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CHAPTER II

COMPANY GENERAL INFORMATION

A. History of Ciputra Hotel Jakarta

Ciputra Hotel Jakarta was established in 1993. Ciputra Hotel Jakarta is managed by Swiss-Belhotel International. Swiss-Belhotel group it currently has 49 operating hotels with 7.415 rooms and 64 properties under development, comprising 11.957 rooms spanning Asia, Australia, Europe, and the middle, all expected to be completed by 2020. In this condition, in Ciputra Jakarta the writer will have how the International service work and also it gives trainee to work overseas later.

Ciputra Hotel Jakarta is located in strategic area, located in Letnan Jenderal S. Parman street which is located right in the center of Jakarta. Ciputra Hotel Jakarta in only minutes from the city center, while is located above Ciputra Jakarta Mall, it is one of Jakarta's largest and most modern mall. Beside of that, the guest can easily use public transportation such as bus and train.

In 2012, Ciputra Hotel Jakarta was renovated to maximize service to guests. Ciputra Hotel Jakarta has a 9 floors, offering 336 exclusive room and suites, full of comfort and pleasant stay. Each room is designed with a contemporary concept, so it looks elegant and gives prestige to the guest who stay.

There are several type of room and suite choice, including Deluxe Room, Superior Room, Grand Deluxe, Grand Superior, Deluxe, Family Suite, Cabana, Executive Room, Suite Room and Presidential Suite Room. Supported with quality services of International standard and equipped with a variety of modern accommodation, such as shopping centers, restaurants, swimming pool, fitness centres, and much more.

1. Facilities of Ciputra Hotel Jakarta

a. Room Types




Ciputra Hotel Jakarta has 336 rooms, with various types of categories



- 1) Deluxe Room is sized 25 m². Guests can choose two views (city view or pool view)
- 2) Ciputra Deluxe Room is sized 26.1 m². Guest only can choose pool view
- 3) Grand Deluxe Room is sized 33.65 m². Rooms come with a calming view of the pool.
- 4) Executive Room is sized 25 m². Also enjoy complimentary access to the Executive Lounge and guests get a free laundry service.

- 5) Suite Room is sized 59 m² . Suites offer a spacious living room and also access to the Executive Lounge.
- 6) Presidential Suite Room is is sized 82 m² . As the room type name suggests, guests are treated like royalty and guest can choose two views. (city view and pool view)

Table 2.1

Rooms in Ciputra Hotel Jakarta

No	Room Type	Description
1.	 <p data-bbox="618 890 888 978">Figure 2.1 Grand Deluxe Room</p>	<ul style="list-style-type: none"> • The room size 33.65 m² • Available in two views (city view and pool view)
2.	 <p data-bbox="662 1304 846 1392">Figure 2.2 Deluxe Room</p>	<ul style="list-style-type: none"> • The room size 25 m² • The room is located on 7th – 15th floor and 17th floor. • Available on smoking room (9th and 10th floor)
3.	 <p data-bbox="646 1738 862 1827">Figure 2.3 Executive Room</p>	<ul style="list-style-type: none"> • The room size 25 m² • The room located on 16th floor • Get free access to executive lounge

No	Room Type	Description
4.	 <p data-bbox="678 562 829 646">Figure 2.4 Suite Room</p>	<ul data-bbox="1040 254 1419 512" style="list-style-type: none"> • The room size 59 m² • The room located on 16th and 17th floor • Get free access to executive lounge
5.	 <p data-bbox="662 982 846 1066">Figure 2.5 Cabana Room</p>	<ul data-bbox="1040 674 1419 758" style="list-style-type: none"> • The room located on 7th floor

b. Restaurant and Bar

1) Marble Court

Lobby Lounge at Ciputra Hotel Jakarta serves various types of drinks and light meals. This lounge is in the lobby area. Total seats provided are 50 seats. The opening hours of the lounge are from 07:00 am to 11:00 pm.

2) The Gallery




The Gallery restaurant at Ciputra Hotel Jakarta which serves buffets and A la Carte. The restaurant is located right on the 1st floor. The Gallery takes diners on an experience somewhat akin to walking through one of Hendra Gunawans's canvases. The focal art points are the carpet, the new entrance way and the dining area's ceiling. The opening hours are from 07:00 am to 11:00 pm.

3) The Pulau Bar

Chill out in the wonderful ambience of bar on 7th floor and located alongside a beautifully landscaped pool. It serves various of light snacks and tropical cocktails. The opening hours are from 06:00 am to 11:00 pm.

Table 2.2

Food and Beverage Outlets

No	Food and Beverage Outlets	Description
1.	 <p data-bbox="673 835 850 926">Figure 2.6 Marble Court</p>	<ul style="list-style-type: none"> • Location : Lobby Area • Seating capacities : 50 seats
2.	 <p data-bbox="613 1262 915 1352">Figure 2.7 The Gallery Restaurant</p>	<ul style="list-style-type: none"> • Location : 1st floor • Seating capacities : 150 chairs • The opening hours are from 07:00 am to 11:00 pm
3.	 <p data-bbox="667 1661 857 1751">Figure 2.8 The Pulau Bar</p>	<ul style="list-style-type: none"> • Location : 7th floor • Seating capacities : 150 chairs • The opening hours are from 06:00 am to 11:00 pm

c. Meeting Rooms

- 1) Affandi Room with an area of $8,37 \times 11,13 \times 3$
- 2) Wahdi Room with an area of $8,58 \times 11,13 \times 3$
- 3) Puri 5&6 with an area of $32 \times 23,5 \times 3$
- 4) Glory 1-6
- 5) Ciputra 1
- 6) Ciputra 2

d. Ballroom

- 1) Dian Ballroom, located on the 6th floor of Ciputra Hotel Jakarta. Dian Ballroom has an area of $32,5 \times 24,7 \times 9$ with a capacity of 900 people and can be divided into 2 parts, namely ballroom Dian 1 and Dian 2. Dian Ballroom's name is the name of the wife of Mr. IR Ciputra to describe his love for his wife.
- 2) Victory Ballroom, located on the 6th floor of Ciputra Hotel Jakarta. Victory Ballroom has an area of $38,1 \times 12,8 \times 4$ with a capacity 800 people and can be divided into 3 parts, namely ballroom Victory 1, Victory 2, and Victory 3.

e. Another Facilities in Ciputra Hotel Jakarta

- 1) Mandiva Spa on 7th floor.
- 2) Swimming Pool on 7th floor.
- 3) Fitness Center on 7th floor.
- 4) Executive Lounge on 17th floor.
- 5) Mall Ciputra Jakarta

B. Organizational Structure

Every hotel has their own structural organizational chart to be described every position. Organizational structures is used to let the employee know their responsibility of their job. Below is the structure organizational of Ciputra Hotel. The hotel is owned by Mr. Ciputra as the corporate Owner. The hotel is managed by a General Manager (Michael Perdikaris)

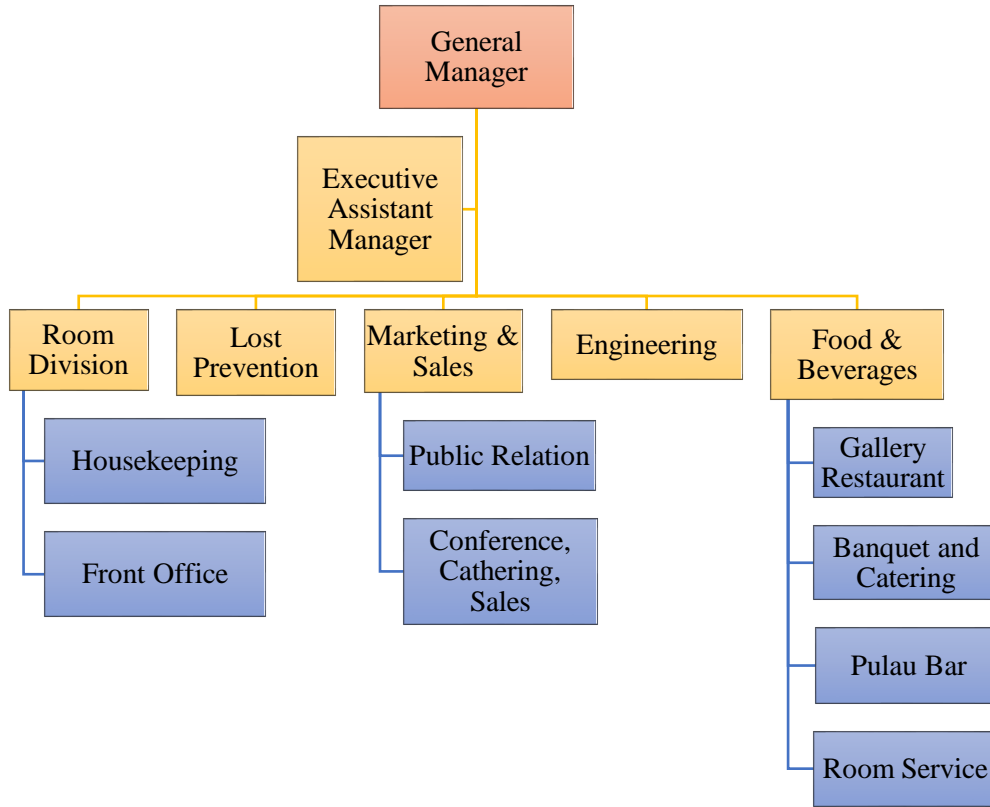


Figure 2.9
Organizational Hotel Ciputra Jakarta

Below is the structure organization of the Front Office Department in Hotel Ciputra Jakarta.

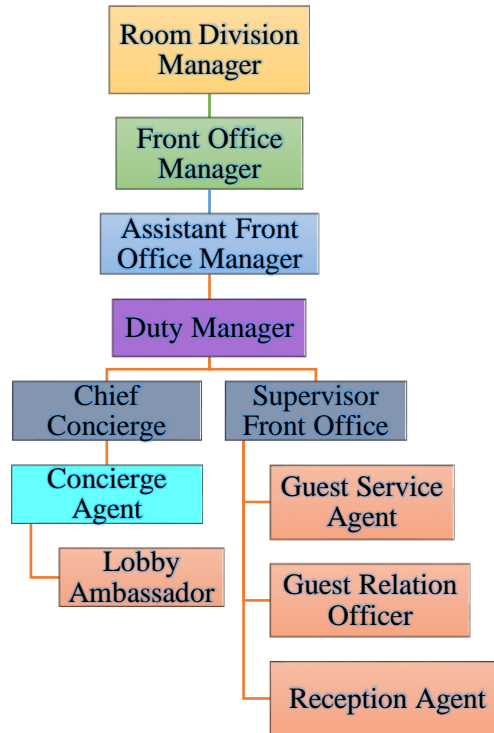


Figure 2.10

Structure Organization of Front Office Department

Front Office it is the one of the many departments of the hotel business which directly interacts with the customers when they first arrive at the hotel. The staff of this department is very visible to the guest. Many firms are can be divided into three parts, the front office performing sales and client service functions, the middle office that manages risk and corporate strategy, and the back office, which provides analysis, technical, and administrative support services.

The most common work for the front office staff will be to get in touch with customers and help out internally in the front office. Front Office department is a common link between the customers and the business. Front Office staff handles the transactions between the hotel and its guests. The staff receives the guest, handles their requests, and strikes the first impression about the hotel into their minds.

1. The position available in Front Office:

a. Room Division Manager (RDM)

Room division manager holds a very senior position in that they are responsible for overseeing both the Front Office and Housekeeping Operations of a hotel or resort.

Main responsibilities:

- 1) Welcomes, meets and make guests feel important when they arrive at the hotel.
- 2) Handles guest queries and complaints politely and professionally.
- 3) Supervises various front office and housekeeping departments in respect of budget, asset management, stock / stock rotation; purchasing.
- 4) Manages staff and staffing functions for the teams of staff that fall under this role (in conjunction with the HR department). This also includes scheduling staff rosters, performance appraisals and more.
- 5) Manages revenue from reservations and helps to set room rates and budget forecasts for the front office and housekeeping departments (amongst other budgets).
- 6) Strategizes on room pricing policies to increase or maximize sales or revenues.
- 7) Audits and oversees cash, credit card, and other financial tasks carried out in the front office department, as well as working closely with the accounts department on debtors and creditors queries.

b. Assistant Front Office Manager (AFOM)

As the Assistant Front Office Manager, one should act as the bridge between the front and back office. While coordinating the operation, you will also ensure that all guests experience a fantastic stay.

Asst FOM duties and responsibilities:

- 1) Customer satisfaction (Guest Feedback, Social Media Review)
- 2) Showing initiative, problem solving, staff training, team leading.
- 3) Manages and motivates the Front Office team in order to provide a high standard of service for customers.
- 4) Handles any guest complaints or contentious issues that cannot be settled directly by team members and provides a fast solution.
- 5) Oversee and supervises guest arrivals and departures with the front office executive and duty managers.
- 6) Monitor all executive floor, executives to ensure maximum guest satisfaction, through personal recognition and prompt cordial attention from arrival through departure.

7) Makes sure that the hotel's pricing policy and sales pitches are dully applied in order to optimise REVPAR.

c. Duty Manager

Primarily responsible to ensure that Front Office shifts are run efficiently, providing outstanding guest service, assisting all Front Office staff and maintaining a calm, professional environment at all times.

Duty manager duties and responsibilities:

- 1) Greets the VIP guests of the hotel. As directed by the Front Office Manager, performs special services for VIP guest's.
- 2) Assist in VIP's arrival departure in absence og guest relation officers.
- 3) Checks cleanliness of lobby and public areas, lights and as well as front office staff in proper and orderly appearance and behaviour.
- 4) Checks on registration cards of arriving guests and ensures all information should be filled on each cards either by Guest Relation Officers of the guest.
- 5) Co-ordinates with all departments concerned in order to maintain Front Office functions properly.
- 6) Authorises charges to be made for late departures and or charges to be made for late departures and or compliments on them.

d. Supervisor Front Office

Primarily supervises front office team members to ensure efficient and smooth operations for producing excellent feedbacks and guest satisfaction. Responds in a professional and courteous manner to guests by providing accurate and timely information and services.

- 1) Ensure outstanding customer care at all the times.
- 2) Courteously and accurately answers inquiries from potential guests and accepts hotel reservations.
- 3) Supervise daily shift process ensuring all team members adhere to standard operating procedures.

- 4) Controls cash transactions at the front desk to ensure an optimal level of service and hospitality is provided to the guest.
- 5) Ensures safety by following guest check in and security procedures and reporting suspicious activity to security, manager, or MOD.
- 6) As a supervisor you will be a role model, sharing your expertise and continually inspiring the front office team.

e. Guest Relations Officer

Guest Relations Officer is a customer service-oriented employee who essentially greets hotel guests. From escorting guests to rooms to assisting in arranging reservations, Guest Relation Officers ensure a pleasant and satisfying stay at hotel. They also handle guest complaints, assist with the check-in process and explain all facility amenities, such as pool areas and restaurant.

GRO responsibilities:

- 1) Welcome guests to hotel, resort or cruise liner.
- 2) Complete or oversee check-in and check-out of guests.
- 3) Inform front desk or housekeeping leaders of special requirements of and requests for guests.
- 4) Plan, schedule and coordinate activities for guests.
- 5) Respond to guest requests for service and assistance as needed.
- 6) Ask guests upon check-out for comments and suggestions regarding their stay, the hotel, and improvements.

f. Front Desk Agent

Front Desk Agent represents the first point of contact with guests and handles all stages of a guest's stay. A typical day as a hotel front desk agent, involves registering / booking guest in and out of their rooms, while accommodating any special requests.

FDA responsibilities:

- 1) Register & process guests and their assigned rooms.
- 2) Accommodate guest requests.
- 3) Communicating with hotel staff on the status of guests rooms.

- 4) Up selling guest rooms and promoting hotel services.
- 5) Handling cash payments.
- 6) Maintain a clean and neat front desk area.

g. Guest Service Center (GSC)

Provide information by accessing alphabetical and geographical directories. May handle emergency calls and assist children or people with physical disabilities to make telephone calls

GSC duties and responsibilities:

- 1) Answers incoming calls.
- 2) Directs call to guest rooms, staff, or departments through the switchboard or PBX system.
- 3) Places outgoing calls.
- 4) Logs all wake-up call requests and performs wake-up call services.
- 5) Provides information about hotel services to guests.
- 6) Multitasking abilities will always come in handy, because a switchboard operator may be asked to do other jobs as well.
- 7) Must be polite and courteous while answering the phone.

h. Chief Concierge

A chief concierge supervises both guest services attendants and concierges. A concierge serves the needs of guests in hotels, resorts, and other accommodation facilities by providing information and special services to enhance guests visit.

Concierge duties & responsibilities:

- 1) Supervise daily concierge operations.
- 2) Monitor guest satisfaction reports and implement actions to improve results.
- 3) Maintain good communication and working relationships with all hotel areas.
- 4) Provide area maps, brochures and other literature.
- 5) Communicate directly with guests, in person or by telephone.
- 6) Provide information on facilities and services, events, and attractions, tours, travel routes and transportation schedules.

i. Bell Boy / Luggage Porter

Primarily responsible to greet and welcome all guest to the hotel and relieve guests of their luggage on arrival. You will ensure that the highest standards of hospitality and welcome are demonstrated at all times, and that all guest requests are dealt with in prompt and courteous manner.

Bell Boy duties and responsibilities:

- 1) Checks the daily arrival list for VVIP's or guests with special need.
- 2) To be present at the concierge / reception desk or in the lobby to be ready to assist guests, colleagues and visitors when requested.
- 3) Assists guests with luggage to the front desk.
- 4) Escorts guests to room, placing luggage in room assigned by front desk.
- 5) Update and file errand cards.
- 6) Transport departing guests luggage from the room to the lobby, then into a car or taxi after reconfirming with the guest.

j. Lobby Ambassador

As a lobby ambassador you are responsible to receive and give a warm welcome to our guests, providing an efficient and courteous approach at all times and your role will include key responsibilities.

Lobby ambassador duties and responsibilities:

- 1) Assist guest at arrival at hotel entrance.
- 2) Reacts to situations to ensure guests receive prompt attention and personal recognition throughout the hotel.
- 3) Monitors all areas in the lobby.
- 4) Responds to guest needs and resolves related problems, conducts follow ups and tracks incidents accordingly.
- 5) Knowledgeable about all areas in the hotel and the hotel history.
- 6) Handles guest complaints and requests when interacting in with guests in the lobby.