

CHAPTER I

INTRODUCTION

A. Background

Hospitality and tourism are industrial sectors that are growing all over the world. The hospitality industry is an industry that provides services for customers. Hospitality itself can be interpreted as all work related to the best service to guests. However, hospitality is also not only limited to what should be done but must be done with sincerity so that those who receive our services can feel comfortable and happy. These service actions become a close liaison between employees and guests themselves to create comfort for guests. Hospitality is widely found in various fields of work that are directly related to guests. Not only in hotels, even in banks and restaurants and various other jobs.

Tourism in Indonesia is very famous because of the beautiful diversity itself. Many tourists from abroad are amazed by the beauty of Indonesia's natural charm. According to Katadata.co.id, Tourism in Indonesia contributed to a gross domestic product (GDP) of 4.7% in 2019. In 2020 it decreased to 4.1% because, at the beginning of 2020, the world was shaken by a Covid-19 virus which required the country to lockdown. In Indonesia, the lockdown regulations were enforced in March 2020, causing the development of the Indonesian tourism industry to decline drastically.

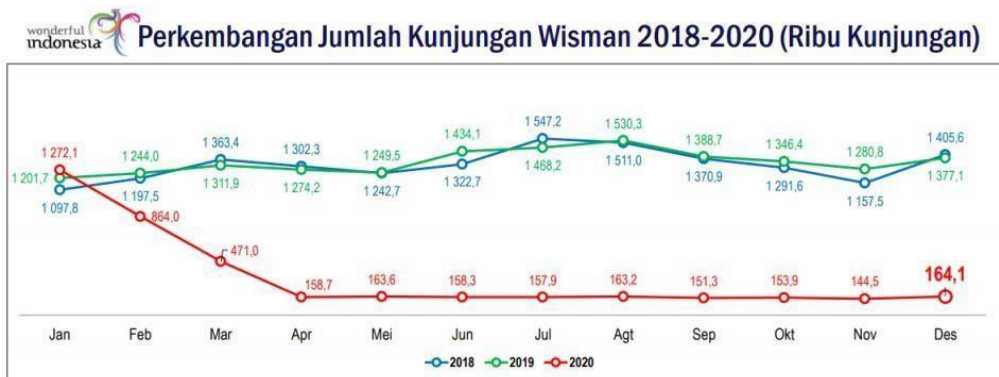


Figure 1.1 Perkembangan Jumlah Kunjungan Wisman 2018 – 2020

(Sumber: BPS, 2021)

According to the data, it can be seen that the year 2018-2019 has a high enough number because Indonesian tourism is already well known for its natural beauty that is truly enchanting so that it attracts foreign tourists to come and see tourism in Indonesia. According to BPS (2021) in 2020 local and foreign tourists coming to Indonesia will experience a drastic decline of 75.03% due to the Covid-19 virus itself. Even Indonesia at that time immediately implemented a lockdown so that no one could enter this country. Then the tourists are also afraid to take a vacation because of this virus so that foreign tourist visits have decreased drastically.

At the beginning of the arrival of the covid-19 virus in Indonesia, immediately implemented a lockdown so that several tourism industries, such as hotels, were forced to close due to the absence of tourism activities at the beginning of the pandemic. The following is a list of hotels in Lampung that were forced to close at the start of the Covid-19 virus.

Table 1.1 List of closed hotels in Lampung

Hotel Name	Closing Schedule
Yunna Hotel	1 – 30 April 2020
Hotel Sheraton	1 – 30 April 2020
Hotel Sahid	1 – 30 April 2020
Hotel Emersia	1 – 30 April 2020
Swiss-Bell Hotel	1 – 30 April 2020
Radisson Lampung	1 – 30 April 2020
Hotel Marcopolo	1 – 30 April 2020
Hotel Nusantara Syariah	1 – 30 April 2020
Hotel Akparsam	1 – 30 April 2020
Lembah Hijau	1 – 30 April 2020
Kamp. Wisata Tabek Indah	1 – 30 April 2020
Hotel Bandara Syariah	1 – 30 April 2020

Suak Sumatera Resort	1 – 30 April 2020
----------------------	-------------------

Source : Lampungpro.co

Since the beginning of the Covid-19 virus that has spread throughout the world, the hotel where the author is doing the industrial placement, namely the Novotel Lampung Hotel, did not close its hotel operations, but only enforced health protocols. Because during this pandemic the number of guests staying was reduced, so the Novotel Lampung Hotel reduced employees. Some of the employees of the Novotel Lampung Hotel were laid off.

The author studied at Multimedia Nusantara University majoring in Hospitality. But because of this virus, from the beginning of the lecture period until now, authors and other students have not had time to study offline on campus. So author and other students do online learning. In this lecture, the author had the opportunity to do an industrial placement program 2 times. The first industrial placement program is carried out in the third semester with the choice of a Room division position. The second industrial placement program is carried out in the sixth semester with a choice of Food and Beverage positions. Currently, the author is doing his first industrial placement in the Room Division and the author chooses the Front Office.

Each industrial placement will take six months. So that hospitality students can be directly involved with the majors they choose. This industrial placement makes it easier for students majoring in hospitality to see great opportunities in working in the hospitality world. Because in this industrial placement, everyone is directly involved with serving realguests.

In Indonesia, there are also quite several prospective students who wish to enroll in the hospitality department, because in the world of hospitality they will get a promising future career. Quite a lot of hotels in Indonesia are from 1 star to 5 stars. Like one of the 4-star hotels that are quite well known in Bandar Lampung, the Novotel Bandar Lampung Hotel. Novotel Hotel is located on Jalan Gatot Subroto. The reason the author chose the Novotel Hotel Bandar Lampung is that the Novotel Hotel is one of the most popular hotels in the world and the Novotel Bandar Lampung Hotel is a hotel managed by the Accor corporation which is a major hotel company in the world.

Accor Hotel Corporation is a leading French multinational company, augmented Hospitality hotel group offering unique and meaningful experiences in more than 5100 hotels across 110 countries. There are some reasons why the author chooses Hotel Novotel Bandar Lampung.

The first reason is because of the strategic location of the Novotel Bandar Lampung Hotel, easy to access roads anywhere. From the Novotel Hotel, you can access the TelukBetung and TanjungKarang areas very easily and quickly. The Novotel hotel is also located near the sea providing a beautiful view.

The second reason is that the Novotel Hotel is held by an Accor company. The Accor company that is well known in the world, guests will not hesitate to stay overnight. Because it is held by an international chain, the Novotel Hotel is a hotel that has a professional level and is connected to the rest of the world. With the existence of international hotel standards, authors get extraordinary experiences from their industrial placements at NovotelHotels

B. Purpose

Industrial placements are very important for hospitality students it means would behave a lot of experience and good so that when working in the hotel world they can work well and meet the requirements. Knowledge, skills, and ethics are very important in activities in the hotel industry to build a good career in the future. The way that can be done is by taking part in an industrial placement that has been implemented by the campus. Doing an industrial placement is a graduation requirement in the campus regulations. Not only graduation requirements, but industrial placements also provide experience for students to work in hospitality. The main goal is actually to have experience and do a lot of practice so that you can get knowledge and skills directly in the world of hospitality that cannot be learned oncampus.

An industrial placement program that has been determined by the campus for six months. During the industrial placement, students can see and experience what ishappeningin the world of hospitality. Students can also feel what problems are and how to

solve them at the hotel. So that it trains the knowledge and skills of students so that when working in the world of hospitality they are used to it. The author is also expected to have good relationships with fellow staff and superiors to establish good communication. Good communication is important so that students can easily complete the industrial placement program. Having good relationships is also needed because the world of hospitality is a very broad industry and good relations both from within the country and from abroad so that it can help the author in the next career.

C. Period and Procedures

Multimedia Nusantara University implements an industrial placement program twice, namely in the third semester and sixth semester. The author is doing the first industrial placement in the third semester which will be held in July / August depending on the decision of each hotel. The industrial placement program is carried out for six months so that the author can complete his industrial placement in December. Several things need to be considered before registering for an industrial placement program. The first is the author must prepare good grades because if you want to take part in an industrial placement, the minimum GPA is 2.75. Furthermore, the lecturers will explain the industrial placement provisioning for the author. The author is asked to determine whether or not to do an industrial placement at the hotel by the parents. If an industrial placement is allowed at a hotel, then you have to choose the hotel you want to go to, at least 2 hotels. Then it will be directed to mock-up interviews. During the mock-up interview, the author must have prepared a CV and Cover Letter as well as other hotel knowledge.

If the CV and Cover Letter have been approved by the lecturer, then the lecturer will send the author's CV and Cover Letter to the destination hotel. Then the author has to wait for a reply from the hotel regarding the industrial placement interview with the hotel. If it has been interviewed and passed, the author has to wait again for the acceptance decision letter. Furthermore, the author will be directed to do a medical check-up. If the author's medical check-up is in good condition, then the author is just waiting for the time to enter an industrial placement at the hotel. The author has started the industrial placement

in July 2021 and ends in January 2022