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CHAPTER I

INTRODUCTION

A. Background

Industrial Placement Hotel Operations Program in Universitas Multimedia Nusantara has their own standard for the student while having an Industrial Placement twice. First Industrial Placement in the field of Room Division (Front Office and Housekeeping) Second in the field of Food & Beverage (Food Production and Food & Beverage Service). Hotel Operations Program Universitas Multimedia Nusantara targeted the student to have an Industrial Placement in five stars hotel. so writer choose Sofitel Bali Nusa Dua Beach Resort as the second Industrial Placement.

Bali attracts through its beautiful natural beauty from towering volcanoes and terraced rice fields that radiate peace and tranquility. It's also famous for surfers paradise. Bali enchants you with dramatic dances and colorful ceremonies, arts and crafts, to luxurious beach resorts and exciting nightlife. And everywhere, you will find intricately carved temples. By that, a lot of visitors locally and internationally demand for an excellent quality service for their stay in the city of wonders, Bali. Sofitel Bali Nusa Dua Beach Resort is strategically located in Nusa Dua city of Bali. As a trainee, writer has decided to choose Sofitel Bali Nusa Dua Beach Resort as a place to gain knowledge and training about the hotel operational especially in Food & Beverage Service department. Writer thinks that Sofitel Bali Nusa Dua Beach Resort is a perfect example to learn about service quality. With that, Writer wants to describe three supporting reasons on why choosing Sofitel Bali Nusa Dua Beach Resort for the industrial placement.

First, Sofitel Bali Nusa Dua Beach Resort is located in Nusa Dua city, which makes Sofitel Bali Nusa Dua Beach Resort only 5-minutes away from Nusa Dua beach. The hotel is very strategic, which is a huge attraction factor for visitors to want to stay in this hotel. Not only close to beach, Sofitel Bali Nusa Dua Beach Resort is only 10-minutes away from airport. This hotel is a perfect choice for guests and visitors to stay since it is for guests to enjoy the beauty of nature. This

strategic location makes Sofitel Bali Nusa Dua Resort the center of both, business district, event and also holiday. This means that Sofitel Bali Nusa Dua Beach Resort attracts all kinds of guests, starting from business man to travelers.

Aside from the strategic location, Sofitel Bali Nusa Dua Beach Resort is also well-known for their excellence in service because Sofitel Bali Nusa Dua Beach Resort have 24 hours restaurant for the guest. The hotel also features an outdoor swimming pool, six dining options, soothing spa and massage therapies in the hotel, and also a gym. With all the great facilities this is a strong reason on why writer chose Sofitel Bali Nusa Dua Beach Resort as my destination to learn more about hotel operation.

Finally, writer believes that there is no excellent service without people behind it. When writer joined Sofitel Bali Nusa Dua Beach Resort as a trainee, writer worked directly with people that have years of experience on serving guests. Writer was able to make new friends with people from different background and knowledge to enrich knowledge in hospitality field. Writer gained more knowledge on how to create a better quality of services from the people that writer had worked with. These people might assist writer in the long run; not only as co-workers, but also to strengthen connection in the hospitality industry, in case writer needs help or recommendation in the future.

Writer believes that connection will help for career improvement in the future. A good hotel reputation means that the people inside the business is doing their job well, and writer would love to work in a magnificent hotel such as Sofitel Bali Nusa Dua Beach Resort in the near future. Connections will help to get easier access to a lot of places, especially when they can recommend me to other people to work in their business.

B. Purpose

1. To provide an overview of the importance of food & beverage service departments in the operation of a hotel.
2. To complete students' knowledge and experience as preparation in the world of work and industry.
3. As a form of realization and theory of the material obtained in the academy.

4. To improve discipline and a sense of responsibility in carrying out tasks.

C. Period and Procedures

1. Period

The time taken for the industrial placement is six months, from January 08, 2020 to July 07, 2020.

2. Procedures

- a. Choosing hotel for industrial placement based on lecture's recommendation.
- b. Choosing the appropriate department that students want for industrial placement.
- c. Applying to the selected hotel by submit resume.
- d. Interviewing with the selected HRD hotel manager for industrial placement.
- e. Briefing and introduction of the hotel before starting industrial placement.
- f. Conducting the industrial placement in accordance with the schedule, standards and regulations that have been made by the hotel.
- g. Each month the training staff will prepare training reports to be handed over to the personnel manager and proceed to the director of human resources.
- h. Every trainee's assignments and activities are always recorded through paper and record in time keeping.
- i. Preparing industrial placement report as required for next semester.
- j. Submitting final industrial placement report.
- k. Doing the presentation about industrial placement report.