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CHAPTER I

INTRODUCTION

A. Background

Education is one of the most important thing for all people to do in this life. *Education, is a process of inviting truth and possibility, of encouraging and giving time to discovery. It is, as John Dewey (1916) put it, a social process – ‘a process of living and not a preparation for future living’.* Education can also be done in various ways, one of which is by conducting an Industrial Placement Program. There are so many benefits that can be obtained from this Industrial Placement Program, such as increase insight, add to the experience with a variety of new things, and many more.

Hotel Operations Program in Universitas Multimedia Nusantara is divided into two division. In the first and second semester, the writer will learn about room division, such as Front Office and Housekeeping. And in the fourth and fifth semester, the writer will learn about Kitchen and Food & Beverage Service. Currently, the writer is in the third semester, that must do an Industrial Placement Program. This made the writer earn new work experience and new knowledge about hospitality industry.

Every students should be able to do this Industrial Placement Program at the hotel of their choice, but because of this pandemic, Universitas Multimedia Nusantara offers two options of the Industrial Placement, it is to do this Industrial Placement Program at UMN's Dormitory, which is in Housekeeping division, or Video Learning Project, which is in Front Office and Housekeeping divisions.

This Pandemic COVID-19 has had a huge impact on many industries, one of them is in the hospitality industry. Based on data taken from "*pikiran rakyat*", the number of people who have tested positive for COVID-19 in Indonesia as of July 29 is 104,432 people. There are many hotels that not accept an Industrial Placement student. In fact, many hotels are closed and their staff have also been terminated. This pandemic has also resulted in lower income in hotels. This also affects learning in daily activities. Students and lecturers can no longer do face-to-face learning on campus. They have to do learning by online

using the media of a laptop or cell phone. Therefore, the writer chose the Video Learning Project as an Industrial Placement Program because according to the writer, this program is safe to do because the writer does not have to leave the house and can do social distancing.

In this project, the writer will be making a supplement video of each lecturer's subject. The writer will make fourteen videos. Before making the video, the writer should do a meeting with the lecturer to discuss about the subject and the video concept. More about the video, the writer must make a questions or quiz and study cases to put it in the video.

The writer must shoot for the videos every day according to a predetermined schedule. The shooting process was assisted by the students of Film and Television Program, start from borrowing the equipments, until editing the videos. From this Industrial Placement Program, the writer can also expand her network because the writer can meet new people.

B. Purpose

The purposes of this Industrial Placement Programs are, first it is a mandatory to all students to do this Industrial Placement in the third semester. Besides that, it is to gain a new experience. Hotel Operations Program in Universitas Multimedia Nusantara has two-time Industrial Placement Program, which is in third and sixth semester, and it is in different divisions.

Second, it is to make supplement videos of each subjects. In this program, the writer must make a 14 videos in different subjects. The ways to make the videos are numerous. The writer must have lots of lighting to improve the quality of the videos. And then, the writer must have clip on microphone so that the sound can be heard clearly in the videos. Also, it must take the right angle. All of them are assisted by the volunteer from faculty of Film and Television.

Third, it is to learn new lessons and gain insights. In the making of this video supplement, the writer has not studied all the subjects the video should be made of, for examples are Food Production, Food and Beverage Services, and Food Styling. With the

making of this video, the writer understands how to decorate a cake, how to serve drinks, and how to make cocktail.

Fourth, it is to add to the writer's connection. In this Industrial Placement program, the writer met new people such as the volunteer who helped her to shoot and edit the videos. That way, indirectly will get new knowledge. Because by having a good relationship, stories and sharing of experiences can just flow away.

Last, it is to maximize student potential. Student activities are not only limited to the classroom. A theory that is not supported by practice certainly will not make students ready when they have to enter the world of work. Therefore, it can participate in various kinds of development activities outside the classroom so that you can develop more. The potential of students can be maximized with the Industrial Placement Program because students have indirectly been trained to work.

In conclusion the writer learns a lot of new things in this Industrial Placement Program, starting from how to take the video properly , how to edit the video, until learning a new subjects. More about that, this program also helps the writer to increase her communication skill and the level of the writer's liveliness.

C. Period and Procedures

In the internal process, the writer did an interview with the lecturer at first to prepare the interview in the hotel. Then, the writer did a fit and proper test which determine the writer to do an internship in Front Office or Housekeeping division. The minimum required score is 80 to pass the test. But, because of this pandemic, the writer did not do an interview in the hotel and chose the Video Learning Project as the replacement for the Industrial Placement Program.

Video Learning Project program is part of Universitas Multimedia Nusantara's program therefore the writer must make a Curriculum Vitae (CV) and needs to submit it to UMN Human Resource Department for the external process . After that, the writer, all the

hospitality student, and the human resource conducted a meeting to have a discussion regarding the Industrial Placement Program.

For making these videos, the writer must go to campus everyday in two weeks according to the predetermined schedule. Usually, shooting took around 6 hours from 9 AM to 5 PM. The writer had to arrive early to prepare for the shooting equipments. For the period, this Industrial Placement program begins for about four months, starting from July 2020 until October 2020. In December 2020, there will be an Industrial Placement trial, which determines whether the writer and all the students pass or not in this Industrial Placement Program.

In this Industrial Placement Program, there are several forms that must be filled in, namely KM and attendance sheet. KM or Kartu Magang is a form that must be filled from KM-1 until KM-8. For KM-1 and KM-2 were collected in the pre-Industrial Placement, for KM-4 and KM-5 were collected during the Industrial Placement, and for KM-6 until KM-8 were collected in the post Industrial Placement. For the attendance sheet, it must be filled and submitted every month from July until November.

Form KM-1 is about application form. In form KM-1, the writer is expected to make and sign this form before sending her CVs and cover letter. This form would be checked by the UMN Human Resource Department. Form KM-2 is about cover letter. If KM-1 approved, students will be given Form KM-2 as a cover letter from campus. The cover letter is signed and stamped by Department Head. Form KM-3 is about Industrial Placement Card. When the writer is accepted, the writer must fill the Industrial Placement Card as proof of the Industrial Placement implementation. Form KM-4 is about Industrial Placement Attendance. This form must be signed and stamped by supervisors in each division of placement. Form KM-5 is about Industrial Placement Activity Report. The writer must write the activities done each week in the assigned division and this form must be signed and stamped by supervisor. Form KM-6 is about Industrial Placement grade. This form must be given to Head Departments after the training ends in each department so students can be graded according to the provided rubric. Form KM-7 is about verification form of Industrial Placement Report. At the end of Industrial Placement, students must submit and present their Industrial Placement Report. Form KM-8 is about Industrial

Placement Monitoring Form. During the Industrial Placement, a lecturer will be tasked with monitoring the students. This form will be brought by the lecturer and is to be fulfilled during the monitoring.