

CHAPTER I

INTRODUCTION

A. Background

In general, it is known that relationship between the hospitality and tourism industries is very closely related. Both of these industries are taking care of providing services to the guests. Hospitality industry covers a wide range of specialties, including in-house services, lodging, spa services, conference venues and much more. On the other hand, Covid 19 pandemic occurred at the end of 2019 and has caused the hotel industry to receive a fairly large bad impact in 2020 (Diayudha, 2020). This virus has had a huge impact on the Indonesian economy, especially one of the business sectors that was severely affected by the Covid-19 pandemic is the hotel business.

Therefore, people are encouraged to stay indoors. The virus causes travel restrictions and warnings about the vulnerability of the tourism and hospitality industry. This outbreak has scared tourists from traveling during this virus. Many tourists who will travel are now canceled / postponed due to the fact that this virus is very dangerous.

Meanwhile in 2021, Tourisms and hospitality industry has finally started to operate, but with the PPKM policy in Java - Bali by the government, it is mandatory to restrict social activities in various public places and reduce the mobility of people to travel. (Nanawi, 2021). In this program, the writer has the chance to join the Industrial Placement project which can help the writer to find out real work experience. This program must be followed by Hotel Operations students at Multimedia Nusantara University twice, which is in semester 3rd and semester 6th.

The first Industrial Placement is started in the semester 3. However, due to the pandemic for the past two years, the writer cannot go further for doing the Industrial Placement abroad or out of town. Therefore, the writer thought it would be a good idea to choose the nearest hotel, which is Amaris Hotel Serpong. The second reason of the writer to choose this hotel is because it is located in Jl. Raya Serpong which is in strategic business area in South Tangerang. On the other hand, Industrial Placement is a process for applying the knowledge or competencies gained during the education period in the world of work directly, so the writer can understand the professional work system in the actual industry.

The writer wants to increase skills and knowledge into being a part of House Keeping & Front Office at the Amaris hotel Serpong, South Tangerang. Other than that, this is the only hotel near to the writer's house that has the operation that is really suitable for the writer by allowing the staff to cover their hair with hijab, and due to COVID, it might be easier to find a nearest hotel to have an industrial placement with. Besides that, the writer is expected to get experience and new knowledge that can be obtained during the Industrial Placement.

B. Purpose

The purposes of implementing industrial placement include:

1. Completing semester three at the hospitality major in Multimedia Nusantara University
2. Gain experience and knowledge from the real condition in hotel industry.
3. Cultivate the ability to interact well in working society.
4. Develop a sense of professionalism, good work ethic, and resilience when working.

By carrying out the industrial placement, the writer gets the opportunity to experience and to implement what has been taught in campus in the real industry. It will help the writer in dealing with the real world of work later after graduation. It will also increase insight, knowledge and skills to the writer. With having this program, the writer is able to analyze problems that exist and provide the solutions. It surely helps the writer to shape a knowledgeable and skilled personality who is ready to compete in the hotel industry with a good attitude and good manner in the future.

C. Period and Procedures

Before the writer conducted the Industrial Placement, there are several requirements from the campus to be fulfilled. First, the writer should finish the second semester with the total of minimum GPA 2,75 in the first semester and second semester to join the Industrial Placement program. After that, the writer has to do the fit and proper test with materials from Front Office Department or Housekeeping Department. Next, the writer is scheduled with the coordinator of the Industrial Placement Program that has been

chosen to do a mock up interview. In this interview, the writer must prepare a CV/Resume and cover letter. After passing the mock up interview and fit & proper test, the Industrial Placement Program coordinator will send the CV/resume and cover letter to the HRD of Amaris Hotel Serpong. Until then, the writer must wait for a reply from the hotel to attend the real interview. Then, after the writer got a respond to do the interview and passed the interview, the writer waited for around a month to get an acceptance letter. The writer finally received the acceptance letter by email from Amaris Hotel Serpong that informed that the writer was eligible to do the Industrial Placement there. The Industrial Placement officially started from 3th July 2021 to 2nd January 2022.