

# CHAPTER I

## INTRODUCTION

### A. Background

Universitas Multimedia Nusantara is one of the tertiary institutions that provide academic education and vocational education in various categories of science and technology. Universitas Multimedia Nusantara provides various majors for example the major of hospitality. Hospitality is one of a part of the tourism industry which the tourism industry is an industry engaged in services and products that provide all of the needed for the people who do the trip. The tourism industry has a big impact on the country especially on the economy. United Nations World Tourism Organization (UNWTO) in the international recommendations for tourism statistic 2008, the tourism industry includes accommodation, food, and drink service, transportation, travel agency, and other reservation activities, culture activity, sports activity, and entertainment. In tourism law, no 10, 2009, the tourism industry is a collection of a tourism business that is related to producing a product or service to fulfill traveler needs in tourism activities.

Every year data of the tourism industry always increases for, example, in Indonesia. However, in 2020 the tourism industry decreases because of the pandemic. Base on UNWTO said if in January to June 2020 tourism industry in the world lost 44 million travelers. In Indonesia, the tourism industry estimated loss of foreign exchange as much as 14,5 until 15,8 million US dollars. The occupancy hotel rate in Indonesia experienced a significant decrease of 56,73 % became 28,07% in the period July 2019-Juli 2020. This data can prove if the coronavirus give a big impact on the tourism industry.

In 2020 tourism industry having a bad time which in 2020 tourism industry decreases and various way has been done to restore this industry. In 2021 tourism industry starting to improve from the previous year. One of the online travel agents namely Tiket.com revealed that in the second quarter of 2021, there was an increase in flight ticket transactions on Tiket.com as much as 400 percent than the second quarter of the previous year and the transaction of accommodation also increase 600 percent.

In an uncertain situation like today, Universitas Multimedia Nusantara provides the industrial placement program for their student, especially for hospitality students in the third semester. The industrial placement program has a good impact on the student. The industrial placement program is expected to be able to improve the soft skill and hard skills of the student. From the industrial placement program, the student can see directly how the hotel operates in an uncertain situation like today.

## **B. Purpose**

Industrial placement is an internship program held by Universitas Multimedia Nusantara for their student. The industrial placement program is held to prepare students to be ready to face the world of work. The industrial placement program also has a good impact on the student especially in this uncertain situations like today. Pandemic situations give new challenges, especially for the hospitality student. The student has to can adapt to this situation and can apply everything that has been learned during college. The industrial placement program is expected can improve to the hard skills and soft skills of the student.

## **C. Period and Procedures**

The industrial placement program will be started from 12 July 2021 to 11 January 2022. There are some procedures that the student has to follow before the internship. The student will attend industrial placement program briefings three times. In a pandemic situation, the university gives an alternative to those who can't take the hotel internship program such as making a module. After that, the student has a mock-up interview with a lecture that has been determined. This mock-up interview has a purpose to prepare the student to be ready and give a suggestion or tips to answer the question when the student is interviewed by the hotel. Before the mock-up interview, the student has to prepare their CV and send it to the G-drive. After all the preparations that have been made by the students, the lecture will send the CV to the hotel according to the hotel that has been chosen by the student. The student also has an exam or test before they do the industrial placement.

The student will wait for confirmation from the hotel for the interview, the student who passes the interview has to complete the necessary data, one of which is a medical check-up to ensure that students are in good health and in conducting the internship program. After the industrial placement program, the student has to make an industrial placement report as a final exam.