. The Electrical Engineering and Engineering Physics Study Program is under the auspices of the Faculty of Engineering and Informatics. The Architecture Study Program is under the auspices of the Faculty of Art and Design. The Cinematography and Animation specialization which was previously under the Visual Communication Design Study Program became a separate study program, namely the Film and Animation Study Program.

In 2017, UMN again carried out Facility Development. In order to complement UMN's rapid development, UMN again built an energy-efficient building in January 2016. On January 27 2017, UMN's Tower 3 was topping off. In 2018, the UMN New Study Program again opened 2 new study programs, namely D3 Hospitality and Multimedia Journalism. Previously, Multimedia Journalism was one of the specializations of the Communication Studies Program.



And in the following year, 2019 the New Postgraduate Study Program of Universitas Multimedia Nusantara opened the Master of Technology Management Study Program (MMT) under the auspices of the Faculty of Business. Emphasis on management aspects of innovation and the latest technology combined with entrepreneurial aspects. Generate graduate profiles as: Business Development Executive, Digital Transformation Specialist, Technopreneur, Technology Innovator, Technology Strategist.




Then in 2021 the New Postgraduate Study Program of Universitas Multimedia Nusantara opened the Master of Communication Studies (MIK) program under the auspices of the Faculty of Communication Science. This study program is designed to provide a solid understanding of the theories, principles, concepts and research methods in the strategic communication field. There are two concentrations, namely: Digital Corporate Communication Digital Marketing Communication (Digital Marketing Communication).

2. Hotel Operation Facilities

Universitas Multimedia Nusantara has several facilities for the Hotel Operations department. This department is located in Building D with full facilities similar to Santika hotels.

Table 2.1 Facilities in Hotel Operations Universitas Multimedia Nusantara

No.	Room Type	Description
1.	 Figure 2.2 Kitchen Lab	This lab consists of three parts, namely the pastry and bakery area, preparation area, and serving area. In this lab, students can learn how to make any kind of foods and also pastry and bakery.
2.	 Figure 2.3 HouseKeeping Lab	The housekeeping lab has two types of mock rooms, namely a VIP room and a regular room. The atmosphere of this room is like being a 5-stars hotel. In this room the student will learn how to clean a guest room.

3.	 <p data-bbox="533 573 815 607">Figure 2.4 Restaurant</p>	<p data-bbox="954 230 1378 427">This is the restaurant that is used for students to practice Food and Beverage Service, this restaurant can fit up to 50 pax.</p>
4.	 <p data-bbox="579 1043 770 1077">Figure 2.5 Bar</p>	<p data-bbox="954 712 1378 857">This is the bar that is used for students who want to practice how to be a barista or bartender.</p>
5.	 <p data-bbox="496 1529 849 1563">Figure 2.6 Front Office Lab</p>	<p data-bbox="954 1227 1378 1592">This laboratory consists of a front office and a back office. In this lab, UMN hospitality students will learn how to check-in and check-out, offer assistance to hotel guests and handle important guests.</p>

Source: umn.ac.id

B. Organizational Structure

Hotel Operations Program is managed under the Faculty of Business. Faculty of Business managed a total of four study program, namely Hotel Operations for Diploma students, Accounting and Management for Bachelor students, and Magister Management of Technology for master degrees. In Hotel Operations Program, the structure organization is as follow:

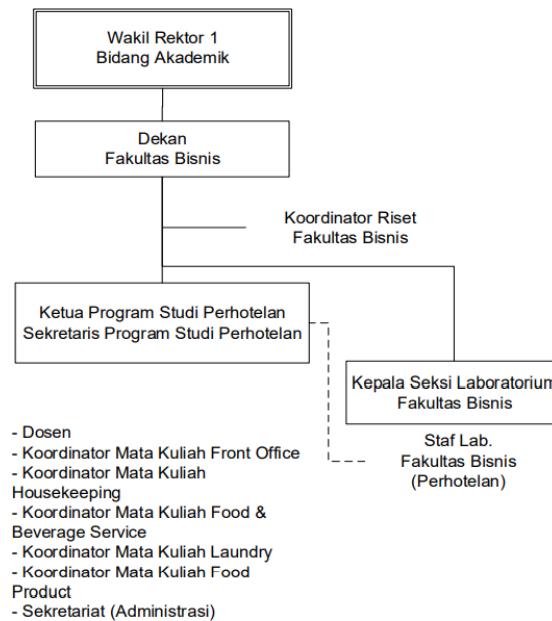


Figure 2.7 Organizational Structure of Hotel Operations Program

At the hotel operations program, it is managed by the Head of Study Program, then the Head of Study Program is assisted by the Secretary, then there are:

- Lecturers
- Front Office Course Coordinator - Housekeeping Course Coordinator
- Food & Beverage Service Course Coordinator
- Laundry Course Coordinator
- Food Product Course Coordinator
- Secretariat (Administration)