

CHAPTER I

INTRODUCTION

A. Background

Since 2020, the world has been hit by the COVID-19 pandemic. where many industries fell because they could not develop. This pandemic has caused a lot of losses in many sectors, especially in the hotel and tourism sectors. This is because many tourists are afraid to travel for fear of being exposed to the covid virus which is a terrible scourge around the world.

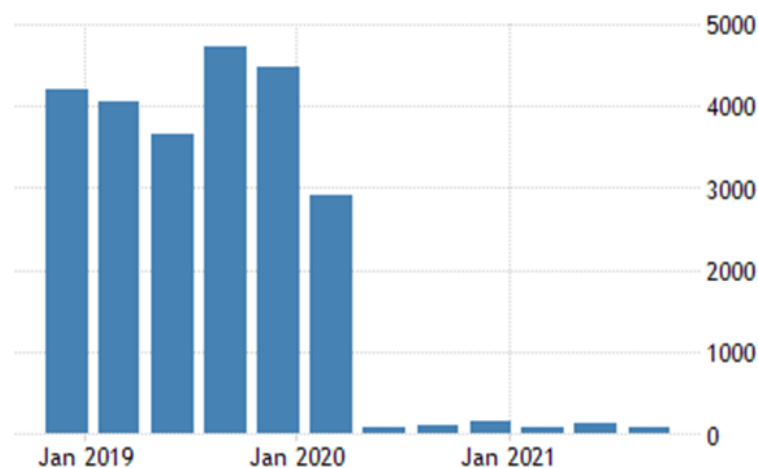


Figure 2.1 Indonesia Tourist Arrival

Tourism Revenues in Indonesia decreased to 76.94 USD Million in the third quarter of 2021 from 121.04 USD Million in the second quarter of 2021. source: Bank Indonesia

According to PricewaterhouseCoopers (PwC), there are at least nine sectors hardest hit by the Covid-19 pandemic. The hospitality and entertainment industry was the most affected sector, reaching 86%. With the data above, it can be seen that this pandemic has caused a lot of losses in the hotel sector. Many people are laid off from their workplaces because the company has no income but there are still many expenses that must be spent to meet salary and operational needs.

Hotels are companies that provide shelter for people who want to rest and also want to enjoy the services of each of these hotels. Sulastiyono (2007) says that a hotel is an accommodation that gives the facilities like rooms, food and beverage and other

supporting facilities such as a sports area, and laundry. In Indonesia, hotels themselves are often found in many areas from somewhat remote areas to big cities in Indonesia. The Hotel Industry is also growing because there are many universities that provide learning to become a hotelier. One of the hotels in Jakarta that is well known to many people is Raffles Jakarta.

The writer carries out this industrial placement program because it is a mandatory program given by the campus in its curriculum. Besides that, the writer also wants to carry out this Industrial Program because the writer hopes to get a lot of valuable experience, build relationships with other people, and know more about the world of work, especially in hotels. The benefit of doing an Industrial Placement in a hotel is to gain experience working in a hotel, so with this program, students can gain a lot of experience, many new networks, and also better know the state of the hotel in the world of work.

There are many relationships that occur between this internship program in establishing relationships in the future. With this Industrial Placement, the writer are expected to gain a lot of valuable experience in the world of work, feeling that working in the hospitality sector is not an easy job. In carrying out this industrial program, students are also expected to be able to build good social networking with other workers in the hotel. Students are expected to be able to do the job well and correctly so that they can support good career development in the future. With this Industrial Placement program, it can also be said that the writer is better prepared to face the world of work, especially in the hospitality sector, and can also build good relationships in it.

Because the world is being hit by a pandemic, the writer also wants to see if my career path in the future can get a good career development even though the writer works in a hotel during a pandemic like this, with a pandemic like this, the hotel must be quiet and rarely anyone wants to visit the hotel. This Industrial Placement program can provide a clearer picture of how work in hotels is during this pandemic.

The main reason that the writer wants to join the Raffles hotel is that Raffles is a part of the Accor group that is already famous as the greatest chain hotel in the world. The writer chose Raffles Jakarta as his place to do the industrial placement program because Raffles Jakarta has gone global and is known by the people in other countries. Raffles itself has been established in 15 countries around the world.

Raffles itself has been under the auspices of one of the largest hotel companies in the world, namely the Accor Group since 2015. Raffles itself has been widely spread throughout the world.. The writer expects to be ready to work in the Front Office department after completing this industrial placement. Lastly, because Raffles Jakarta is known as a part of accor, the writer expects to have a high experience during the industrial placement program. and after this industrial placement, the writer hopes to be ready for the working environment after doing the Industrial Placement program at Raffles Jakarta.

B. Purpose

This Industrial Placement is a mandatory program to be joined by the hospitality students in Universitas Multimedia Nusantara. This Industrial Placement was held in the 3 (third) Semester (Front Office and Housekeeping) and 6 (sixth) semesters (Fnb Production and kitchen industry). This Industrial Placement was held for 6 (sixth) months so that the writer is free to choose the hotel that they want to proceed with as their career development. This Industrial Placement itself has a purpose, the purpose of this Industrial Placement is to give the writer new experiences to work in the hospitality industry. The writers also earn a new relation in the hotel industry. The writer expects this Industrial Placement can help them to develop more about their knowledge and working experiences. Industrial Placement has 4 (four) purposes:

1. Gain experience

The writer's goal is to do this Industrial Placement program because the writer wants to get a lot of experience in hotels and wants to know the real world of work. gain experience to learn more about the world of hotel work and also be able to put yourself in a new work environment.

2. Networking

Networking during this pandemic is very important because with a good network we can establish a good relationship with someone who is in the hotel, we can experience new experiences, can also feel new tips from more experienced people, and can also provide new business that can grow with us.

3. Learn how to treat guest better

Working in a hotel means that we are required to be people who understand in giving the best services to the guest, and can also provide what guests need without the guest asking.

4. Improve communication skills

Communication skills are very important skills when working in hotels, with this Industrial Placement the writer feels more confident in communicating With other people.

C. Period & Procedures

Industrial Placement in Universitas Multimedia Nusantara is mandatory for their students for the graduation standard. This Industrial Placement is going to be appointed by students by 3 (third) semester and 6 (sixth) semester. The writer doing this Industrial Placement in September 2021 until January 2022. This Industrial Placement has many requirements and there's an internal and external process inside it. Below are the procedures and requirements to join the Industrial Placement program:

- a. The writer that would do this industrial placement necessary to have a Minimum GPA (Grade Point Average) At 2.75 in their first and second semester.
- b. In the second semester before this Industrial Placement, the lecturer will give further information to join this program.
- c. Next, the writer are divided into many groups to do a mock interview with the chosen lecturer. In this chapter the students must prepare the CV (Curriculum Vitae) and Cover Letter to review with the lecturer.
- d. After doing the mock-up interview with the chosen lecturer, the writer must take on the fit and proper test to measure a capability to do an internship program at the hotel, the minimum score is 80 to proceed to the next step.
- e. After the fit and proper test are complete, the lecturer starts delivering the CV (Curriculum Vitae) and the cover letter to the hotel that the writer chooses. The writer did an interview program on 6th May 2021 and received acceptance to do the Industrial Placement program at Raffles Jakarta on 17th May 2021. The writer expects to first do the Industrial Placement program from 12th July 2021 - 9 January 2022, because of the Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM) regulations the Industrial Placement program extended to 3 (third) September 2021 until February 2022.