

# CHAPTER 1

## INTRODUCTION

### 1.1. Background

Hospitality industry is a broad industry that has everything related to service in it. It is an industry that relied on people that experienced the service to be satisfied, joyed, and pleasant. Hospitality service usually includes entertainment, amusement parks, lodging, and also food and beverage. Hospitality industry has a significant role in giving services to people because it is heavily relied on guests' satisfaction for its service. This effects on why people would choose their stay ona significant hotel, or why they would eat at a certain restaurant, and other more because of the service that place offer should fulfill and satisfy the guest. One of the examples of hospitality service that is available in every country is a hotel. Hotel offers up a lot of services from lodging, food and beverages, also other Leisure activity people can get there. It is a great example that represents ahospitality service for its guests.

The covid pandemic is surely a challenge for the hospitality industry especially hotels because some people are still afraid and paranoid to go out or even stay outside of their house. This pandemic outbreak results to a low occupancy in hotel and also reduction of hotel staffs. The Dharmawangsa is oneof the hotels in Indonesia that is affected by this covid pandemic.

The Dharmawangsa is a 5-star luxury hotel located in the heart of south Jakarta and is currently towards its way to join Marriott group of hotels. The Dharmawangsa is near a lot of malls and iconic places in Jakarta such as Blok-M, Kemang, Lippo mall Kemang, and MRT stations such as Blok-A that can commute to the central district of Jakarta for more greater places. It is also about 40-1 hour away from the international airport of Soekarno-Hatta.

The writer chooses The Dharmawangsa for industrial placement for a few reasons. First, because The Dharmawangsa is a 5-star luxury hotel and wellknown in south Jakarta for its excellent service. Second, while the hotel does not offer a lot of rooms, the writer wants to know how the hotel works on the inside. Third, it is not far away from the writer's house. At last, the writer wants to also get knowledge on how the hotel industry works and hoping to get experience working in this field.

## **1.2. Purpose**

The purpose of the writer for doing this industrial placement is to gain knowledge on how the industry works and also to get the experience of it. From what the writer learned from the past 2 semesters; the writer wants to apply all the materials learned and apply it directly and technically in a hotel. The writer also wants to make connections either with new friends or staff members because jobs opportunity in the hotel industry usually comes through close connections first. Moreover, implementing and experiencing the real work of a hotel is the main focus point of the writer.

## **1.3. Period and Procedures**

In hotel operations at UMN, students' needs to attend a six-month industrial placement program with the chosen hotel of choice. Before the writer begins the six-month industrial program, there are a few academic conditions that needs to be accomplished.

- Students must pass core subjects as in Front Office and Housekeeping with a minimum of score in C
- Students must achieve a minimum of 2.50 GPA in all subjects

- Students needs to pass fit and proper test with a minimum of score 80
- Students are mandatory to attend in training briefing given by UMN and Hotel Operations program
- Industrial placement will take place within hotel in Indonesia with a minimum of 4-star rating
- Students must attend a mock-up interview with their counselor to be given advice and feedback.
- Students needs to prepare a cv and application letter that will be sent to the desired hotel of choice.
- Finally, students' needs to complete financial payment with campus to attend industrial placement.

After the writer submitted cv and application letter to the hotel, the writer than has to wait until called upon for interview with the hotel. The writer then attends an online interview with the hotel at 20<sup>th</sup> of May 2021 and received an acceptance letter on the same day. Afterwards, the writer did a medical checkup which will be submitted on orientation day at 23<sup>rd</sup> of August 2021 and begin the first day of work in 24<sup>th</sup> of August 2021 at The Dharmawangsa Jakarta.