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# CHAPTER I

## INTRODUCTION

### A. Background

The hospitality industry has been developing recently, due to an increase in the number of occupancies rates each year. Room Occupancy Rate for star class hotels in Indonesia in August 2018 reached an average of 60.01 percent or an increase of 2.01 points compared to the Room Occupancy Rate of August 2017 which was recorded at 58.00 percent. Likewise, when compared to the Room Occupancy Rate of July 2018, the Room Occupancy Rate for star-classified hotels in August 2018 increased by 0.71 points. Based on data the writer sees that the job as a hotelier is very promising. So, there will be many job opportunities, especially for fresh graduate majoring hospitality. Therefore, to be a hotelier, the writer went to Universitas Multimedia Nusantara majoring Hotel Operations to learn about how to be a good hotelier and hospitality industry. In the semester one and two, the writer got a lot of lessons, knowledge in both theoretical and practical such as grooming, check in check out handling, hotel inspection, handling complaint, and housekeeping. To implement the lessons that the writer got during semester one and two, Universitas Multimedia Nusantara set the schedule during semester three to apply an Industrial Placement in any hotels at Indonesia.

In semester three, coincides with Covid-19 pandemic, thereby many hotels in Indonesia are not operating. The writer looked for some hotel information that fully operated, then the writer got information about Ibis Hotel located in Padang. After the writer found about the information, the writer applies to the hotel. Gratefully the HRD (Human Resource Development) accepted the writer's applications.

Besides that, Ibis Hotel is under Accor group, So, the management of this hotel is quite good and the trainee can get lessons and new skills after did training in this hotel. Because of the management this hotel has strict implementation on health protocol so, the writer does not have to more worry about the virus spread. As one of the highest building in Padang, this hotel is constructed to be the safety hotel because the hotel was made with a Japanese steel rubber technology. It will be safe

from the earthquake so either the writer or visitors won't be anxious, although Padang was earthquake area.

## **B. Purpose**

By having an Industrial Placement in Ibis Hotel Padang, the writer can apply the theoretical and practical study during semester one and two at Universitas Multimedia Nusantara.

1. Student can have a good communication skill as a teamwork.
2. Student can develop the ability of social interactions.
3. Student can increase punctuality and behavior.

## **C. Period and Procedures**

1. The writer has training at the hotel for six months that starts from 15<sup>th</sup> June 2020 until 15<sup>th</sup> December 2020.

2. Procedures:

### **a. Pre-Industrial Placement**

- 1) The writer has to filled some forms for the training program.
- 2) The writer has to choose the hotel that is possible for the writer to do the Industrial Placement.
- 3) The writer starts to prepare CV, Application Letter, then revised and approved by lecturer.
- 4) The writer has interview training with lecturer.
- 5) The writer has to pass fit & proper test from lecturer.
- 6) The lecturer gives the CV, Application Letter, and form to the HRD Hotel.
- 7) The hotel reaches the writer for an interview at 13<sup>th</sup> June 2020.
- 8) The writer meets the HRD then having some interview.
- 9) HRD told the writer to work in Monday 15<sup>th</sup> June 2020.

### **b. During Industrial Placement**

- 1) During the Industrial Placement the writer has to fulfilled KM-04 (attendance) and KM-05 (weekly report).

- 2) Taking picture for the report.
- 3) Having a monitoring Industrial Placement with lecture.
- 4) Prepare the Industrial Placement report.

c. Post-internship

- 1) The writer has to finish the Industrial Placement report for the final exam.
- 2) The writer has to submit the Industrial Placement through myumn.
- 3) The writer has to do the presentation about Industrial Placement program.