

CHAPTER II

GENERAL DESCRIPTION

2.1 History

The logo for The Westin Jakarta, featuring the words "THE WESTIN" in a large, bold, serif font above the word "JAKARTA" in a smaller, bold, sans-serif font. The text is centered within a white rectangular box that is superimposed on a large, light blue circular graphic with a pixelated or mosaic-like texture.

Logo 2.1 The Westin Jakarta Logo

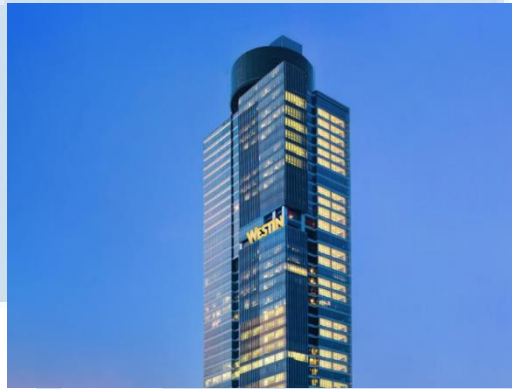
2.1.1 History of Westin

It all started with two rival breakfast hotel owners in the same restaurant in Yakima, Washington. They had a conversation and formed the Western Hotel alliance. Western Hotel issued the first guest credit card. The Western Hotel created the "Hotel Type" reservation system that allowed instant confirmation of guest reservations. Western Hotel expanded its properties into Canada, becoming Western International. Western Hotel offered 24-hour room service. Western Hotels developed the first in-house hotel training program for executive chefs. On its 50th anniversary, Western changed its name to Westin Hotels & Resorts. Westin was the first major hotel to implement a comprehensive credit card reservation and check-out system. Its uniqueness lies in the personal voice messaging service offered by Westin, making it the first in the hotel industry. In 1994, Westin established the Westin Kids Club, the first program catering to babies, offering various services and facilities for children under 13 years old. There is also Service Express, allowing guests to request all hotel services with just one call. In 1999, Westin introduced The Heavenly Bed, providing an extraordinary sleep experience. Two years later, they launched a new innovation, the Heavenly Bath, featuring a dual shower and more elbow room. Facilities provided include spa towels, custom bath amenities, Heavenly Shower Curtains, and Egyptian cotton-velour robes. Meanwhile, The Heavenly Crib is created to surround babies in comfort and

encourage a full night's sleep. Westin is dedicated to fitness, thus creating Westin Workout, known as the ideal solution for fitness enthusiasts even when they are away from home. Westin adds signature scents, music, lighting, and plants to enhance sensory elements for guests. In 2007, they introduced Heavenly Spa, an in-room spa service.

The Westin Jakarta is a luxury hotel located at the top of Gama Tower, one of the tallest buildings in Indonesia. The Westin Jakarta is situated on the top 20 floors of Gama Tower, specifically from the 50th to the 69th floor, and claims to be the tallest hotel in Indonesia. Its location is in the central business district of Jakarta, surrounded by embassies, multinational company offices in the city, and bustling recreational areas. It is precisely located at Jl. H. R. Rasuna Said Kav. C22-A, South Jakarta, DKI Jakarta 12910. The Westin Jakarta is a 5-star hotel affiliated with the Marriott International group. Consumers tend to choose luxury or star-rated accommodations because of their emphasis on safety, cleanliness, and comfort. The Westin Jakarta officially opened on August 26, 2016, and features 255 rooms and suites, restaurants, bars, meeting rooms, a ballroom, and a spa. The Westin Jakarta itself has six pillars of well-being to provide exceptional services and facilities for guests. The Westin Jakarta's tagline is "For a better you" to give guests an experience of "feeling well," "working well," "moving well," "eating well," "sleeping well," and "playing well." The Westin Jakarta has previously won the Best Hotel Architectural Design award in 2018, surpassing Twin Lakes Hotel (Philippines) and Mandarin Colombo (Sri Lanka). Additionally, it won the Indonesia's Leading Business Hotel award at the World Travel Awards 2023.

2.1.2 Facility



(source Tourismindonesia)

Picture 2.1 The Westin Jakarta

The Westin Jakarta has 255 rooms and suites. The Westin Jakarta ensures that guests leave with a better feeling than when they arrived. In each room, Westin provides the Heavenly Bed and Heavenly Bath amenities. There are 6 types of rooms and suites: Westin room, Premium room, Renewal room, Executive Suite, Westin Suite, and Presidential suite. Here is an explanation of each:

a. Westin Room

There is a Heavenly Bed and Heavenly Bath amenities. The view is the dynamic cityscape of Jakarta. Each side is designed using a warm natural color palette. This room has an area of 46m² with a capacity for 3 people. There are 2 bed options, King and Twin.



(source Westin Jakarta)

Picture 2.2 Westin Room King



(source Westin Jakarta)

Picture 2.3 Westin Room Twin

b. Premium Room

With a room size of 56 m², this room accommodates 3 people and offers a choice between a King Bed or Twin. The Premium room is designed with a warm natural color palette and a marble bathroom. The facilities include the Heavenly Bed and Heavenly Bath amenities. It offers a view of the dynamic city skyline of Jakarta.



(source Westin Jakarta)

Picture 2.4 Premium Room King

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(source Westin Jakarta)

Picture 2.5 Premium Room Twin

c. Renewal Room

To provide a pleasant and enjoyable stay experience, this room features the Heavenly Bed, Heavenly Bath amenities, and a modern workspace. Thus, guests can engage in activities with limitless productivity. The room size is 68 m² with a capacity for 3 people.



(source Westin Jakarta)

Picture 2.6 Renewal Room

d. Executive Suite

Featuring a Heavenly Bed and Heavenly Bath, the superiority of this suite lies in having a living room, a modern workspace, a dining area, a walk-in closet, and a minibar. This room can accommodate 4 people with a size of 92m².



(source Westin Jakarta)

Picture 2.7 Executive Suite

e. Westin Suite

The Westin Suite is located on the 66th floor with a living room and a dining area for 4 people. It has modern decor and a glamorous bathroom with a whirlpool facility. There is a choice of Heavenly king Bed size and comes with Heavenly Bath amenities. The room size is 166m².



(source Westin Jakarta)

Picture 2.8 Westin Suite

f. Presidential Suite

Located on the same floor as the Westin Suite, the Presidential Suite is the largest room with 270m² and the most comprehensive facilities. It has a luxurious living room and dining area for 8 people, as well as a glamorous bathroom. The bathroom features a whirlpool facility, and the dining area is adorned with marble.



(source Westin Jakarta)

Picture 2.9 Presidential Suite

In addition to room facilities, The Westin Jakarta hotel also offers other amenities such as meeting rooms, restaurants, a swimming pool, and a fitness studio.

a. Meeting Room

The Westin Jakarta hotel offers 6 meeting facilities that can be used for business, weddings, and other events. Ranging from luxurious ballrooms to meeting rooms, complete with expert catering facilities and audiovisual amenities to enhance productivity. Here are the ballrooms and meeting rooms owned by The Westin Jakarta: Java East and West Ballroom, Retreat Lounge, Wayra, Inca, Jotun, Medan Room, Bandung Room, Surabaya Room, Padang Room, Denpasar Room, and Yogyakarta Room.



(source Marriott)

Picture 2.10 Java Ballroom



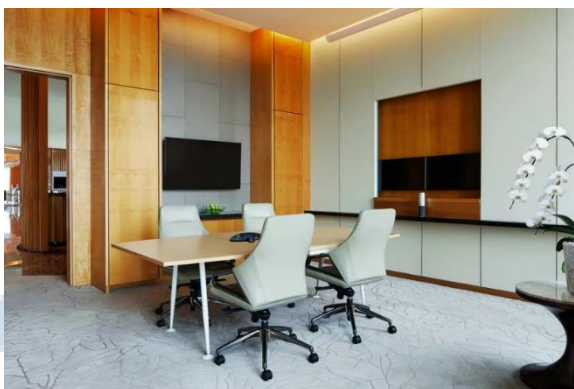
(source Marriott)

Picture 2.11 Wayra



(source Marriott)

Picture 2.12 Retreat Lounge



(source Marriott)

Picture 2.13 Tangent

b. Restaurant

- Seasonal Taste

Seasonal Taste Restaurant is an all-day dining restaurant located on the 51st floor of Gama Tower, offering an enticing selection of buffet and à la carte options. The cuisine served is diverse, including Western, Indian, and Asian cuisines. The restaurant is open daily from 6 am to 9 pm.



(source Marriott)

Picture 2.14 Lobby Seasonal Taste

The Seasonal Taste Lobby is the place where the hostess receives incoming guests and the cashier operates.



(source Opentable)

Picture 2.15 Bar Area

The bar area is the place for making drinks as well as beverage and wine storage. In this place, the writer serves as the beverage runner, responsible for delivering drinks during lunchtime.

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(source : opentable)

Picture 2.16 Western Kitchen

In the western kitchen, the writer serves as the egg runner during breakfast and the pasta runner during lunch.



Picture 2.17 Back of House

This is a crucial area for the restaurant; here, the staff handles dishwashing, bowls, cutlery, polishing, and also serves as the storage space for restaurant equipment.



Picture 2.18 Gharana

Gharana is a section of the public restaurant, and this space is rarely used unless there is an event or when the restaurant is exceptionally busy. When the buffet restaurant is closed, Gharana is used for folding napkins and sanitizing placemats.



Picture 2.19 Coffee Section

The Coffee Section is the area for preparing coffee and tea. The writer and other trainees serve as coffee runners, responsible for delivering coffee and tea orders during breakfast hours.

- Henshin

A culinary experience featuring the highest rooftop bar and lounge in the city, an authentic Peru-Japan restaurant, and private dining spaces, surrounded by unparalleled cityscape views. Westin Hotel Jakarta's Nikkei Cuisine is the first in Indonesia, combining Peruvian food with Japanese techniques and vice versa.



(source Marriott)

Picture 2.20 Henshin

- **Daily Treats**

The most fitting place to relax is Daily Treats, with windows overlooking the cityscape from the 52nd floor of Gama Tower. There's an afternoon tea package for two, including a choice of premium tea and delicious gourmet snacks, cakes, scones, sandwiches, and more.



(source MarriottBonvoyAsia)

Picture 2.21 Daily Treats

c. Heavenly Spa

Inspired by nature, the Heavenly Spa by Westin™ is a charming oasis featuring skyline views from each of its six treatment rooms. The offerings here include facials, body scrubs, lap pool, steam room, body wraps, fitness counseling, manicures/pedicures, couple massages, foot baths, and massages.



(source Marriott)

Picture 2.22 Heavenly Spa

d. Westin Workout Fitness Studio

This facility is located on the 50th floor of Gama Tower and is open 24 hours for guests. There is a personal trainer service available for hire. Additionally, there are many pieces of equipment that can be used, such as

cardio and strength training machines, free weights, cardiovascular equipment, elliptical machines, exercise bikes, free weights, strength equipment, treadmills, and weight machines.



(source Marriott)

Picture 2.23 Westin Workout Fitness Studio

e. Indoor Pool

The Westin Jakarta has an indoor swimming pool that is open from 6 am to 9 pm and provides complimentary rental towels. There is also a changing room available for guests to use. Additionally, there is a whirlpool.



(source Marriott)

Picture 2.24 Indoor Pool

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2.2 Organizational Structure of the Company

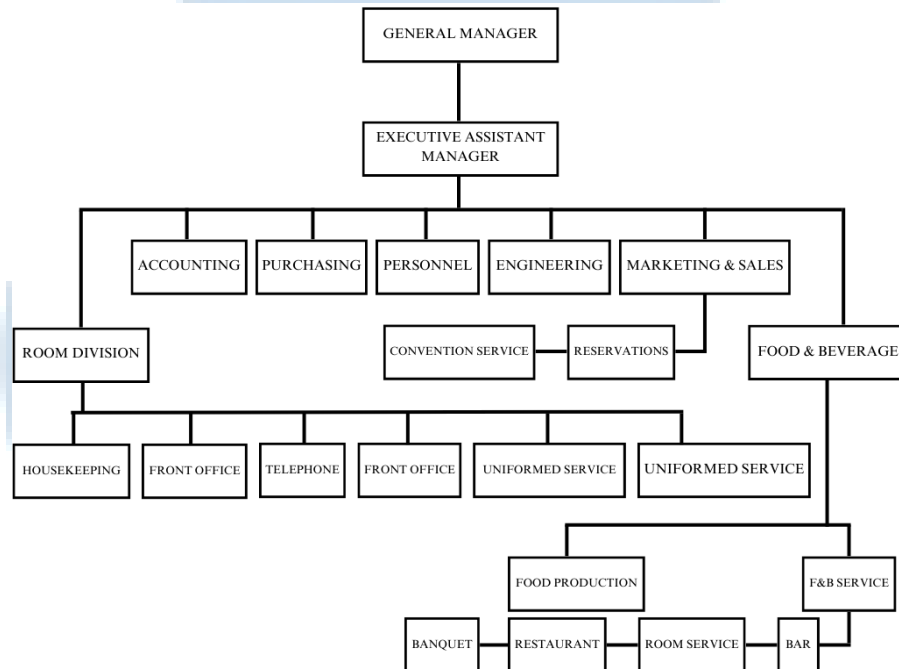


Chart 2.1 Organizational Structure of The Westin Jakarta

With the above organizational structure, The Westin Jakarta hotel can operate smoothly thanks to good teamwork. Of course, because each role has clear responsibilities, here is a description of each job:

1. **General Manager:** Ensures the quality of hotel operations runs smoothly, covering aspects such as service, finance, facilities, and staff policies.
2. **Executive Assistant Manager:** Assists the general manager by overseeing and coordinating management operations.
3. **Accounting:** Controls the financial operational activities of the hotel, including income and expenses, and prepares financial reports.
4. **Purchasing:** Responsible for finding suppliers for all purchases supporting hotel operations.
5. **Engineering:** Maintains all hotel equipment and facilities to function optimally, ensuring the overall hotel operations run smoothly.

6. Marketing & Sales: Sells and markets all hotel products and services to the target consumers.
7. Housekeeping: Maintains and takes care of all hotel facilities, rooms, public areas, and outdoors.
8. Front Office: Serves guests by managing hotel rooms, providing needed information to guests, and acting as a point of contact.
9. Food Production: Manages aspects related to food in the restaurant, processes food, and maintains the quality of restaurant food.
10. Food and Beverage Service: Provides services related to guests' food and beverage needs in the hotel, including restaurants, in the dining room, and events in the ballroom or meeting room.

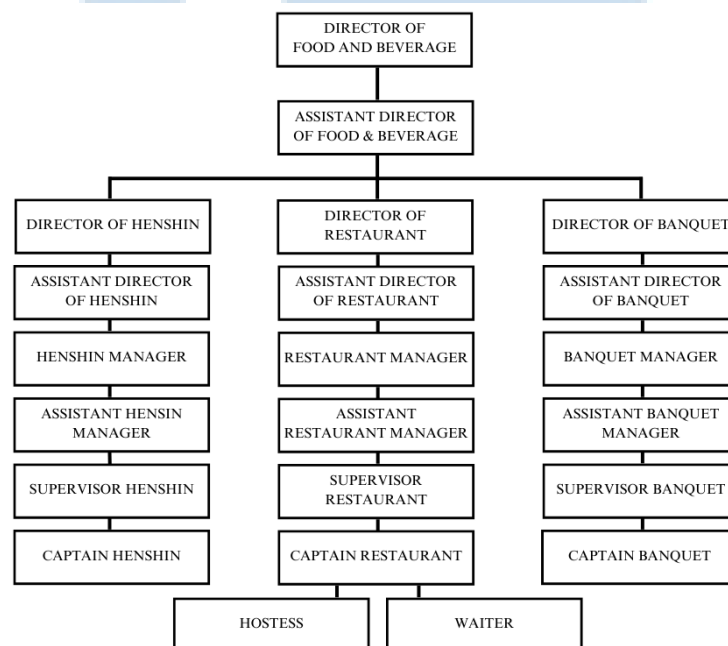
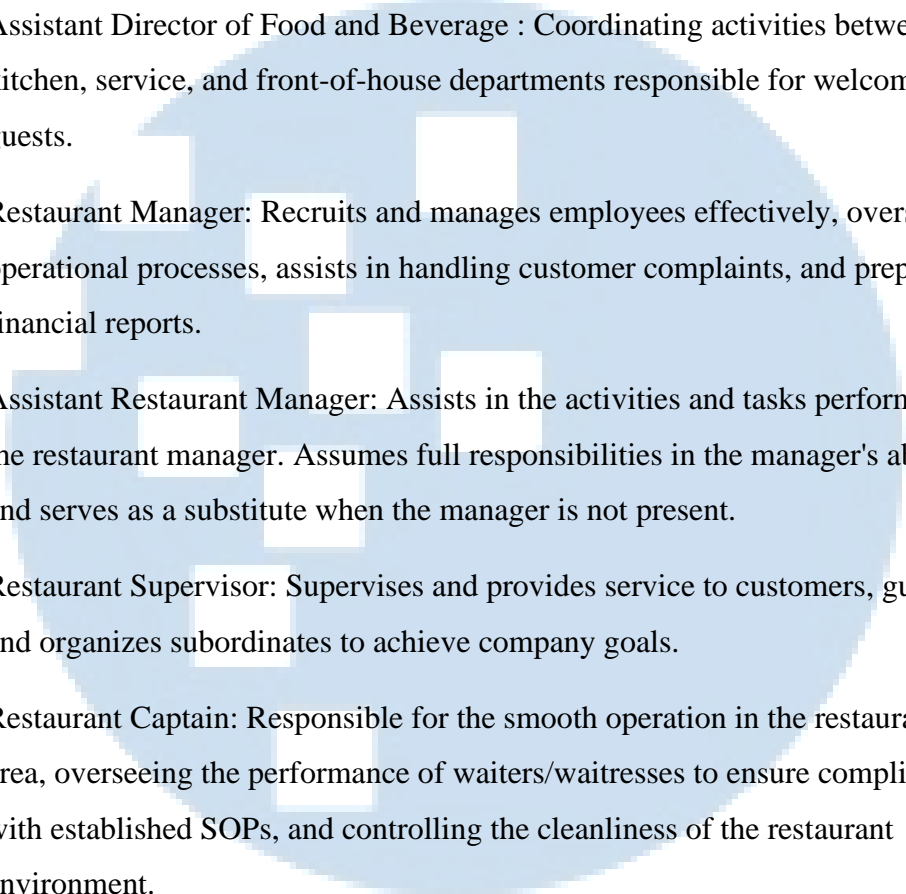


Chart 2.2 Organizational Structure of Food and Beverage in The Westin Jakarta

1. Director of Food and Beverage : Setting sales strategies to achieve the company's revenue targets, as well as establishing policies for both staff and guests.

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2. Assistant Director of Food and Beverage : Coordinating activities between the kitchen, service, and front-of-house departments responsible for welcoming guests.
 3. Restaurant Manager: Recruits and manages employees effectively, oversees operational processes, assists in handling customer complaints, and prepares financial reports.
 4. Assistant Restaurant Manager: Assists in the activities and tasks performed by the restaurant manager. Assumes full responsibilities in the manager's absence and serves as a substitute when the manager is not present.
 5. Restaurant Supervisor: Supervises and provides service to customers, guides and organizes subordinates to achieve company goals.
 6. Restaurant Captain: Responsible for the smooth operation in the restaurant area, overseeing the performance of waiters/waitresses to ensure compliance with established SOPs, and controlling the cleanliness of the restaurant environment.

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