

CHAPTER I

INTRODUCTION

1.1 Background

Nowadays, tourism industry has become one of the biggest industry that have the biggest impact in this world especially in Indonesia. Hospitality and tourism industry has been increasing now. Based from the data, it shows that from Mei 2022 the numbers of tourist that came to Indonesia has been increasing until now (Badan Pusat Statistik, 2022). On mei 2022, there are the total of 202.330 tourists that came to Indonesia and it has been increased for 1,382,45% in a year. On January until Mei it reached for about the total of 397.770 numbers of tourists that came to Indonesia and it has been increased for 616,40%.

The pandemic of Covid-19 really gives a big impact to the hospitality and tourism industry especially in Indonesia. But now after the pandemic of Covid-19, the tourism industry in Indonesia are starting to develop again. The recovery of the hospitality and tourism industry are really shown right now. From (Badan Pusat Statistik, 2023), there is a data that stated the numbers of tourist that came to Indonesia at the beginning of 2023 were reached for about 2,5 million visitors and it has been increased for 508,87% compared to the previous year . Based on Kemenparekraf (2023), There is also a prediction that until the end of 2023, the numbers of visitors that came to Indonesia might be reached for around 9 million visitors.

Hospitality and Tourism Industry has become as one of the pillars of the economic sectors in Indonesia and it also has become as the main foreign exchange earner for Indonesia (Purwowitz, 2023).

According to (CEIC, 2023) stated that, the hotel occupancy rate in Indonesia start from April 2023 was reported for the total of 41,370%. Although that the hotel occupancy rate in April was decreased from the

previous month. In May the hotel occupancy rate in Indonesia was reported with the total of 46,260%.



Figure 1.1 Hotel Room Occupancy Rate in Indonesia from Jan 2008 - Jan 2023

Based on the data above, it shows that the number of hotel room occupancy rate on January 2023 was decreased from the previous years. But the number of the hotel occupancy rate in Indonesia is changing every month. The total averages for the hotel occupancy rate in Indonesia from January 2022 until January 2023 for about 51,895% (ceicdata, 2023).

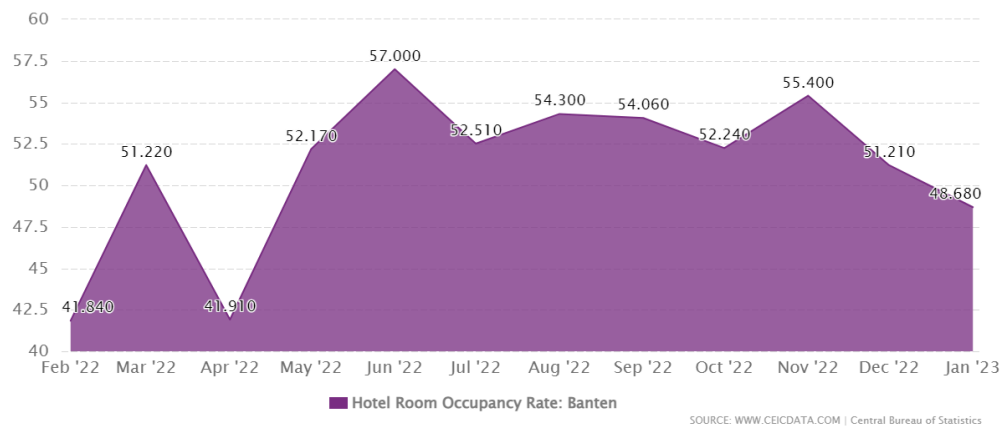


Figure 1.2 Hotel Occupancy Rate in Banten from Jan 2014 - Jan 2023

As shown on data above, (CEIC, 2023) stated the data that the hotel occupancy rate in Banten start from January 2023 was reported for the total of 48.680%. The average number of the hotel occupancy rate in Banten from 2014 - 2023 was around 50.445%. According to (Badan Pusat Statistik, 2023), stated that the hotel room occupancy rate for the stars hotel in Banten on march 2023

reached for about 48,20% and it was decreased for around 6,26% from the previous month but the average length of stay of the guests were increased for 0,13% in march compared to the previous month.

The condition of hospitality and tourism industry in Banten area are having a positive growth in 2023 until now. The numbers of the hotel room occupancy rate are increasing every month. In January 2023, the hotel room occupancy rate in Banten are for around 48,58% meanwhile in February 2023 the hotel room occupancy rate was increased up to 54,46% (ekbisbanten.com, 2023).

The hospitality and tourism industry in 2023 are keep growing and developing until now. Even Though the pandemic of Covid-19 has give a big impact to the world especially in Indonesia, but now in 2023 the hospitality and tourism industry started to recovery and developing again even that is still not the same as the conditions before the pandemic but now this hospitality and tourism industry are having a positive growth and gives a good impact to the world especially Indonesia. It was the same just like the conditions of hospitality and tourism industry in Banten. In 2023, this industry are keep growing because the numbers of hotel room occupancy rate and the average length of stay of the guests are keep increasing every month.

As we all know that there is one of the best hotel in Tangerang that known as Episode Hotel Gading Serpong. Episode Hotel Gading Serpong is a 4 stars hotel that was located in the Gading Serpong area in Tangerang. Episode Gading Serpong is a famous 4 stars hotel under the JHL Group and this hotel is the second branch of JHL Solitaire Hotel. Episode Gading Serpong isa hotel that used the local culture as their theme of the hotel. Episode Hotel Gading Serpong are provide with the total of 320 rooms with the theme of Baduy and peranakan which is the culture from the Banten province of each rooms. For the rooms on the odd floors are used the peranakan theme that makes the interiors inside the rooms are using the dominant of red color. For the rooms on the even floors, it used the Baduy theme that makes the interiors inside the rooms are dominantly used the blue color. The reason why writer want to choose Episode Gading Serpong for the internship program is because Episode Gading Serpong is one of the best 4 stars hotel in Tangerang and this hotel have also got an awards for being chosen as the Best Hotel in Banten on October

2022. So, this is the main reason for the writer to choose Episode Gading Serpong for the Internship program.

1.2 Purpose

Internship program is an internship program that need to be done by the writer of this report as the college students of Hotel Operations Program in Universitas Multimedia Nusantara. This Internship Program is one of the requirements for graduating from Universitas Multimedia Nusantara. The purpose of this program is to have and build more experiences and knowledge directly in the real industry of hotel. This Internship program is really important for the writer to get more knowledge that can be use and implemented by the writer in the future.

1.3 Period and Procedures

Internship program is a program that have to be done by the writer regarding to the graduation requirements. The writer take 6 (six) months for the Internship which started from 3rd of July 2023 until 2nd of January 2024. The process of taking the Internship program:

1. Started with the lecturer give the list of the hotel brands that can be choose for the Internship Program.
2. Next, the writer choose the Episode Hotel Gading Serpong for the Internship Program. After that, the writer must prepare the CV, Cover Letter, Recommendation Letter, GPA, and Certificates and the writer have to compile it into 1 pdf file and sent that file to the company's email for applying for the internship program.
3. The hotel texted the lecturer who is handling the internship program which is Mrs. Choirisa. The hotel gives the informations related to the interview process that was held on 16th of May 2023 in the Human Capital office of Episode Hotel Gading Serpong.
4. The interview was held by Mr. Harry Marcel as the Learning and Quality manager at Human Capital Office and Ms. Jessica Liebrata as the Guest Experience Manager at Front Office department.

5. On 22nd of May 2023, the lecturer informs that the writer is accepted at the front office department and start to work on 3rd of July 2023 until 2nd of January 2024.
6. On 3rd July 2023, the writer started the first day of the internship program. On this day, the writer joined the orientation program that was done by the human capital department in Episode Gading Serpong. During the orientation program, the writer got the information about the hotel knowledge.
7. The writer start to prepare the Internship report, submit it to the advisor, and do the revision.