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# **CHAPTER I**

## **INTRODUCTION**

### **A. Background**

Hospitality and Tourism are industries that would not be too far away from each other because both give each other great benefit. Hotels definitely need to stand at areas that are surrounded by places that are known/and popular so people who would like to pay visits could stay at the hotels that are nearby. From that, the hotels could work on the facilities, offers, and of course service.

The tourism industry has been growing effectively in Indonesia. There are two international airports which become the largest entrances in Indonesia. The first one is Soekarno-Hatta International Airport (CGK). Based on Statistics Indonesia (2020), the estimated number of tourists according to the airport's entrance reached 200.000 up to 210.000 on January 2018, then it came down to around 190.000 on both January 2019 and 2020. The second is Ngurah Rai International Airport (DPS), and the estimated number of tourists according to the airport's entrance reached 350.000 on January 2018, 450.000 on January 2019, and it went up even more to around 510.000 on January 2020.

The highest number of tourists was on July 2018 when it was during summer break. It reached more than 600.000 visitors who stepped their feet at Ngurah Rai Airport, which means the hospitality industry was also an important element to fulfill needs of the visitors. Based on Statistics Indonesia (2020), the Room Occupancy Rate of five stars hotels reached 65%, four stars also almost reached 65%, three and two stars reached 58%, and lastly, one star reached 38%.

The tourism industry is also known to be one of the biggest foreign exchange contributors besides oil, gas, coal, and palm oil. Based on CNN and Kontan news (2020), the biggest foreign exchange that came from the tourism industry reached US\$20 million on 2019. The number increased rapidly since 2017 (US\$15,24 million) and 2018 (US\$19,29 million). The more tourists that come to Indonesia, they have to find places to stay as long as they are around, and the more foreign exchange will be expected.

The data have shown that the hospitality and tourism industries are growing bigger each year. There are a lot of opportunities for people who are interested to jump into the hospitality and tourism industries, which leads to be one of the many reasons why the writer decided to do an internship because it can help the students to balance the theories and everything they've learnt in the Hotel Operations program with practice through internships.

Universitas Multimedia Nusantara is located at Gading Serpong, South Tangerang, and it was founded by Kompas Gramedia (KG) Group on November 25 2005, and officially launched in a ceremony at Santika Hotel, Jakarta on November 20 2006. There are four faculties, which are Art and Design (Visual Communication Design, Film, Architecture), Communications (Journalism, Strategic Communication), Engineering and Informatics (Informatics, Information System, Computer Engineering, Electronics Engineering, Engineering Physics), and lastly, Business (Management, Accounting, Hospitality).

The mission of Universitas Multimedia Nusantara is to become an outstanding university in ICT at both national and international levels, which produces graduates that are internationally-minded and highly competent in their field equipped with an entrepreneurial spirit and noble character, and the vision is to participate in education by implementing the university's three main purposes (education, research, and society services), in order to improve quality of human resources of Indonesia.

Hotel Operations program has been running since 2017 at Universitas Multimedia Nusantara, and the students will be graduated as an Associates Degree which means the program going to last for three years. The students are expected to be fluent in English and good at socializing because being a person who works in hospitality industry means they have to be able to communicate well with various kinds of guest. There is a lot of study materials the program has offered to the students, including ones which can help the students to improve their communication and business skills so that the students can imagine and see bigger/wider perspective around the hospitality industry. It definitely can help each student to survive in the real world after they graduate because they know a lot of tips and tricks, steps to achieve their goals, and more.

The students have to do two Industrial Placement to fulfill the requirements to graduate. The students will learn about Room Divisions on the first and second semester, which are Front Office, Housekeeping, and Laundry. On the third semester, the students that passed both the first and second semester will have to go through Industrial Placement either in Front Office, Housekeeping, or Laundry Department to experience what it feels like to be out in the real world.

Then moving onto the fourth and fifth semester, the students will learn about Food & Beverage (F&B) and Kitchen which focuses on the culinary field. They also have to choose either to do an Internship in the F&B or Kitchen Area on the sixth semester. All of the studies they get will be useful once they graduate, either to work in their dream place or even better, start their own business, such as coffee shops, restaurants, or B&B.

Due to Corona Virus outbreak, the students could not get into their first chosen company but the Hotel Operations gave the students options for those who would not back out. The students are allowed to choose either to go through Industrial Placement at hotels that are still running, at UMN's Dormitory, or to do a video project.

UMN's Dormitory is one of the facilities that Universitas Multimedia Nusantara provided. The dormitory has three buildings, which contains Building A is built for the boys, Building B and C are for the girls. It is built to ease the access to the university for students who come from different cities or areas. The dormitory also provides a lot of things, starting from meeting room, canteen, dining area, and more.

The writer is currently on the third semester, and the writer chose to go through the Industrial Placement at UMN's Dormitory. The writer has learnt about Housekeeping, both theory and practicum which make things easier because the writer already knew the basics. Besides from Housekeeping course, the writer also has to communicate with the staffs which is the most basic but important thing for people who work in the hospitality industry. Housekeeping has a role in one of the divisions to do an Industrial Placement because the place that the guests are living in have to be able to make the guests feel welcomed and

comfortable. Both of those things will exist once the place is take care of and cleaned periodically.

## **B. Purpose**

The writer decided to go through the Industrial Placement because the writer would like to know what it would look and feel like working in the real world by carrying out all of the studies the writer has learnt, not only because it is the requirement to pass the semester. The purpose of going through an Industrial Placement are:

1. Gain some experience working in the real world, because there are two methods of learning. The first one is Project Based Learning, which is a way to help the students to work cooperatively in groups. The second one is Learning by Doing because Universitas Multimedia Nusantara has offered two kinds of Industrial Placement to Hotel Operations program students so they can have lots of experience.
2. Gain and sharpen the writer's skill in Housekeeping since it is not the writer's strength during the first and second semester. By doing an Industrial Program, the writer can practice ad master it slowly but surely.
3. Be professional. By doing an Industrial Placement, the writer has to be able to adapt with the applicable rules that are made by the supervisor immediately, such as showing up 15 minutes earlier before the writer's shift starts, remember to close the balcony doors, and more.

## **C. Period and Procedures**

The Industrial Placement lasted for four months, it started on July 7<sup>th</sup> until October 23<sup>rd</sup> 2020, and the process of applying for the Industrial Placement program is by taking a fit and proper test to make sure the students know the general things about hospitality. Then, an internal interview before sending out CV which contains KM 01-07 on July 1<sup>st</sup>. When the company approved, the students are allowed to have an interview with the company. The last step is medical check up to make sure the students who have any problems would not be

mistreated.

The official trainees are gathered to be briefed about the dormitory's system, starting from the shifting, dividing responsibilities/duties, and more. The trainees are working five days a week (Monday – Friday). There are three shifts, the morning starts at 8.00AM until 12.00PM, the middle shift starts at 10.00AM until 2.00PM, and the afternoon shift starts at 1.00PM until 5.00PM. The middle shift is made for shift leaders only so they can monitor both morning and afternoon shifts. Every trainee is expected to come at least 15 minutes earlier before their shift starts.

The staffs also showed the trainees all of the facilities available at the dormitory, such as the lobby, meeting room, canteen, pantry areas on the first day, but since there is a pandemic going on, the trainees are required to follow the health protocol by wearing mask, hand gloves, and bring their own drink and hand sanitizer. The trainees also have to check their temperature before they are allowed to go to their lockers.