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# CHAPTER I

## INTRODUCTION

### A. Background

Industrial Placement is one of the important point for students in Hotel Operations Program because it will optimize the capabilities of the skill and knowledge of the student. There are three reasons why writer choose Sofitel Nusa Dua Bali Resort for the location of the industrial placement.

First, Sofitel Bali Nusa Dua Beach Resort is five star hotel with French heritage. The hotel is fine blend between French elegance and Balinese culture. The hotel has 415 rooms, 2 restaurants, 3 bars, and 1 club. There is two type for restaurant at Sofitel Nusa Du Beach Resort, Pan Asian cuisines at Kwee Zeen restaurant and Italian cuisines at Cucina and the names bar at Sofitel is Toya Beach Bar and Grill, LeBar and L'oh Pool Bar.

Second, Sofitel Nusa Dua Beach Resort is International chain hotel under Accor Group. Accor is one of the popular companies in hotel industry from French with 4.900 hotels in 110 country. Sofitel Bali Nusa Dua Beach Resort Hotel was awarded best luxury hotel in 2019 from Exquisite Media.

The last, Sofitel Bali Nua Dua Beach Resort located in ITDC (Indonesia Tourism Development Corporation) Complex Nusa Dua. Nusa Dua area became a prestigious area in Bali for tourist destination. The hotel building also in front of Nusa Dua beach is strategic location as a tourist destination for leisure time. Writer can get chance about interacting with tourist. So, writer can improve communication skill especially in english language.

At the end, the writer can get many experiences from Sofitel Bali Nusa Dua Beach Resort. One of the experiences is that the writer can improve skill in Sofitel, especially in improving serving skills and solving problem at food and beverage service. Writer also built good relationships with seniors because it would help writer to master the skills with supportive atmosphere.

## **B. Purpose**

Industrial Placement helps to improve the students performance and to form a more better attitude, loyalty and cooperation. Writer believes that industrial placement helps in improving the awareness to take responsibility. There are three purposes of the industrial placement.

First, the industrial placement is aimed to fulfill the course curriculum in semester six. Before doing industrial placement, writer cannot be absent more than three times in every courses and had to pass three required courses namely Food and Beverage Service and Food and Beverage Product. Writer must achieve minimum grade of C+.

Second, as a warming up or an early step towards the real industry. The Industrial Placement helps writer to know the real situation in hotel industry. Writer can improve their skills and knowledge in the Food and Beverage Service department and writer can also apply the knowledge from campus to the real industrial practices. Overall, with the industrial placement, writer can be informed about the minimum standards that must be mastered in Food and Beverage Service Department, especially in speed and accuracy when working.

Last, writer can have great acquaintances of hotelier professionals and interact with lots of great people in the hotel unit. Writer also had the chance to build up a good relationship with other staff and trainees that might be important for writer future career. In conclusion, Industrial Placement Program is one of the obligations for degree fulfillment in Universitas Multimedia Nusantara. This program also helps writer to learn about giving hospitality services, broaden network and connection, and also to have more knowledge and experiences in hotel industry.

## C. Period and Procedures

### 1. Period

Industrial Placement is one of the subjects in the curriculum that must be followed Hotel Operations Program. This training program is an off-campus activity to enhance student's knowledge of the industry to practice all the theories gained on campus and in the industry, writer must do the training program for six months. Time and Procedures of Industrial Placement:

- a. The time taken for internship is six months, Precisely from January 08, 2020 to July 07, 2020
- b. Implementation of internship will be done at Sofitel Nusa Dua Beach Resort, Bali. By location, this hotel is located in Lot N5 ITDC Tourism Complex Nusa Dua, Badung, Bali
- c. Appointment of Industrial Placement as food and beverage service department, as a waiter.

### 2. Procedure

Industrial Placement is one of the subjects in the curriculum that must be followed Hotel Operations Program. Industrial Placement program is an off-campus activity to enhance student's knowledge of the industry to practice all the theories gained on campus and in the industry trainee must do the training program for six months. There are three procedures before doing the industrial placement.

First, the student should make the resume and cover letter. After applying to the hotel, the hotel will assess the student's personal data, such as education, awards or certificates and work or organizational experience that the student had. If the administration requirements are fulfilled, the hotel will inform the day and date to take the interview.

Second, writer conducting the interview with Human Resources Department. The interview using via Skype, because the hotel location is different region with the college. The interview was conducted for 10 minute and conduct in English language. After the hotel gives the result of interview, writer should be medical checkup and bring statement letter from campus. The last step, writer must follow orientation for one day on January, 8<sup>th</sup> 2020 at Sofitel Bali Nusa Dua Beach Resort.

The last procedure is complete the industrial placement report. The final industrial report should be done at May with advisor signature. All the KM form should be filled based on instruction from the campus. The report provisions can be seen in guidebook.

There is some act to prepare the industrial placement. Create curriculum vitae, cover letter, certificate, and awards. Doing interview with Human Resources Department, accomplish the report for standard graduation and the writer will present the results of the report to the lecturer.