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CHAPTER I

INTRODUCTION

A. Background

Industrial placement is a program where the students will undergo training in organizations or companies within a specific timeframe. By industrial placement, the students will be exposed directly to real industry world which will create a learning environment for them. This is a great opportunity for students' self-development and to improve their potentials. As a second semester hotel operation student at Universitas Multimedia Nusantara, the writer is obliged to do industrial placement in the third semester as a part of the course. To start industrial placement, choosing the right hotel is a really crucial process. Research about the hotel is required to decide whether the hotels fit the students' preferences. The student also needs to weigh the chance to be admitted based on the capability and hotel's requirement. After careful consideration and research, the writer chooses to do industrial placement at Hotel Tentrem Yogyakarta for two main reasons.

First and foremost, the hotel's branding and its proven quality. Hotel Tentrem Yogyakarta is a 5-star luxury hotel that embedded Javanese culture in their hotel's concept. The word *Tentrem* itself evokes a feeling of peacefulness and serenity. Their philosophy is to give their guest a peace of mind and a sense of tranquility with their facilities and services. The philosophy fits the writer's belief that guest's comfort must be prioritized. Also, this hotel is awarded with Traveloka Hotel Awards 2017 in category Exceptional Guest Experience. The hotel's excellence level of service and outstanding quality is guaranteed by this achievement. Hotel Tentrem Yogyakarta is also highly rated by their guests in reputable review sites such as Tripadvisor and Traveloka. Thus, the writer will achieve a sense of fulfillment when the industrial placement at Hotel Tentrem Yogyakarta is accomplished.

Furthermore, Hotel Tentrem is based at Yogyakarta. Because the writer seeks a lifelong learning, gaining as many as possible experiences and knowledge is an important step. Yogyakarta is the beating heart of Javanese culture because it is a region that preserves

Javanese traditions and deemed it as serious responsibility. This region is highly regarded as a symbol of history and the soul of Java. By doing an industrial placement at Yogyakarta, the writer wishes to learn further about the Javanese cultures and lifestyles. Therefore, industrial placement at Hotel Tentrem Yogyakarta is a chance to be able to learn about hotel and Javanese culture at the same time.

Finally, industrial placement is an opportunity to learn and grow. The writer decides to do industrial placement at Hotel Tentrem Yogyakarta because of its excellence quality and their thinking and way of servicing the guest. Pursuit of knowledge is really important to strive for continuous improvement.

B. Purpose

Industrial placement is really important for college students to gain certificates that will be used in SKPI (*Surat Keterangan Pendamping Ijazah*). SKPI is a document that is issued by university which records the study activities of the students that may include learning outcomes, academic achievement, seminar and workshop that has been participated, and other academic activities. SKPI is really useful to aid the students when applying a job in the future. Usually, every university sets industrial placement as a mandatory for graduation requirement, especially in diploma programs. As a student of hotel operation program, the writer will carry out the industrial placement at real hotel industry. These are the objectives of the writer to do industrial placement.

First of all, industrial placement provides the writer with experiences and lessons. All skills and knowledge that are possessed will be put into action. At this step, everything that has been learned in college will be applied in the real industry. Also, the writer will work with the professionals at the hotel. The staff and supervisor will evaluate the work and give constructive feedbacks. This is a valuable chance to grow and sharpen skills that has been possessed. Therefore, industrial placement is vital to improve skills and obtain newfound knowledge.

Additionally, industrial placement can help to prepare for professional career. At the time of industrial placement, the writer must adapt to real hotel industry, for example, to learn in dealing with problems and to learn in communicating with guests and handling

their requests or complaints. After a while, working independently with minimum guidance can be achieved. Industrial placement will also create opportunities to develop connection with people from the hotel. Social networking is really important to help strengthening career path. After the industrial placement is finish, the experience during industrial placement can be put into the CV. Thus, industrial placement can aid the personal development of the writer and open up the door for brighter career.

There is no doubt that industrial placement is a valuable experience for the writer. While doing an industrial placement, the writer can explore more career paths. Nowadays, finding a job is getting harder. Companies are more selective about the workers that they want to employ. With industrial placement, the writer will get a better prospect because of hands-on experiences gained during the placement.

C. Period and Procedures

The industrial placement must be conducted by the students as a requirement for graduation. Students have to undergo approximately six months period of training in the hotel. Different from other study programs, hotel operation students needed to conduct industrial placement twice, respectively in third and sixth semesters. In order for the industrial placement conditions to be satisfied, there are following procedures that need to be prepared.

Firstly, the students need to determine their choice of hotel and prepare resumes. After doing a thorough research, they should select their main choice of hotel and a second option of hotel. After that, they should prepare a resume that is tailored-made for that hotel. The resumes must be free of any grammatical errors and easy to read to increase the chance of the employer to pick them. After the resumes are done and already be checked by their advisor and lecturer, the students can send them to the Human Resource Manager of the hotel through the Training Coordinator. The writer decides to apply the resume to Hotel Tentrem Yogyakarta as the choice of the hotel. Thus, every student should prepare all necessary requirements that is alike when people are applying for jobs; differs from them, the objective of the students is training.

Secondly, students need to wait until the hotel contacts them for interview. At this time, they must prepare themselves for the interview. It can be done by practicing to answer the common frequently asked interview questions. The students can practice with the lecturers or their friends. The time limit for hotel to responses to their resumes is two weeks. If it is already pass the two weeks' time but the hotel does not reach out to them, the students can change their hotel. The students need to revise their resume to be sent to the second hotel option. During this time period, the writer is notified by the Training Coordinator that the first and second interviews with Human Resource Manager and Executive Housekeeper respectively, will be conducted on the same day which is on 15 May 2019. Considering the locations of Hotel Tentrem and the writer are on two different cities, the interview process was carried out via Skype. During the first interview with Ms. Rosa Galuh, the questions are mainly focused on personality and competency to determine whether the writer is qualified according to hotel's requirement. Following after that, the writer started the second interview with Mr. Eko Yulianto as the Executive Housekeeper. The questions dive deeper into things relevant to the Housekeeping Department such as knowledge about the housekeeping sections and equipment. The questions are attempted to assess the writer's earned experiences in campus. After both interviews are finished, the writer is required to wait for the result for approximately two weeks' time. Therefore, the hotel will evaluate the students' qualifications through interview and decide whether they will be accepted as a trainee or not.

Finally, the students start to carry out the industrial placement. After the students receive the acceptance confirmation from the hotel, they can start working immediately according to the date decided by the hotel. Following the hotel's policy, the daily working period during industrial placement might be 5-2 (five working days and two days off) or 6-1 (six working days and one day off). In accordance with Hotel Tentrem regulation, the writer daily working period is using the 6-1 system. On the first day of industrial placement, the writer needs to undergo Trainee Induction which was conducted for two days. The induction program provides the trainees with overall introduction of the hotel. A tour of the hotel which highlights essential locations and facilities is also conducted. The trainees also get introduced to the staff to make them feel more welcomed and adapt quickly. To help the

students to fit hotel's performance expectation and achieve optimal efficiency, a book named 'Catatan Pedoman Trainee' which contains hotel's rules and regulations is given to all trainees. In the end, orientation program will help the students to gain more in-depth understanding and it becomes the preparation for the students before start working in the hotel.