

CHAPTER I

INTRODUCTION

A. Background

Industrial Placement Program is a program that is important and must be done by the student as one of the graduation requirements in Universitas Multimedia Nusantara. The purpose of having the Industrial Placement Program is to expect the students to be professional in problem-solving, develop knowledge and skill in related industries, link or match the knowledge from campus to related industry, and obtain more experience.

According to The Central Statistics Agency (2019) recorded the number of foreign tourist visits to Indonesia was 15.81 million throughout 2018, below the government's target of 17 million visits. In his presentation material, Friday 1st February 2019, the Central Statistics Agency (BPS) stated that the number of foreign tourists who came to Indonesia in 2018 rise 15.58% year on year from the previous year's achievement of 14.04 million. For December 2018 alone, the number of foreign tourists visiting Indonesia was 1.41 million which increase from the previous month by 21.43%.



Figure 1.1

Percentage Tourism Development in December 2018
Data from Badan Pusat Statistik Provinsi DKI Jakarta

Malaysia's foreign tourists became the most visited with 2.5 million visits in 15.83%, 2.14 million visits in 13.52% for Chinese tourists, 1.77 million visits in 11.19% for Singapore tourists, 1.76 million visits in 11.15% for Timor Leste tourists, and 1.3 million visits in 8.23% for Australia tourists. Meanwhile, in terms of growth, ASEAN tourists showed the highest percentage increase, namely 20.6% year on year. In terms of occupancy, the average room occupancy rate in the position of 58.75%, or an increase of 22 points from the December 2017 room occupancy rate of 59.53%. In West Sulawesi, the biggest increase for star classification hotels occurred with 25.06 points, followed by Southeast Sulawesi with 16.4 points and North Kalimantan with 11.21 points. (Margrit, 2019)

Based on data from Sectoral Statistics Portal Provinsi DKI Jakarta (2021), Room Occupancy Rate is the ratio of the number of rooms used with the number of rooms available in star and non-star hotels. The Central Bureau of Statistics of DKI Jakarta Province recorded a decline in the trend of Room Occupancy Rate for star and non-star hotels from 2018 to 2020. In the last three years, Room Occupancy Rate for star and non-star hotels decreased significantly from 2019 to 2020 by 21 each, 79 points for star hotels, and 26.76 points for non-star hotels. One of the main factors that caused the decrease in Room Occupancy Rate from 2019 to 2020 was the Large-Scale Social Restrictions (PSBB) for residents from outside DKI Jakarta due to the spread of the Covid-19 (Haydar & Amin, 2021). Based on the Governor's Regulation (Pergub) of DKI Jakarta Province Number 33 of 2020 concerning the implementation of PSBB, there are provisions for limiting activities and/or closing hotel service facilities that can cause crowds of people in the hotel area and prohibition of guests who are sick or have an above normal body temperature, colds, coughing, diarrhea, and shortness of breath to enter the hotel (Haydar & Amin, 2021).

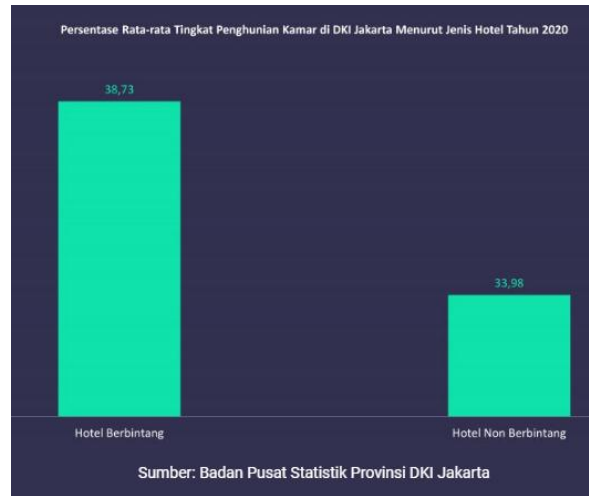


Figure 1.2

Differences Between Star Hotel and Non-Star Hotel
Data from Badan Pusat Statistik Provinsi DKI Jakarta

The graph below shows fluctuations in the average percentage of Room Occupancy Rate in star and non-star hotels throughout 2020. There has been a significant decrease in the average percentage of Room Occupancy Rate from February to April. Although the implementation of PSBB in DKI Jakarta began on March 16, 2020, the average percentage of Room Occupancy Rate has decreased since February. This could be due to a decrease in tourists coming to DKI Jakarta since February by 24.46% or as many as 42,421 foreign tourists. This decline is related to restrictions on mobility from various countries which have begun to be tightened since February, even the World Health Organization (WHO) has issued an international travel and trade warning since the second week of January due to the spread of Covid-19 from Wuhan City in the People's Republic of China (Haydar & Amin, 2021).

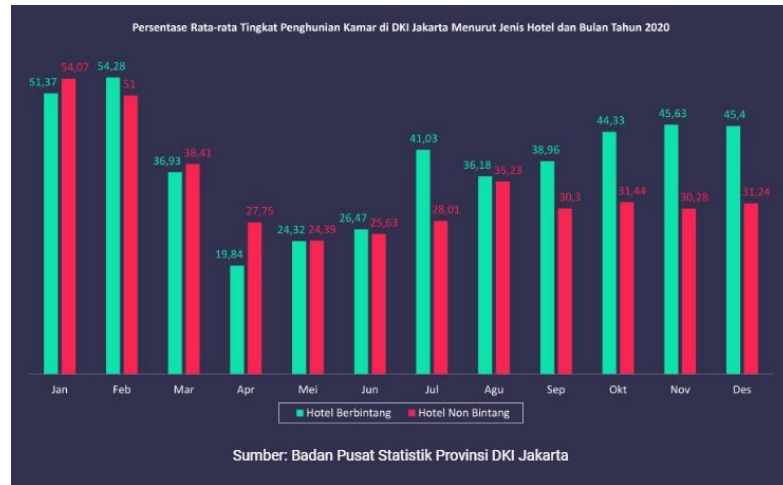


Figure 1.3

Percentage of Average Room Occupancy Rate for Star and Non-Star Hotels in 2020
Data from Badan Pusat Statistik Provinsi DKI Jakarta

Based on data from Badan Pusat Statistik (2022), the hotel room occupancy rate in Banten increased about 20% in February 2022 (41,84%) compared to the previous month, January 2022 (41,64%) (Tingkat Penghunian Kamar pada Hotel Bintang 2022, 2022).

Provinsi	Tingkat Penghunian Kamar pada Hotel Bintang 2022										
	Januari	Februari	Maret	April	Mei	Juni	Juli	Agustus	September	Oktober	November
ACEH	19,09	29,70	-	-	-	-	-	-	-	-	-
SUMATERA UTARA	42,62	38,65	-	-	-	-	-	-	-	-	-
SUMATERA BARAT	45,19	45,84	-	-	-	-	-	-	-	-	-
RIAU	40,84	42,13	-	-	-	-	-	-	-	-	-
JAMBI	37,88	36,38	-	-	-	-	-	-	-	-	-
SUMATERA SELATAN	49,94	48,69	-	-	-	-	-	-	-	-	-
BENGKULU	35,43	32,82	-	-	-	-	-	-	-	-	-
LAMPUNG	51,19	48,48	-	-	-	-	-	-	-	-	-
KER. BANGKA BELITUNG	26,11	25,90	-	-	-	-	-	-	-	-	-
KER. RIAU	26,39	30,00	-	-	-	-	-	-	-	-	-
DKI JAKARTA	52,26	46,05	-	-	-	-	-	-	-	-	-
JAWA BARAT	46,99	39,04	-	-	-	-	-	-	-	-	-
JAWA TENGAH	39,38	37,59	-	-	-	-	-	-	-	-	-
DI YOGYAKARTA	59,90	45,00	-	-	-	-	-	-	-	-	-
JAWA TIMUR	44,71	46,56	-	-	-	-	-	-	-	-	-
BANTEN	41,64	41,84	-	-	-	-	-	-	-	-	-
BALI	20,71	14,86	-	-	-	-	-	-	-	-	-

Figure 1.4

Percentage of Hotel Room Occupancy Rate in Banten, 2022
Data from Badan Pusat Statistik Provinsi DKI Jakarta

Covered from Berita Satu News (2022), The loosening of PPKM level 2 rules during Ramadan in 2022 set by the government has made hotel and restaurant entrepreneurs in the Tangerang City area take advantage of this to increase turnover. Chairman of the Indonesian Hotel and Restaurant Association (PHRI) Tangerang City, Oman Jumansyah when contacted by the media, Sunday (3/4/2022) predicted that the easing of this rule will be able to increase the turnover to reach 60% to 70% (Fikri, 2022). This makes the author have an opportunity to get an internship in Mercure Tangerang BSD City.

Mercure Tangerang BSD City is a 4,6-star hotel which is one of the Accor Family and was an Eco-friendly hotel. Mercure Tangerang BSD City is strategically located in the Central Business District of BSD City, near ICE BSD, AEON Mall, Green Office Park, and The Breeze. Mercure Tangerang BSD City provides 157 sophisticated and spacious rooms with modern facilities, 9 meeting rooms with a capacity of 50 people, 24 hours room service, kitchen yard (breakfast buffet, with a la carte options, local to the international type of cuisine, one of the menu is) with a capacity of 150 people, Lobby Bar (serves a wide selection of wines, cocktails, mocktails, healthy juices, coffee, and tea), Fitness Area, Parking Area, outdoor swimming pool, lounge, smoking area, Outdoor playground for children, and others. Noted from Expedia said that Mercure Tangerang BSD City has already signed the UNESCO Sustainable Tourism Pledge. Noted one of the Mercure Tangerang BSD City's customers on TripAdvisor such as from Sasa in February 2022 said that "This is my second time stay at Mercure BSD City. Had a pleasant stay in here, great service, and nice food. Very recommended for staycation or business trip. Also for the covid protocol they implement it very well. Thank you~" proved that Mercure Hotel BSD City has a lot of best reviews from other guests by providing excellent service. This is the reason for the author to take the internship at Mercure Tangerang BSD City.

B. Purpose

Industrial Placement Program is a program that must be done by the author as a college student for one of the terms for graduating in Universitas Multimedia Nusantara. This program in purpose to gain more knowledge and experience in the real hotel industry for the author. This program is really important for the author as an early education that will be applied in the future as a worker. Industrial Placement Program helped the author to understand and educate the author in how to provide a clean and hygiene comfortable place to the guest, involved in the company bookkeeping, able to sell items, able to handle complaints, able to make preparations especially for buffet and a la carte set up, involved in creating the beverages, able to have a good relationship between team and department until providing best service to the guest in purpose to reaching to the guest satisfaction. Industrial Placement Program also trains the author to be a disciplined person and responsible for the entire job that is given to the author.

C. Period and Procedures

Industrial Placement Program is one of a program that must be done by the student for graduation requirements. The period for taking the Industrial Placement Program is 6 months which was started from 12th January 2022 to 11th July 2022. The process of taking the Industrial Placement Program :

1. Started with the lecturer that give 2 choices for students to take the internship at the hotel/restaurant/café or have a self-business as an entrepreneur.
2. The lecturer gives several hotel names to the student that is available to take the Industrial Placement Program (due to covid-19 that are happen a few weeks which cause many hotel and restaurant are closed).
3. The author chooses Mercure Tangerang BSD City for taking the Industrial Placement Program. The author must prepare the CV, Cover Letter, Certificate, and student GPA to compile into 1 pdf and sent to the hotel's email for applying for the internship.

4. The hotel message the author to have an interview on 1st December 2021 at the Executive Office in Mercure Tangerang BSD.
5. The interview was held by Ms. Devi Yusrina Wulandari as the Talent and Culture Coordinator (TnC) and Mr. Surya Agus or as known as Chef Surya as the Head Chef of the Food Production.
6. On that day in the evening, the HRD contact the author and was informed that the author is not accepted to the Pastry Department and offered the author to take the Food and Beverage Service Department for an internship.
7. The next day on 2nd December 2021, the author takes the opportunity and get a second interview at the Executive Office with Ms. Devi Yusrina Wulandari as the Talent and Culture Coordinator (TnC) and Mr. Afiezt as the Assistant Restaurant & Banquet Manager (Mr. Leo Setiadi as the Food and Beverage Service Manager or Restaurant & Banquet Manager is having another important business so that the interview was held by Mr. Afizt as).
8. On that day the HRD informs the author is accepted as a Food and Beverage Service Department and must prepare of medical checkup, vaccine card, swab antigen result h-3 before entering, FC KTP, FC Kartu Keluarga, and Photo 3 x 4.
9. On 12th January 2022, the author has an orientation day and started to work on 13th January 2022 (afternoon shift A14)
10. The author prepares the Industrial Placement Report and does the revision.
11. On 17th March 2022 there is Monitoring Internship. The monitoring was held by Ms. Devi Yusrina Wulandari as the Talent and Culture Coordinator (TnC) and Ms. Adestya Ayu Armielia, S.ST.M.Si.Par as the monitoring lecturer.
12. The author submits the Industrial Placement Report and prepares for the presentations.