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# CHAPTER 1

## INTRODUCTION

### A. Background

Hospitality offers career and employment opportunities to other people because the industry is one of the fastest growing businesses all over the world (Essays, 2016). Several regions in Indonesia provide a lot of hotels as accommodation for tourists. One of those popular regions for travel is Bali or known as “Pulau Dewata”. Bali is a popular destination in Indonesia because Bali has a different culture and religion compared to other regions (Winarto, 2017). Bali is surrounded by luxury hotels from international chains and local chains. Sofitel Bali Nusa Dua Beach Resort is one of the luxury five-star hotels from an international chain. To join Sofitel Bali Nusa Dua team for Industrial Placement is such a pleasant opportunity for the writer.

Sofitel Bali Nusa Dua Beach Resort is managed by Accor International. Accor Group is one of the popular companies in the hospitality industry from France with 4,900 hotels in 110 countries. Without eliminating the touch of Balinese, the hotel decoration also gives a touch of elegance of French culture. The hotel provides 415 rooms and two excellent restaurants. Sofitel Bali Nusa Dua Beach Hotel was recognized as a luxury hotel in 2019 from Exquisite Media and Kwee Zeen was awarded as a world luxury restaurant winner in 2017 and 2018.

The hotel is located at ITDC Tourism Complex in Nusa Dua. Indonesia Tourism Development Corporation is a state-owned enterprise who manages The Nusa Dua Complex or commonly known as the ITDC area. Nowadays, Nusa Dua has become a prestigious area in Bali for tourist destinations with many upmarket hospitality brands like Sofitel Bali Nusa Dua Beach Resort. The hotel is near from several tourist attractions such as Water Blow Nusa Dua, Bali Collection, Geger Beach, and Puja Mandala. The distance between the hotel and airport is only around ten minutes by car.

Several points in the above become a reference for the writer to select the hotel for the Industrial Placement program. Becoming part of Sofitel Bali Nusa Dua Beach Resort team is an opportunity to increase the skill and knowledge, especially the fact that the writer could improve English communication skills because Bali has many tourists from various countries which use English as one of the communication tools for each activity.

Unfortunately, hospitality industry in the world is changed because of the Covid 19 pandemic. Hospitality industry is severely affected because of the pandemic. Every country restricts traveling activity to stop the virus spread. Therefore, every hotel has low occupancy. Without exception, it also affected Sofitel Bali Nusa Dua, therefore the writer should end the Industrial Placement Program for a while. However, the situation is getting worse day by day because this virus spread fast and causing death. On March, campus decided to end all Industrial Placement Program and took all trainees to quarantine.

## **B. Purpose**

In hotel industry, working skills and professionalism has to be developed not only by learning in books and theory, but experiencing working in real hotel industry. It has a great importance for trainees to develop more hospitality skills and knowledge around hotel industry. In Hotel Operations Program Universitas Multimedia Nusantara, the writer has purposes for conducting the Industrial Placement in Sofitel Bali Nusa Dua Beach Resort Hotel.

First, as a standard of graduation in 6<sup>th</sup> semester. The standard graduation is that the writer must fulfill Industrial Placement program in six months and make the report of Industrial Placement. The report is needed to complete the courses in 6<sup>th</sup> semester and will be presented to advisor and examiner. The report contains the writer's experience and explains job description during Industrial Placement program.

Next, the writer can improve the F&B service skill and the knowledge. By learning directly in the hotel for six months, the writer can train the skill and ability to work. In Food and Beverage Department, there were many challenges that must be faced every day. For example, since during the breakfast time, the restaurant was very crowded so as a server, the writer should work quickly to get high turnover seats, and the server should handle the guest with standard operational procedure properly.

Writer can also experience and learn how to handle the guest start from greeting, seating, serving the food, until the guest leaving the restaurant properly. Besides serving the guest, writer also has responsibility for cleaning and maintaining the equipment and furniture in the restaurant. For example, the writer learned to polish the cutleries and chinaware, clean the chair, and refill restaurant amenities.

Maintaining good relation with co-workers is very important. Good connection and relationship between staff and other trainees in the hotel are really beneficial to the writer, especially for hotel job and career in the future. Writer believes that by working in hospitality industry, the writer needs to be exceptionally strong mentally and have a high patience level for joining the working team, especially to serve the guests because there are different guests characteristics to be served.

### **C. Period and Procedures**

#### **1. Period**

In second Industrial Placement, writer should follow the program for six months. However, pandemic Covid-19 happened when the program was running. So, writer only works for three months. The period and and procedure of Industrial Placement are as follow:

- a. The time is supposed to start on January, 8<sup>th</sup> 2020 until July, 7<sup>th</sup> 2020.
- b. The Industrial Placement was conducted at Sofitel Bali Nusa Dua Beach Resort. The hotel located in ITDC Tourism Complex Nusa Dua, Badung, Bali.
- c. The writer was assigned to train in Food and Beverage Service Department, as a waiter and a hostess.

#### **2. Procedures**

At the second Industrial Placement, the writer should choose the hotel according to grade point average. Writer can choose department between Food and Beverage Service or Food and Beverage Product. There are three procedures for doing Industrial Placement.

First, the writer should make the curriculum vitae and cover letter to be sent to the hotel. The curriculum vitae, awards and certificates should be scanned and sent through email. If the curriculum vitae is accepted, the hotel will inform the day and date to take the interview.

Second, the writer was called to have the interview with Human Resources Department. The interview was done online via Skype because the hotel location is in different region. The interview was conducted for 15 minute in English. After the hotel gave the result of the interview, the writer was requested to do a medical check

up. In the last step, the writer must follow a one-day hotel orientation on January, 8<sup>th</sup> 2020 at Sofitel Bali Nusa Dua Beach Resort.

The last procedure is to complete the Industrial Placement report. The final Industrial Placement report should be done in May, completed with the advisor signature. All the KM forms should be filled based on instruction from the campus. The report procedures can be seen in guidebook.