

# CHAPTER I

## INTRODUCTION

### A. Background

Indonesia is a very big country with a lot of tourism potential. Bali and Lombok as an example had been a gem for tourist to visit since its nature beauty. Not only for leisure, tourist, also visits Indonesia for business purposes. This leads to hospitality industry being a very important industry for Indonesia.

Hospitality Industry had been one of the biggest industry in Indonesia being the 4<sup>th</sup> most foreign exchange earners just behind palm oil and gas (Kunjana , 2019). Being one of the biggest industry in the world, it is very important for younger generation to be able to lead in this industries. In the past years, hospitality major is a trending major due to this condition. A high potential for success has hooked most people to start their business in hospitality industry or even being an entrepreneur or being a part of the industry.

With the trend of hospitality industry had been increasing, the author felt that being a part of the industry is a very good choice for the author's future. With this reason, the author joined hospitality industry, precisely in Universitas Multimedia Nusantara as an opening path for the author's career. Universitas Multimedia Nusantara also offered a two-time industrial placement program, which acknowledge the author to enrolling. The author felt that industrial placement are much more important for expanding career since it offer more experience in the industry.

Industrial Placement are much more important since it produce a more proficient workforce for the industry. A real time experience will develop a more sharp skill and will be more useful in the workplace. Industrial placement program also hand out certificates, which are acknowledge by companies and organization for future career.

With all of the reason, the author joined Four Points by Sheraton Jakarta Thamrin Hotel as the company for the author's first industrial placement program. Four Points by Sheraton Hotel is a 4-starred hotel that is working under Marriot International corporation. As a bonus point. Four Points Hotel located in a strategic location for both leisure and business purposes. This leads to a more variety of guest, starting from local tourist who are staying for business purposes, to international tourist who are looking for both leisure and business. A more variety of guest will enhance more ability since there are some barrier that could challenge more for the author.

Four Points by Sheraton are also a highly rated accommodation based on TripAdvisor. From over 1000 hotel located in Jakarta, Four Points had always been the top 100 hotel. There are also a variety of facilities for guest to enjoy which is a positive for the hotel.

As a result, the author chose to do his internship program in Four Point by Sheraton Jakarta Thamrin Hotel with several factor and reasons. The author felt so excited and proud with his experience interning in the hotel. The author felt that he have gained more experience in being a great hotelier.

## **B. Purpose**

1. Gain more knowledge and experience regarding hotel working environment
2. Networking to obtain more connection within the industry
3. Develop professionalism throughout attitude
4. To ripen the skills learned from university to the working environment.

## **C. Period and Procedure**

### 1. Period

Duration for training program is four months start from July 13, 2020, until November 24, 2020.

### 2. Procedure

- A. Practice writing a cover letter and do a mock interview with an advisor that been assign as a business communication subject.
- B. Choosing a hotel for industrial placement based on the advisor's recommended.
- C. Choosing the appropriate department for the student to do their industrial placement, followed up with a fit and proper test.
- D. Applying the selected hotel by submitting the resume.
- E. Briefing and introduction of the hotel before starting the training program.
- F. Conducting the industrial placement following the schedule, standards, and regulations that been made by the hotel.
- G. Each month the training staff will prepare a training report to be handed over to the personnel manager and proceed to the director of human recourse.

- H. Every trainee's assignment and activities are always recorded through paper and CCTV footage.
- I. Preparing a training program report as required for next semester.
- J. Submitting the final training program report.
- K. Doing the presentation about the training program report.