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CHAPTER II

GENERAL DESCRIPTION

A. Company's Profile

1. History

Universitas Multimedia Nusantara was built in 2006, located in Gading Serpong, Tangerang. Universitas Multimedia Nusantara is a private university that was inaugurated on November 20, 2006. This university was founded by Kompas Gramedia Group, initiated by Dr. (HC) Jakob Oetama who is the pioneer of the Kompas Gramedia.



Figures 2.1 Kompas Gramedia Logo

On November 25, 2005, Universitas Multimedia Nusantara received permission to operate, and then the official launch of Universitas Multimedia Nusantara was held on November 20, 2006, at the Santika Hotel, Jakarta. Dr. Ir. Dodi Nandika the Secretary-General of the Ministry of National Education, was also one of the people who officially launched the university

It was Prof. Yohanes Surya, Ph.D, who served as the rector at the first inauguration. Prof. Yohanes Surya, Ph.D term was from 2006 until 2011. Prof. Yohanes Surya, Ph.D. is a physicist who brought the Tim Olimpiade Fisika Indonesia or commonly known as TOFI to the International Physics Olympiad.

Before the campus was built, Universitas Multimedia Nusantara was located in the BNI 46 guesthouse building. After that Universitas Multimedia Nusantara moved its location to Plaza Summarecon Serpong in August 2008. After that, on September 5, 2008, Universitas Multimedia Nusantara campus building was designed.

The first academic learning on the current Universitas Multimedia Nusantara was in the 2009/2010 academic year. It is located in the 8-hectare-land on Scientia Garden area, Summarecon Serpong, Tangerang, Banten. The first stage building with a

total building area of 17000 m².

On March 25, 2011, the rector of Universitas Multimedia Nusantara was replaced, which previously was Prof. Yohanes Surya, Ph.D. changed to Dr. Ninok Leksono. Dr. Ninok Leksono is a senior journalist for the Kompas Daily and also a member of the Dewan Riset Nasional or commonly known as DRN. Then Universitas Multimedia Nusantara Foundation carried out the second builder by building 5 campus buildings in an eco-friendly style.

Universitas Multimedia Nusantara has a logo; the logo has several meanings, namely:

- a. The globe symbolizes:
 - 1) The desired existence of UMN, namely UMN which has an existence as a university that has international credibility.
 - 2) UMN is a global university that is not oriented towards certain groups, religions, ideologies or groups.
 - 3) UMN students are all young generations of the world, from all backgrounds.
- b. White boxes symbolize advances in communication and information technology that are able to play a role in:
 - 1) Convergence of various fields of life in the world, all of which are interconnected;
 - 2) Unite the diversity of communities that are connected to each other with good communication to form harmonious world community.
- c. The open white box symbolizes that UMN, every human being, and all aspects of life, ideally have the openness to continue to develop and always go beyond itself to the unlimited aspirations out there. ICT must be able to help to deliver it.
- d. The blue color represents technology, especially Information and Communication Technology (ICT).





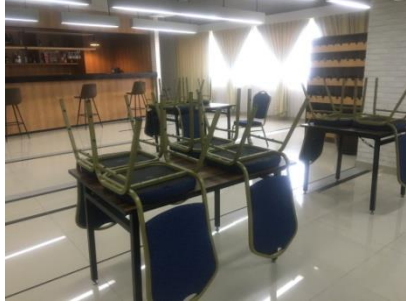


Figure 2.2 Universitas Multimedia Nusantara Logo

2. Hotel Operations Facilities

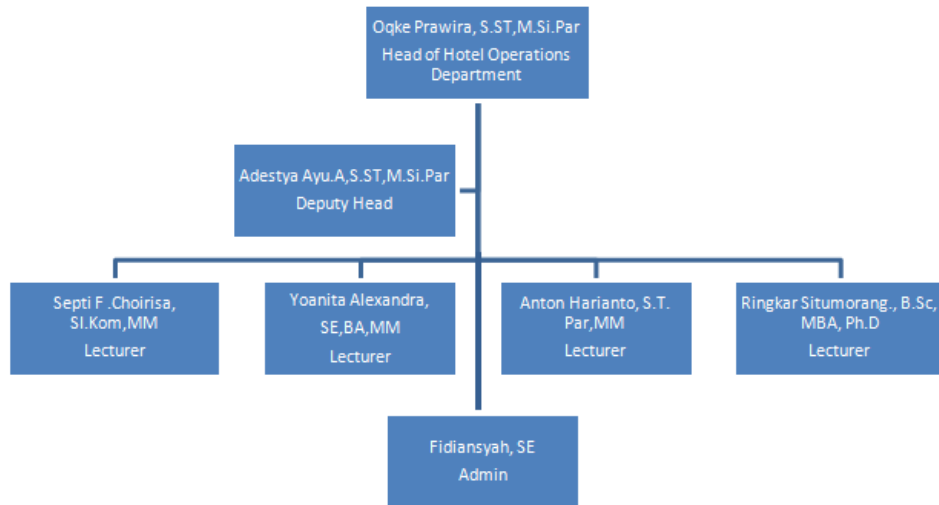
Table 2.1

Facilities in Hotel Operations Universitas Multimedia Nusantara

No.	Facilities	Description
1.	 <p data-bbox="376 1397 762 1429">Figure 2.3 Housekeeping Lab</p>	<p data-bbox="842 1088 1372 1305">The housekeeping lab has two types of mock rooms, namely a VIP room and a regular room. The atmosphere of this room is like being in a 5-star hotel. In this room, the students will learn how to clean a guest room.</p>
2.	 <p data-bbox="387 1767 750 1798">Figure 2.4 Front Office Lab</p>	<p data-bbox="842 1435 1372 1608">This is a front office lab that uses for students to learn how to make reservations, how to do check-in and check-out, how to handle guests, and so on.</p>

3.	 <p data-bbox="427 533 707 566">Figure 2.5 Restaurant</p>	<p data-bbox="842 230 1380 376">This is the restaurant that use for students to practice Food and Beverage Service, this restaurant can fit up to 50 pax.</p>
4.	 <p data-bbox="470 925 665 960">Figure 2.6 Bar</p>	<p data-bbox="842 566 1380 678">This is the bar that uses for students who want to practice how to be a barista or bartender.</p>
5.	 <p data-bbox="416 1301 719 1335">Figure 2.7 Kitchen Lab</p>	<p data-bbox="842 960 1380 1189">This lab consists of three parts, namely the pastry and bakery area, preparation area, and serving area. In this lab, students can learn how to make any kind of foods and also pastry and bakery.</p>

B. Organizational Structure



Figures 2.8 Organizational Structure of Hotel Operations Program