

CHAPTER I

INTRODUCTION

A. Background

The Pandemic of Covid-19 impacted negatively throughout the world since December 2019 and it especially hit the tourism related industry the most. This sector has the most pressure in the current situation. There are many companies which have to cut the employees' salaries and even need to dismiss their employees. There are many hotels that have been forced to close down because the occupancy rate is so low that it cannot even pay for the operational expense. It goes the same with the restaurant businesses that cannot reach the sales target, so some also went bankrupt and have to close. Based on the news published by Bisnis.com (2021), Perhimpunan Hotel dan Restoran Indonesia (PHRI) reported that 1,033 restaurant and hotel business in Indonesia currently closed permanently due to the Covid-19 Pandemic.

To avoid further infection of Covid 19, the Indonesian government applied a semi lockdown in some highly infected areas. And this situation is not only a few but most of the area needs to be locked down. Due to this lockdown policy, the economic situation becomes worse. People are dismissed from their job; they cannot even look for a job or start a new business. With social distancing, the purpose of economic activity is halted. According to WHO (2004) in Syahrudin and friends (2020), a person can have a quality of life by perceiving their life in context of the culture, behavior, and value systems in which they live and is related to the standard of life, expectations, pleasures, and individual judgements of their position in life. However, due to the pandemic, some cannot even have a standard quality of life anymore since early 2020.

Early 2021, the government re-activate the weakening economic activity by implementing the "New Normal" terminology. The government realizes that recovering tourism development can stabilize the economic situation faster. Based on Kompas.com (2020) in Fitria Chusna Farisa, the new normal is implemented so that the people remain productive but ensure that they remain safe in the middle of pandemic Covid 19. The government has implemented several health protocols such as wearing a mask, washing hands and maintaining distance. This new normal has an impact on the tourism industry, especially for hotels, cafes and restaurants. For

examples, reducing tourism by 50%, checking body temperature (max. 37.2 degrees Celsius), maintaining distance, using a mask, washing hands with soap in an adapted place, and providing an information board about handling Covid-19.

Industrial Placement is one of the important programs for hotel students. However, due to pandemic Covid-19, the writer chooses an entrepreneurship program to replace the Industrial Placement program. The writer believes that by having an entrepreneurship program, the writer can actually gain more experience on how to manage a business, cooperate with other team members, and be responsible to serve clients.

B. Purpose

By joining this Industrial Placement Program, the writer should know what is the objective for this program. There are some purposes which relatable with this program, such as:

1. Completing campus course curriculum

The Industrial Placement program is a part of the conditions for completing the study. The writer had to pass the first Industrial Placement to follow the second Industrial Placement to fulfill the course curriculum.

2. Learning how to engage with the customer

In this period, the writer can experience the treat of the customer by chatting on social media.

3. Managing social media

During this program, the writer can learn how to manage social media and how to up sell the product, and follow the existing trends.

C. Period and Procedures

The writer started the industrial placement from February 2021 until May 2021. Before following the entrepreneur program that the writer chose, the writer had to pass a minimum GPA for academics. After passing the test, the writer completes several forms to be sent to the supervisor. After that, the writer can join with the entrepreneur group and discuss the products to be sold. Then the writer and the team members make a business proposal to be submitted to the lecturer and revised by the

lecturer. The writer and the team member also do product testing and then determine each job desk. After that the writer made a presentation to be advised and revised by the lecturers.

In the Industrial Placement period, the writer must start a business in five months. During that time, the writer and the team members do their respective job desks. All the jobs are shared and discussed via WhatsApp chat or telephone. The writer and the group also do evaluations, solve problems, and discuss new strategies to sell the products.

At the end of the Industrial Placement, the writer must be able to complete the report and present it in the final exam. After the presentation, the writer must submit the report revision before the deadline.

