

CHAPTER I

INTRODUCTION

A. Background

The tourism industry is one of the industries that has a very broad scope, including the tourism industry in Indonesia. Not only that, but the tourism industry is also one of the economic sectors that contributes the largest income to the country. This is also supported by a statement by the Chairperson of PHRI Haryadi Sukamdani in 2018 quoted from CNN News, where he stated that the tourism industry sector in Indonesia continues to climb and is also very promising, where the tourism sector also contributes to GDP, foreign exchange, and employment opportunities. very wide.

In early 2020, the Covid-19 virus disease outbreak began to spread throughout the world, including Indonesia. With the spread of this virus, WHO announced that the Covid-19 virus is a pandemic that has attacked all regions of the world. The existence of this pandemic has caused many losses for anyone and in various aspects, be it health, economy, politics, and others. The Covid-19 pandemic has also affected the operation of the hotel industry, especially for those who are just starting to seek experience in the hospitality world. During this pandemic, many hotels suffered losses and in the end, decided to close their hotels, and because of this, the opportunities for the hotel industry are getting smaller during this pandemic period. In the province of Banten itself, many hotels have decided to temporarily close due to the declining number of guests who come and stay at the hotel. We can also see this from data on hotel room occupancy rates in Banten province from BPS data sources, wherein early 2020 the room occupancy rate decreased due to the high rate of spread of the Covid-19 virus. But over time the room occupancy rate gradually began to rise and began to return to normal even though it has not been able to return to what it used to be before the Covid-19 virus.

Months	2020	2021
January	49,05	37,06
February	51,14	39,19

March	31,12	41,30
April	15,72	41,83
May	18,57	34,10
June	24,17	38,64
July	32,30	24,59
August	36,05	
September	37,97	
October	38,28	
November	42,61	
December	38,51	

Table 1.1 Perbandingan Tingkat Hunian Kamar 2020-2021

Source : <https://www.bps.go.id>

From the following data, it can be seen that the room occupancy rate from 2020 to 2021 has decreased, especially from the beginning of 2020 to the end of 2021. This happened because at the beginning of 2020 the Covid-19 pandemic began to enter Indonesia. and from time to time also expanded. So the data shows that the room occupancy rate has also decreased because people are afraid to travel, especially staying in hotels due to the spread of the Covid-19 virus.

Industrial Placement is a program that must be carried out by students of the Hospitality study program at Universitas Multimedia Nusantara. This Industrial Placement Program must be carried out by hotel students twice in the third and sixth semesters as a form of maturation for students to be ready to enter the world of work. This program is carried out by students as a form of students putting into practice the knowledge and abilities they get when studying into the world of work, and also helping students to add and develop the knowledge and abilities they already have.

The writer chose to do an Industrial Placement at Mercure Tangerang BSD for several reasons, the first reason is that Mercure Tangerang BSD is one of the four-star international standard hotels in the BSD City district area which is under ALL (Accor Live Limitless). With this, the writer believes that she can add and develop his knowledge and abilities in working in the hotel industry. Especially in the housekeeping field, the writer believes she

can put all the knowledge and abilities she got during his studies while doing Industrial Placement there, and can also add to her experience while plunging into the world of work.

B. Purpose

The implementation of the Industrial Placement Program aims to meet the standards of a student to be able to graduate from the hospitality study program at Multimedia Nusantara University. This program is carried out twice, in the third-semester students are required to do Industrial Placement in the Room Division, then in the second stage of Industrial Placement which is carried out in the sixth-semester students are required to do an internship in the Food & Beverages Department. Apart from that, there are also several other objectives to be achieved by carrying out this Industrial Placement.

Industrial Placement is carried out so that students can have experience before they enter the world of work. First, students are expected to be able to face and also solve problems that arise when they work with all the knowledge they have. Second, apply the knowledge and abilities they have while working at the hotel and also add experience based on the training they received during the Industrial Placement.

Third, the writer chose Mercure Tangerang BSD because of the location of the hotel which is close to the writer's house. In a pandemic situation like this, the writer does not get permission to choose a hotel that is far from the place of residence.

Lastly, the writer wants to add to the experience of working in hotels which later can help the writer in writing the Industrial Placement Report. To do writing, it takes whatever experience the writer gets during the Industrial Placement and the writer must also tell what he got during the Industrial Placement.

C. Period and Procedures

Hospitality study program students who wish to undertake an Industrial Placement must prepare several things that are needed before undertaking an Industrial Placement. First, in February, the campus provided internships that functioned to guide students who were going to carry out industrial placements as to what they had to prepare before carrying out an Industrial Placement. Then in the same month, the study program also prepared an

Industrial Placement talk show where at this event students could listen to various experiences experienced by seniors when they carried out Industrial Placement and students could also ask about what they wanted to know about Industrial Placement to seniors.

After that in March, the campus also provided internship guidance which aims to provide more in-depth guidance to students and also tell them what data needs to be prepared when they want to do Industrial Placement such as making CV, KM Form, and others. Then, during this first internship, students were also allowed to conduct mock-up interviews with their respective supervisors. In the mock-up interview, the lecturer will give students practice on what situations they will face when later conducting an internship interview at the hotel that the students want, besides that in this mockup interview the lecturer will also provide input that will help students to prepare themselves to be better again when going to the interview.

After participating in mock-up interviews, students are required to prepare and also send CVs to the hotels they want as places to carry out their internships. After receiving a reply from the hotel, the students will be scheduled to interview with the hotel. The writer conducted interviews with two hotels, the first choice hotel did not produce satisfactory results so the writer decided to send her CV to the second choice hotel, Mercure BSD. In the second interview, the results were quite satisfactory, so the writer was accepted for an internship there as part of the housekeeping department. The writer did her internship project there for six months, starting from 12 July 2021 to 12 January 2021. The first meeting before starting work was held on July 12, 2021, and related to that, The Writer must conduct an Antigen SWAB test independently as a form of showing that the writer is negative for COVID-19. Therefore, the writer conducted a SWAB antigen test on July 10, 2021, and the test results showed that the writer was negative for Covid-19. Then on July 12, 2021, the writer started entering and following the first introduction to Mercure Hotel then the next day the writer followed the introduction with the housekeeping department and started her first-day internship as a housekeeping trainee, more specifically in the Public Area.