

CHAPTER I

INTRODUCTION

A. Background

Since 2020, all of the countries in the world have been in difficulty because of the pandemic situation. All countries have been lockdown several times to prevent the spread of the coronavirus in their country. Because of this situation all of the people who like to travel around the world or some people who want to vacation in other countries must postpone the plan to get vacation in other countries.

This pandemic makes some industries close because the industry cannot get the revenue or profit to pay the employee salary. This pandemic also has a big impact on the hospitality and tourism industry. There are a lot of travel destinations closed and this pandemic has decreased some hotel occupancy. There are so many hotel employees who must be sent home because of the decreased hotel occupancy. Hotels are a part of the hospitality and tourism industry who got a big impact during this pandemic.

Tarmoezi and Manurung (2007) a hotel is a building that provides the rooms with the supporting facilities such as the food and beverage. Based on the definition, a hotel not only sells the room but a hotel is one of the accommodations that sell the other facilities. Rumeckso (2002) states that a hotel is a building which hires the rooms with the facilities such as food and beverage which is run well to get the benefits. By the experts' explanations, the writer can conclude that hotels are one of the businesses that provide guests with accommodation and also great facilities and service from the hotel staff. In Indonesia there are so many students who want to join this industry because the hotel students can get a promising future career in the hotel industry. According to the Kementerian Pariwisata dan Ekonomi Kreatif Indonesia website, the tourism and travel industry was ranked second in 2019 as the largest income than automotive, education, food export, etc. This data makes more hotel students want to join this industry.

There are a lot of 5 stars or 4 stars that are located in Indonesia, specifically in Jakarta. One of the luxury 5 stars hotels is Raffles Hotel Jakarta which is located in Kuningan, South Jakarta. The reason that the writer chose Raffles Hotel Jakarta

because Raffles Hotel Jakarta is one of the most popular hotels in the world and Raffles Hotel Jakarta is managed by Accor Corporations which are the big hotel corporations in the world, so the writer will get a lot of experiences there.

Raffles Hotel Jakarta is managed by Accor Hotels Corporations. Accor Hotels Corporations is a French multinational hospitality company that owns, manages and franchises hotels, resorts and vacation properties. It is the largest hospitality company in Europe, and the sixth largest worldwide. Accor conducts business in 110 countries and 5100 locations. The total capacity of Accor Hotel Corporation is approximately 704,000 rooms. Accor owns and conducts brands that cover many segments of hospitality. Accor also owns companies specialized in digital hospitality and event organization, such as onefinestay, D-Edge, ResDiary, John Paul, and Potel & Chabot.

Raffles Hotel is a big international luxury hotel in the world. Raffles Hotel has 22 hotels in 16 countries such as in Indonesia, China, France, and other countries. That makes the Raffles Hotel hotel one of the most popular hotels in the world. The writer expected to get great career opportunities by working in the most popular hotel in the world. Beside that, By joining this Industrial Program the writer expected to improve his skills and knowledge in the Front Office department.

B. Purpose

Industrial placement program is a working experience undertaken by hotel operations university students to get their professional development. In Universitas Multimedia Nusantara, specifically in the Hotel Operations program, the industrial placement program was held for two times in the third semester and sixth semester. The industrial placement held by Hotel Operations of Universitas Multimedia Nusantara mandatory for Hotel Operations students for six months in all hotels in Indonesia according to the students choice. The purpose of this program is to make a great effect for Hotel Operations students to improve their skills in hotel programs.

Beside that, the Industrial Placement program will give the writer a new experience and new environment in the hotel industry. The writer also can make

good relations with other employees, trainees, and guests. Good relations can make a great future career for the writer because that gives a big effect for the writer. The writer can improve the network for a future career.

C. Period and Procedures

In Universitas Multimedia Nusantara, Industrial Placement program was held two times in the third semester and sixth semester. Industrial Placement in Universitas Multimedia Nusantara conducts for six month for the third and sixth semester. For the writer, the Industrial Placement Program held in August into February 2021. Before the writer can join the Industrial Placement Program, the writer must complete all requirements to join this program.

First, the writer must get the minimum GPA of 2,75 in the first semester and second semester and pass all core subjects in the first and second semester to join this program. After that in the second semester there will be a briefing about the Industrial Placement Program. In this briefing the writer can know who is the coordinator of the Industrial Placement Program and know about the rules of the Industrial Placement Program. Next, the writer must make a schedule with the coordinator of the Industrial Placement Program to make a mock interview. In mock up interviews the writer must prepare a CV/Resume and cover letter.

After all of the requirements have been completed, the Industrial Placement Program coordinator will send your CV/resume and cover letter to the hotel that was chosen by the writer. Next, the writer must wait until the hotel contacts the writer to attend the interview. If the writer has passed the interview, the writer must wait until the writer gets an acceptance letter from the hotel. After getting the acceptance letter, the writer must do a medical check up from the hotel that the writer has chosen. Next, the writer will join the hotel orientation if the writer has passed the medical check up. Lastly after the orientation, the writer can start the first day of the Industrial Placement Program.