

CHAPTER I

INTRODUCTION

A. Background

Business tourism in Indonesia nowadays has increased significantly. This can be seen on the increasing number of tourist visit include the total hotel in Indonesia (Handra, 2015). The achievement from the tourism sector in Indonesia is also acknowledged by Telegraph (a media company in England) that records Indonesia as the top 20 fastest growing travel destinations in 2017 (Sutrisno, 2020). Based on Asean Secretary data, in 2018 Indonesia reached 15.810.305 of tourist visitors and 4th ranked of highest foreign visitors in ASEAN after Thailand, Malaysia, and Singapura (ASEAN Secretary, 2019).

There are a few things that make hospitality potential in business increase such as the citizen populations around 267.000.000, archipelago state, and many of tourism place (Soheh, 2019). Hotels are main tourism superstructures which mean the hotel industry depends on how many tourists or guest who came (Handra, 2015). As the number of tourists grows, hotels are no longer just a place to stay, but also a place to fitness, exhibitions, music shows, meetings, and wedding or birthday parties.



Figure 1.1 Accor Logo

Pullman Jakarta Central Park operates under Accor Hotels group, a big multinational hospitality business from France. Accor is global world leading hotel group in hospitality offering unique and meaningful experiences in 39 powerful hotel brands from luxury to economy hotels, 5000 hotels in 110 countries. Accor Hotels group takes care of millions of guest since 1967 and still develop (Accor, 2020). It means Accor Hotels group has good strategy to compete in hospitality by expanding boundaries to elevate their business with Accor each hotel brand strategy.

With good company reputation, good branding, and its location which is in a strategic location around business area and shopping place, writer is interested to have a good experience by conducting an Industrial Placement at Pullman Jakarta Central Park. Writer thinks that it would be good to have a certified experience in this hotel when writer graduates and applies job. The staff teaches and gives examples very detail during the Industrial Placement, also trust writer to serve and escort the guest. It makes writer motivated to work and able to avoid mistake.

Regarding the spreading of covid-19 virus, Indonesia did lockdown as government rules to prevent the virus since March 2020. The government imposed tough restrictions on *Pembatasan Sosial Berskala Besar (PSBB)*. Not only Jakarta, the possibility of Bogor, Depok, Tangerang, and Bekasi area will also run this policy. However, PSBB in Indonesia impacts the collapse of economy, especially the tourism and hospitality business because the guest or tourist should refrain to tour and travel. Secretary General PHRI, Mr. Maulana Yusran said that the hotels' occupancy rate in Indonesia is under 9% with only few visitors. Hundreds of hotels have been forced to close temporarily or indefinitely by observing the spreading of corona virus (Lidyana, 2020). With this pandemic, the Industrial Placement cannot be done fully for six months because the hotel must follow the PSBB regulation.

B. Purpose

The writer chose Pullman Jakarta Central Park hotel because writer needs to hone Food and Beverage Service skill. The writer aims to be more professional by enhancing the communication skill, skills, and knowledge in a five-star hotel. By having Industrial Placement in Food and Beverage Department, the writer obtained a valuable experience, especially regarding the preparation, service sequence for in room dining, and the communication skills with the guests. With this Industrial Placement, the writer is ready to work in Food and Beverage Service after graduates.

The writer also needs to complete the Industrial Placement with this report. The writer has the responsibility to complete this report as the physical evidence for the Industrial Placement.

C. Period and Procedures

1. Pre-placement

- a. The writer should not be absent for more than three times in each course so that the writer can take exam and pass the course.
- b. The writer should have a minimum score of GPA 2,75 with minimum score C for every core subject, such as Food Production, Pastry and Bakery Production, and Food and Beverage Service Operation.
- c. The writer then has to choose the hotel for Industrial Placement location. The writer needs to have two hotel options so that the writer has alternative hotel if rejected in the first hotel.
- d. The writer needs to complete documents which are needed for Industrial Placement. The writer needs to prepare CV and the CV will be checked and sent by the Industrial Placement Coordinator.
- e. The writer will need to do an interview with Human Resources and Food and Beverage Service Manager. The questions are about the writer's personality, skills and knowledge related to Food and Beverage Service.
- f. After the interview, the writer was informed to be accepted then needed to submit formal photo sized 3x4, medical check-up, and confirmation letter from university. Medical checkup was conducted in St. Carolus Gading Serpong.

2. On-placement

- a. The time taken for the Industrial Placement is six months in Food and Beverage Department, started from 11th of March 2020 until 10th of September 2020. But writer only 6 days because of PSBB Covid-19 impact.
- b. During the Industrial Placement, the writer needs to follow the instructions from the superiors, regarding the tasks related to the Food and Beverage Service Department, including maintaining hygiene and sanitation of in room dining area, preparation, taking order, completing industrial placement report, and completing other forms needed to support the success of this Industrial Placement program.

3. Post Placement

Complete the Industrial Placement report lastly in June 15th 2020 and presentation in June 22th 2020.