

CHAPTER I

INTRODUCTION

A. Background

Since the covid-19 outbreak in early 2020, governments in almost all countries have tried to reduce the mobility of people from one place to another, keep their distance, and reduce crowds who are at risk spreading covid-19 by imposing lockdowns in order to prevent the spread of covid-19 (Azanella, 2020). Activities outside the home should be stopped until the pandemic has subsided. With this policy, almost all business people in the world find it difficult to adapt. Especially in the hospitality and tourism industry, which requires the business to meet and interact with a lot of people.

According to Ahmad Hifni The General Manager of Aston Bellevue Radio Dalam Hotel “In the transition period, the hotel industry can gain 40 percent of occupancy by implementing the health protocol according to the government suggestion” (Yud, 2020). Therefore, at this time, there are so many hotel businesses that are growing to meet the market needs of the traveling people but must be able to implement strict health protocols so that all guests and staff can be protected from Covid-19. The hotel itself is defined by a British Law as a “place where bonafide travelers can receive food or shelter, provided he/she is in a position to pay for it and is in a fit condition to be received”. So, it can be concluded that a hotel is a business that provides lodging services, food services, and services that are able to make a person feel like he is at home through the services and facilities provided. With the existence of many hotel businesses, the need for skilled tourism service workers to carry out operational activities in terms of operations, transportation, and accommodation will always be needed to support the industry.

According to Badan Pusat Statistik (BPS) 2020, the number of hotel buildings throughout Indonesia is 28,230. For the Jakarta area itself, there are 4-star to 5-star hotels. One of the existing 5-star hotels in Jakarta is The Westin Jakarta Hotel which is

located at the top of Gama Tower, one of the tallest buildings in Indonesia. The reason why the writer chose this hotel as the destination for implementing the Industrial Placement Program is because The Westin Jakarta is a five-star hotel chain owned by Marriot Group international that focusing wellness as the main slogan. The Westin Jakarta itself holds six pillars of wellness to accommodate guest with incredible services and facilities. Through the slogans and pillars that The Westin has, The Westin Jakarta from 2017 to 2019 has always been nominated as Indonesia's Leading City Hotels by The World Travel Award. This was able to make the writer believes that The Westin Jakarta Hotel was the right hotel for the writer to gain excellent knowledge and experience during Industrial Placement Program.

B. Purpose

In doing a job, each individual is required to have good skills and experience. By having these two things, an individual will be able to have a good future career. The easiest way to get these two things is by doing an Industrial Placement Program. In the Hotel Operations Program at Universitas Multimedia Nusantara, each student is required to carry out the Industrial Placement Program. In addition to being able to develop skills and increase experience, the Industrial Placement Program is also one of the graduation requirements for every student.

Through this Industrial Placement Program, the writer has the goal of achieving maximum self-quality in order to be able to adapt and compete when the writer graduates later. During the Industrial Placement Program, the writer also wants to gain a lot of experience and knowledge, and also build good relationships with a lot of people such as fellow trainees, hotel staff, and guests.

C. Period and Procedures

Industrial placement in Universitas Multimedia Nusantara was held two times in the third semester and the sixth semester. The time for implementing the industrial placement program is usually four to six months. The writer holds the industrial placement program in July until December 2021. There are some requirements that the

writer completes before joining the Industrial Placement Program. The first thing is the writer passes all courses especially in Front Office and Housekeeping courses with a minimum final GPA of 2.75 in the first and the second semester.

During the second semester, the writer got the briefing about the Industrial Placement Program from the lectures. From the briefing, the writer knows about all of the rules of the Industrial Placement program. After that, the writer makes a schedule with the coordinator of the Industrial Placement Program to make a mock interview. When doing a mock up interview, the writer must prepare a Cover Letter and Curriculum Vitae (CV)/resume.

After the writer passed the mock interview, the coordinator sent the CV and cover letter to the hotel. The writer was accepted on 8th June 2021 and started the Industrial Placement period on 21st July 2021 until 21st January 2021. On 21st July 2020 the writer and the other trainees had orientation from the hotel. The Human Resources of the hotel make this orientation for introducing about the history of the hotel and also the hotel product knowledge to the writer and other trainee.