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CHAPTER I

INTRODUCTION

A. Background

For a couple years, hospitality industry managed to be one of the businesses that are growing rapidly. In Indonesia, lots of new property of either international chain or local chain has been built, especially in the area that has tourist attraction. Based on data from Badan Pusat Statistik (BPS) Indonesia, 13,661,223 tourists came to Indonesia. Bali is one of the islands in Indonesia that had been visited by many local tourists and international tourists every year. Bali was predicted to get six million visitors in 2020. To accommodate every tourist that came, there are a lot of accommodations that are available, from motel to five-star hotel. One of them is Renaissance Bali Uluwatu Resort and Spa, a five-star hotel that allows guests to have a splendid scenery experience. Becoming part of a five-star resort will be a great experience.

Renaissance Bali Uluwatu Resort and Spa is one of the properties under Renaissance Hotels, one of the luxury brands of Marriott International. Marriott is the largest international hotel chain that has 30 brands and more than 7000 properties all over the world. Marriott International has been established for 93 years since 1927 and still manages thousands of hotels in 131 countries, including The Ritz-Carlton, Westin, Bvlgari Hotel and Resort, and many more. The worldwide connection that the chain has, every trainee with good performance will have a chance to have an experience overseas. The standard that has been applied in every property under Marriott International also could help writer to familiarize with an international standard of how serving guests in the hospitality industry.

Beside the property is under Marriott International management, Renaissance Bali Uluwatu Resort and Spa is one of the most favorite destinations for tourists. The hotel is located in a plateau at Ungasan, Bali, which is far from traffic. Besides, the location of the hotel is also near the beaches, like Pandawa Beach, Balangan Beach, Padang-Padang Beach, Melasti Beach, and many more. To reach Bali's most iconic landmark from Renaissance Bali Uluwatu Resort and Spa, guests could take an online taxi for approximately 20 minutes. Guests could reach the hotel from Ngurah Rai Airport for

about 30 minutes by car. For tourists who are looking for healing time, Renaissance Bali Uluwatu Resort and Spa might be a choice.

Renaissance Bali Uluwatu Resort and Spa is a premium distinctive brand of Marriott International, which has a different standard with the luxury brand of Marriott International. Trainees could get a new experience, especially for the writer that had experience in the luxury brand of Marriott International before. The guests of Renaissance Bali Uluwatu Resort and Spa mostly came to have relaxation time. With this difference, writer could improve the knowledge regarding the hospitality industry and the best act to handle the guests with different interests.

However, due to the rapid spread of the COVID-19 virus, almost every business gets a significant impact, include hospitality industry. By early February 2020, almost every hotel experienced a decline in guests, as the flight from and to China was declined. Based on the data, there are only about four thousand Chinese Tourists that came to Bali and about 392,824 overall. The situation still continues until May 2020 as the virus has been spread all over the world rapidly. Comply with the government policy about 14 days self-quarantine, all of the trainee was being laid off since 18 March 2020 until further information.

B. Purpose

As a college student in Universitas Multimedia Nusantara, there are several steps that must be finished before graduating. Each student must join the Industrial Placement before graduating to get to know how the industry works. There are some differences that the Hotel Operations students have. The student must join the Industrial Placement two times to fulfil the course curriculum. First, in the Room Department (front office department or housekeeping department or laundry department) and the second one on the Food and Beverages Department, for six months. After the Industrial Placement is done, the writer must write some report and must present the report to be scored.

Besides, doing an Industrial Placement could help writer to familiarize with how the industry runs. As the one who works in the hotel, writer will directly get in touch with the guest. In the long run, serving a guest based on the procedures becomes a habit and also knows how to handle different types of guests. The experience gained from each interaction with the guest might help writer later while developing the career.

Lastly, the benefit of Industrial Placement is to have more connections. There are a lot of people that work in the hotel. Some of the people (either staff or fellow trainees) could give some help in the future. There are also guests who came from around the world. Besides learning about the culture, there could be some possibilities to have some connections with the guests or someone overseas.

C. Period and Procedures

1. Internal

Before joining the Industrial Placement, every student must follow some rules and complete some requirements given from the campus and the program. In sixth semester, each Hotel Operations student must join the Industrial Placement in Food and Beverages Department, either in food and beverages service or food and beverage product. In this semester, writer starts the Industrial Placement in food and beverage service from 13th January 2020 until 13th July 2020. To be able to apply to Renaissance Bali Uluwatu Resort and Spa, the writer needs to complete the entire course in the fourth and fifth semester, and must have at least 3.00 of the on-going average GPA. Besides, each lecturer on food and beverages service subject or food and beverage product subject is helping students to strengthen the skill and knowledge about the subject. Aside from the Hotel Operations Program's requirement, there are also some requirements from the university. Before starting the Industrial Placement, the writer needs to complete the financial obligation.

After fulfil the requirement, writer could start to write and fill the form (KM-01) that must have the Head of Hotel Operation Program sign to be used as the references letter for the targeted company. After getting the sign from Head of Hotel Operations Program, writer could make the CV and the application letter to be sent together to Renaissance Bali Uluwatu Resort and Spa. After do some interview with the hotel and get accepted, writer needs to fill the form online. Lastly, to help writer finish the Industrial Placement and the report, there is one lecturer that appointed to monitor and guide writer. In the end of the Industrial Placement, writer needs to do the Industrial Placement assessment. The assessment will be conducted in June 2020. The assessment will be scored by the advisor and examiner that the score later used as the final score of the semester.

2. External

In Indonesia, the university or vocational school oblige the students to have Industrial Placement before graduating. The system is in line with the hospitality industry system. Every six months, most of the hotels would open recruitment for the trainee position in all departments. The same situation also happens at Renaissance Bali Uluwatu Resort and Spa. Because a lot of students are searching for a hotel that accepts trainees, there are some steps to be part of Renaissance Bali Uluwatu Resort and Spa. Starts from sent the CV until contacted by the hotel that writer was being accepted.

After sent the CV and documentation needed to apply for the position as a trainee or called young ambassador in Renaissance Bali Uluwatu Resort and Spa, the Human Resource Department would contact to schedule the interview. The first interview was asked about the knowledge about Beverages and Food Department, the department that writer chose. The interviewer, which was the Assistant Manager of Beverages and Food Department, mostly asked about the basic job description of the server and also a little bit of self-introduction. Next, writer was being contacted to have the next interview with the Training Manager. In this session, the Training Manager asked about how well the candidate of the Young Ambassador knows about the property. After one week, writer received the information that the writer officially became part of Young Ambassador of Renaissance Bali Uluwatu Resort and Spa. Afterward, the hotel sent some requirement documents that must sign and borrow at the orientation day.

While the Young Ambassador had the Industrial Placement on going, every month, the Human Resource Department held a gathering and training session. The session is one of the requirements before graduating as a Young Ambassador. There would be a small test and if young ambassadors did not pass a certain score, they will retake the test to make sure every young ambassador aware of the surrounding and about the property. There was also a requirement that every young ambassador must at least have 80% of the attendance. If all of the requirements are fulfilled, the young ambassador could graduate.