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# CHAPTER I

## INTRODUCTION

### A. Background

The tourism industry has several sectors in it, one of which is the hotel industry. The tourism industry in Indonesia is increasingly moving from year to year. When viewed from the Statistic Indonesia(2018), the tourism industry is the largest foreign exchange contributor industry in Indonesia, with a US \$ 16,426 billion or around Rp 239,348,995,100,000, - / years.

The realization of the tourism sector investment reached US\$ 1.6billion or 80,43% of the target announced by the government at the time, US\$ 2 billion. In 2018, the foreign exchange tourism sector reached Rp 229.5 trillion or increased by 15,4% annually. Based on ministry data, the absorption of the tourism sector workforce reaches 12,7 million people or about 10% of Indonesia's total working population (CNN,2020.)

Universitas Multimedia Nusantara (UMN) located at Gading Serpong, South Tangerang, and Kompas Gramedia Group, founded on November 25<sup>th</sup>, 2005, and officially launched in a Santika Hotel Jakarta on November 20<sup>th</sup>, 2006, by Dr Ir Dodi Nandika, as a Secretary-General of the Ministry of National Education. UMN held the first class of the lecture on September 3<sup>rd</sup>, 2007.

To succeed in the first lecture, UMN guest lecturers such as Prof. Dr Ir. Mohamad Nuh (Minister of Communication and Information), Dr. (Hc) Jakoeb Oetama (Founder of Kompas Gramedia), Roy Suryo ( Telematics Expert), and Dra. Puspita Zorawar, M.PsiT (Communication and Psychology Expert). In 2009 the second building in Scientia Garden was inaugurated by Prof. Dr Mohammad Nuh, DEA as Ministry of National Education.

In 2011, UMN started to build the 3<sup>rd</sup> building called The New Media Tower, and it was inaugurated on September 28<sup>th</sup>, 2012. The New Media Tower promoted the saving energy concept brought it out as the first winner in the Energy Efficient Building Tropical, Building Category at the 2014 ASEAN Energy Award

and first place in the net energy-efficient building category in the Efficiency Award Event 2013.

On December 12<sup>th</sup>, 2013, the UMN Business Incubators Skystar Ventures was Born. It is hoped that UMN can achieve its vision of creating entrepreneurs in the technology sector (technopreneurs). In 2016, the 4<sup>th</sup> new study programs at UMN began operating, which are The Electrical Engineering and Physical Engineering Study Programs under the auspices of the Faculty of Engineering and Informatics.

The Architecture Study Program is under the auspices of the Faculty of Art and Design. The Cinematography and Animation specialization, previously under the Visual Communication Design Study Program, became a separate study program, namely the Film and Animation Study Program. In 2017, to complement the rapid development of UMN, UMN rebuilt an energy-efficient building in January 2016.

Tower D of UMN was built on January 27<sup>th</sup> 2017, and UMN re-opened two new study programs, namely D3 Hospitality and Multimedia Journalism. Previously, Multimedia Journalism was one of the specializations of the Communication Science Study Program.

Hotel Operations Program is one of the major in the faculty of business in Universitas Multimedia Nusantara since 2017. The student will be graduate with an Associated Degree, which means the program lasts for three years. The learning process in the UMN D3 Hospitality study program uses English as an introduction to daily lectures.

The UMN D3 Hospitality study program prepares graduates to work in the industrial world through a one-year direct apprenticeship experience divided into six months in the room division section and the next six months in the food and beverage section. This Industrial Placement activity is to understand how the hotel industry works in real terms and provides opportunities for students before they graduate to obtain two competency certificates according to their field of interest.

The food and beverage sector focuses on learning in the culinary field. Apart from being useful in the big hotel industry, this provides opportunities for students

to start their own business in the culinary area. To complement this, students are also equipped with knowledge about entrepreneurship and the development of digital and multimedia technology so that graduates can maximize the use of technology in advancing their businesses.

Apart from the aspects of knowledge and abilities, D3 Hospitality UMN also sees another essential element, namely the attitudes and behaviours that must be possessed by hotel students. Applying the PASS System (Personal Attitudes Scoring System), students will be assessed based on their attitudes and behaviour as real hoteliers.

On this year, because of the pandemic COVID-19 On March 2<sup>nd</sup>, 2020, for the first time, the government announced two cases of positive Covid-19 patients in Indonesia (Kompas, 2020.) Indonesia recorded the highest number of cases of coronavirus infection in ASEAN on Wednesday (17/6/2020) with 41,431 positive. The number of deaths due to Covid-19 in Indonesia is also the highest in Southeast Asia with 2,276 deaths (Kompas,2020.) All the student who wants to do an Industrial Placement Program Program have a challenge, for Hotel Operations student, directed to undergo an Industrial Placement Program in a UMN Dormitory for five months from July 7<sup>th</sup>, 2020 – October 23<sup>th</sup>, 2020 or have some project with the lecturer to make a video learning project. Try new things besides the hospitality industry. The distance is not far from home and tries basic housekeeping apart from the hospitality side. These three things are the reasons for choosing the dormitory UMN for the Industrial Placement Program.

UMN Dormitory is one of the facilities that are provided by UMN for their student, especially that comes from outside Jabodetabek. The purpose of Dormitory UMN is to form independent students. Sensitive and able to adapt to a pluralistic environment and foster the spirit of student creativity. UMN Dormitory has three Buildings, and each building contains four floors for building A, especially for men, and buildings B and C, especially for women.

## **B. Purpose**

An Industrial Placement is a work experience offered by an employer to give the trainee new expertise about the real world of industry and adapt to the job chosen according to the field. To carry out an Industrial Placement, a purpose differently needed to complete the Industrial Placement process and find out the benefits obtained from the Industrial Placement process. The goal of the writer doing an Industrial Placement Program are:

The First Purpose is to Develop learned Housekeeping skills. In the housekeeping course, the student not only studying theory but still prioritizing practicum. The trainee gets opportunities to hone housekeeping skills that have been learning in the class. As an example of how to clean a toilet, it also applied during the Industrial Placement Program program.

The Second Purpose is to Have some experience. Seeking experience does not have to be in the world of lectures, but can be during an Industrial Placement Program program. During an Industrial Placement Program like this, the knowledge gained is how to apply 3S in everyday life to anyone we meet, be friendly to room occupants such as guests, and communicate well with a supervisor and manager.

The Third Purpose is applying the 5C value of the Kompas Gramedia. The first is caring, using the 3S. That is indicated concern between the apprentice and staff residents and helping the team if asked for help or is experiencing injuries while working.

Credible, when you become a leader for two weeks, you must also have the responsibility to schedule two weeks, check grooming trainees, and solve existing problems. As a human being, Competent must have significant development, development for the adjustment of the place of apprenticeship, and work development that will increasingly provide the best.

Competitive, making a problem a lesson like the pandemic of COVID-19 and making it an Industrial Placement Program opportunity in the space provided. Customer Delight offers a service that exceeds expectations, such as trainees giving their best performance for results that match expectations.

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

The process of applying to the Industrial Placement Program from internal and external. The internal process, such as an internal interview with the lecturer, fit, and proper test about the Hospitality Industry knowledge and Hotel Division. The hospitality industry knowledge contains how much information is known about the hospitality industry. Simultaneously, the hotel division is a test to select the appropriate division during an Industrial Placement Program, namely the front office or housekeeping, which contains questions about the department to be established. The external process includes sending a CV to the UMN Dormitory and meeting zoom with Human Resort Department UMN.

The advisor could be sent the Industrial Placement Program document to the UMN Dormitory, next fulfil and sign the letter of statement for parents and students to make sure that parents acknowledge and allowed to join Industrial Placement on June 29<sup>th</sup>, 2020, and applying KM-01, KTP, and KTM on July 1<sup>st</sup>, 2020.

On July 6<sup>th</sup>, 2020, starting the first day of Industrial Placement, the trainee gathered in the student lounge Dormitory UMN at 09.00 am for the first briefing by Human Resources Development UMN and the Lecturers regarding the existing regulations during conducting Industrial Placement Program.

Apprentices carry out an Industrial Placement Program program for five months from July 6<sup>th</sup> 2020 – November 30<sup>th</sup> 2020. The trainee comes to work every Monday – Friday according to the predetermined shift. The morning shift starts from 08.00 am – 12.00 pm WIB, the middle change for the leader starts from 10.00 am - 02.00 pm WIB, and the afternoon shift starts from 01.00 pm – 05.00 pm WIB.

The trainee staff must arrive 30 minutes before working hours, check the temperature in front of the Lobby B security desk, and be absent using Dormitory's fingerprint. Furthermore, the training staff has a group project to do the layout of the UMN Dormitory and submit on July 17<sup>th</sup>, 2020.

Every two weeks, the training staff will have a work review and a briefing to choose the next leader with Manager and Supervisor in UMN Dormitory. Shift

leaders must collect the KM 4 (IP Attendance) daily and KM 5 (Weekly Report) every week to make sure the form ultimately sign by the Dormitory Supervisor. Shift leaders also need to coordinate with the team for the task given and fill in the details of the job in the logbook, and the shift leaders need to check the team member grooming.

Because of this pandemic situation, the trainee must follow the health protocol using the mask or face shield, gloves, always wash hands, and bring the hand-sanitizer in the uniform pockets. The trainee is prohibited used the equipment without hand gloves. Before the shift begins, students will have a bodycheck by the dormitory security and list the logbook's trainee.

After the shift ended, the Dormitory Security has a right to bodycheck the trainee and check the change begins logbook. The trainee is highly responsible for any damage caused during the program and will be subject to sanctions. If the trainee indicates to do the crime (violent crime, property crime, sexual harassment, etc.) will be declared fail after processing to the Student Ethics Council (*Dewan Etik Mahasiswa.*)