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CHAPTER 1

INTRODUCTION

A. Background Information

Indonesia is among the biggest players in the Asia-Pacific hotel industry. According to the study compiled in December 2017, revealed that Indonesia own six percent of the market share with 356 existing and 228 pipeline properties (The Jakarta Post, 2018). Daniel J. Voellm (2018), managing partner of Asia-Pacific at HVS International, said in a statement that the study covered 31 countries and territories, 1,038 markets with existing hotels as well as 718 markets with proposed hotels. Furthermore, the research conduct by Voellm (HVS Asia-Pacific Hotel Operator Guide, 2018) also revealed that 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 Indonesia is among biggest contributor in hotel industry, the growth of hospitality especially in Asia affects the work prospect in hotel industry which making it fairly high.

Another reason beside the higher future work prospect is that Hospitality Industry also provide different job choices and most of them require high mobility as part of their job. This point attract more students that felt not suitable for jobs with low mobility. Hospitality industry also requires meeting a lot of people which help to increase business connection. Therefore, these future advantages leads to the conclusion that Hotel Industry could be consider as one of the most attractive field among students which increase the reason for them to choose Hotel Operations program as their major and partake in its Industrial Placement.

Furthermore, one of the universities requirement to finished their study is to partake in Industrial Placement. In Universitas Multimedia Nusantara Hotel Operations Program, students even required to partake in Industrial Placement twice (in third semester and sixth semester). During the past semester, students already learned and trained regarding Front Office and Housekeeping to prepare for the Industrial Placement in the third semester. Thus, make them ready to partake in Industrial Placement. Another reason for partaking Industrial Placement

program is the learning access that are available could be used for gaining knowledge and skill to help acquire experience for job finding or could be used as reference to work in the future.

B. Purpose of Industrial Placement

Industrial placement objective is to expose real work situation. By having an experience to work in the real environment, skills would be acquired thus later could be used for future job finding. Industrial Placement would also teach more practical ways to do specific task that are not taught in class. Thus make Industrial Placement very beneficial especially for student.

Industrial placement has been proved to be significantly improve communication skills, attitude, and work skills. It would be a good chance to develop good communication skill especially in Hotel Industry that provides service as it's main product. Having good communication skills are mandatory since meeting guest is inevitable. Trainees would be trained to serve guests either in Front Office or Housekeeping Department. Thus, will guarantee the development of communication skills.

More benefit from Industrial Placement beside improving communication skills, is to shaped both attitude and manner as well. Working in Hotel Industry would sharpen professional attitude and help understanding the importance of it. Manner is very important especially when interacting with guest. When handling angry or upset guest, professional attitude and good manner are certainly needed. Certain SOP attitude also need to be performed depending on the situation which could not be learned without experience and practice.

Industrial Placement also helps improve the work skills. During the Industrial Placement, knowledges that have been gathered would be very helpful in handling unexpected problems that may occur in the hotel. Prevention program such as safety measure, SOPs and others valuable skills would also be taught and it would help decision making in the future. In conclusion, by completing Industrial Placement writer could gain numerous experiences which will shape writer as a professional individual and improved work skills capability.

C. Period and Procedure

There are steps and procedures required to help the completion of Industrial Placement. Before starting the Industrial Placement, certificate related to Hotel Industry need to be gathered. Then, collect CV and Resume to the lecturers. During the first semester of learning period, all students are already trained to make CV and Resume.

Students went through mock interview with the lecturers after CV and Resume have been submitted. In this period of time, students have two chances to practice their speaking skill for real Internship interview. Lecturers would also guide and give instruction on how to improve speaking skills and attitude. After completing mock interview, CV and Resume that has been submitted before would be thoroughly checked. Lecturers would point out mistakes and give feedbacks on how to improve the CV and Resume.

Approval from the lecturers regarding the CV and Resume would be needed and the next step is to forward them to the hotel. On these period of time, students would wait for interview schedule with the hotel after CV and Resume were sent. Writer was required to come to the hotel to have an interview on Monday 22 April 2019 at 10 AM. To have an interview with the hotel, students would be urged to wear uniform and come on time. After coming to the hotel through the staff entrance door, writer then wait to have interview with Human Resource and Front Office Manager.

The interview went around 30 minutes with each interviewer. Hotel knowledge, motivation, and personal information need to be prepared as it would be asked by the interviewer. To be able to answer the questions correctly, it is important to know about personal strength, weakness and how to overcome problem.

Lastly, after accepted to have an Industrial Placement in the hotel, The Westin Hotel Industrial Placement started on July 15, 2019 and ended on January 15, 2020.