

# CHAPTER I

## INTRODUCTION

### 1.1 Background

In just 18 months since 2022, Indonesia's tourism sector has seen a rapid increase, jumping 12 places from 44th to 32nd out of 117 countries in the Travel and Tourism Competitiveness Index (TTCI). This growth has surpassed that of neighboring countries, Thailand and Malaysia, and has the potential to positively impact Indonesia's image as a top investment destination. This, in turn, can create numerous business and employment opportunities. Bali, a popular tourist destination, plays a significant role in the Indonesian economy. However, due to the Covid-19 pandemic, tourist visits to Bali have drastically decreased from the end of 2019 to 2021 (Anggreni, 2022). According to the World Health Organization (WHO), Covid-19 is an infectious disease caused by the corona virus, first discovered in 2019. As of September 2022, Bali has recovered from the impact of Covid-19, with a recorded increase of 5.24% in tourist visits, totaling 291,162 people. This trend is expected to continue as the pandemic subsides. In January 2023, the tourism occupancy rate in Nusa Dua, Bali is projected to reach 64.61%, a significant increase of 200% compared to the average rate in January 2022, which was only 20.15%. This resurgence has made Bali a top tourist destination once again, with a variety of tours showcasing the natural beauty of the island, including its mountains and beaches. As a result, the occupancy rate for star hotel rooms in Bali has also increased.

In Indonesia The abundance of luxury hotels in Bali ensures that tourists will have no trouble finding accommodations during their vacation. Each hotel boasts its own unique features that can capture the interest of visitors. One such hotel is the Apurva Kempinski Bali, located in Nusa Dua. This 5-star hotel offers modern and grand facilities, and its distinctiveness lies in its architectural design, which combines elements of Javanese and Balinese culture. The shape of the building is inspired by the Besakih Temple, making it a popular choice among tourists. Additionally, the hotel's Koral restaurant, aptly named Bali's First Aquarium Restaurant, offers a one-of-a-kind dining experience under an aquarium. The Apurva Kempinski Bali also boasts a pristine private beach for its guests to enjoy. It has received numerous accolades, including the Global Overall Hotel of the Year 2020, 'Best Hotel Spa' at the 2020 Condé Nast Johansens Awards for Excellence, World Luxury Hotel Awards, and Koral

Restaurant being named the Best Luxury Unique Experience of 2020. The Apurva Spa has also been recognized as the Best Luxury Spa Resort in Indonesia.

The author's reason for choosing The Apurva Kempinski Hotel for their Industrial Placement and internship is because it is a 5-star International chain Hotel. Additionally, the G20 also chose Apurva Kempinski as their hotel during their stay, indicating that the hotel's services, facilities, and security have been recognized as exceptional and professional in many countries. Furthermore, Hotel Apurva Kempinski Bali has its own unique features, such as its distinctive building that incorporates Balinese and Javanese cultural elements, including Balinese wood and ornaments. The theme of the hotel is inspired by Besakih Temple, which symbolizes harmony between humans and the creator, as well as humans and their natural surroundings. The Apurva Kempinski Bali staircase building is also noteworthy, with 250 steps that hold significance in Balinese culture as a symbol of irrigating rice fields.

Not only that, Apurva Kempinski has a unique restaurant and the only restaurant under the Aquarium in Bali. Apurva Kempinski is also a 5 star hotel which has rooms with nice and modern facilities and a private beach. Apurva Kempinski is one of the hotels with the highest occupancy rate for foreign and local tourists because it has its own uniqueness. The hotel building is stacked facing the beach as well as good service and has a different experience from other hotels, both restaurants and hotel rooms.

## **1.2 Purpose**

As a D3 Hotel Operations student at Multimedia Nusantara University, there are several requirements for graduation. One of these requirements is completing an Industrial Placement, also known as an Internship program. This placement is mandatory for all fourth semester students and serves as a graduation requirement. The purpose of the Industrial Placement is to provide students with knowledge, insight, and experience in the work industry. It also allows students to become familiar with working in the Food and Beverage Industry, specifically in terms of serving guests. This experience can help students develop responsibility and innovation, ultimately leading to career growth. The Industrial Placement typically lasts for six months, after which students are required to submit an internship report as part of their graduation requirements. Through this report, the author discovered numerous connections that could potentially provide future assistance from both staff and guests.

## **1.3 Period and Procedures**

### **1.3.1 Period**

The Industrial Placement Program or what is commonly called an internship, is a program that must be followed by fourth semester students for graduation requirements. The Industrial Placement Program is carried out for 6 months. The author starts this program in 10 July 2023 to 9 January 2024. The author's process from initial registration to implementation and completion is discussed in detail in the procedures.

### **1.3.2 Procedures**

The process for participating in this industrial placement program is.

1. The program begins with the author participating in Industrial Placement debriefing activities by Septi Fahmi Choirisa, S.Kom.I, M.Par.
2. Then the author makes KM 1 which contains the hotel of the author's choice, namely The Apurva Kempinski Bali.
3. After KM 1 is finished, the author makes KM 2 which contains KM 1, CV, Cover Letter, Certificate, and GPA which are combined into a pdf sent via email to the hotel where the author wants to apply, namely The Apurva Kempinski Bali to apply for an internship on the 18th April 2023.
4. On April 18, the hotel replied to do a pre-interview by doing an English test and filling in various kinds of data. then on April 28, the hotel The Apurva Kempinski Bali scheduled the author to conduct an Interview on May 4, 2023 via zoom.
5. On May 4th, the author conducted the first interview by zoom. After conducting the interview, the writer is scheduled for a second interview on May 12, 2023
6. On May 12, the writer conducted a second interview, but after waiting for the interview, it was postponed to May 15.
7. On May 15, the writer conducted a second interview.
8. On May 17, the writer received an email confirmation letter containing, welcoming the writer to the Kempinski Family as our trainer. And writers are expected to fill out the New hires checklist document and the Trainee application form. and the author is informed to bring letters on the first day of work on July 10, 2023.
9. On July 10, the writer entered his internship by conducting orientation for 1 week with half a day of material with HR, and half at the outlet. The writer was given a job at the Reef Beach Club outlet. During a week of orientation, the author was given a service assignment to find out

the basics at the Apurva Kempinski beach club. then the following week the author continued by taking the Bar.



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