

# **CHAPTER 1**

## **INTRODUCTION**

### **A. Background**

Novotel Hotel is a four-star hotel and one of favorite hotel among the Accor brands, with excellent facilities and professional service, especially for business meeting and wedding party. Hotel Novotel Tangerang is one of business Hotel, most of the guests are people who have business activities near Tangerang and also airlines crew. The Novotel Tangerang Hotel is located in downtown Tangerang and only takes about 40 minutes from Soekarno - Hatta International Airport. Novotel Tangerang Hotel has a connecting access with TangCity Mall which will make it easier for guests to shop and find food. The writer is interested to apply the Industrial Placement in this hotel because the hotel is a good place to grow, to develop the skill as well as Hospitality career. Besides that, there are three factor that motivates the writer to do an Industrial Placement in Novotel.

First, is the location. It is located in a very strategic area, and also near to where the writer lives; so it is easier to transport between Hotel and the house. The distance between the writer's house and Novotel Hotel is 40 minutes by car and 20 minutes by ride. The hotel also surrounded by all kinds of restaurants and malls so that the writer has no difficulties in finding food and entertainment.

Second is because Novotel were recommended by the campus lecturer. The lecturer believes that Novotel is a perfect place for the writer to do the Industrial Placement; since it gives much experience in hospitality industry. Writer also believe that Novotel can give more working experience than other hotel, by looking from the Hotel facilities, Hotel Rating, and also from comments and Review about the hotel from the guest who stayed at the hotel. This is one of other reason that the writer interested to do Industrial Placement in this hotel.

Lastly, Novotel Hotel is one of the famous four stars' Hotel located in Tangerang. This is one of a business hotel and most of the times are full occupancy crowded in daily basis, so it is believing that the writer will get some new insight, experience and knowledge from this hotel. That will give writer many benefit with such as work experience.

In conclusion, Novotel Hotel is a suitable hotel for undergraduates to have an industrial placement program; because with Novotel Hotel, the writer can get more experience in Industrial Placement. The writer also can enhance the skill and knowledge about hotel industry and also to gets new knowledge in Front Office Operation. Furthermore, writer has the opportunity to serve five famous airlines crew like Qatar, Emirates, Etihad, Korea Airlines and Turkish Airlines.

## **B. Purpose**

The writer has a purpose in doing this Industrial Placement, this purpose is not only for the writer but for the others too. In this Industrial Placement the writer chooses the Front Office Department to work within, because this department have direct communication with the guest and it's one of the writer skill in communication skill, serving skill, and administrative skill. The writer three objective to be explore. Here are the three objective:

The first objective is the writer need to gain experience in facing the guest, this Industrial Placement provides it because the writer can get several jobs to do such as serving guest or airlines crew, handling complaints and giving the guest some information about this hotel. So that the writer becomes more powerful and has new knowledge about the hospitality industry.

The second objective is the writer need to enhance the writing skill that has learned during collage, an Industrial Placement assists with career development by providing real work experiences that provide the writer with opportunities to explore the interests and develop professional skills.

The third objective, the industrial placement is to fulfill graduation requirements, the writer and all of the students of Hotel Operation Program at Universitas Multimedia Nusantara have to pass this Industrial Placement.

In conclusion, beside this Industrial Placement the writer aims to build relationships with people in hotel industry so the writer can generate job opportunities which will be helpful for future career.

### **C. Period and Procedures**

#### **1. Pre Placement**

Industrial placement is important for every student, who is majoring in hotel operation to get a new knowledge of hospitality industry. Before the writer do the Industrial Placement there are three steps that must be following like making a curriculum vitae, resume and doing interview with the lecture for practice before interview at the hotel.

#### **2. On Placement**

Being a trainee in Novotel Hotel, the writer put the position as front office in Operator, Guest Relation Officer and Crew Lounge. During the Industrial Placement the writer get many experience and knowledge from this hotel. Beside that the writer can show the skill that has learned. The trainee responsibilities in operator is provide wakeup call service, serving local and international connections. Meanwhile in guest relation officer and crew lounge is service VIP guest and airlines crew.

### 3. Past Placement

After the Industrial Placement completed, the writer must back to campus to make a report about Industrial Placement. The writer will presentation the report to the lecture and that the Industrial Placement in third semester has been completed.

In conclusion is before the writer do industrial placement the writer need preparation such as make curriculum vitae, resume, listen to presentation from senior about the Industrial Placement and doing interview with lecture before interview with Human Resources Department and Front Office Manager at the hotel.