

CHAPTER I

PREFACE

1.1. Background

Completing an internship in a real-world hotel business is mandatory for every student at Universitas Multimedia Nusantara as a graduation requirement. This program is considered a crucial component of the curriculum as it provides students with a unique opportunity to gain practical experience and knowledge that can not be acquired in a classroom setting. Undertaking an Internship Program enables students to gain hands-on experience in the hospitality industry. Undertaking an Internship Program holds great significance as it equips students with invaluable knowledge, practical skills, and real-world experience.

At the end of the year 2021, the Indonesian government officially lifted the policy of enforcing restrictions on public activities (PPKM), which had been in place to curb the spread of COVID-19. This decision brought a many of hope to the hotel industry in the country, which had been impacted by the pandemic cause hospitality is one of the important role Lesmana (2020). Based on data from the Central Bureau of Statistics (BPS), the number of star hotels in Indonesia reached 3,763 units in 2022. This is an increase of 6.87% compared to the previous year's.



Figure 1. 1 Presentage of Star Hotel In Indonesia

Sumber: Badan Pusat Statistik (BPS)

Of course, this increase is caused by many things. Because the hotel must also make a lot of efforts to improve its capabilities. Based on Dimas Bayu (2022) Surviving the hospitality industry also requires innovation such as attractive promotions, offering seasonal services and using digital technology for online booking are some of the strategies that can help. It is also important to ensure cleanliness, implement health protocols around hotel area and rooms and many more. collaborate with stakeholders to accelerate the recovery of the tourism industry.

By taking these steps, hotels are more likely to maintain the status quo and overcome the challenges of this crisis Ciputra (2023). Indonesia's hotel industry is experiencing a resurgence, especially in the Jakarta metropolitan area, with the return of concerts and major events post-COVID-19 Herlambang (2022), as well as West Java's diverse tourist destinations. These factors have breathed new life into Indonesia's hotel industry and are reflected in DKI Jakarta's accommodation cause there are lots of new hotels that appear now Emir (2022) so we don't need to worry about job opportunities with so many new hotels opening. This industry will thrive as long as tourists need places to stay Revan (2022)

1.2. Internship Aims and Objectives

The Internship Program is a strict and immersive program that is an needed requirement for every student at Universitas Multimedia Nusantara. As a university student, the author understands the significance of this program and is eager to participate and gain as much knowledge and experience as possible in the real hotel industry. This program is specifically designed to provide students with hands-on experience and practical exposure in the actual hotel business. Through this program, the author will have the opportunity to apply the theoretical concepts and principles learned in the classroom to real-life situations, thereby developing practical skills that can be applied in the future as a worker in the hotel industry.

The author recognizes that the Internship Program is an essential part of their early education and is crucial for their future success in the industry. The program is designed to provide students with a comprehensive understanding of the different aspects of the hotel industry, including operations, marketing, and customer service. By participating in this program, the author will gain a deeper insight into the workings of the industry, acquire valuable knowledge and skills, and develop the confidence and competence required to excel in the real-world hotel business.

1.3. Time and Procedure of Internship

The Internship Program is a program that must be done by the students for graduation requirements. For taking the Internship Program, the students take 6 months which was started from July 2023 to January 2024. The process of taking the Internship Program:

1. Started with the lecturer that gave a few hotel brands to be chosen as the first Internship Program.
2. The author chooses Ritz Carlton Jakarta for taking the Internship Program. The author must prepare the CV, Cover Letter, Certificate, and student GPA to compile into 1 pdf and send it to the hotel's email for applying for the internship.
3. The author is waiting for the Recommendation letter from the lecturer.
4. The author is applying for Food and Beverage Service on June 23rd to the HR Department.
5. The Hotel HRD message the author to have an interview on 28th June 2023 at the HR Office in The Hotel.
6. The Hotel HRD Contact the author and sent the MCU Letter to on 5th July 2023.
7. The author doing the MCU at 8th July 2023 and waiting for the confirmation from the hotel.

8. At 18th July 2023 one of the hotel HRD informs the author is accepted as a Food and Beverage Service Department Banquet Department and must prepare for the First day of work (24th July 2023) and the orientation in (7&8 August 2023).
9. The Author started working on 24th July 2023 (morning shift 7 – 6 pm).
10. On 7th and 8th August 2023, the author has an orientation day.
11. The author prepares the Internship Report and does the revision.
12. On 18th October 2023 there is a Monitoring Internship. The monitoring was held by Ms. Yoanita Alexandra, S.E, B.A, M.Par as the monitoring lecturer.
13. The author submits the Internship Report and prepares for the presentations.