

CHAPTER I

INTRODUCTION

A. Background

The hospitality industry can be interpreted as all kinds of industries that have activities related to hospitality, service and entertainment for guests which includes lodging, restaurants, event planning, amusement parks, and additional areas in the tourism industry. Business Development Officer Le Corden Bleu (LCB) Haris Gunawan explained that hospitality is basically a relationship between guests and hosts, or the act of being friendly. This includes the reception and entertainment of guests, visitors or foreigners. So, do not be surprised if the hospitality industry itself is an industry related to hospitality activities in serving guests (Suneducationgroup.com). The hospitality sector has an important role in service delivery, because this field is required to always fulfilled and satisfy the wishes of guests during their stay. The best service cannot be separated in the hospitality business because whether or not a service is good will affect the number of guests who e desire to stay. In Indonesia, there are many hotels in this country that has good service and other things from four-star hotel to a five-star hotel. One of them is Novotel Tangerang.

The Pandemic outbreak made the most of occupancy hotels is low. It is happening people are not encouraged to travel or going vacation if it is not urgent. Senior Associate Director Colliers International Indonesia (CII), Ferry Salanto said, in the capital city of Jakarta itself, in the central business district area, occupancy fell from 83.5 percent in 2019 to 80.7 percent in 2020 (JawaPos.com). Novotel Tangerang is different from the other hotel. Novotel has received a lot of guests such as crew airlines, government members, and some foreign oil companies. This hotel almost received full occupancy, but because of the PPKM this hotel started to set low occupancy.

Novotel Tangerang is not only focused on serving guests, but also fellow colleagues because this hotel considers workers as family. This situation makes the writer have a motivation to Industrial Placement here. Novotel is a mid-scale hotel brand belonging to the Accor group. Novotel Tangerang is located in the center of Tangerang city. It is about 40 minutes from the International Airport and 45 minutes from downtown Jakarta. The hotel is nearby malls such as TangCity Mall, Supermall Karawaci, and Summarecon Mall Serpong, and only took a few minutes to go there by bus or walk.

There are several reasons why the writer wants to choose Novotel Tangerang for industrial placement. First, Novotel is one of the Accor groups which is known as an international chain hotel. Second, Novotel Tangerang has a strategic location and still has good occupancy even tough in the pandemic situation. Lastly, the writer hopes by doing an industrial placement in Novotel Tangerang, the writer get a lot of experience in the housekeeping department, by learning the system, equipment, tools, SOP at the hotel.

B. Purpose

The writer doing an Industrial Placement in Novotel Tangerang to increase knowledges and experiences. Besides that, the writer also doing an Industrial Placement because of the opportunity to work directly in the hotel. The opportunity to apply hospitality knowledge that has been studied, and the writer can communicate well with colleagues. One of the important things from the Industrial Placement is to add a connection, because with many connections it can get a lot of information too. In addition to job information and getting know with real industry situation knowledge about the world of work. Furthermore, the writer can directly apply the knowledge that already gets in the campus into the real work situation.

C. Period and Procedures

The Hotel Operations Program at UMN, is a madatory for students to attend a six-month Industrial Placement program and the hotel is chosen. Before a student undertakes an industrial placement program, there are several Academic Prerequisite that must be fulfilled:

- a. During the first and second semesters, Students must complete all subjects with a minimum GPA 2.50.
- b. Student must pass the core subjects such as Front Office, Housekeeping, and Laundry with a minimum score of C.
- c. Students must pass the Industrial Placement Fit and Proper Test with a minimum score if 80.
- d. Students are required to attend the training briefing from UMN Carrier Center and Hotel Operations Program.
- e. Training is conducted in hotels located in Indonesia, focusing on the room division with a minimum hotel is four-star.
- f. Students conducted mmock-up interviews to improve interview answering skills.
- g. Lastly, the writer needs to complete the financial obligations.

The next requirement is to choose which department for industrial placement. After that, the writer makes an application letter and CV to be sent to the selected hotel. The writer had to wait until the hotel have an interview schedule. The writer received information to conduct an interview on 27th May 2021 and received an acceptance letter on 7th June 2021. This is where the determination of whether or not the Industrial Placement is accepted. After receiving the acceptance letter, the writer must do a medical check-up at the Klinik Biolisa Laboratorium on 30th June 2021. After passing the medical check-up, the writer attended orientation day on 14th July at the Novotel Tangerang before starting and the next day is the first day of work.