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CHAPTER II

GENERAL DESCRIPTION

A. Company's Profile

1. The Ritz- Carlton Company



Figure 2.1 The Ritz- Carlton Company

Ritz-Carlton was first started by Cesar Ritz, in the 19th century Cesar Ritz started luxury hotels throughout Europe by creating a brand with Auguste Escoffier, this hotel provides the best facilities and best service, and supportive staff. Although The Ritz- Carlton has many chains, the first priority is to provide the best service and the most pleasant experience.

In 1983 the company sold the The Ritz- Carlton brand managed by The Ritz- Carlton Hotel Company, L.L.C. who operates luxury hotel chains. This company is a subsidiary of Marriot International.

2. The Ritz- Carlton Mega Kuningan



Figure 2.2 The Ritz- Carlton Mega Kuningan

The Ritz- Carlton Mega Kuningan is a five star luxury hotel with traditional Indonesian elements. The hotel is located Jakarta, Mega Kuningan. It is adjacent to JW Marriot Hotel. The hotel was inaugurated in 2005. The building has two towers consisting of a hotel and apartment.

3. Vision and Mission The Ritz- Carlton Hotel Company

- a. Vision : The Ritz- Carlton inspire life's most meaningful journey.
- b. Mission : provide genuine care and exceptional product and service resulting in profit leadership.

4. 5 Elements of the Gold Standards

a. Three Steps of Service

- 1) A warm and sincere greeting.
- 2) Use the guest name, anticipation and fulfillment of each guest's needs.
- 3) Fond farewell, give a warm good-bye and use the guest name.

b. Motto

We are ladies and gentlemen serving ladies and gentlemen

c. Credo

The Ritz- Carlton is a place where the genuine care and comfort of our guest is our highest mission. We pledge to provide the finest personal service and facilities for our guests who will always enjoy a warm, relaxed, yet refined ambience. The Ritz- Carlton experience enlivens the senses, instills well being, and fulfills even the unexpressed wishes and needs of our guests.

d. The Employee Promise

At The Ritz- Carlton, our Ladies and Gentlemen are the most important resource in our service commitment to our guests. By applying the principles of trust, honesty, respect, integrity and commitment, we nurture and maximize talent to the benefit of each individual and the company. The Ritz- Carlton fosters a work environment where diversity is valued, quality of life is enhanced, individual aspirations are fulfilled, and The Ritz- Carlton Mystique is strengthened.

e. Service Value

- 1) I build strong relationship and create Ritz- Carlton guests for life.
- 2) I am always responsive to the expressed and unexpressed wishes and needs of our guests.
- 3) I am empowered to create unique, memorable and personal experiences for our guests.
- 4) I understand my role in achieving the Key Success Factor, embracing Community Footprints and creating The Ritz- Carlton Mystique.
- 5) I continuously seek opportunities to innovate and improve The Ritz- Carlton experience.
- 6) I own and immediately resolve guest problems.
- 7) I create a work environment of teamwork and lateral service so that the needs of our guests and each other are met.
- 8) I have the opportunity to continuously learn and grow.
- 9) I am involved in the planning of the work that affects me.
- 10) I am proud of my professional appearance, language and behavior.
- 11) I protect the privacy and security of our guests, my fellow employees and the company's confidential information and assets.
- 12) I am responsible for uncompromising levels of cleanliness and creating a safe and accident-free environment.

5. Facilities in The Ritz- Carlton Mega Kuningan

a. Rooms

1) Grand Studio

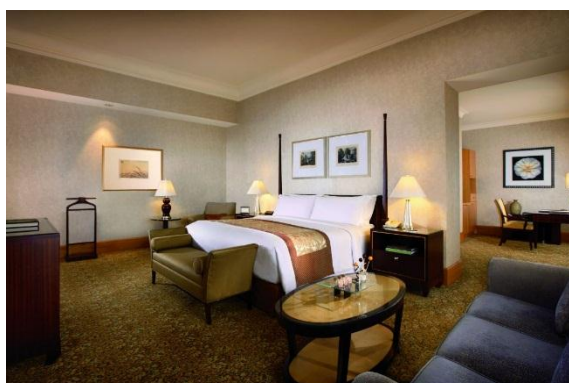


Figure 2.3 Grand Studio

Size : 807 SQ FT | 75 SQ M

View : City

Occupancy : 3 adults

Bed : King bed

Room Features : Air conditioned, non- smoking room or smoking room, spacious living and working area

Bathroom : Full marble bathrooms featuring a separate bathub and shower, double vanity.

2) Grand Room

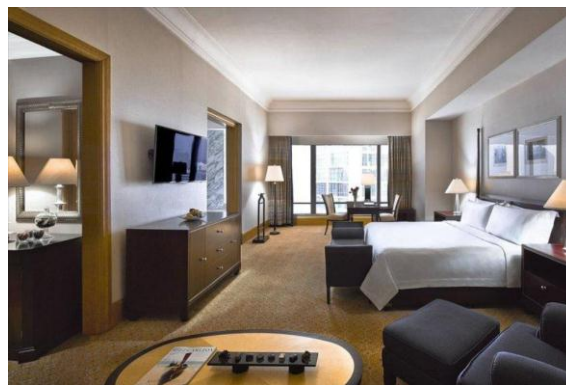


Figure 2.4 Grand Room

Size : 63 SQ M | 679 SQ FT

View : City

Occupancy : 3 adults

Bed : King bed

Room Features : Air conditioned, non- smoking room, connecting rooms, sitting area with sofa.

Bathroom : Full marble bathrooms featuring a separate bathub and shower, double vanity.

3) Mayfair suite



Figure 2.5 Mayfair Suite

Size : 1184 SQ FT | 110 SQ M

View : City

Occupancy : 3 adults

Bed : King bed

Room Features : Air conditioned, non- smoking room or smoking room, living room is separated by privacy wall.

Bathroom : Full marble bathrooms featuring a separate bathub and shower, double vanity, lighted shaving/ make up mirror.

4) Executive Suite



Figure 2.6 Executive Suite

Size : 1905 SQ FT | 177 SQ M

View : City

Occupancy : 4 adults

Bed : King bed

Room Features : Air conditioned, non- smoking room, separate living area with dining table for four, private entrance for each bedroom.

Bathroom : Full marble bathrooms featuring a separate bathub and shower, double sink, lighted shaving/ make up mirror, oversized soaking tubs.

b. Dining, Spa, Swimming Pool, and Gym

1) Asia Restaurant

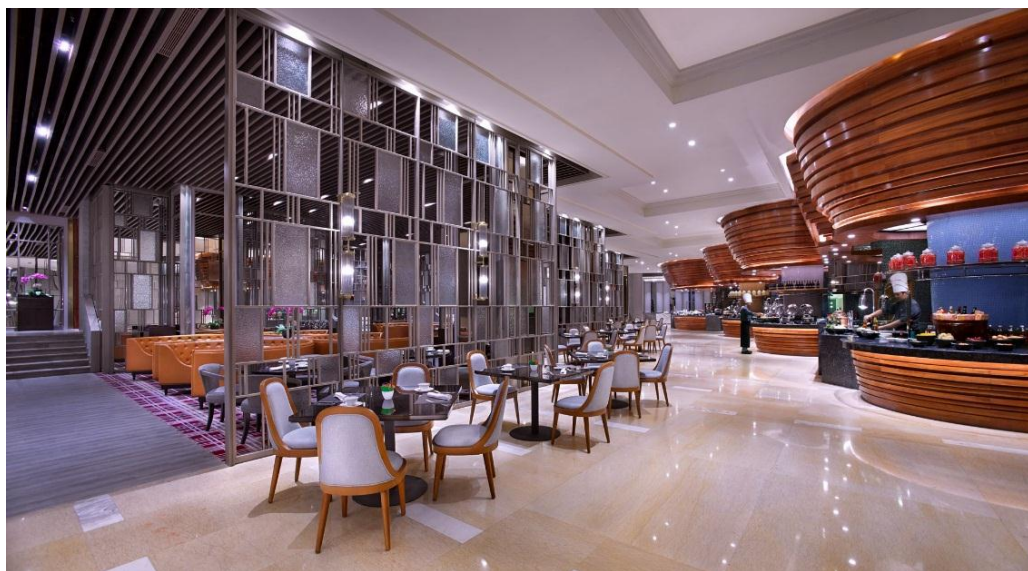


Figure 2.7 Asia Restaurant

Restaurant that prepare Indonesian, Chinese, Japanese, Indian and International cuisene with open kitchen, breakfast start at 6 to 10 a.m, luch 12 to 2.30 p.m and dinner 6 to 10 p.m. one of the largest buffet islands in Jakarta.

2) Lobo



Figure 2.8 Lobo

Restaurant provide modern European-inspired cuisine with a charming Asian accent, featuring a menu of steak, fish and pasta. This restaurant has a view of Jakarta and is accompanied by live music every weekend. Lounge opens from 8 a.m to 1 a.m., lunch served 12 p.m. to 2.30 p.m., diner served 6.p.m. to 10.30 p.m.

3) Spa



Figure 2.9 Spa

- a) Mystical Touch Massage
- b) The New Hot and Cold Spa Treatment
- c) Herbal Compress Massage
- d) Pampering Beauty

- e) Royal Luma Firm
- 4) Swimming Pool



Figure 2.10 Swimming Pool

This outdoor pool is designed for adult guests, operates from 6:00 to 20:00, this pool is located on the 5th floor surrounded by a beautiful garden. This swimming pool is only for guests who stay at The Ritz-Carlton Mega Kuningan and who have a membership card, facilities that have chairs, tables and comfortable umbrellas to complete the experience of guests.

- 5) Gym



Figure 2.11 Gym

The gym is located on the 5th floor, this gym is also only for guest who stay at The Ritz- Carlton Mega Kuningan.

B. Organization Structure Of Hotel

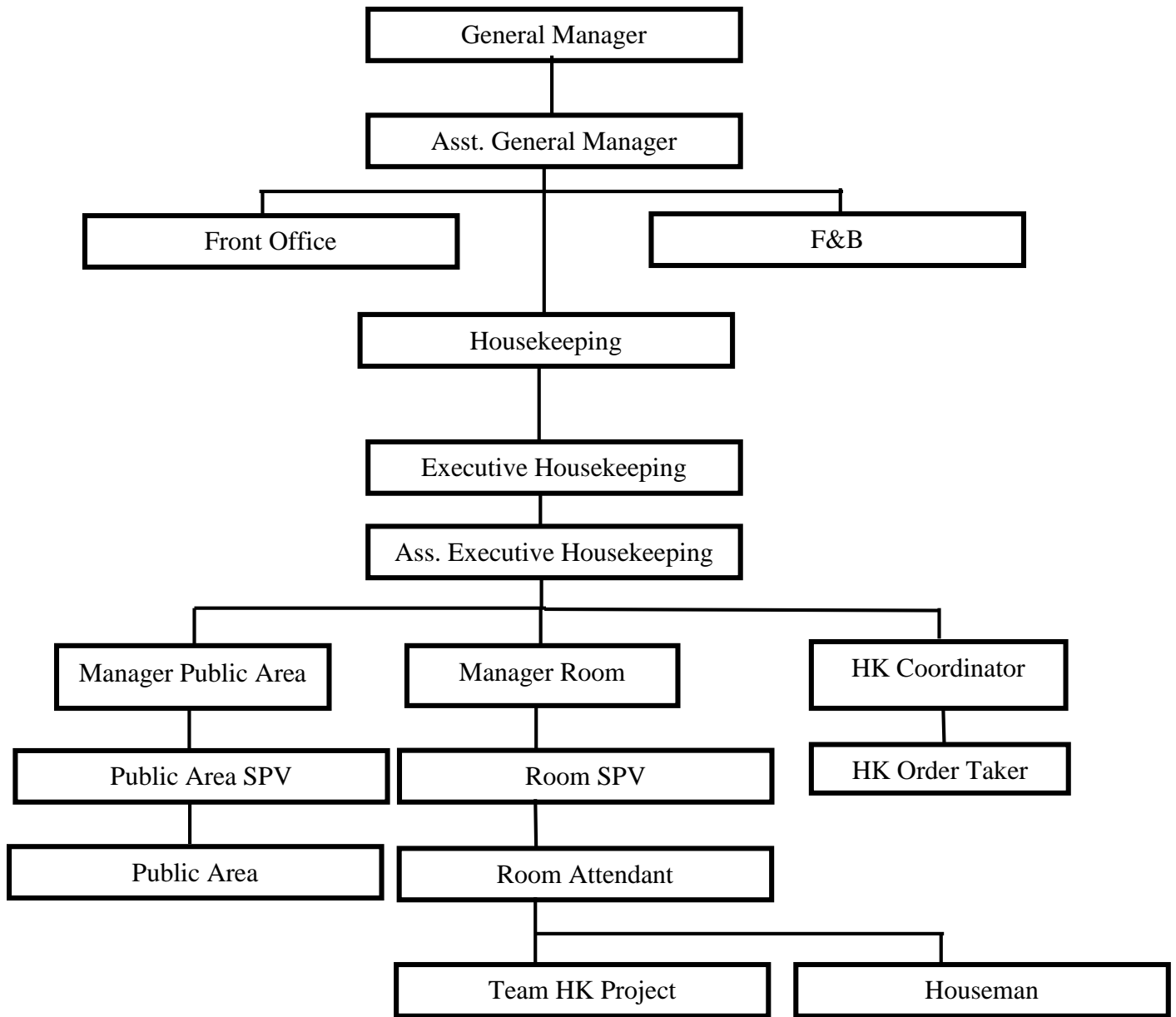


Figure 2.12 Organization Structure of Hotel

The job description of each position above are :

1. Executive Housekeeping are in charge of overseeing and directing the cleaning activities for a business or hotel.
2. Assistant Housekeeping cleans as well, but primarily assist the housekeeping manager and inspects rooms for cleanliness, monitoring hotels areas, rooms, and events.

3. Manager in room making daily schedule, event list, training, purchasing guest supplies, linen, tools and equipment.
4. Room Supervisor ensuring cleanliness of rooms, supervising staff and trainee performance, communicating with other department for coordination such as engineer.
5. Room Attendant doing the job SOP of the hotel, fulfill guest requests and preferences, recording the loss and found, updating and recording rooms status.
6. Order Taker communication between the housekeeping department and other.