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# CHAPTER I

## INTRODUCTION

### A. Background

The tourism and hospitality industry is growing in Indonesia (Guild, 2018) due to the increasing number of tourists visiting. Bali is one of the islands that have an increase in visitors in 2019, with 6.3 million tourists and 10 million domestic visitors (Raka, 2020). According to data from BPSPB (Badan Pusat Statistik Provinsi Bali), it is known that the number of visitors increased by 10.74 percent from the previous year.

Australia, China, India, the United States, and Singapore were the top five most recorded visitors to Bali in 2019. And the TPK (Tingkat Penghunian Kamar) of star-rated hotels in December 2019 was recorded at 62.55 percent, up 3,10 points compared to the previous month (BPSPB, 2020).

With this data, the writer decided to take the Industrial Placement in Bali, especially in the Uluwatu area. The writer did a research on hotel references and found that the Renaissance Uluwatu Bali Resort and SPA has a quite unique concept. The hotel has a concept of life-style hotel that offers warm and homey ambience. Hotel employees wear casual uniform and their all day dining restaurant is designed like a dining room at home. With this concept, the writer chose Renaissance Uluwatu Bali Resort and SPA as a place for Industrial Placement.

Sadly, for only after two months of the Industrial Placement, there was a COVID-19 pandemic. The tourism industry was one of the most affected by the COVID-19 pandemic and there was a decline in the tourism industry in the hospitality sector (Yawan, 2020). Bali is noted to close all tourist attractions and entertainment in order to prevent the spread of the virus. The impact of hotel occupancy in Bali fell by 60 - 80%. Based on BPS Bali data, star-rated hotels in all classes experienced occupancy depreciation from 59.29% in January to 45.98% in February. The sharpest decline in occupancy at one-star hotels, namely from 62.06% in January to 29.32% in February.

While Bali BPS data recorded that overall foreign tourists came to the Island of the Gods as many as 363,937 people in February. That number shrank from January

which amounted to 528,883 people in January, minus 45%. When compared to February of the previous year, foreign tourist arrivals to Bali declined by 20% (Ridhoi, 2020). Bali Province issued SE (Surat Edaran) as of March 14, 2020, which is intended for students who are doing Industrial Placement (Riyanti, 2020). Therefore, the writer was returned home by the hotel and completed the Industrial Placement activity.

## **B. Purpose**

The purpose of doing Industrial Placement are:

1. One of the requirements for graduation.
2. Preparing the writer in entering the workforce after graduation.
3. Developing and able to apply the knowledge gained during lectures into the world of work.
4. Preparing the writer to be an experienced and qualified workforce.

## **C. Period and Procedures**

The Industrial Placement program was held in six months. It started from 13 January 2020 until 14 July 2020 in Renaissance Bali Uluwatu Resort & SPA. Before doing an Industrial Placement program, writer needs to complete some requirements.

Writer must fulfill the course curriculum. Writer must pass the core subjects with minimum score C for each of these subjects: Food Production 1 & Food Production 2 (theory and practicum), Food and Beverage Service 1 and Food and Beverage 2 (theory and practicum), Pastry and Bakery Production (theory and practicum) & Food Styling (theory and practicum).

The writer must submit an application letter to the Hotel Operations Department. If the application letter has been approved by the Hotel Operations department, the writer must submit a CV. When a job application request is received, the writer is asked to attend the interview and to go through several stages of tests. After receiving an Industrial Placement offer, the writer was asked to complete some requirements, including: ID card, Family Card, Latest School Certificate, Medical Check-Up, Criminal Record (SKCK), and others. After completing all the requirements, the writer was asked to attend an Industrial Placement orientation before starting the training.