

CHAPTER II

GENERAL DESCRIPTION

A. Hotel Profile

1. History

Raffles Hotel Jakarta is one of five star hotels in Jakarta which is managed by Accor Hotel Corporation. Accor Hotel Corporation was founded by Paul Dubrule and Gerard Pellison on 22 April 1960 in Paris, France. The first Raffles hotel was opened in Singapore in 1887 and in 2015 Raffles hotel was taken over by Accor Hotel Corporation. After being acquired by Accor Hotel Corporation, Raffles hotels grew faster until 2019 Raffles Hotel has 13 Hotels in so many countries.

In Indonesia, Raffles Hotel has become one of the most popular hotels, especially in Jakarta. There are two Raffles hotels in Jakarta such as Raffles Hotel Jakarta and Raffles Hotel Bali. Raffles Hotel Jakarta has a strategic location because Raffles Hotel Jakarta is located in the central business district in Kuningan. Also for Raffles Hotel Bali has a strategic location because Bali has so many tourist attractions.



Figure 2.1 Raffles Jakarta Building



Figure 2.2 Raffles Jakarta Logo

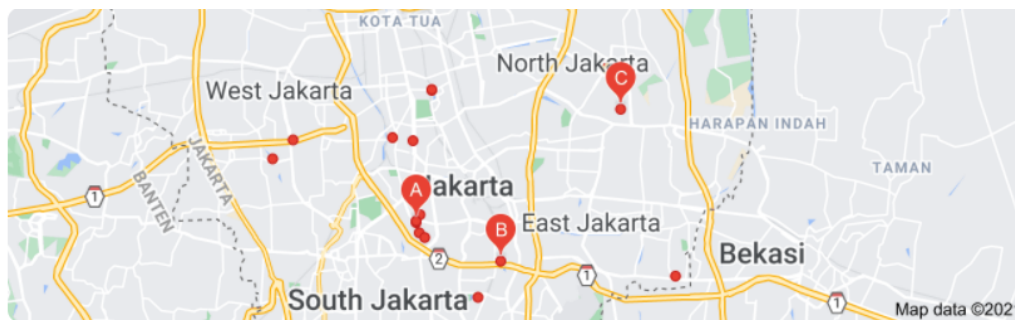


Figure 2.3 Raffles Jakarta Location




2. Facilities


Facilities are one of the guest considerations to choose a hotel they want to stay in. Raffles hotel Jakarta provides some luxury facilities for guests. Here are some facilities that Raffles Hotel Jakarta provides.

a. Room Type

Table 2.1
Raffles Hotel Jakarta Room Type

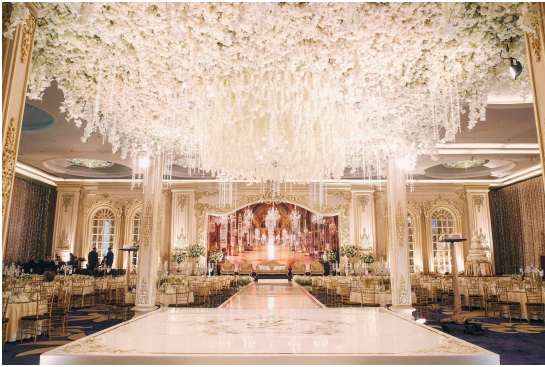
No	Room Type	Description
1	 <p>Figure 2.4 Raffles Room</p>	This room has a 60sq metre with a king size bed and the great city view. Guests can get free wifi, premium channels, coffee maker, private bathroom, a full set of minibars, executive writing desk with multimedia panel, etc. Guests will also get daily room care with the hotel professional housekeeper.
2	 <p>Figure 2.5 Raffles Garden View Room</p>	This room has a 60sq metre with a king size bed and the garden or pool view. Guests can get free wifi, premium channels, coffee maker, private bathroom, a full set of minibars, executive writing desk with multimedia panel, etc. Guests will also get daily room care with the hotel professional housekeeper.
3	 <p>Figure 2.6 Signature Room</p>	This room has a 60sq metre with a king size bed and the garden or city view. With a unique art concept this room is located on the 24th and 25th floor of raffles hotel Jakarta. Guests can get free wifi, premium channels, coffee maker, private bathroom, a full set of minibars, executive writing desk with multimedia panel, etc. Guests will also get daily room care with the hotel professional housekeeper.

4	 <p data-bbox="534 654 823 689">Figure 2.7 Artist Suite</p>	<p data-bbox="970 246 1461 745">This room has 97sq metre with a king size bed and a great city view. With an unique art concept this room gives the guest a spacious living room with a separate bedroom. Guests can get free wifi, premium channels, coffee maker, private bathroom, a full set of minibars, executive writing desk with multimedia panel, etc. Guests will also get daily room care with the hotel professional housekeeper.</p>
5	 <p data-bbox="523 1187 834 1223">Figure 2.8 Gallery Suite</p>	<p data-bbox="970 779 1461 1323">This room has 136sq metre with a king size bed and a great city view. With an unique art concept of Hendra Gunawan this room gives the guest a spacious living room and dining areas with a separate bedroom. Guests can get free wifi, premium channels, coffee maker, private bathroom, a full set of minibars, executive writing desk with multimedia panel, etc. Guests will also get daily room care with the hotel professional housekeeper.</p>
6	 <p data-bbox="486 1729 871 1765">Figure 2.9 Garden View Suite</p>	<p data-bbox="970 1355 1461 1906">This room has 136sq metre with a king size bed and a garden or pool view. With an unique art concept of Hendra Gunawan this room gives the guest a spacious living room and dining areas with a separate bedroom. Guests can get free wifi, premium channels, coffee maker, private bathroom, a full set of minibars, executive writing desk with multimedia panel, etc. Guests will also get daily room care with the hotel professional housekeeper.</p>

7	 <p>Figure 2.10 Raffles Suite</p>	<p>This room has 390sq metre with a panoramic view over the city, pool and tropical garden from the upper floor. This room has a two bedroom suite with spacious living room and dining areas. This room also has a private spa, gym, steam room, and also has a grand piano that gives guest entertainment. Guests can get free wifi, premium channels, coffee maker, private bathroom, a full set of minibars, executive writing desk with multimedia panel, etc. Guests will also get daily room care with the hotel professional housekeeper.</p>
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b. Meeting Room

Table 2.2
Raffles Hotel Jakarta Meeting Room

No	Meeting Room	Description
1	 <p>Figure 2.11 Dian Ballroom</p>	<p>Dian Ballroom has 2520 sqm with dimensions 56 m x 45m. This ballroom can accommodate 3000 people. Dian ballroom is inspired by Hendra Gunawan arts and enhances the sense of light, color, and space.</p>

2	 <p>Figure 2.12 Singapore Meeting Room</p>	<p>Singapore Meeting Room has 99 sqm with dimensions 8.5 m x 11.6 m. This meeting room can accommodate 80 people.</p>
3	 <p>Figure 2.13 Paris Meeting Room</p>	<p>Paris Meeting Room has 80 sqm with dimensions 8 m x 10 m. This meeting room can accommodate 75 people.</p>
4	 <p>Figure 2.14 Dubai Meeting Room</p>	<p>Dubai Meeting Room has 86 sqm with dimensions 9 m x 9.5 m. This meeting room can accommodate 65 people.</p>
5	 <p>Figure 2.15 Boardroom</p>	<p>Boardroom has 53 sqm with dimensions 7 m x 7.5 m. This meeting room can accommodate 16 people.</p>

c. Restaurant

Table 2.3
Raffles Hotel Jakarta Restaurant

No	Restaurant	Description
1	 <p>Figure 2.16 Arts Cafe Restaurant</p>	Expect a virtual tableau of art and cuisine, where the palette of sights, sounds, textures and aromas from open kitchens create a delightful sensory experience .Luxury of dining in your own personal space with a curated menu, created to fit your needs by Executive Sous Chef Imam.
2	 <p>Figure 2.17 The Writers Bar</p>	Revealing the true identity of the Writers Bar. An elegant, peaceful haven by day, where ladies and gentlemen meet and enjoy specialty coffees, or a traditional Raffles high tea with scones and petit fours. Transforms by night, into a lively 1920's cocktail bar, where roaming bartenders shake legendary cocktails at your table and the sounds of jazz transport the guest back in time
3	 <p>Figure 2.18 Navina Pool Bar</p>	Sculptures and art installations inspired by Hendra Gunawan peep out amid the leafy tropical gardens of Navina Pool Bar. High on the 14th floor overlooking Jakarta, you can soak up the peace of the poolside bar while feasting on flatbreads, satays and local specialties with a special twist, like beef rendang pastel and banana fritters with chocolate and caramel sauce. A perfect spot for a cocktail, iced coffee or freshly squeezed juice – or a cozy private dinner in a cabana.

d. Fitness and Wellness

Table 2.4
Raffles Hotel Jakarta Fitness and Wellness

No	Fitness and Wellness	Description
1	 <p>Figure 2.19 Swimming Pool</p>	The pool has 25 m x 10 m x 1,4 m and kids pool 4 m x 10m x 0.5m. Beside the pool guests can also have a pool bar called Navina Pool Bar. The pool is located on the 14th floor.
2	 <p>Figure 2.20 Gym</p>	Take pleasure in workout using the fitness facilities featuring the latest cutting edge supplies. The team of trainers will help the guest to maximize the time. The gym is located on the 14th floor.
3	 <p>Figure 2.21 Spa</p>	Encourage guests to relax, reflect and revive body and mind. The spa is located on the 14th floor.

B. Organizational Charts of The Hotel

Here is the organizational chart of Raffles Jakarta Hotel:

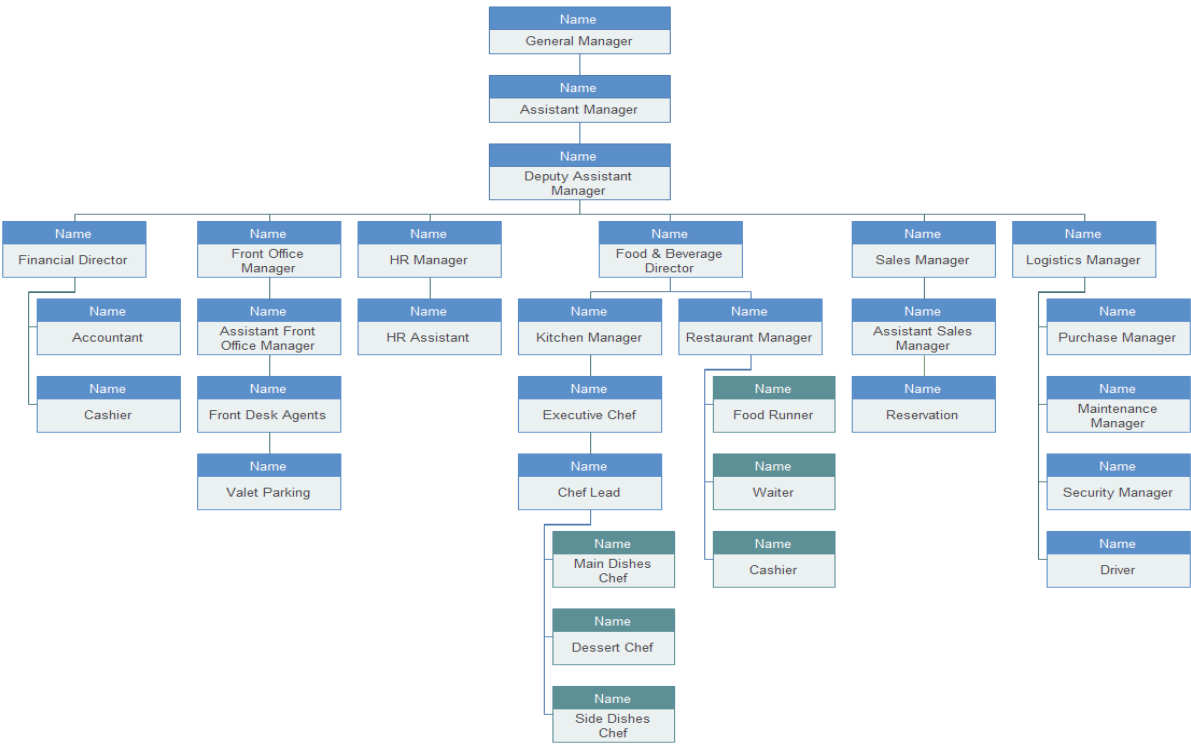


Figure 2.22
Hotel Organizational Charts
Source: Raffles Hotel Jakarta

C. Front Office Organizational Structure

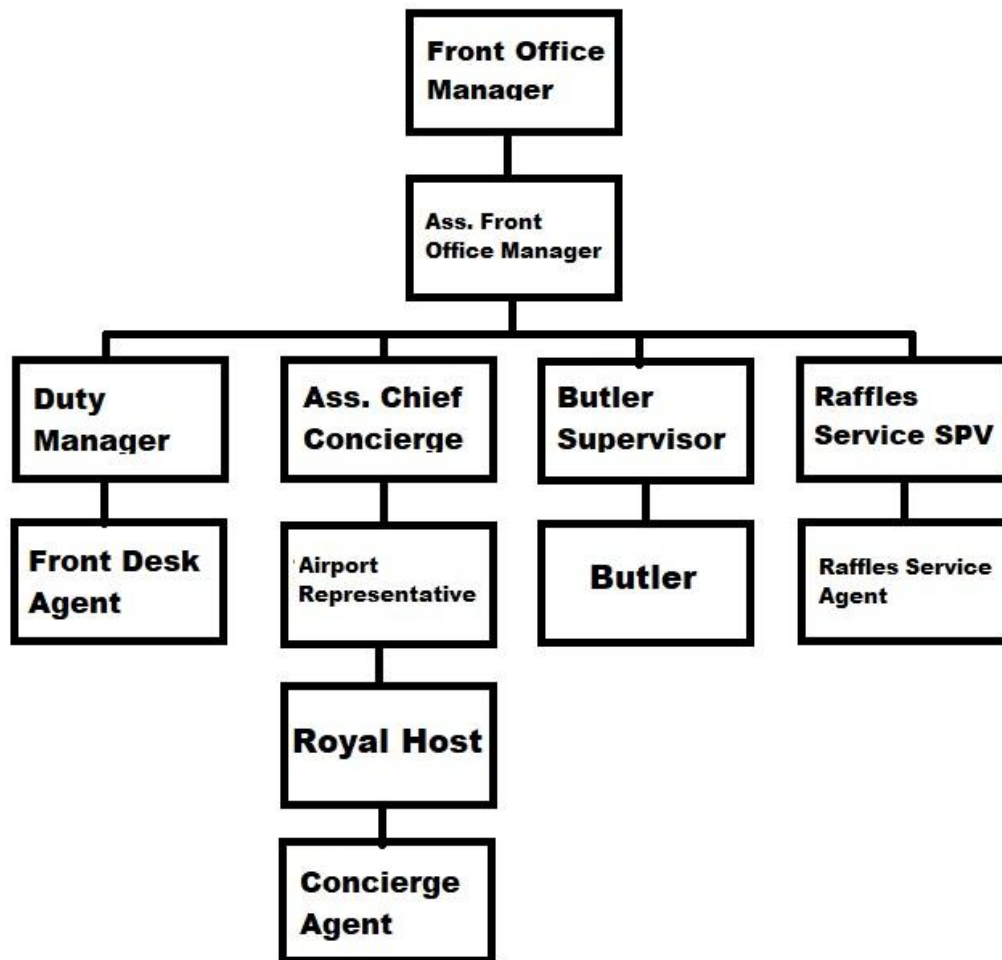


Figure 2.23

Front Office Organizational Charts

Source: Raffles Hotel Jakarta

Duties and Responsibility:

1. Front Office Manager

- Providing the front desk provides a professional and friendly service for customers.
- Maximizing room revenue and occupancy.
- Make a schedule for Front Office Staff.

2. Assistant Front Office Manager

- a. Take care of any guest problem or contentious issues that cannot be solved directly by team members and provide a fast solution.
- b. Control all executive floor executives to make sure maximum guest amusement through personal admission and prompt cordial attention from arrival through departure.
- c. Make sure that personalized service is given to each and every guest.

3. Duty Manager

- a. Meets the VIP guests of the hotel. As conducted by the Front office Manager, do special services for VIP Guests.
- b. Control sanitation of lobby and public areas.
- c. Motivates and maintains good staff relations.

4. Ass. Chief Concierge

- a. Control and direct guest services attendants and concierges
- b. Organize tickets, bookings, appointments and reservations for guests
- c. Establish information on facilities and services, events and attractions, tours, travel routes and transportation schedules

5. Butler Supervisor

- a. Develop product knowledge
- b. Coach butlers for service performance
- c. Manage guest experience

6. Raffles Service Supervisor

- a. Manage a good communication between guest and Raffles Service Agent
- b. Coach Raffles Service Agent how to engage with guests.
- c. Provides information about hotel service to guests.