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CHAPTER I

INTRODUCTION

A. Background

Hospitality Industry is a broad category of fields within the service industry that includes lodging, food, and drink service, event planning, theme parks, transportation, cruise line, traveling, and additional fields within the tourism industry. Before structuring as an industry, the historical roots of hospitality was in the western world in the form of social assistance mainly for Christian pilgrims directed to Rome. A hospitality unit such as a restaurant, hotel, or an amusement park consists of multiple groups such as facility maintenance and direct operation, such as servers, housekeepers, porters, kitchen workers, bartender, management, marketing, and human resources.

In Indonesia, thousands of hotel from the guest house until five star hotel already built up, especially in Jakarta. One of them is Ciputra Hotel Jakarta, this is four-star hotel. Within this hotel, all of guest can feel comfort and warm that being served. This situation make people want to training or work in here. There are two motivations for the writer to choose what hotel for Industrial Placement.

Firstly, by working in Ciputra Hotel Jakarta, the writer believes to get so many experiences. This can be a great chance to learn about service in the hotel industry. The hotel is under Swiss-Bel Hotel International Management, which is Ciputra Hotel Jakarta has a high standard of service. This hotel has some different facilities that could make guest comfortable while staying.

Secondly, Ciputra Hotel Jakarta is located in strategic area. Ciputra Hotel Jakarta located in Letnan Jendral S. Parman Street which is located right in the Centre of Jakarta. The location of Hotel Ciputra Jakarta can be a benefit for guests because it is above Ciputra Jakarta Mall. Because of the hotel location, the writer can maximize working.

In conclusion, Ciputra Hotel Jakarta is a suitable hotel to have an industrial placement program, because it has more beneficial factor. One of them is that Ciputra Jakarta Hotel is located right in the Center of Jakarta. It could make Ciputra Hotel Jakarta a choice for guests. Beside of that Ciputra Hotel Jakarta is also under Swissbel Hotel International which already has much experience in managing hotels.

B. Purpose of Industrial Placement

Everyone needs connection to help them in future career. The easiest way to have more connections while gaining new knowledges is joining Industrial Placement. The Industrial Placement is one of the obligation for students in Hotel Operation Program of Universitas Multimedia Nusantara. All students have to do an Industrial Placement accomplish their study and graduate. Usually, the training program will be six months.

The Industrial Placement is a very precious time because a student could get many of the advantages during the training time. There are two purposes of the training program for the students that is taking part in it. The first purpose is while doing the training program, the trainees can gain some new experience. The trainees can see and feel the real hotel situation. The trainees are going to meet real problems and they need to solve those problem and give the best solutions for them. Trainees can also meet guests directly in the hotel. There will be many type of guest that is coming to the hotel and it could be a great chance for trainees to get to know the different type of guests and how to deal with them.

The second purpose is to fulfil the graduation requirements as a student of Hotel Operation Program in Universitas Multimedia Nusantara. The student had to choose either for Housekeeping and Front Office department in third semester. All student of Universitas Multimedia Nusantara had to do some internship before graduating from Universitas Multimedia Nusantara. For Hotel Operation, students need to do the internship twice. The first one is in the Front Office department or in the housekeeping department. The second one is in the food and beverages department.

In conclusion, the Industrial Placement program is important for students of Hotel Operation at Universitas Multimedia Nusantara. It can give a lot of benefit for students. Students can have more knowledge of working in the hotel industry. They can also learn how to interact with guest.

C. Period and Procedures of the Training Program

Industrial Placement is a must thing to do in Universitas Multimedia Nusantara before graduating. Industrial Placement is a useful program that can be a helper to students to face the real situation of the industry. But in the program there are some rules that must be followed by students that want to do the Industrial Placement. The Industrial Placement for Hotel Operation Program start from June 25th 2019 until December 31st 2019. It is useful program that can help the student to work in real industry.

In Universitas Multimedia Nusantara, the students were told to be in six months long of the training program. The student of Hotel Operation Program also will have to join the program twice, first in third semester and second in sixth semester. In third semester, the student just allowed to have an internship either in the Front Office and Housekeeping Department. The first internship is occurring on June until December. For second internship in sixth semester, the student just allowed to have an internship in Food and Beverage department area. There are some rules that must be followed by the students before doing the Industrial Placement.

Before doing the Industrial Placement, the students need to complete the financial requirements and have graduated in the previous semester. The students must complete the entire course in the first and second semester with average GPA 2.75. After the student pass the score, the student in Hotel Operation Program must choose the hotel for their Industrial Placement. Students have to prepare CV and cover letter and send it to the lecturer. After the CV and cover letter is accepted by Industrial Placement coordinator, the student also need to face the mock up interview with lecturers to prepare for the real interview later on. The Industrial Placement coordinator then the CV and cover letter to the selected hotel by the writer.

At the stage of first interview, the writer was interviewed by Mr. Deny Harianta as Human Resources Department in Ciputra Hotel Jakarta. After the interview was done, the writer got the results from Industrial Placement coordinator. Starting the Industrial Placement, the writer must follow other requirements from the hotel, such as Medical Check Up and attending the hotel orientation.

When the result of Medical Check Up came out trainee can be declared ready for work. Being a trainee in Ciputra Hotel Jakarta, trainee must join a two days training session from 18th – 19th June 2019. The first day of training session is induction. But, before being introduced to the induction training, trainee are taught tai chi. In the induction training there are several session such as welcoming the trainee to the hotel, in the welcoming session trainee are welcomed by Mr. Michael G. Perdikaris, the General Manager of Ciputra Hotel Jakarta. There is a decoy system session. Practicing how to arrange stuff in order so that they can look tidy.

There is a grooming and etiquette class by Sariayu Martha Tilaar. They teach the trainee how to brush make up, etiquette how to standing and walking, and the manner of speaking in public. In the second day is an orientation day. From this session, trainee got informed with everything regarding the hotel, such as personal hygiene & grooming, kitchen operation, F&B operation,

safety and security in the hotel, introduction of front office and housekeeping, corporate culture and hotel tour.

After the internship program has been done, student will go back to the campus. In Universitas Multimedia Nusantara after coming back, student need to do some report about the internship program. Each student need to do a presentation in front of the lecturer. And then the student need to perform a presentation about the experience in the hotel in front of a new batch student of hotel operation program. After the following step has been done, the process of internship program is done.