



### **Hak cipta dan penggunaan kembali:**

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

### **Copyright and reuse:**

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

# **CHAPTER I**

## **INTRODUCTION**

### **A. Background**

The development of Industrial Hotels in Indonesia has grown rapidly. World Travel & Tourism Council (WTTC) ranked Indonesian tourism in the top 10 in the world, ranked 9th. WTTC is an institution that houses the world travel and tourism industry. WTTC said that Travel & Tourism in Indonesia grew 7.8% last year - double the global average of 3.9%. According to the website Encyclopedia, the main purpose of the hotel itself is to provide shelter, food, refreshments, and similar services and goods, offering commercial-based things that are usually equipped with household appliances. There are many hotels in Indonesia, especially in the area of Tangerang. One of the famous hotels in Tangerang is Aryaduta Lippo Village. As a leading hospitality brand, Aryaduta Hotels is managed by qualified hospitality professionals which makes the writer want to be part of Aryaduta Lippo Village.

The reason that makes the writer want an Industrial Placement at Aryaduta Lippo Village is because of the hotel itself. Aryaduta Lippo Village is located outside Jakarta in the Lippo Karawaci Township, Tangerang. However, the location of Aryaduta Lippo Village is strategic enough because it is located close to shopping mall, various culinary areas, toll road and only short drive to the Jakarta International airport.

Aryaduta Lippo Village is one of the famous hotels in the Tangerang area, also in other areas such as Jakarta, Palembang, Pekanbaru, Manado, Makassar, Medan, and Bali. There were a lot of guests staying, seen from the conditions of the reservation at the Aryaduta Lippo Village which was always full when entering the long weekend. With this condition, the writer can find out more about the diversity of ways of communicating each guest with a variety of different backgrounds. On this basis, the writer feels can practice the ability to communicate and practice all the knowledge gained during the lecture process.

## B. Purpose of Industrial Placement

Connections and skills are two important things in the work environment. Everyone needs both of these to help them build a future career. The easiest way to have a connection while getting new knowledge and experience is to do an Industrial Placement. Industrial Placement is one of the obligations for all Hotel Operations students at Universitas Multimedia Nusantara as a graduation requirement. Apart from being a graduation requirement, the main purpose of industry placement is to expose writers to the actual work environment and enhance the knowledge and skills of what has been learned in college. Another goal of this program is to embed a quality of integrity, responsibility and good self-confidence.

During the Industrial Placement, the writer can gain knowledge and experience while working in the hospitality industry. The writer can see and feel the real situation of working in the hospitality industry, find some real problems and find ways to solve them. The writer can also build good relationships between fellow trainees and staff. Good relations and communication between staff will make it easier for writers to complete Industrial Placement, and the good relationships that have been built will support the writer's career in the future.

## C. Period and Procedures

Pre-placement is an important aspect because it is the beginning of a successful. The writer prepared everything from an adequate GPA, made a resume and Industrial Placement cover letter, and practiced interviews with lecturers. Everything is done to prepare the interview and recruitment process.

After passing the interview, the writer was invited to attend an Industrial Placement meeting organized by the hotel. The writer was asked to do a medical check-up as a condition for the Industrial Placement. The author was trained for several weeks to be given information about the hotel and adapt to the hotel environment. After that, the writer will become a trainee and complete the Industrial Placement for six months.

After completing the Industrial placement and submit the Industrial Placement report, writer can return to the campus to complete the final stage which is present the Industrial Placement report that has been made to the lectures and held a seminar for the second semester students of Hotel Operations Batch 3. The final stage determines the writer's GPA and whether the writer passes the Industrial Placement or not.