

CHAPTER II

GENERAL DESCRIPTION

A. Hotel's Profile

1. History

According to Accor (2022), The Accor Group was founded by Paul Dubrule and Gérard Péliesson. The first hotel built was the Novotel in 1967 in Lille Lesquin, France. In the years 1972 and 1973 Accor then founded Novotel in Neuchâtel, Switzerland, and invested in the acquisition of the Courtepaille restaurant chain. Accor then founded ibis property in Bordeaux as the first economy hotel in 1974. In the year of 1975, Accor acquired the 3-star chain Mercure and founded Africa's first Novotel, in Cameroon. In 1980 Accor succeeded in purchasing the 4-star jewel Sofitel brand from the French hotel industry (Our History Reaching for The Impossible, 2022). According to Ukessays (2021), In the year of 1982, SIEH took over the Jacques Borel International Hotel Group and became SIEH - Jacques Borel International (History Of The Accor Hotel Group, 2021).

According to Accor (2022), Dubrule and Pellison began to venture into the touring business by establishing The Africatours in 1983. Accor purchased the Quiberon thalassotherapy center and thus launched the Accor Thalassa. The first Novotel Stone was laid in Beijing, China in 1984. In 1985, a subsidiary of Accor introduced a low-cost five-star hotel chain called Formule and founded the Académie Accor, one of the universities in France. In 1990, Accor began to spread wings into the United States market by buying the Motel 6 chain, Compagnie Internationale des Wagons-Lits and Tourism a year later. The Accor Group established the official website, namely Accorhotels.com in 2000. In 2005, Accor group became a shareholder of Mediterranee Club with a 30% proportion. The following year, Pelisson replaced Jean-Marc Espalioux and in 2007 Accor created a new upscale brand for the business traveler namely Pullman and All Seasons, a new non-standard of the economy brands. Accor launched a partnership with Pierre &

Vacances, Adagio City then the A-Club program in 2009. Accor founded the MGallery, a new collection of high-end hotels with character in 2008. In 2011 MGallery opened the first London hotel, Signed the Lenôtre Group sales contract and Accor revealed the new strategy and launched the ibis megabrand with 3 economy brands. In 2012 Accor launched international women`s network at Accor Generation and in 2013 Accor won an award for the commitment to sustainable development with Sébastien Bazin as The Chairman and CEO (Chief Executive Officer). Accor announces the launch of a new lifestyle loyalty program, an integrated global platform that brings together digital, loyalty, brand, and partnership of ALL or Accor Live Limitless. In 2021 Accor and Expedia Group join forces to expand the UNESCO sustainability pledge into 96 countries (Our History Reaching for The Impossible, 2022). According to Kompas (2020), now after 50 years the Accor Hotels network has 5,000 hotel properties on five continents with various classes (Bahfein, 2020).

According to Accor Group has more than 4,900 hotels that are spread in 110 countries in the world. The hotel brands are divided into 4 types of category such as luxury, premium, midscale, and economy (Whyte & Skift, 2019).

No.	Types of Category	Accor Hotel Brands
1	LUXURY	Raffles, Orient Express, Banyan Tree, Delano, Sofitel Legend, Fairmont, Sls, So/, Sofitel, The House Of Originals, Rixos, Onefinestay
2	PREMIUM	Mantis, Mgallery, 21c, Art Series, Modrian, Pullman, Swissotel, Angsana, 25h Twenty Five Heurs Hotels, Hyde, Movenpick, Grand Mercure, Peppers, The Sebel
3	MIDSCALE	Mantra, Novotel, Mercure, Adagio, Mama Shelter, Tribe
4	ECONOMY	Breakfree, Ibis, Ibis Style, Ibis Budget, Jo&Joe, Hotelfl

Source : (Whyte & Skift, 2019).

Table 2.1

Accor Hotel Brands

According to Accor (2022), Novotel is a 4 star Midscale International Hotel that has 559 hotel and 108.272 rooms in 65 countries (Novotel, 2022). This is one of Novotel brand in Indonesia specifically in Tangerang.

Name of Brands	Profile
NOVOTEL	Was a 4.5 star hotel
	Located in Tangcity Superblock, Jl. Jenderal Sudirman No.1, Tangerang City, Banten 15117
	Has 266 rooms

Source : (Novotel Tangerang, 2019)

Table 2.2

Novotel Tangerang

According to Academia (2022), Mercure Hotel was first created in 1967 by Paul Dubrule dan Gerard Pelisson. Mercure Hotel was established in the year of 1973 and was inaugurated in 1975, in France (Mercure Hotels, 2022). According to Republika (2015), Gand Mercure Harmoni was the first Mercure hotel in Kemayoran, Indonesia, established in 2013 (Hazliansyah, 2015). Mercure Tangerang Bsd City was established in 20 December 2019.



Figure 2.1

Mercure Tangerang BSD City

2. Facilities

Mercure Tangerang BSD City has 157 rooms and is decorated with local culture.

Mercure Tangerang BSD City has a Green Theme hotel or as called as Green Hotel.

Types of Rooms

Mercure Tangerang BSD City has 157 rooms with 138 Superior Rooms and 19 Superior Suite Rooms.

Superior Room

Provide 31 m² space room with twin and double bed. Several facilities that are provided are a 43' LED TV, Sofa, Complimentary high-speed internet access,

Contemporary bathroom with rain shower, Coffee/tea making facilities, Minibar, Safe deposit box, and Full guest amenities including slippers.



Figure 2.2 Superior Room with Double Bed



Figure 2.3 Superior Room with Twin Bed

Privilege Room

Provide 31 m² space room with twin, double bed, and day bed. Several facilities that are provided are a 43' LED TV, Sofa, Complimentary high-speed internet access, Contemporary bathroom with rain shower, Coffee/tea making facilities, Minibar, Safe deposit box, Full guest amenities including slippers, Modern coffee machine, Bathroom, and face towel, Daybed sofa, Free minibar, with AEON Mall view.



Figure 2.4 Privilage Room

Superior Suite Room

Provide 50 m² space room with double bed. Several facilities that are provided are Full guest amenities including slippers, Dolce Custo coffee maker, Bathroom and face towel, Magnifying Mirror, Writing desk, Free minibar, Luxury bathtub, Wardrobe Room, 55' LED TV, Sofa, Complimentary high-speed internet access, Contemporary bathroom with rain shower, Safe deposit box, Coffee/tea making facilities, Minibar.



Figure 2.5 Superior Suite Room

Penthouse

Provide 75 m² space room with double bed. Several facilities that are provided are a 55' LED TV, Living Room, Complimentary high-speed internet access, Contemporary bathroom with rain shower, Coffee/tea making facilities, Minibar, Safe deposit box, Full guest amenities including slippers, Dolce Custo coffee maker, Bathroom and face towel, Magnifying Mirror, Writing desk, Free minibar, Luxury bathtub, and Wardrobe Room.



Figure 2.6 Penthouse

My Room: Adventure In The Jungle

Provide 75 m² space room with twin and double bed. Several facilities that are provided are 55' LED TV, Private arcade games, Thematic superior room, Luxury suite room, Complimentary high-speed internet access, Contemporary bathroom

with rain shower, Coffee/tea making facilities, Safe deposit box, Minibar, Full guest amenities including slippers, Dolce Gusto coffee maker, Bathroom and face towel, Magnifying Mirror, Writing desk, Free minibar, Luxury bathtub, and Wardrobe Room.

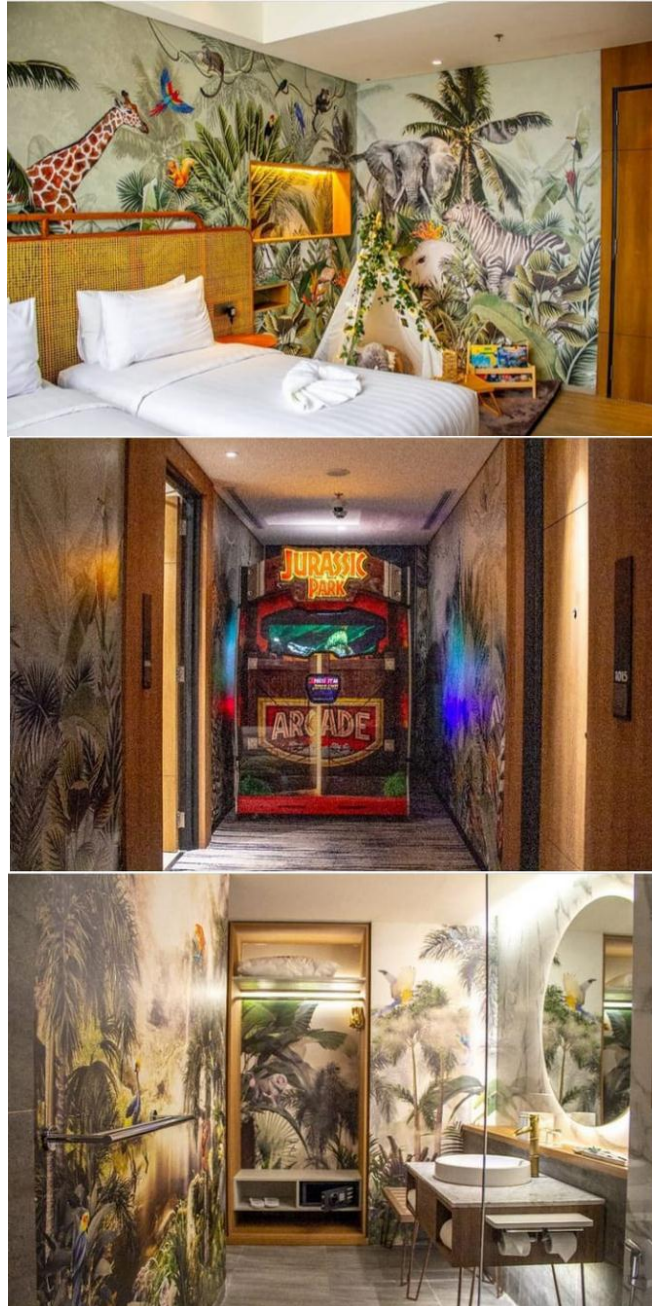


Figure 2.7 My Room: Adventure In The Jungle

Food and Beverage Outlet

Kitchen Yard

Kitchen Yard is the name of Mercure Tangerang BSD City's Restaurant. As the name "Kitchen Yard" this restaurant is designed with vegetables, plants, and kitchen decorations that are creating a comfy kitchen ambience. People can enjoy morning buffet breakfast, lunch, dinner also a la carte options with local to international cuisine. Live acoustic every Friday night will complete the luxurious dinner at this restaurant. Kitchen Yard is operationally and opened from 6 A.M to 10 A.M for Weekdays Breakfast buffet and Weekend at 6 A.M - 10.30 A.M, Lunch buffet at 12 P.M - 2.30 P.M, Dinner buffet from 6 P.M - 8.30 P.M and A La Carte at 6 A.M - 10 P.M every day. The Kitchen Yard capacity is 150 guests. As the name Green Hotel, Kitchen Yard was designed with a garden theme that was decorated with leaves, flowers, trees, and a Bemo car that creates a unique and classic restaurant.



Figure 2.8 Kitchen Yard Restaurant

Bar and Lobby Lounge

Bar and Lobby Lounge was a place that have a cozy ambience where the guest can enjoy various beverages like wine, cocktails, teas, coffees, healthy juice, and other beverages. Not just beverages, there are also bread and cakes that were sold at the Bar. There are also a game corner and a massage chair that one of the hotel's facilities that can be used for the guest while waiting in the lobby lounge. The bar

and Lobby Lounge are designed with a Green theme that is decorated with various plants.

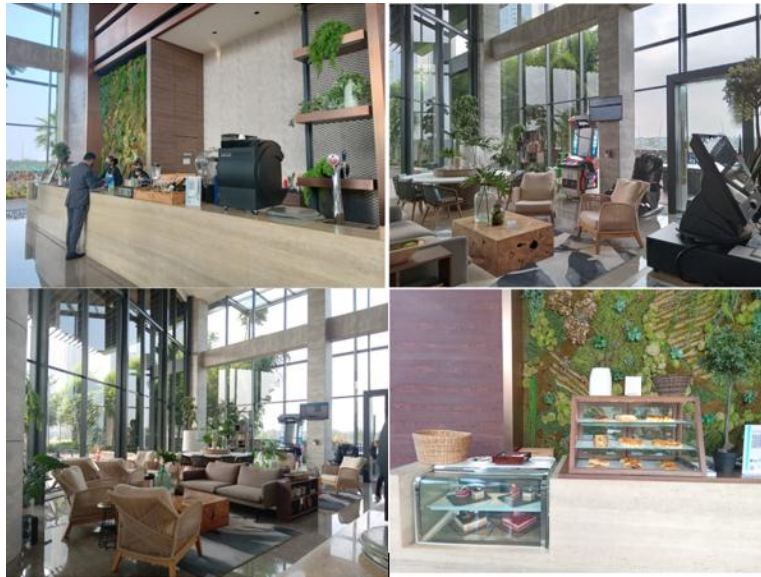


Figure 2.9 Bar & Lobby Lounge

Garden and Smoking Area

Mercure Tangerang BSD City provide a green garden for the guest that can enjoy nature and 2 smoking area (under the gym and the garden area)



Figure 2.10 Garden and Smoking Area

Meeting Rooms

Mercure Tangerang BSD City has 9 meeting rooms with a capacity maximum of 300 guests that are suitable for wedding, meeting, and other events. The meeting room was called BSD 1 – BSD 9 (BSD 1-2 on Ground Floor and BSD 3-9 on

Mezzanine Floor). There are several styles for the meeting rooms that are Theater Style, U-Shape Style, Classroom Style, Boardroom Style, Round Table Style, Standing/ Cocktail/ Reception Style. Several types of equipment that provide are a screen, flipchart, daylight, video equipment, air conditioner meeting room, Wi-Fi access, heavy equipment (chair, round table, etc), supporting equipment (trolley, coffee machine, etc), audiovisual equipment (HDMI, Speaker, etc), linen equipment, etc.

BSD 1: has a 145 m² surface area with a capacity of 48 guest

BSD 2: has a 145 m² surface area with a capacity of 48 guest

BSD 3 – 4: has a 37 m² surface area with a capacity of 14 guest

BSD 5: has a 40 m² surface area with a capacity of 36 guest

BSD 6: has a 27 m² surface area with a capacity of 12 guests (Pool View)

BSD 7-8: has a 27 m² surface area with a capacity of 12 guests (Pool View)

BSD 9: has a 40 m² surface area with a capacity of 36 guests (Lobby View)



Figure 2.11 Meeting Room BSD 9



Figure 2.12 Banquet/Ballroom BSD 1&2

Gym, Swimming Pool, and Spa

Gym

The fitness center opened from 6 A.M – to 6 P.M with a capacity maximum of 2 guests based on the pandemic regulation (must have a reservation at the Front Office). Modern fitness and hygiene equipment were provided at this hotel.



Figure 2.13 Gym & Fitness Area

Swimming Pool

The Outdoor Swimming Pool opened from 6 A.M – 5 P.M with a maximum capacity of 5 people based on the pandemic regulation (must have a reservation at the Front Office). The Swimming pool depth min. 0,6 m and max. 1,2 m. Several types of equipment that provide are a swimming ring, a shower room beside the pool, etc.

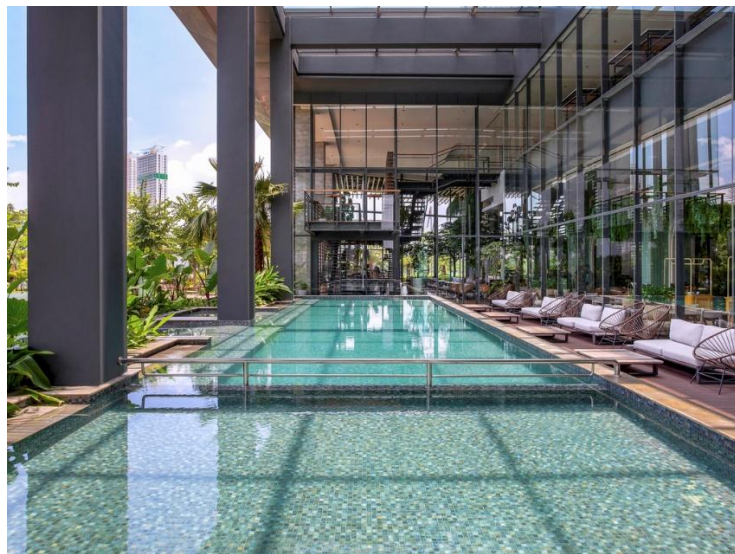


Figure 2.14 Swimming Pool

Spa

The spa opened from 9 A.M to 10 P.M (must have a reservation at Front Office).



Figure 2.15 Spa

Playground

Mercure Tangerang BSD City provides a playground as one as the hotel facility for children. Several types of equipment provided are swing, slide, and sand playground.



Figure 2.16 Playground & Kids Club

Mushola

Mercure Tangerang BSD City provides Mushola on the Ground Floor and Shalat Jumat every Friday Afternoon on Basement Floor.



Figure 2.17 Mushola

Bicycle Rent

Mercure Tangerang BSD City provides bicycle rent as one of the hotel facilities.



Figure 2.18 Bicycle Rent

Parking Area

Mercure Tangerang BSD City provides an outdoor parking area and a basement for parking cars, motorcycles, minibusses, etc.



Figure 2.19 Parking Area

Facilities provide by Food and Beverage Service Department

There are few of facilities that are provide in Food and Beverage Service Department such as every weekend there are free welcome drinks and kids movie for the guest while waiting for check-in. There is also a live acoustic every Friday night in Kitchen Yard.



Figure 2.20

Free Welcome Drink and Kids Movie Every Weekend



Figure 2.21

Live Acoustic Every Friday Night

B. Organizational Structure

In every company, business, or even hotel there must be an Organizational Structure that is very important that is assembled for running a business. The owner of Mercure Tangerang BSD City namely Mr. Roger Tumewu and was led by Mr. Rury Mashuri as the General Manager of Mercure Tangerang BSD City. There are Executive Assistant Manager (includes Executive Sous Chef, Restaurant and Banquet Manager, Front Office Manager, Assistant Chief Engineer, and Executive Housekeeper), Revenue Manager, Director of Sales and Marketing, Finance Controller, Assistant TCM, Security Coordinator, and The Executive Secretary. Below is the Organizational Structure of Mercure Tangerang BSD City.

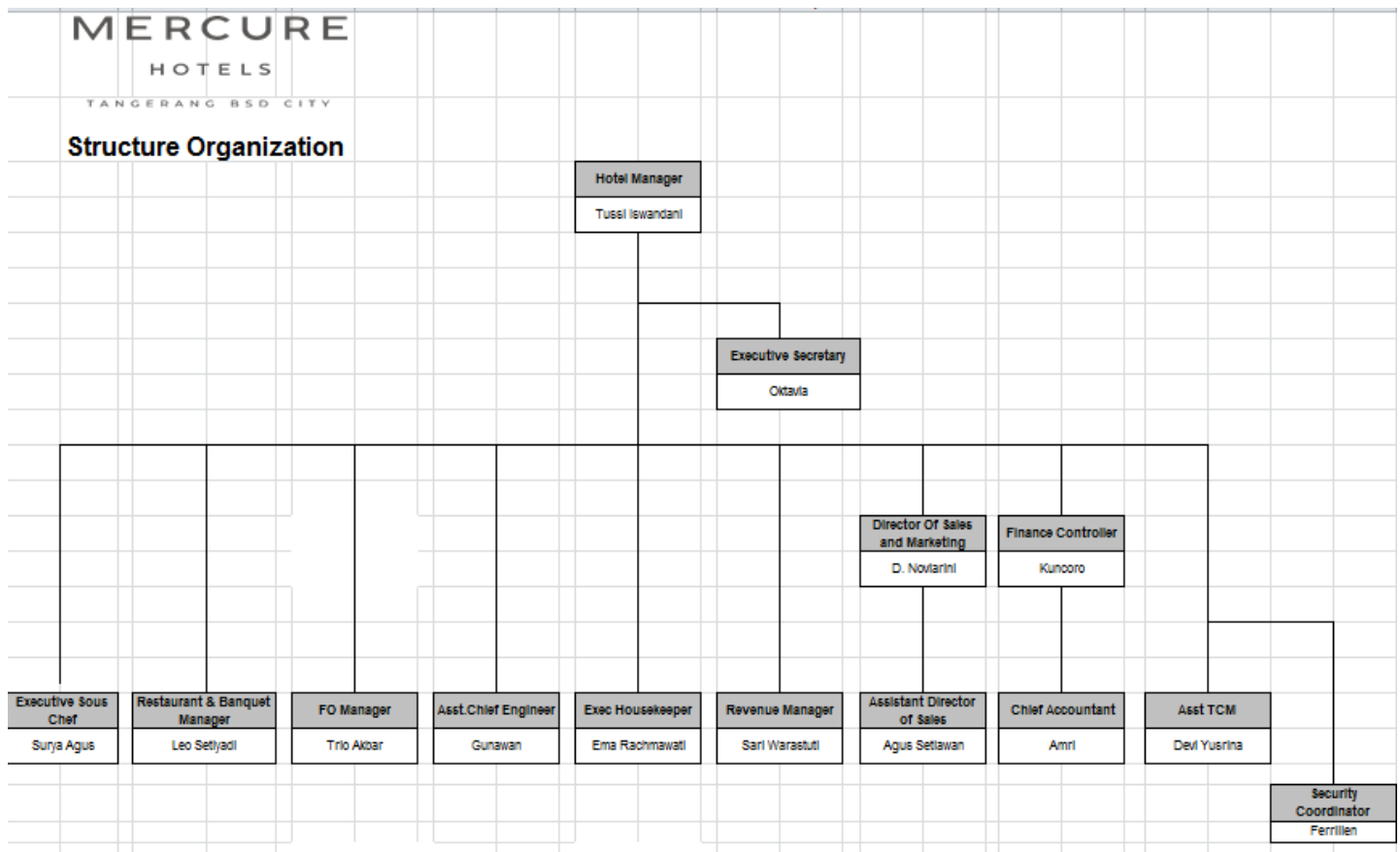


Chart 2.1
Organizational Charts of Hotel Management

Executive Assistant Manager

Kitchen Department

The Kitchen Department is responsible for making the food from raw materials to be the best quality food product. Kitchen Department was led by Mr. Surya Agus as the Executive Sous Chef, Lili Hambali as the Jr. Sous Chef (Bqt, Pastry, AlaCarte), Arif Aprianto as the CDP (BQT, A la carte, Pastry), Ardiansyah, Al Sabil, and Agung as the cooker, Raihan, Ribka, and Rizky as the cook helper, Jessica (as Pastry Daily Worker) and Niken (as the GDM).

Food and Beverage Service Department

The Food and Beverage Service Department is responsible for handling the restaurant, bar, and lobby lounge to run smoothly, including taking orders, dusting, able to take the call, cashier, POS, upselling, making the beverages, responsible for all cutleries are clean and hygiene, until serving the guests with a great attitude to achieve guest satisfaction (to increase the number of visiting guests and the hotel revenue). The Food and Beverage Services Department was led by Leo Setiadi as the Restaurant and Banquet Manager, Afiezt as the Assistant Restaurant & Banquet Manager, Yuni Frianti & Eka Wijaya as the Captain, Lolo Ryan, Stevanus, and Apia as the FB Attendant/Room Service/Restaurant/Bar/Banquet/Lounge, Kadek, Agi, Prakas, Rizky, Raden, Yoga, and Jalal as the FB Attendant / Bqt Waiter.

Steward Department

The Steward Department is responsible to make sure all the cutleries and the eating stuff (chinaware, silverware, etc) are clean and hygienic, handling breakage equipment, and responsible for storing the equipment and utensil. The Steward Department was led by Mr. Saidin as the STW Shift Leader and Imal, Ramli, and Diki as the Stewards.

Front Office Department

The Front Office Department is responsible for handling check-in and check-out, serving the guest directly, doing upselling, being able to take the call, etc. The Front Office

Department is led by Mr. Trio Akbar as the Front Office Manager, M. Adi Saputra as the FO Shift Leader, Silveria, Sri Larasati, Yupitrika, Cynthia, Laurensia, Rizky, and Rajcenda (AYS) as the Front Desk Agent. Bell Boy is also included in Front Office Department which is responsible to serve the guest, greeting the guest, handling the guest's luggage, etc. Bell Boy was led by Tri, Joshua, and Wandy as the Bell Attendant/Driver.

Engineering Department

The Engineering Department is responsible for electricity, making sure all the equipment and the appliance are running smoothly, and responsible for repair if there is a problem with electricity, appliance, including of elevator. The Engineering Department was led by Mr. Gunawan as the Assistant Chief Engineer, Hafid and Uci Hermawan as the Engineering Attendant, Harbani, Andih, Akmal, Danang, and Candra as the Engineering.

Housekeeping Department

The Housekeeping Department is responsible to make sure all the rooms, public areas, and garden are clean and also hygiene includes appliances and all the linens. The Housekeeping Department was led by Ema Rachmawati as Executive Housekeeper, Sutisna & Haris as the HK Shift Leader, Gilang and Zeta as the Room Attendant, Nabila, Ihwan, Angga, Wayan, Doni, Aria, and Made as the Housekeeping, and Irvan and Ujang as Gardener.

Sales and Marketing Department

The Sales and Marketing Department are responsible for promoting the hotel's promotions, package, members, and also events. The Sales and Marketing Department was led by D. Noviarini as the Director of Sales and Marketing, Agus Setiawan as the Assistant Director of Sales, Rattu as the Sales Manager, Mr. Fuja as the Sales Executive, Heny as the Reservation Agent, and Anastasia / Ahmad Fikry as the Sales Admin or Bell Driver.

Revenue Manager

The Revenue Manager is responsible for growing the hotel revenue by providing hotel rooms for guests who want to book a hotel up to overcome if there is cancellation from

traveloka and other booking applications. Providing hotel rooms for guests who want to book a hotel up to overcome if there is cancellation from traveloka and other booking applications was led by Sari Warastuti as the Revenue Manager.

Marcom Manager

The Marcom Manager is responsible for Manage external and internal activities. external activities such as cooking class events for children, yoga activities for guests, preloved activities, etc. while the internal activity is GSM general staff meeting where a party event is held for employees. The Marcom Manager was led by Faras as The Marcom Manager.

Graphic Designer

The Graphic Designer is responsible for focusing more on the hotel design namely the design of recruitment vacancies, important anniversaries (Kartini, Waisak, Pahlawan, etc.), and also conducts photo sessions for each design that has been made. The Graphic Designer was led by Prasetio Aji as the Graphic Designer.

Finance Department

The Finance Department is responsible for controlling the hotel's finances (revenues, expenses, etc). The Finance Department was led by Kuncoro as the Finance Controller and Amri as the Asst. Finance Controller, Afrillia Dika as the General Cashier/AP, Yogi Permadi as the Cost Controller, Siti as the Income Auditor / Account Receivable, and Indra as the Store Keeper/ Receiving Clerk.

Purchasing Department

The Purchasing Department is responsible in noted every data, controlling the purchasing, and making a connection with other suppliers. The Purchasing Department is responsible for handling ML (Market List - short-term forecast, the need for daily usage of kitchen raw materials), SR (Store Requisition - general daily usage items, ex: masks, paper, pens, markers stored in the banquet store), and PR (Purchase Request - direct goods from outlets

to suppliers, goods that are rarely used/certain, ex: acrylic, table runner, decoration, etc.). The Purchasing Department was led by Sari Anugrahita as the Purchasing Department.

IT Department

The IT Department is responsible to make sure all the systems in the hotel work smoothly and if there is damage, the IT department is responsible for repairing all the system damage. The IT Department was led by Ilyasa as the IT Manager.

Human Resource Department or TCM

The Human Resource Department or TCM is responsible to recruit every staff and trainee to work at the hotel, making sure all the workers are work-based with the hotel's standard operational structure, and sharing if there is important information from the hotel. The Human Resource Department was led by Devi Yusrina as the Assistant TCM.

Executive Secretary

The Executive Secretary is responsible in doing checking data and reports from Front Office Department, Sales and Marketing Department, Food and Beverage Service Department, etc before bringing the data to the General Manager to be signed. The Executive Secretary is responsible to back up the MOD if HRD is absent or in a conducive situation. The Executive Secretary was led by Oktavia as the Executive Secretary.

Security Department

The Security Department is responsible for keeping all the hotel area safe by always taking control, especially in the lobby, basement, etc. In this pandemic era, The Security Department must carry out the hotel and government healthy regulations, that is to inform the guest to scan the “Peduli Lindungi” application, check the guests' body temperature, and check the guest’s luggage before entering the hotel area (this regulation doesn’t only apply for guests but also for employees). The Security Department also must know well about the hotel information for example if there are guests that ask where the restaurant is

or where is the meeting room, the security must know about all the information. The Security Department was led by Ferrilien as the Security Coordinator.

As for the author, the author takes the food and beverage service department as the industrial placement. Below is the chart and the job description of each position.

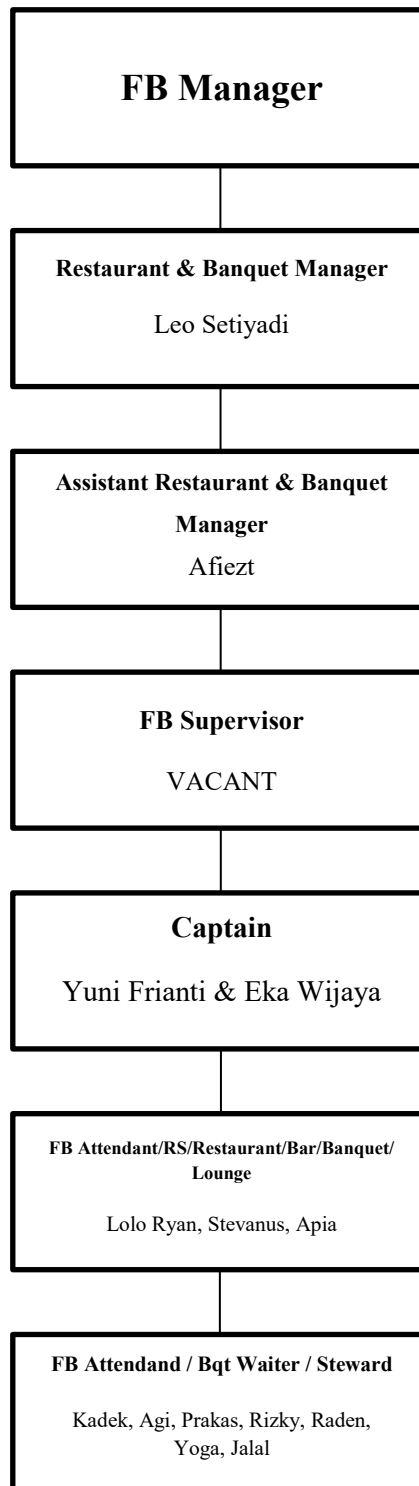


Chart 2.2
Organizational Charts of Food and Beverage Service Department

Restaurant & Banquet Manager

The Restaurant & Banquet Manager is responsible for controlling all the staff and all the work of the Food and Beverage Service is going smoothly without any problems. The Restaurant & Banquet Manager is responsible in arrange the staff schedule, assignments, handling daily reports and reporting to the general manager with other departments in the morning briefing, controlling all the staff work as a food and beverage service, recording and handling the reservation, handling the guest complaint, handling events, sell and market the food and beverage promotions, lead briefing with other staff every evening, make a design for banquet and restaurant, selling Accor plus member, has the authority to recruit trainees and permanent employees, promote staff positions, and dismissal, etc.

Assistant Restaurant & Banquet Manager

Assistant Restaurant & Banquet Manager is responsible for helping the Restaurant & Banquet Manager to do the work. The Assistant Restaurant and Banquet Manager have a job description, starting from controlling all food and beverage service activities both at the restaurant and at the banquet carried out by the captain, FB Attendant, and other waiter staff, recording all daily reports, and reporting to the Restaurant and Banquet Manager, recording and taking care of the reservation to payment, giving assignments and directions to the food and beverage staff, assisting the Restaurant and Banquet Manager in making designs, handling guest complaints, recording guest comments and enrollment (selling Accor members) and reporting to the Restaurant and Banquet Manager, replace the position of Restaurant and Banquet Manager if there is an important meeting, participate in the interview process for recruiting trainees or permanent employees, etc.

Captain

Captain responsible for controlling the FB Attendant and other waiters to do the job well, arranging an assignment to the staff in every section, handling guest complaints, recording all the reservations and reporting to Assistant Restaurant and Banquet Manager, handling

daily reports, taking care of payments, selling Accor plus member, asking review and comment from guest, etc.

FB Attendant/ RS/ Restaurant/ Bar/ Banquet/ Lounge

FB Attendant/ RS/ Restaurant/ Bar/ Banquet/ Lounge responsible for controlling the other waiter to do the job well, handling cashier, handling beverages, handling the guest complaints, selling Accor plus members, asking guest reviews and comments, receiving calls, do closing cashier, fulfill the guest needs in restaurant, lounge, bar, room service, and banquet, record all the daily report, etc.

FB Attendant / Bqt Waiter

FB Attendant / Bqt Waiter responsible for preparing all the materials that are needed for the restaurant, setting up the buffet, arranging food tags, able to take orders, recording all the reports, especially at breakfast time and report to the Captain, selling all Accor member (target 5 each day), asking review and comment from guest, handling the guest complaint, make sure all the equipment and cutleries are clean and hygiene, handling cashier, handling beverage, do closing cashier, receiving calls, handling banquet needed, and handling room service, etc.