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## CHAPTER II

### GENERAL DESCRIPTION

#### A. Hotel's Profile

##### 1. History



Figure 2.1 Hotel Logo

Renaissance Bali Uluwatu Resorts & Spa is part of Marriott International. Marriott International is the most powerful portfolio in the industry, with 30 brands and 7,000+ properties across 131 countries. Marriott was found by J. Willard and Alice S in 1927. It is begun with an A&W root beer stand. Marriott made a historic shift into the hotel business in 1957. The world's first motor hotel opened in Arlington, Virginia. In 2016, Marriott International acquired Starwood Hotels & Resort and creating the world's largest hotel company with 5,700+ properties offering more than 1.1 million rooms across 30 brands in over 110 countries. Renaissance Hotels is a luxury hotel brand of Marriott International. It was founded in 1981 as Ramada Renaissance, an upscale brand of Ramada Inns. In 1989 the brand was launched as Renaissance Hotels. It was bought by Marriott in 1997.

Renaissance Bali Uluwatu Resort & Spa is the brand's first hotel in Indonesia. It is owned by PT. Alam Bali International. It was opened since 2015. The hotel has 207 rooms and 1 Presidential Villa with stunning views of the Indian Ocean or the lush lands of the Bukit. Every 207 guestrooms and suites




features a private balcony, luxurious bathrooms that include freestanding tubs and artfully designed interiors.





2. Facilities

a. Rooms



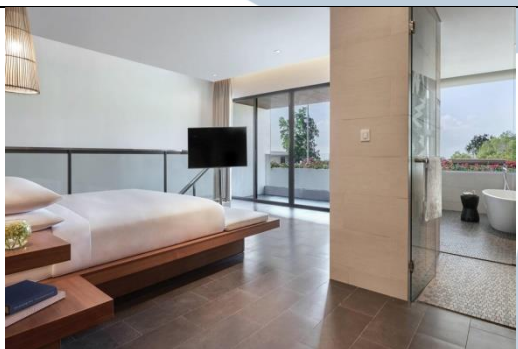
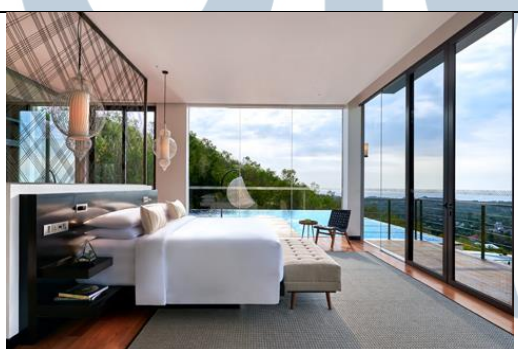
Table 2.1

Rooms in Renaissance Bali Uluwatu Resort & Spa

No.	Room Type	Description
1.	 <p data-bbox="427 981 735 1014">Figure 2.2 Deluxe King</p>	<p data-bbox="922 618 1337 651">a. Room size: 43 sqm/463 sqft</p> <p data-bbox="922 674 1318 925">b. Include twin single bed, balcony, connecting room available (for some room), coffee maker/ tea service, garden view</p> <p data-bbox="922 947 1262 1037">c. Room rates: IDR 1.900.000,-/night</p>
2.	 <p data-bbox="427 1442 735 1476">Figure 2.3 Deluxe Twin</p>	<p data-bbox="922 1066 1337 1099">a. Room size: 43 sqm/463 sqft</p> <p data-bbox="922 1122 1318 1373">b. Include king size bed, balcony, connecting room available (for some room), coffee maker/ tea service, garden view</p> <p data-bbox="922 1395 1358 1485">c. Room rates: IDR 2.000.000,-/night</p>
3.	 <p data-bbox="384 1816 778 1850">Figure 2.4 Deluxe King Ocean</p>	<p data-bbox="922 1507 1337 1541">a. Room size: 43 sqm/463 sqft</p> <p data-bbox="922 1563 1318 1809">b. Include king size bed, balcony, connecting room available (for some room), coffee maker/ tea service, ocean view</p> <p data-bbox="922 1832 1358 1921">c. Room rates: IDR 2.350.000,-/night</p>

<p>4.</p>	 <p>Figure 2.5 Deluxe Twin Ocean</p>	<ul style="list-style-type: none"> <li>a. Room size: 43 sqm/463 sqft</li> <li>b. Include twin single bed, balcony, connecting room available (for some room), coffee maker/ tea service, ocean view</li> <li>c. Room rates: IDR 2.350.000,- /night</li> </ul>
<p>5.</p>	 <p>Figure 2.6 Deluxe King Ocean Terrace</p>	<ul style="list-style-type: none"> <li>a. Room size: 43 sqm/463 sqft</li> <li>b. Include king size bed, connecting room available (for some room), coffee maker/ tea service, ocean view, dedicated outdoor space</li> <li>c. Room rates: IDR 2.450.000,- /night</li> </ul>
<p>6.</p>	 <p>Figure 2.7 Deluxe Twin Ocean Terrace</p>	<ul style="list-style-type: none"> <li>a. Room size: 43 sqm/463 sqft</li> <li>b. Include twin single bed, connecting room available (for some room), coffee maker/ tea service, ocean view, dedicated outdoor space</li> <li>c. Room rates: IDR 2.450.000,- /night</li> </ul>
<p>7.</p>	 <p>Figure 2.8 Junior Suite</p>	<ul style="list-style-type: none"> <li>a. Room size: 59 sqm/635 sqft</li> <li>b. Include 1 king size bed, balcony, coffee maker/ tea service, complimentary meals for children below 6 year old</li> <li>c. Room rates: IDR 2.600.000,- /night</li> </ul>






8.	 <p data-bbox="411 589 754 622">Figure 2.9 Executive Suite</p>	<ul style="list-style-type: none"> <li>a. Room size: 78 sqm/839 sqft</li> <li>b. Include 1 king size bed, balcony, coffee maker/ tea service, complimentary meals for children below 6 year old, dedicated outdoor space</li> <li>c. Room rates: IDR 3.100.000,-/night</li> </ul>
9.	 <p data-bbox="387 1037 778 1070">Figure 2.10 Family Loft Suite</p>	<ul style="list-style-type: none"> <li>a. Room size: 98 sqm/1054 sqft</li> <li>b. Include 1 king size bed, balcony, coffee maker/ tea service, dedicated outdoor space, living room, bedroom is a loft</li> <li>c. Room rates: IDR 4.100.000,-/night</li> </ul>
10.	 <p data-bbox="339 1473 826 1507">Figure 2.11 Family Jacuzzi Loft Suite</p>	<ul style="list-style-type: none"> <li>a. Room size: 130 sqm/1399 sqft</li> <li>b. Include 1 king size bed, balcony, terrace, coffee maker/ tea service, dedicated outdoor space, living room, bedroom is a loft, 2 bathroom</li> <li>c. Room rates: IDR 4.600.000,-/night</li> </ul>
11.	 <p data-bbox="387 1910 778 1944">Figure 2.12 Presidential Villa</p>	<ul style="list-style-type: none"> <li>a. Room size: 930 sqm/10007 sqft</li> <li>b. Include 2 king size bed, 2 twin single bed, balcony, terrace, deck, private access floor, complimentary cocktail</li> <li>c. Room rates: IDR 42.000.000,-/night</li> </ul>

b. Dining


Table 2.2  
Dining outlets

No.	Food and Beverage outlets	Description
1.	 <p data-bbox="437 779 730 819">Figure 2.13 Clay Craft</p>	<ul style="list-style-type: none"> <li>• Location: Wing 1, 5<sup>th</sup> Floor</li> <li>• International all day dining</li> <li>• Opening hours:               <ul style="list-style-type: none"> <li>○ Breakfast : 06.30 – 11.00</li> <li>○ Lunch and Dinner : 11.00 – 22.30</li> </ul> </li> <li>• Offers three live cooking stations which are Western, Asian and Pastry Bakery</li> </ul>
2.	 <p data-bbox="427 1301 740 1341">Figure 2.14 Double Ikat</p>	<ul style="list-style-type: none"> <li>• Location: Wing 1, 5<sup>th</sup> floor</li> <li>• Authentic Indonesian gourmet</li> <li>• Opening hours :               <ul style="list-style-type: none"> <li>○ Open 18.00 until 23.00</li> </ul> </li> <li>• Provide private dining rooms</li> </ul>
3.	 <p data-bbox="464 1688 703 1729">Figure 2.15 R Bar</p>	<ul style="list-style-type: none"> <li>• Location : Lobby</li> <li>• Opening hours :               <ul style="list-style-type: none"> <li>○ Open 11.00 until 24.00</li> </ul> </li> <li>• Provide local musician with jam session</li> <li>• Offers handcrafted cocktail, creative restaurant snacks with unforgettable views</li> </ul>



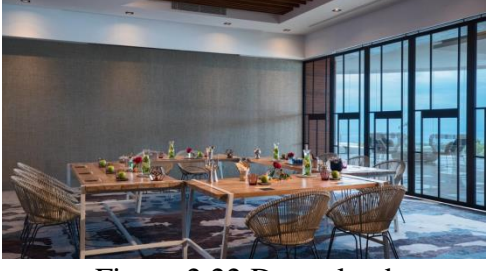


4.	 <p>Figure 2.16 Pool Bar</p>	<ul style="list-style-type: none"> <li>• Location : Wing 1, 5<sup>th</sup> Floor</li> <li>• Opening hours : <ul style="list-style-type: none"> <li>○ Open 11.00 until 23.00</li> </ul> </li> <li>• Huge deck overlooking the ocean</li> <li>• Offers creative cocktails, chilled beers and trendy restaurant food while soaking up the Uluwatu sunshine</li> </ul>
5.	 <p>Figure 2.17 Lower Pool Bar</p>	<ul style="list-style-type: none"> <li>• Location : Wing 6, 1<sup>st</sup> Floor</li> <li>• Opening hours : <ul style="list-style-type: none"> <li>○ Open 11.00 until 23.00</li> </ul> </li> <li>• Offers creative cocktails, chilled beers and trendy restaurant food while soaking up the Uluwatu sunshine</li> </ul>
6.	 <p>Figure 2.18 Roosterfish Beach Club</p>	<ul style="list-style-type: none"> <li>• Open at 06.00-20.00</li> <li>• Pool party with DJ</li> <li>• Free shuttle from hotel to beach club</li> </ul>

c. Meeting Studios



Table 2.3  
Meeting Studios

1.	 <p>Figure 2.19 Uluwatu Ballroom</p>	<p>Capacity</p> <ul style="list-style-type: none"> <li>• Theater : 900</li> <li>• Classroom : 504</li> <li>• U-Shape : 198</li> <li>• Reception : 850</li> <li>• Banquet : 540</li> </ul>
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2.	 <p>Figure 2.20 Uluwatu Deck</p>	<p>Capacity</p> <ul style="list-style-type: none"> <li>• Theater : 600</li> <li>• Reception : 475</li> <li>• Banquet : 250</li> </ul>
3	 <p>Figure 2.21 Pandawa</p>	<p>Capacity</p> <ul style="list-style-type: none"> <li>• Theater : 108</li> <li>• Classroom : 72</li> <li>• U-Shape : 39</li> <li>• Reception : 100</li> <li>Banquet : 60</li> </ul>
4.	 <p>Figure 2.22 Dreamland</p>	<p>Capacity</p> <ul style="list-style-type: none"> <li>• Theater : 117</li> <li>• Classroom : 72</li> <li>• U-Shape : 39</li> <li>• Reception : 100</li> <li>Banquet : 60</li> </ul>
5.	 <p>Figure 2.23 Bingin</p>	<p>Capacity</p> <ul style="list-style-type: none"> <li>• Theater : 108</li> <li>• Classroom : 72</li> <li>• U-Shape : 39</li> <li>• Reception : 100</li> <li>Banquet : 60</li> </ul>
6.	 <p>Figure 2.24 Padang-Padang</p>	<p>Capacity</p> <ul style="list-style-type: none"> <li>• Theater : 108</li> <li>• Classroom : 72</li> <li>• U-Shape : 39</li> <li>• Reception : 100</li> <li>Banquet : 60</li> </ul>





7.	 <p>Figure 2.25 Balangan</p>	<p>Capacity</p> <ul style="list-style-type: none"> <li>• Theater : 165</li> <li>• Classroom : 90</li> <li>• U-Shape : 57</li> <li>• Reception : 130</li> <li>• Banquet : 100</li> </ul>
8.	 <p>Figure 2.26 Suluban</p>	<p>Capacity</p> <ul style="list-style-type: none"> <li>• Theater : 108</li> <li>• Classroom : 72</li> <li>• U-Shape : 39</li> <li>• Reception : 100</li> <li>• Banquet : 60</li> </ul>


d. Recreation & Spa

Table 2.4  
Recreations

1.	 <p>Figure 2.27 Spa</p>	<ul style="list-style-type: none"> <li>• Opening Hours: 09.00-21.00</li> <li>• Capacity is for 4 people</li> <li>• Provide steam room, sauna, locker, shower room, lounge, mixology bar</li> </ul>
2.	 <p>Figure 2.28 Main Pool</p>	<ul style="list-style-type: none"> <li>• Open from 07.00-21.00</li> <li>• Located in Wing 1, 5<sup>th</sup> floor</li> <li>• No life guards</li> </ul>

3.	 <p>Figure 2.29 Kids Pool</p>	<ul style="list-style-type: none"> <li>• Open from 07.00-21.00</li> <li>• Located in Wing 1, 5<sup>th</sup> floor</li> <li>• No life guards</li> </ul>
4.	 <p>Figure 2.30 Lower Pool</p>	<ul style="list-style-type: none"> <li>• Open from 07.00-21.00</li> <li>• Located in Wing 6, 1<sup>st</sup> floor</li> <li>• No life guards</li> </ul>
5.	 <p>Figure 2.31 Fitness Center</p>	<ul style="list-style-type: none"> <li>• Open for 24 hour, 7 days a week</li> <li>• Maximum 16 people</li> <li>• Provide cardiovascular equipment</li> <li>• Fitness classes: complimentary</li> </ul>
6.	 <p>Figure 2.32 Tree House</p>	<ul style="list-style-type: none"> <li>• Open from 09.00-18.00</li> <li>• Interactive zone</li> <li>• Games and discoveries</li> <li>• Books galore</li> </ul>

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7.	 <p style="text-align: center;">Figure 2.33 Pottery Class</p>	<ul style="list-style-type: none"> <li>• Guest could take the class for free every Tuesday, Thursday, and Sunday.</li> </ul>
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**B. Organizational Structure**

**1. Renaissance Bali Uluwatu General Organization Chart (NOMOR 1 BOLD?)**

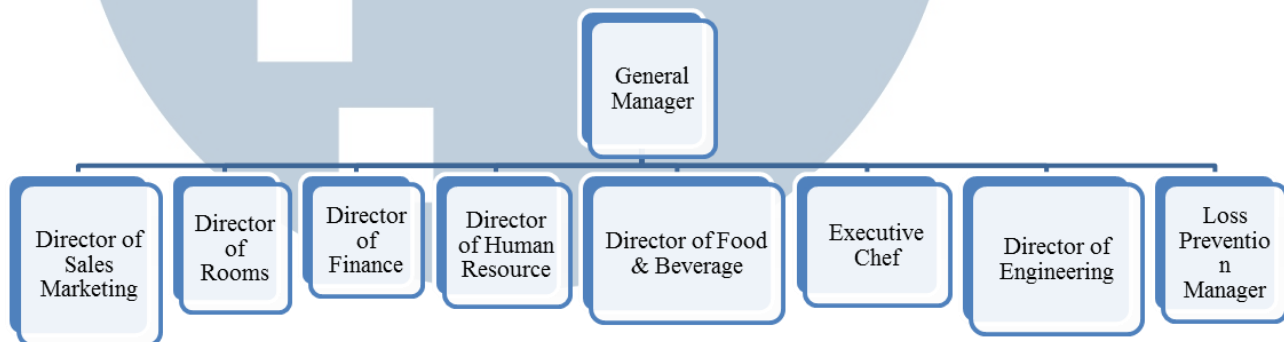


Chart 2.1 Organizational Charts of Hotel Management

Duties and responsibilities:

1. General Manager
  - a. Developing and implementing growth strategies
  - b. Training low – level manager and staff
  - c. Hiring employees
  - d. Oversee daily operations
  - e. Maintain budgets
  - f. Evaluate and improve operations
2. Director of Sales Marketing
  - a. Brand communication



- b. Development for the property
  - c. Develop and implement sales and marketing strategies
  - d. Develop sales channels selling into dealer market
  - e. Ensure sales representative perform
3. Director of Rooms
- a. Inspect guest room, public areas, and grounds for cleanliness and appearance
  - b. Set room rates and budgets
  - c. Coordinate front – office activities of hotels
  - d. Monitor staff performance
  - e. Training and empowering team members to exercise good judgment to make business decisions
  - f. Ability to multi task and plan work
  - g. Ensuring clear communication and collaboration with other departments (maximize room occupancy, rates, profits, etc.)
  - h. Ensuring quality standards and cleanliness
4. Director of Finances
- a. Directing financial planning and strategy
  - b. Developing and implementing accounting policies
  - c. Training accounting staff
  - d. Overseeing audit and tax functions
  - e. Analyzing and reporting on financial performance
  - f. Reviewing departmental budgets
  - g. Prepare official reports on a monthly and annual basis
  - h. Monitor cash flow , accounts, and other financial transactions
5. Director of Human Resource
- a. Developing and implementing human resources policies.
  - b. Supporting strategic objectives.
  - c. Hiring staff and negotiating employment agreements.
  - d. Ensuring compliance with laws and regulations.
  - e. Managing staff wellness and performance reviews.
  - f. Motivating and supporting current staff.
  - g. Maintaining staff records.

- h. Handling employee benefits.
  - i. Identifying staffing needs and creating job descriptions.
  - j. Designing and directing training programs.
6. Director of Food & Beverage
- a. Achievement of budgeted food sales, beverage sales, labor costs and profitability.
  - b. Completion of Customer Follow-up calls on a timely basis.
  - c. Timely analysis of Food & Beverage Prices in relation to competition.
  - d. Participation and input towards F&B Marketing activities.
  - e. Entertainment of potential and existing customers.
  - f. Preparation of Sales Promotions & Mailings.
  - g. Competitive analysis every six months by calling competition and gathering data such as banquet kits, room rental rates, etc.
  - h. Telemarketing to previous clients to inquire about possible future bookings.
  - i. Development and maintenance of all department control procedures.
  - j. Handle all Food & Beverage inquiries and ensure timely follow up on the same business day.
  - k. To co-ordinate with all large groups meeting/banquet planners their specific group requirements with the services & facilities offered. This includes proposals, contracts, estimated and actual function statements. With banquet or conferences, the Chef is to be included in food related discussions.
  - l. To confirm all details relative to group functions with meeting/banquet planners.
7. Executive Chef
- a. Ensuring promptness, freshness and quality of dishes.
  - b. Coordinating cooks' tasks.
  - c. Implementing hygiene policies and examining equipment for cleanliness.
  - d. Designing new recipes, planning menus and selecting plate presentation.
  - e. Reviewing staffing levels to meet service, operational and financial objectives.
  - f. Hiring and training kitchen staff, such as cooks, food preparation workers and dishwashers.

- g. Performing administrative tasks, taking stock of food and equipment supplies, and doing purchase orders.
  - h. Setting and monitoring performance standards for staff.
  - i. Obtaining feedback on food and service quality, and handling customer problems and complaints.
8. Director of Engineering
- a. Reporting to top management.
  - b. Maintaining good relationships with internal and external stakeholders.
  - c. Implementing best practice engineering methods.
  - d. Providing technical guidance to engineering teams and top management.
  - e. Supporting established organizational objectives by developing goals and strategies.
  - f. Presenting budgets and plans.
  - g. Finding and implementing ways to improve cost-efficiency.
  - h. Dismissing and hiring new staff.
9. Loss and Prevention Manager
- a. Investigate, log, and resolve alleged and actual theft, violations of policy, and compliance concerns.
  - b. Coordinate and communicate with management and governmental agencies to act appropriately and legally.
  - c. Audit sites to ensure inventory is processed, handled, and monitored appropriately, and document any errors or failures.
  - d. Develop policies and train staff in loss prevention, reduce shrinkage, and use tagging and/or report mechanisms.
  - e. Minimize the financial losses of a retail operation related to theft, vandalism, accident, and injury.
  - f. Develop ways to detect safety issues and security violations and to put programs in place to prevent repeat occurrences.

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## 2. Food and Beverage Department Organizational Chart

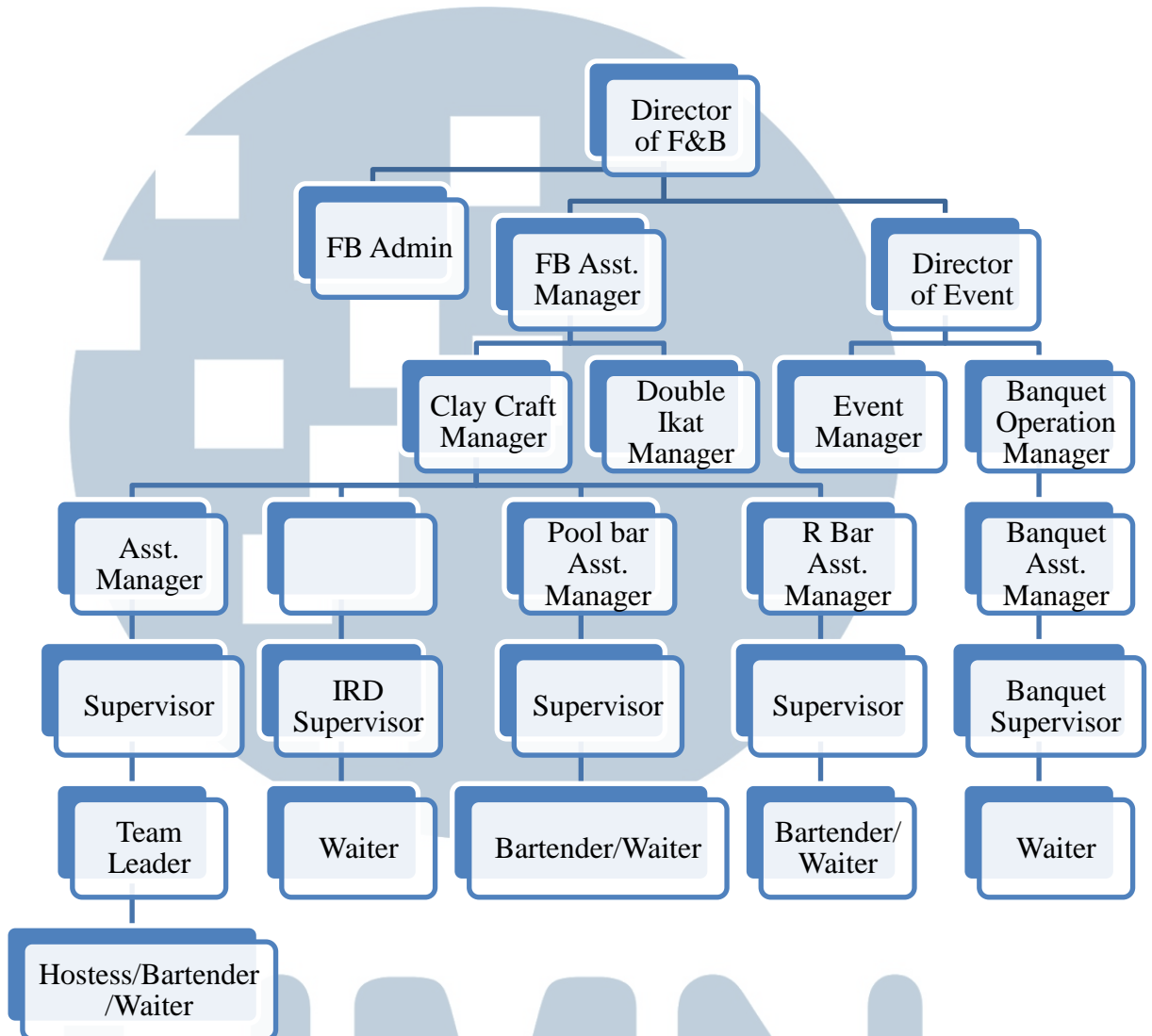


Chart 2.2 Organizational Charts of B&F Department

Duties and responsibilities:

1. Restaurant Manager
  - a. Recommend and monitor a budget and plan for the year.
  - b. Lead, train and motivate a service team.
  - c. Conduct daily briefings ensuring two-way communication, training and policy information
  - d. Check mise-en-scène and mise-en-place done by the team.
  - e. Control expenses of the restaurant.

- f. Develop innovative ways to create sales of the restaurant by up-selling menu items, food promotion merchandising, etc.
  - g. Meet and greet guests and develop a personal guest database to ensure continued patronage.
  - h. Schedule staff rotations and duties and organize extra hands when required.
  - i. Ensure the safety and hygiene of the restaurant.
  - j. Maintain discipline and conduct staff appraisals
  - k. Coordinate with the chef for menu offers and operational coordination.
  - l. Coordinate with other departments for the smooth supply of operational supplies.
  - m. Responsible for proper billing and cash recovery for services rendered.
  - n. Resolve guest and staff complaints and grievances
  - o. Represent the restaurant in Food and Beverage meetings.
2. Supervisor
- a. Deputize in the absence of the Restaurant Manager and ensure the smooth functioning of the restaurant.
  - b. Schedule weekly/fortnightly staff duty shifts with the approval of the Restaurant Manager ensuring that work exigencies are met and the staff is rotated fairly.
  - c. Allot daily duties to subordinate staff to meet work exigencies ensuring equity of work.
  - d. Conduct daily briefing using it as a vehicle for two-way communication, training and corrective action.
  - e. Attend to guest complaints and ensure guest satisfaction through immediate action.
  - f. Inspect the mise-en-scene and mise-en-place to ensure the smooth flow of operations.
  - g. Ensure the maintenance and aesthetic upkeep of the restaurant in close coordination with engineering and housekeeping.
  - h. Organize the training of staff for meeting the standards of service.
  - i. Develop restaurant sales through upselling, guest contacts and ensuring good service.

### 3. Team Leader

- a. Train and supervise restaurant servers to give high standards of service in terms of time, quality and personalization.
- b. Supervises the mise-en-place of the assigned station to ensure a smooth service during operation.
- c. Inspect table layouts in the station ensuring that they meet the standards set.
- d. Check and ensure the serviceability of equipment and furniture.
- e. Sell food and beverage so as to meet restaurant budgets.
- f. Take food and beverage orders correctly.
- g. Give wine service according to international practices.
- h. Prepare flambe items, if offered by the restaurant, with showmanship and authenticity in preparation
- i. Control the inventory of cutlery and service equipment allotted to the station.
- j. Assign duties ensuring equity of work.
- k. Ensure that staff meets hygiene and discipline standards.
- l. Ensure that the station is free from dust.

### 4. Hostess

- a. Collect the restaurant reservation register from the overnight caretaker and mail from Food and Beverage Office.
- b. Receive and post table reservations in the register ensuring equity of load between stations.
- c. Clean and arrange the hostess desk and menus cards.
- d. Attend briefings before the restaurant opening.
- e. Attend to all telephone calls of the restaurant in the shift.
- f. Receive guests and lead them to their reserved tables.
- g. Handout Wine Lists/Menu Cards to the guests.
- h. Take orders from guests if required.
- i. Provide guests with hotel information.
- j. Go to the guest and enquire whether the food and service are up to their satisfaction. Handle any complaints
- k. Wish greetings to every guest when leaving and invite them to come again.
- l. Record the names of guests in the daily cover register.



- m. Page guests if phone calls or messages come for them.
  - n. Maintain guest history
5. Waiter
- a. Learn the du jour items, not-available items, menu preparations, and their presentation.
  - b. Complete mise en scène and mise-en-place before the restaurant opens.
  - c. Check all the equipment and furniture at the station for their serviceability and maintenance requirements.
  - d. Clean and polish allotted silverware, cutlery, glassware, and chinaware.
  - e. Stock the sideboard with proprietary sauces, jams, salt and pepper shakers, butter dishes, linen, and other service ware.
  - f. Lay table covers as per standards set.
  - g. Fold napkins as per prescribed attractive styles.
  - h. Requisition fresh linen and flowers from housekeeping.
  - i. Air the restaurant and ensure that the station is clean.
  - j. Receive, greet, and seat guests.
  - k. Present wine-lists and menu cards and take orders.
  - l. Serve food and beverage by the standards of the restaurant.
  - m. Upsell food and beverages.
  - n. Present the bills and receive payment correctly.
6. FB Admin Assistance
- a. Perform clerical duties such as typing, filing, copying, emailing, answering and responding to telephone calls and messages, as well as coordinates, schedules and makes appointments
  - b. Coordinate and arrange, attend and participate in assigned meetings including preparing agenda, reserving and preparing meeting location, and recording and transcribing minutes as requested
  - c. Create and maintain up-to-date electronic and physical file system
  - d. Assist in menu design and production for weekly, seasonal, and annual features for all outlets; create and post appropriate signage for events
  - e. Submit and follow through with maintenance requests
  - f. Arrange for office equipment maintenance or technical support

- g. Support F&B department with time management, data gathering and communication for the execution of projects or events
  - h. Manage the cashier back up in safe and any petty cash supply for Food & Beverage needs
  - i. Keep F&B bulletin boards and employee breakroom tidy and up-to-date
7. Banquet Manager
- a. Achievement of budgeted food sales, beverage sales and labour costs.
  - b. Achieve maximum profitability and over-all success by controlling costs and quality of service.
  - c. Participation and input towards F & B Marketing activities.
  - d. Control of Banquet china, cutlery, glassware, linen and equipment.
  - e. Completion of function delivery sheets in an accurate and timely fashion.
  - f. Help in preparation of forecast and actual budget function sheets.
  - g. Completion of forecast and actual budget function sheets, Function Summary Sheets and weekly payroll input.
  - h. Completion of weekly schedules. Schedule staff as necessary to ensure adequate and consistent levels of service.
  - i. To supervise and co-ordinate daily operation of meeting/banquet set-ups and service.
  - j. Completion of Banquet Bar Requisitions.
8. Banquet Waiter
- a. Set up for events by putting out tablecloths and place settings, arranging table placement and setting up a buffet
  - b. Carrying plates of food on trays and serving guests
  - c. Keep glasses filled; remove each round of plates and replenish utensils
  - d. Perform cleaning tasks and breakdown of service
  - e. Maintain high standards of safety and cleanliness

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