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CHAPTER I

INTRODUCTION

A. Background

Indonesia is among the biggest players in the Asia-Pacific hotel industry, according to HVS Asia-Pacific Hotel Operator Guide 2018. The study compile in December 2017, china is dominated the Asia-Pacific hotel industry with market share of 50 percent, Australia with 10 percent market share, India with 8 percent, meanwhile Indonesia was 6 percent of market share. Daniel J. Voellm, managing partner of Asia-Pacific at HVS International, said in a statement that the study cover 31 countries and territories, 1.038 markets with exiting hotels as well as 718 markets with proposed hotel.

Furthermore, the research also revealed Bali and Jakarta were among the 15 markets based on number of properties. Bali ranked sixth with 96 branded properties, while Jakarta ranked ninth with 80 branded properties. As for top 15 markets based on number of rooms, Jakarta ranked eighth with 17,575 and Bali ranked ninth with 17,257.

Another reason beside the higher future work prospect in Hospitality Industry also provide much of different choice for students. This can help students find suitable jobs in the future. Hospitality Industry also requires high mobility and meeting with a lot of people which help to increase networking. The benefit is students can have different knowledge and information from different company.

Furthermore, Industrial placement is a way to develop the abilities of every student. In Universitas Multimedia Nusantara Hotel Operations Program, this Industrial placement must be done twice. The first industrial placement program has been done by the writer in Front Office, and the second industrial placement in Food and Beverage Department especially Service. This is one of course curriculum in hotel operations at Universitas Multimedia Nusantara. This is what ultimately encouraged the writer to be able to complete the industrial placement as well as possible and encourage writers to seek knowledge with as much as possible. The writer choose The Westin Jakarta Hotel for the second industrial placement. The Westin Jakarta Hotel is a five stars hotel that located on South Jakarta. The location of this hotel is very strategic because near with some Embassy, Office also Shopping Center.

The writer choose this hotel because The Westin Jakarta have a good brand, top tallest building rank in Indonesia and is 93rd in Asia according the skyscraper center and the part of Marriot International. From that the writer hopes to be able to develop both soft skills and hard skills, because five star hotel have high standard for they worker and others. In their writer can learned directly both practical and theoretical, and the writer believe after complete the industrial placement the writer can be more developed.

In conclusion, this industrial placement is very influential for the writer because of the writer can got many information and networking also training from many trainer how to work professional. This hotel also have many development training for all staff and trainee like leadership training, operational training , safety and hygiene training, and many more training.

B. Purpose

Purpose of this industrial placement is at The Westin Jakarta Hotel is to encourage writers to be innovative, focused on the real industries. As can be seen from the industrial placement period that takes about six months. The industrial placement provides the latest business knowledge and relevant tools, builds management and leadership skills, and provides the writer with hands-on experience. Even the industrial placement is a rule that writers need to pass at Universitas Multimedia Nusantara and to see the actual Hotel Operations also get a good connection. The industrial placement is one of the requirements for graduation in Hotel Operations Program of Universitas Multimedia Nusantara. It encourages writers to be able to complete the program as well as possible and make the report as well as possible. This program also encourages writers to get a high GPA, so the writer can follow the industrial placement at The Westin Jakarta Hotel.

More benefit from industrial placement is improving communication skill besides that industrial placement also practice manner and attitude to be better. Manner and attitude is important in hospitality industry especially when handling guest. In real hotel industry writer must understand how to solve problems. When handling angry and disappointed guest, good manner and attitude is really needed because guest satisfaction depends on staff. Good manner and attitude can support our careers, both in hotels and other places because there is no point if we have a good insight but not balanced with it and by conducting this second industrial placement, students are expected to be ready to enter the workforce.

C. Period and Procedures

The period of this industrial placement is six months. The writer started the industrial placement from January 13th 2020 until July 12th 2020. Before accepted at the hotel that the writer choose, they had to pass the minimum GPA for their academic.

Then, prepare curriculum vitae and cover letter to be sent to the hotel. Curriculum vitae documents that explain briefly about the candidate, what achievements have been made in the past, how relevant the experience of the candidate to the position of the job being applied, and whether the prospective person is right or not to be chosen among other trainee. A good curriculum vitae is where the reader of the curriculum vitae can properly imagine the

Curriculum vitae maker before meeting physically. After writer prepare the curriculum vitae then the writer selects the hotel the writer's wants to choose. When the curriculum vitae and cover letter confirmed from the human resource, then the writer can move to the interview.

In The Westin Jakarta, the trainee candidate will get information by email about the interview. The candidate will meet with Human Resource Department and Head of each Department to do interview. The interview were conducted based on each school, also conducted by calling trainee one by one. After conducting an interview with the hotel, the hotel will provide the results of the interview by email about one until two weeks.

After the hotel interview, the writer submitted a complete medical checkup for the next requirement. Medical checkup is carried out by all trainee without exception, the results of the medical checkup will be considered for the hotel. After all requirements have been completed the hotel will notify the final results.

The period of the second industrial placement is six months, this is the same as the first industrial placement. Within a predetermined period of time the trainee will be placed in several outlets and trainee cannot choose the place they want because everything has been arranged by the head of department. At these outlets trainees are expected to learn many things, not only that trainees must also be responsible for all the work that is given, as well as following the training held by the hotel every month.