

CHAPTER II

GENERAL DESCRIPTION

A. Hotel's Profile

1. History



Figure 2.1 The Alts Hotel Logo

The Alts Hotel Palembang is a local hotel that is based in Palembang. The Alts Hotel is a business hotel, so their main target is the guests that come to Palembang to have a business. The Alts is under 3PuteraGroup. The Alts is not the hotel's first name, the first name was The Grand Zuri that was opened in 2010. The Grand Zuri is one of the Indonesian hotel brands. It was also known that The Grand Zuri Palembang, was the first franchise of The Grand Zuri. In 2019, The Grand Zuri had a big renovation and also changed their name to The Alts, and change their management. From the changes such as more rooms, more room type, bigger and more comfortable facilities, the Alts' management expects that it will attract more guests in the future, and can give better service. According to the General Manager, Mr. Rizky Dermawan, The Alts name was inspired by "Alt" in computer, with new slogan "Ctrl + Alt + Del = Reboot", the hotel management hopes that The Alts hotel can give their best service to the guest that can make the guest rebooted or refreshed (Anggraini, 2019).

Besides, they want to change their name and management to The Alts because they want to make the guest feel refreshed after their work. The hotel also wants to change the guest's perspective about the hotel, The Alts wants to change the thought about the hotel as only a place to stay, The Alts also has a great restaurant and The Alts Hotel is also a hangout place. So The Alts Palembang is a business hotel, The Alts not only a place to stay, but it is also a great place to socialize and cater to wedding ceremonies

2. Facilities





Figure 2.2 The Alts Hotel

The Alts Hotel Palembang has 1 building that is located in Jl. Rajawali No. 8, Sumatera Selatan. The Alts Palembang provides smoking and non-smoking rooms, 24 hours room service and operator. The hotel facilities completed with a praying room, business centre, meeting rooms, and Grand Ballroom. The Alts Palembang also has a “Café Delapan” restaurant and “10” Gastro pub, and on the 11th, there is a rooftop that has various functions. The Alts also have a gym, spa, and pool. Don’t worry if you come here by car, because there are spacious parking lots only for the guests. The Alts Palembang also provides their VIP guests with airport shuttle service. The last is free Wi-Fi is also provided for the guest.

Beside the rooms, The Alts also have 2 restaurants. Café 8 and 10 gastro pub is opened daily and can be booked for events, for formal or bigger events there are 5 meeting rooms and a ballroom. The Alts is also foreigner friendly, since the staff are bilingual and able to handle non-Indonesian speakers. For the parking space, is also comfortable with basement, 3 floors parking space and separate parking lot.

Table 2.1 Room types in The Alts Hotel

No	Room Type	Descriptions
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<p>1.</p>	 <p><i>Figure 2.3 Superior Double room</i></p>	<p>The guest can choose a smoking and non-smoking room. The guest can enjoy the free internet access, hot and cold water for the shower, and mini bar. The guest also can enjoy the amenities such as water bottle and water kettle. For the entertainment, the guests have free access to the pool, sauna, and gym and LCD TV is available in each room. The space for this room is 26 square meter</p>
<p>2.</p>	 <p><i>Figure 2.4 Deluxe Double room</i></p>	<p>The guest can choose a smoking and non-smoking room. The guest can enjoy the free internet access, hot and cold water for the shower, and mini bar. The guest also can enjoy the amenities such as water bottle and water kettle. For the entertainment, the guests have free access to the pool, sauna, and gym and LCD TV is available in each room. The space for this room is 29 square meter</p>
<p>3.</p>	 <p><i>Figure 2.5 Deluxe Premiere</i></p>	<p>The guest can choose a smoking and non-smoking room. The guest can enjoy the free internet access, hot and cold water for the shower, and mini bar. The guest also can enjoy the amenities such as water bottle and water kettle. For the entertainment, the guests have free access to the pool, sauna, and gym and LCD TV is available in each room. The space for this room is 32 square meter</p>

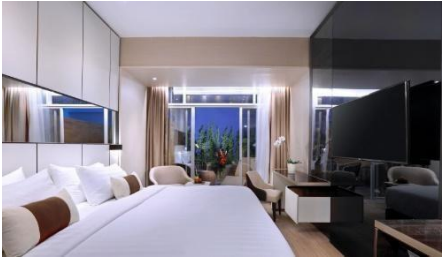



<p>4.</p>	 <p><i>Figure 2.6 Deluxe Cabana with balcony</i></p>	<p>The guest can choose a smoking and non-smoking room. The guest can enjoy the free internet access, hot and cold water for the shower, and mini bar. The guest also can enjoy the amenities such as water bottle and water kettle. For the entertainment, the guests have free access to the pool, sauna, and gym and LCD TV is available in each room. What makes this room special is it is a cabana which has a pool view and you can enjoy it on a private balcony. The space for this room is 36 square meter</p>
<p>5.</p>	 <p><i>Figure 2.7 Junior Suite</i></p>  <p><i>Figure 2.8 Junior Suite Living room</i></p>	<p>The guest can choose a smoking and non-smoking room. The guest can enjoy the free internet access, hot and cold water for the shower, and mini bar. The guest also can enjoy the amenities such as water bottle and water kettle. For the entertainment, the guests have free access to the pool, sauna, and gym and LCD TV is available in each room. What makes this room different from other rooms is that this room has its own living room. With 53 square meter space</p>

Table 2.2 The Alts Hotel Facilities

No.	Facilities	Description
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<p>1.</p>	 <p><i>Figure 2.9 Altitude SPA</i></p>	<p>The Alts also have “Altitude SPA” that is located on the 11th floor. For the SPA it is a traditional SPA, and it is open from 06.00 am to 10.00 pm. Don’t worry if you don’t like to go to the SPA because you can have an in-room SPA, and you will get your SPA in your room.</p>
<p>2.</p>	 <p><i>Figure 2.10 Swimming Pool</i></p>	<p>Being one of the entertainment that can be accessed by the guest for free, this large adult size pool is one of main services of The Alts Palembang located on the 10th floor. This pool can be accessed from 06.00 am to 08.00 pm.</p>
<p>3.</p>	 <p><i>Figure 2.11 “10” Gastro Pub</i></p>	<p>For the adult guest, The Alts also have a Wine bar “10 Gastro Pub”. Not only wine, they also have beers and cocktails. Beside beverages, the “10 Gastro Pub” also has western food to accompany the beverages. While enjoying the food and beverages, you can enjoy the music inside this pub</p>
<p>4.</p>	 <p><i>Figure 2.12 Altitude Gym</i></p>	<p>This “Altitude GYM” is one of the entertainment places that can be accessed by the guests that stay in the hotel for free. It is located on the 11th floor. This Gym has bikes, free weights, pilates ball, yoga mat, and other instruments. The guest can access this gym from 06.00 am to 09.00 pm.</p>

5.	 <p data-bbox="332 525 649 556"><i>Figure 2.13 Café Delapan</i></p>	<p data-bbox="771 199 1421 556">This is the restaurant of the hotel. This “Café Delapan” is a spacious restaurant with 125 seats capacity, and located in the lobby area. This restaurant serves breakfast, lunch and dinner. You can access this restaurant from 06.00 am to 11.00 pm. The breakfast starts from 06.00 am to 10.00 am, lunch from 12.00 pm to 02.30 pm, and dinner from 06.00 pm to 11.00 pm. This restaurant charges children under 5 for free and children from 5-12 are charged for 50%.</p>
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B. Organizational Structure

The Alts Palembang Front Office department is directly under the supervision of the Front Office Manager. Assistant Front Office Manager is directly under the Front Office Manager. Below the Assistant Front Office Manager is the Duty Manager then, FDA and reservation supervisors and bell captain then, the Front Desk Agents, Operator, Reservation, and bell boy. Each of the positions have their own responsibility, the FDA supervisor supervises the Front Desk Agents and makes staffs’ schedule, the Reservation supervisor supervises the operator and the reservation attendant, and the bell captain supervises and coordinates the bell boys. Each of the position have their own job and responsible, and need to make sure that they can give their best service

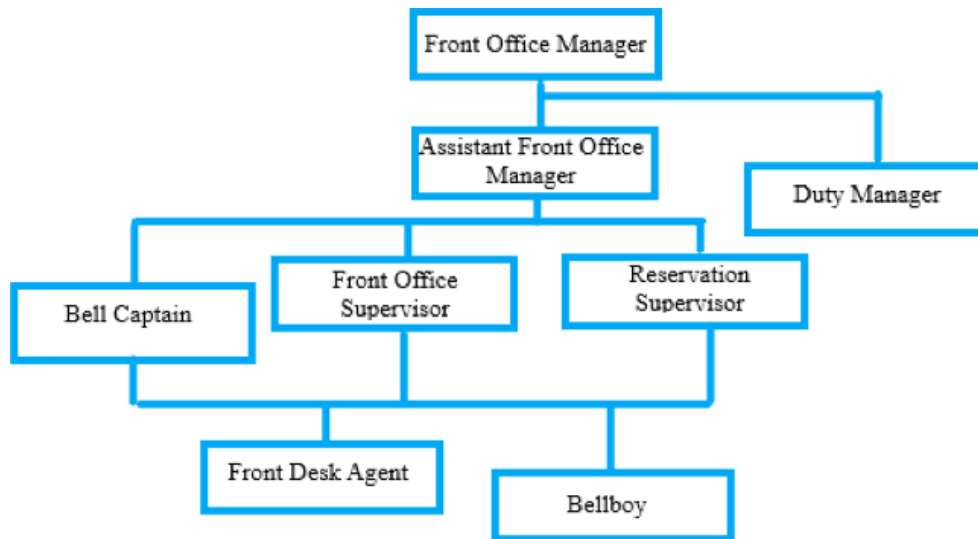


Figure 2.14 Front Office Organizational Structure

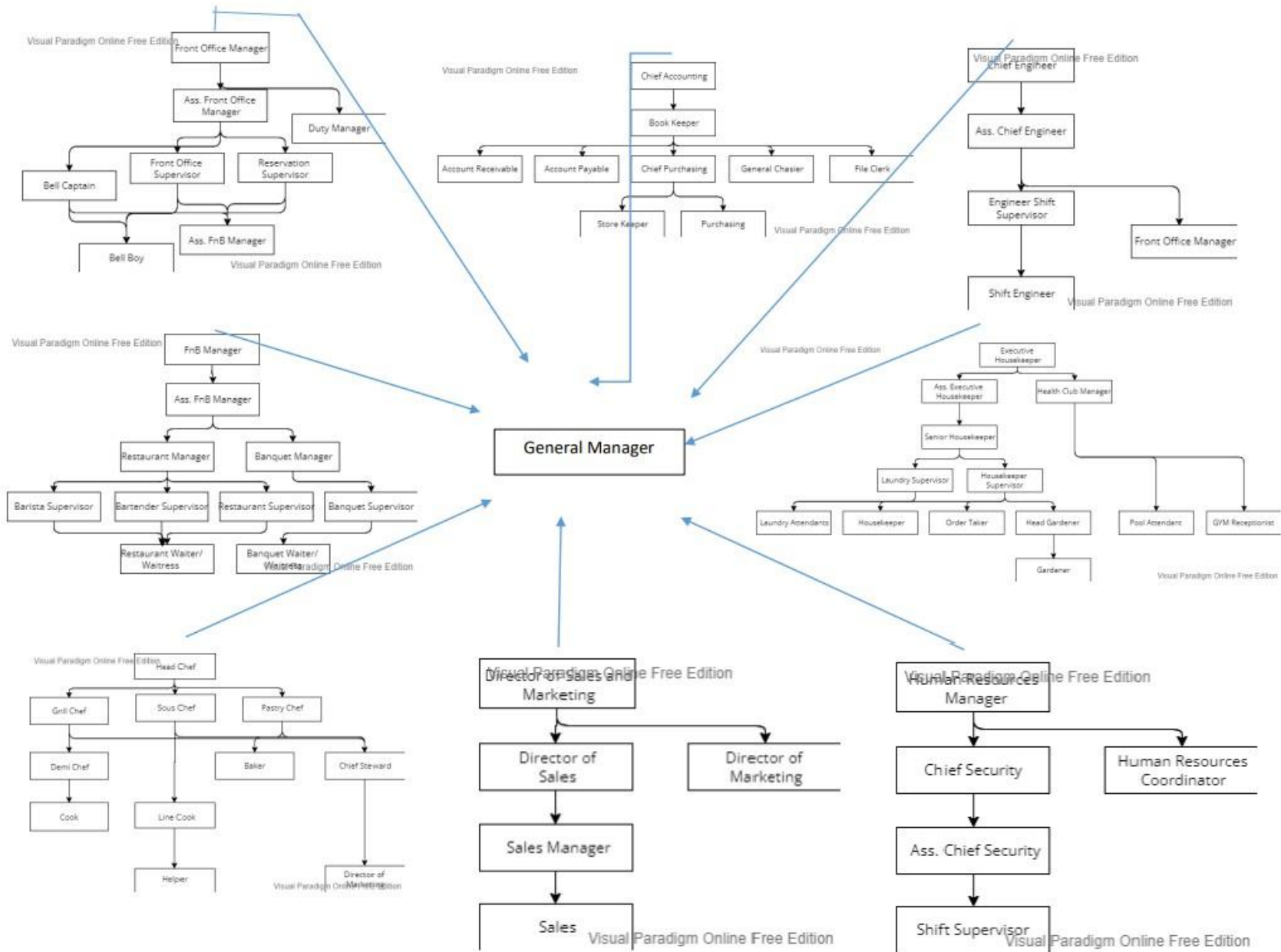


Figure 2.15 The Alts Organizational Structure

Front desk agent job description:

1. Helping the guest with check-in and Check-out process
2. Being the main helper for the guest request
3. Handling and checking VIP for that day
4. Handling group check-in
5. Preparing for room discrepancy with the help of bellboy to check the real situation
6. Ensuring that the stationeries are available and the guest supply such as mask is available
7. Responsible for receiving payment and deposit from the guest

Reservation and operator job description:

1. Make guest reservations from OTA
2. Answering guest call either from outside or inside the hotel
3. Taking reservation from phone
4. Operating the call and helping the guest by transferring their call to related department
5. Sell additional service and upgrade
6. Maintain room rates up to date
7. Monitoring room occupancy to make sure there will no overbooking
8. Maintaining records such as, bookings, payment and additional information about the guest
9. Making group reservation

Bellboy job description:

1. Checking the VIP arrival time and the amenities
2. Handling guest arrival (Unloading guest luggage, Escorting guest to their room, place the guest's luggage in their room and explaining the room facilities)
3. Handling guest departure (bring down guest baggage from their room, Checking guest belongings that may have left behind, assist guest with their luggage to their transportation)
4. Handle and store lobby trolley
5. Assist guest with their luggage in the changing room
6. Providing information about local places such as mall and restaurant
7. Checking the room discrepancy and report the difference to the FDA
8. Loading and unloading the guest luggage when the guest come or leave the hotel