

FRONT OFFICE DEPARTMENT
MERCURE HOTEL SAMARINDA

Industrial Placement Report

Submitted for partial fulfillment of the course curriculum



UMN
UNIVERSITAS
MULTIMEDIA
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INDUSTRIAL PLACEMENT REPORT
VALIDATION FRONT OFFICE DEPARTMENT
MERCURE HOTEL SAMARINDA

BY

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NON-PLAGIARISM DECLARATION FORM

Hereby, I:

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Who have conducted an Industrial Placement at:

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Department : Front Office

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Training periods : 14 June 2021 - 14 December 2021

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Confirm that this report is my own work, is not copied from any other person's work (published or unpublished), and has not previously submitted for assessment either at Universitas Multimedia Nusantara or elsewhere. Every citation and quote from different sources has been mentioned at Bibliography part in this report. If one day, a fraud is found in the report or in the industrial placement, I accept to receive the sanction, which is failing in Industrial Placement subject.

Samarinda, 25 November 2021



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ABSTRACT

As a student in Universitas Multimedia Nusantara majoring in Hotel Operations Program, the writer is required to do an Industrial Placement program or called IP program in semester three. The writer conducted an IP program in a hotel and due to the pandemic, the writer carried out an IP program in the writer's city, Samarinda, East Kalimantan. The writer chose Mercure Hotel Samarinda because it is the first hotel under Accor in Samarinda. The hotel has only been running for about 2 years. The writer chooses the Front Office department and is positioned as Guest Relations Officer or called GRO. The main task of the GRO is as a bridge between guests with the hotel, especially VIP guests. The main task as a GRO is to welcome guests, prepare rooms and amenities for VIP guests. VIP guests are guests who are given special services by the hotel; it can be important person from hotels, ministers, officials, government, public figures, member of hotel loyalty program, long-stay guests, and also repeater guests. There are several problems the writer faces, such as the room number suddenly changing, slow VIP amenities made, and handling two hotels. The writer is very happy to be able to carry out the IP program at Mercure Hotel Samarinda and hopes that with the experience from this program, the writer will be ready to enter the real hospitality industry.

Keywords : Universitas Multimedia Nusantara, Mercure Hotel Samarinda, Front Office Department, Guest Relation Officer, Industrial Placement, VIP

ABSTRAKSI

Sebagai mahasiswa Universitas Multimedia Nusantara jurusan program *Hotel Operation*, penulis diwajibkan untuk melakukan program *Industrial Placement* atau disebut program IP pada semester tiga. Penulis melakukan program IP di sebuah hotel dan karena pandemi, penulis melakukan program IP di kota penulis, Samarinda, Kalimantan Timur. Penulis memilih Hotel Mercure Samarinda karena merupakan hotel pertama di bawah Accor di Samarinda. Hotel ini baru berjalan sekitar 2 tahun. Penulis memilih departemen *Front Office* dan diposisikan sebagai *Guest Relations Officer* atau disebut GRO. Tugas utama GRO adalah sebagai jembatan antara tamu dengan pihak hotel, khususnya tamu VIP. Tugas utama sebagai GRO adalah menyambut tamu, menyiapkan kamar dan fasilitas untuk tamu VIP. Tamu VIP adalah tamu yang diberikan pelayanan khusus oleh hotel; bisa orang penting dari hotel, menteri, pejabat, pemerintah, tokoh masyarakat, anggota program loyalitas hotel, tamu yang menginap lama, dan juga tamu pelanggan setia. Ada beberapa kendala yang penulis hadapi, seperti nomor kamar yang tiba-tiba berubah, fasilitas VIP yang lambat dibuat, dan penanganan dua hotel. Penulis sangat senang dapat melaksanakan program IP di Hotel Mercure Samarinda dan berharap dengan pengalaman dari program ini penulis akan siap memasuki dunia perhotelan yang sesungguhnya.

Kata Kunci: Universitas Multimedia Nusantara, Hotel Mercure Samarinda, Departemen Front Office, Guest Relation Officer, Industrial Placement, VIP

PREFACE

In this very good opportunity, the writer would like to praise and gratitude to God Almighty because, by His blessing, the writer was able to complete the Industrial Placement program for 6 months and also report on time. This report, entitled Front Office Department at Mercure Hotel Samarinda, the writer made as it should be. This report was made to fulfill one of the requirements in completing the Industrial Placement program for UMN Hospitality students.

The writer would like to thank especially Ms. Adestya Ayu Armielia who helps and always provides the best advice to complete this report because without her this report would not have been completed. The writer wants to say thank you to the other lectures, especially Mr. Oqke Prawira as the head of the hotel operations program in Universitas Multimedia Nusantara and Mrs. Septi Fahmi Choirisa as the lecturer of Front Office that help the writer increase knowledge in the Front Office Department while in college so that I can use this knowledge in the Industrial Placement program and also helps the writer can do Industrial Placement program in Mercure Hotel Samarinda.

The writer would also like to express his gratitude when carrying out the Industrial Placement program at Mercure Hotel Samarinda, especially to the Front Office Manager, namely Mr. Eka, the Duty Manager, namely Ms. Lita, Mr. Idham, Mr. Erik, Supervisor namely Mr. Ade, Ms. Inka, and other staff Ms. Laurent, Ms. Putri, Ms. Karlina, Ms. Sinta, Mr. Exel (†), Mr. Gerald, and Mr. Yugas. Do not forget to thank your family and friends for the support.

The writer realizes that the preparation of this report is far from perfect due to the writer's limited experience and knowledge. Therefore, suggestions and criticisms from all parties are highly expected for the improvement of the report in the future.

Kezia Ivory Austen

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