CHAPTER II
GENERAL DESCRIPTION

A.   Company's Profile

1.   History

On November 25, 2005, the Minister of National Education of the Republic of Indonesia allowed Universitas Multimedia Nusantara which is the auspices of the Nusantara Multimedia Foundation and was built by Kompas Gramedia. On November 20, 2006, Dr.Ir Dodi Nandika who is the secretary-general of the Ministry of National Education announced the official presence of UMN at the Santika Hotel. September 3, 2007, was the day when the first batch of lectures was held. Guest lecturers such as Prof.Dr.Ir. Mohamad Nuh as the minister of communication and information, Roy Suryo as a telematics expert, Dr(Hc) Jakob Oetama as the founder of Kompas Gramedia, and Dra. Puspita Zorawar, M.PsiT as a communication and psychology expert was brought in by UMN to make the inaugural lecture a success.

The year 2009 was the day when two UMN buildings located in Scientia garden, Serpong were approved by Prof.Dr.Ir.Mohammad Nuh, DEA who is the Minister of National Education. In 2011, UMN started to build a third building which was named New Media Tower and was ratified on September 28, 2012. The building is energy-efficient and won first place in Energy Efficient Building in the Tropical category at the ASEAN Energy Award 2014. In addition, UMN also won first place in the category of new energy-efficient buildings in the 2013 National Energy Efficiency Award.Tenants from the Ministry of Research, Technology, and Higher Education who were in the Indonesia Innovation & Innovators Expo event or called I3E and held in 2016. UMN presents 2 new study programs, namely multimedia journalist and D3 hospitality. The master of technology management study program or abbreviated as MMT which is in the business faculty will be opened in 2019 while the master of communication science study program in the faculty and communication science will be opened in 2021.

The Universitas Multimedia Nusantara has 4 buildings in contemporary

design and for college, located in Serpong, Tangerang. It has set a new standard for guest service, style, comfort, and is perfect for business.

Figure 2. 2 Universitas Multimedia Nusantara

2.   Facilities

As explained above, the Universitas Multimedia Nusantara company has 4 buildings with a building, b building, c building, and d building. The Universitas Multimedia Nusantara company is also equipped with facilities such as a canteen, meeting rooms, sports center, classroom, etc.

Table 2.1. Facilities in Universitas Multimedia Nusantara

No.	Facilities	Description
1.	Figure 2. 3 Building A	A. Admission office In Building A. there are several important rooms dedicated for Universitas Multimedia Nusantara marketing and academic purposes. These rooms include: 1. Rector Office 2. Vice-Rector Office 3. Lecture Office 4. Continuing Education Department 5. Human Resources Office

2	 Figure 2. 4 Building B	a. Library b. Libro Café c. Class d. U-print e. Electronic Design Lab f. 3D Printing Lab g. IOS Lab h. Applied Network Computer Lab i. Certification Test Room j. Physics Lab k. Mobile Development Lab l. Game Development Lab m. Sound Design Lab n. Game Development Lab 2 o. Photography Studio p. TV Studio q. Green Screen Studio
3.	 Figure 2. 5 UMN Building C	a. Canteen b. International Office c. Kompas Corner d. Student Services e. Career f. Development Centre, Scholarship Division, Alumni Relation g. Garden h. Lecture Hall i. Big Data Lab j. Artificial Intelligence Lab k. Data Security Lab l. Skystar Ventures
4.	 Figure 2. 6 UMN Building D	a. Lecture Theatre b. Front Office Lab c. Housekeeping Lab d. Kitchen Lab e. F & B Lab f. Garden g. Colabo Hub h. Sport Hall i. Colabo Space j. Colabo Insight

Table 2.2. Facilities

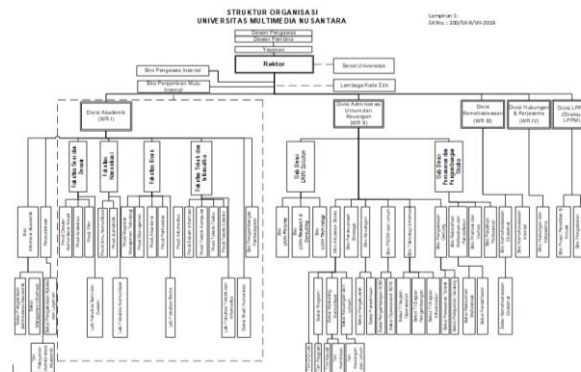|		
5.	Figure 2. 7 Food and Beverages (F&B) Lab	Location: Building D 3rd floor A lab that has restaurant facilities, bar tables, chairs, beverage Jungling equipment tables, and others. This lab is used to give lessons to UMN hotel students such as how to set a table, mix drinks,etc.
6.	Figure 2. 8 Front Office Lab	Location: Building D 3rd floor This laboratory consists of 2 types, namely front office, and back office. This lab is used for UMN hospitality students to learn how to check-in, check out, offer assistance to hotel guests, and handle important guests.
7.	Figure 2. 9 Housekeeping Lab	Location: Building D 3rd floor This laboratory is designed with the same atmosphere as a five-star hotel, this lab has two types of rooms that are used for simulation purposes, namely regular rooms and VIP rooms. This laboratory is also equipped with manual and electronic cleaning tools, this lab is used for UMN hospitality students to learn how to clean areas in hotel rooms.
8.	Figure 2. 10 Kitchen Lab	Location: Building D 3rd floor This laboratory has five areas, namely the main kitchen (area for making appetizers), as well as the main course, pastry kitchen (area for making desserts/desserts), bakery kitchen (for making bread), dishwashing area for cleaning tableware. This laboratory is also equipped with a serving area/cold kitchen which is used to store and maintain sterile food ingredients. Refrigerator, mixers, stove, cooking utensils

3. Organizational Structure

Figure 2.4. Organizational Structure of Universitas Multimedia
Nusantara

Universitas Multimedia Nusantara has many people who are important in maintaining the name of UMN, this organizational structure is made so that the university can be an option for prospective new students choosing to study at UMN and can be managed both academically and non-academically. At the top of the list is supervisory board under the supervisory board there is a foundation. Under the foundation there is the rector of Universitas Multimedia Nusantara, who manages the campus to be more advanced. Under the Chancellor there is an academic division (WR I), an administrative and financial administration division (WR II). In addition, under the academic division there is a faculty of art and design which aims to regulate matters related to art and design. After that, there is a communication faculty which aims to regulate rights related to the communication study program, then there is a business faculty which aims to regulate matters relating to the business study program at Multimedia Nusantara University, and the informatics engineering faculty which aims to regulate the engineering faculty. informatics such as academics, and so on. The general administration and finance division has subordinates such as the UMN Solution sub-division. The UMN Solution sub-division has subordinates such as the UMN Pictures bureau, the UMN Research & Consulting Bureau, the UMN Technology Bureau, and other bureaus. All divisions or sections in this structure work together to build a better Multimedia Nusantara University from time to time and make Multimedia Nusantara University

the best campus in the country and abroad (when there is a student exchange).
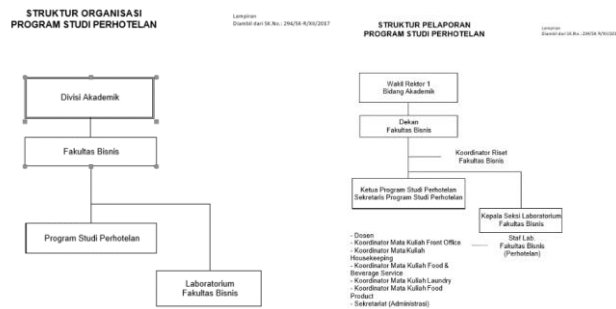

Figure 2.5. Organizational Structure of Hotel Operations
Program Universitas Multimedia Nusantara

Universitas Multimedia Nusantara hotel operations have an organizational structure that aims to regulate all matters relating to the hotel operational study program. All these divisions are tasked with managing the hotel operations of Multimedia Nusantara University in a good and orderly manner. The top order is the academic division which is responsible for handling all matters relating to the study program at Multimedia Nusantara University, under the academic division there is the business faculty which is responsible for managing all business faculty study programs. Furthermore, there is a business faculty laboratory that aims to provide a laboratory for students from the business faculty of Multimedia Nusantara University. In addition, there is a hospitality study program. In addition, there is a reporting structure consisting of the vice chancellor for academics, the dean of the business faculty, the research coordinator for the business faculty, the chair of the hospitality study program, the secretary for the hospitality study program, the head of the laboratory section of the business faculty, the business faculty (hospitality) laboratory staff, and lecturers, Front Office course coordinator, Housekeeping course coordinator, secretariat (administration), and other course coordinators.