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## **CHAPTER II**

### **GENERAL DESCRIPTION**

#### **A. Hotel's Profile**

##### **1. History**

The Trans Luxury Hotel was founded by one of the greatest entrepreneur in Indonesia, his name is Mr. Chairul Tanjung. The trans luxury hotel is located in Kawasan Terpadu Trans Studio that located in Jalan Jendral Gatot Subroto No.289 Bandung. This hotel was managed by CT CORP that owned by Mr. Chairul Tanjung.

The soft Opening of The Trans Luxury Hotel was Held on 27 April 2012. And the Grand Opening on 30 June 2012. The Trans Luxury Hotel was inaugurated by Susilo Bambang Yudhoyono (6<sup>th</sup> President of Indonesia).

The Trans luxury Hotel Bandung also integrated with Trans Studio Bandung Mall, Trans Studio Bandung, Ibis Hotel, Mosque Agung Trans Studio. So, the guests can enjoy all the entertain near the Hotel during their stay.

Hotel vision:

To be the preferred MICE & Leisure destination by providing exceptional world class luxury experiences.

Hotel Mission:

Family friendly Hotel, Flawless & Beyond experiences, memorable services, delivering best value for money, build stronger partnership, Mice & weddings destinations, Improving accessibility to and from BDO place of interest, digital friendly hotel, kids “driver” destinations.

The meaning of the symbol of The Trans Luxury Hotel logo is honouring the rich tradition as well as enjoying the life's celebrations of today. The Indonesian headdress crown is a symbol of sovereignty and passage. Often made of precious metal and ornamented with valuable gems, the crown signifies power, dignity and victory.

The icon of the Trans Luxury Hotel Bandung is the Dragon Decoration (a wall mountain 11m Handmade dragon crystal and glass combination) and Grand Hand Tufted staircase at lobby area.

## 2. Facilities

The Trans Luxury Hotel has 282 rooms and 18 floors with 4 types of rooms and 22 pairs of connecting room. Premier rooms have a total 200 rooms, with each size 40 sqm. Club premier rooms have a total of 70 rooms, also with size 40 sqm. Each room has additional features such as Acqua Di Parma from Louis Vuitton amenities, access to club lounge and private reception. Celebrity suites have a total of 11 rooms with each sized 95 sqm, this room are also provided with personal butler service for 24 hours. The hotel has one President suite sized 270 sqm.



Figures 2.1. Premier Room, Club Premier Room



Figures 2.2. Celebrity Suit Room



Figures 2.3. President Suit Room

Below are the other facilities of The Trans Luxury Hotel Bandung.

a. F&B outlets

1. The Lobby lounge



Figures 2.4. The Lobby Lounge

This place is located in the lobby with seating capacity 60pax. The opening hours are from 9am-00am. The menu are Hi tea, light meal, cocktails, and mocktails.

## 2. The restaurant



Figures 2.5. The Restaurant

This place is located on 3<sup>rd</sup> floor with seating capacity 230pax. It opens 24 hours. The menu are 70% Asian cuisine + 30% Western cuisine.

## 3. The 18<sup>th</sup>



Figures 2.6. The 18<sup>th</sup>

This place is located on 18<sup>th</sup> floor with seating capacity 60pax (outdoor sitting) and 80pax (indoor seating). The opening hours are from 16.00 - 23.30 (weekdays) and 16.00 -01.00 (weekend). The menu are Japanese finger food + light meals + creative cocktail and mocktail, fresh sea food and prime meat dishes.



#### 4. The pool bar



Figures 2.7. The Pool Bar

This place is located on 3<sup>rd</sup> floor with opening hours from 10.00 – 18.00.

#### b. Ballrooms

##### 1. Trans Convention Center (TCC)



Figures 2.8. TCC

This place is located on 3<sup>rd</sup> floor connected to TSM (Trans Studio Mall), it size is 2350sqm with standing capacity 2500pax or seating capacity 2300pax.

## 2. Trans Grand Ballrooms (TGB)



Figures 2.9. TGB

This place is located on 2<sup>nd</sup> floor connected to TSM (Trans Studio Mall), its size is 1232sqm with standing capacity 1250pax or seating capacity 1250pax.

### c. Boardrooms



Figures 2.10. Boardroom

There are 17 Boardrooms and is located on mezzanine floor.

d. The SPA



Figures 2.11. The Spa

This place is located on 5<sup>th</sup> floor, with 9 treatment rooms. The opening hours are from 09.00 am – 11.00 pm. The room massage (only suites room) opens from 09.00am to 11.00 pm. The facilities are steam and sauna, whirl pool, salon, juice bar, relaxation area, spa retail, lockers, and professional hairstylish (salon)

e. The fitness centre



Figures 2.12. Fitness Centre

This place is located on 5<sup>th</sup> floor. The opening hours are from 06.00 am -11.00 pm. The facilities are jacuzzi, sauna, and yoga room. The most sophisticated and the latest design used in the gym is the new technology using kinetic machine



f. The pool



Figures 2.13. The Pool

This place is located on 3<sup>rd</sup> floor. There are three separate pools available in this hotel, there are white sandy beach pool, lap pool and kids pool. The opening hours are from 06.00 am- 06.00 pm.

g. The kids club



Figures 2.14. The Kids Club

This place is located on 3<sup>rd</sup> floor. Opening hours are from 06.00 am – 09.00 pm. Children that are allowed to get in are 6 month-16 years old. The facilities are exclusively designed to entertain various ages up to teenagers. It also has basket ball station.

h. Business center

This place is located on mezzanine floor. The opening hours from 07.00 am – 10.00pm. The facilities are secretarial office and devices. This area has 3 internet stations with comfortable sitting area.

i. The life style shop (ARSA)

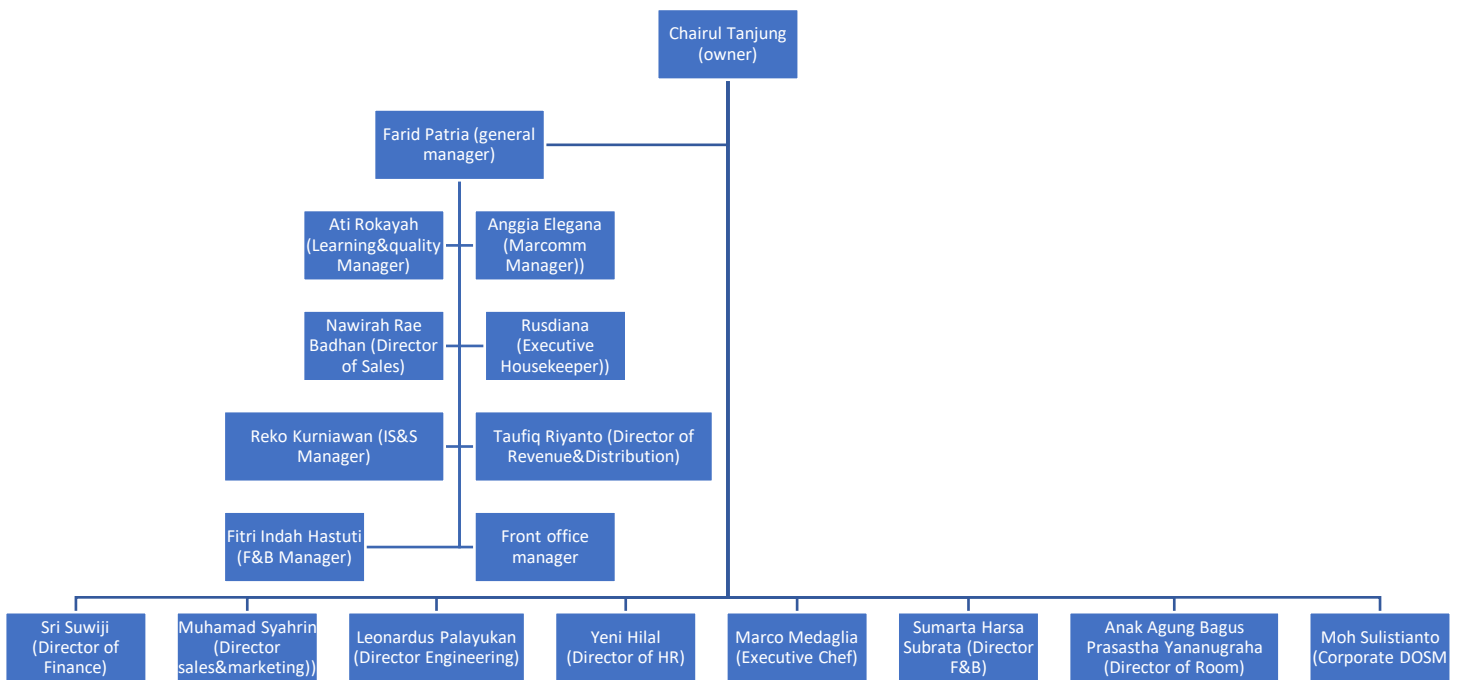


Figures 2.15. ARSA

This place is located on lobby. The opening hours from 07.00am -10.00pm. ARSA is selling Hotel's merchandise.

## B. Organizational structure

As a five-star hotel in Bandung, The Trans Luxury Hotel Bandung has an organizational chart for each department that explains about its duties and responsibility to create a good team work, thus the guests can be satisfied during their stay. Below is the structure organization of The Trans Luxury Hotel Bandung

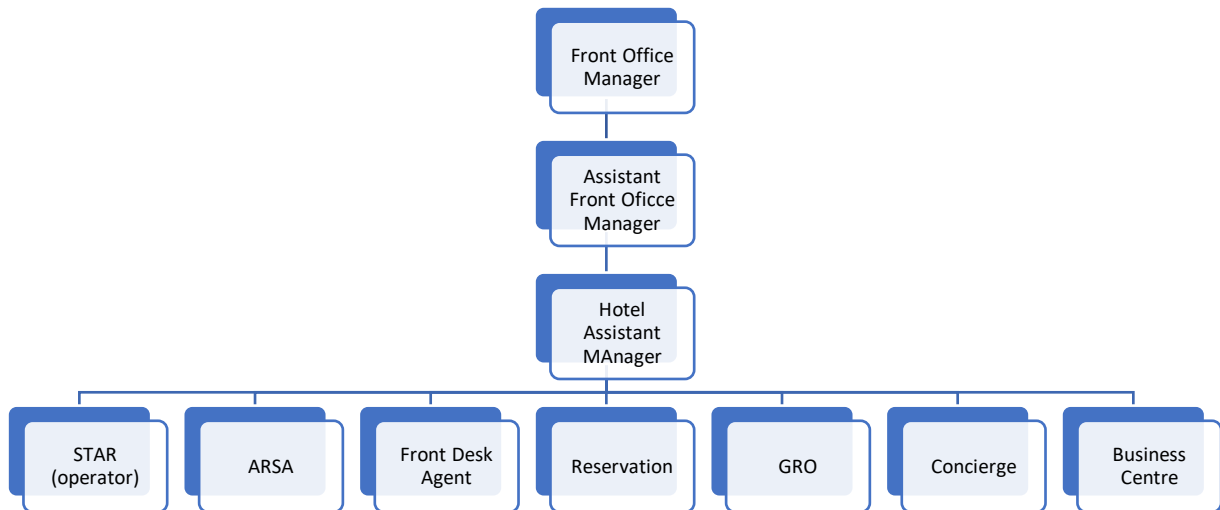


**Figures 2.16**

### **Hotel organizational chart**

The hotel is managed by a General Manager. There are two managements which are managed under GM, which are TSC and TSL. The TSC (Trans Strategic Committees) includes: Director of HR, Corporate DOSM, Director of Finance, Executive Chef, Director Engineering, Director Sales Marketing, Director F&B, Director of Room. The TSL (Trans Strategic leaders) includes: MARCOMM Manager, IS&S Manager, Executive Housekeeper, Learning and Quality Manager, F&B Manager, Director of Sales, Director of Revenue and Distribution)

Since the writer is trained under the Front Office department, below is the organization of Front Office department.



**Figures 2.17**

**Front Office Organizational Chart**

Front Office is an area where the guests has a first encounter with the staff in the Hotel. The most common work for the Front Office staff will be to get in touch with customers and help internally in the office. Staff working at the Front Office can also deal with simple tasks, such as printing and typing tasks and sorting emails. Although Front Office staff might only need to perform tasks such as answering the phone, using the printer and fax machine, Industrial Placement is still needed on these tasks. Below are the job description of the Front Office Department.

1. Front Office Manager
  - a. Evaluate the job performance of each Front Office employee.
  - b. Schedule himself to be on the front during operation hours, check the standards of services, greet and assist VIP guests
  - c. Evaluate the job performance of each Front Office employee.
  - d. Resolve guests problems quickly, efficiently, and courteously
  - e. Ensure that all areas of responsibility are properly staff, supervise and operate smoothly.
  - f. Ensure that all employees are fully conversant with the hotel’s facilities and services.



2. Assistant Front Office Manager
  - a. Assist the Front Office Manager in the preparation and updates of the Front Office Departmental Operations Manual.
  - b. Assist the Front Office Manager to conduct regular communication meeting and ensure that departmental briefing and meeting are effective and conduct as necessary.
  - c. Represent the Rooms function on the Hotel's meeting in the absence of the Front Office Manager.
  - d. Responsible for the efficient registration, rooming, check out of hotel guests and delegate tasks required to fulfill the efficient running of the Front Desk.
  - e. Responsible for the overall day to day functions of the Front Desk.
3. Hotel Assistant Manager
  - a. Attend to guests complaints, inquiries and requests.
  - b. Ensure that all rooms discrepancy are resolve before end of shift.
  - c. Inspect pre-assigned accommodations for VIP guests, ensure that all room set-ups and amenities are prepared according to standard.
  - d. Take responsible of the grand master and emergency keys while on duty.
  - e. Take the responsibility in case of guests and employees accidents or injury and report the circumstances to management.
  - f. Do a patrol in the hotel area accompanied by the security personnel to ensure everything is in good order and condition.
  - g. Aware of the hotel's emergency procedures with regard to safety of guests and staff.
4. STAR (operator)
  - a. Answer all incoming calls from rooms or outside hotel.
  - b. Forward all call to desire extension.
  - c. Wake up call to guests room .
  - d. Handle all guests request.
  - e. Provide hotel services and product to the guests.
  - f. Connect call to guests rooms.
  - g. Communication bridge between all department.

5. ARSA
  - a. Provide all welcome drink to all guests.
  - b. Offer all hotel merchandise to guests.
6. Front Desk Agent
  - a. Do a check in and check out process effective and efficient.
  - b. Inform about hotel service product and hotel information.
  - c. Up-selling guests rooms and promoting hotel services.
  - d. Handle guests complaints.
  - e. Prepare guests bill and make payment process.
  - f. Make guests traces and alerts.
7. Reservation
  - a. Process reservations from sales offices, other departments of the hotel, travel agents, tour operators, email, phone.
  - b. Inform to front desk about the reservation request.
8. GRO
  - a. Making welcome letter for VIP guests.
  - b. Order complimentary cake to pastry for VIP guests.
  - c. Deliver cake for VIP guests.
  - d. Do a check in and check out process for VIP guests.
  - e. Make VIP report for VIP guests.
  - f. Set up room for VIP Guests.
  - g. Check all Traces and alert for VIP guests.
9. Concierge
  - a. Handle all lost and found guests item.
  - b. Deliver guests luggage to their room.
  - c. Offer a help to every guests that bring luggage.
  - d. Polish trolley.
  - e. Greet all guests.
  - f. Order taxi, train ticket, airplane ticket base on guests request.
  - g. Assist guests incoming package by deliver it to their room.
  - h. Register guests vehicle number.
  - i. Handle all guests luggage and item.

- j. Handle guests valet ticket.
  - k. Help valet driver to parking guests car.
  - l. Send newspaper to guests room.
10. Business centre
- a. Provide photocopy, printing, fax and email.
  - b. Responsible to all email that related of guests lost item.
  - c. Inform all department about hotel comment and review from guests.
  - d. Inform about all event that hold in that day.
  - e. provide printer, projector, computer, phone call etc.
  - f. Make daily feedback, incident, negative comment, and complaint report (FINCC).