

# CHAPTER I

## PREFACE

### 1.1. Background

The COVID-19 pandemic has had a significant impact on the hotel industry in Indonesia. The demand for hotel services has decreased dramatically due to travel restrictions and economic uncertainty. Many hotels have experienced low occupancy rates and a decline in revenue. To comply with health protocols, hotels have adjusted their operations by increasing cleanliness and sanitation measures, implementing social distancing, and adopting new procedures in food and beverage services.

Cleanliness and safety have become a primary focus in hotel operations during the pandemic. Hotels have increased cleaning frequency, utilized disinfectants, and conducted temperature checks. There has also been an increase in the use of technology, such as online booking platforms, mobile apps for self-check-in, and cashless payments, to reduce physical contact and enhance operational efficiency.

In efforts towards recovery, hotels in Indonesia have relied on domestic tourism. They have offered vacation packages and special discounts to attract local tourists. The government has provided support by implementing stimulus measures and assistance, including tax incentives, loan relief, and support for employee training.

Despite facing significant challenges, the hotel industry is expected to gradually recover with the development of vaccinations and economic recovery. Hotels continue to adapt to the changing situation and maintain high health standards to rebuild guest confidence.

Accor is a multinational hospitality company with a rich history in the global hospitality industry. It was founded in 1967 in France and has since grown into one of the largest hotel groups in the world. Accor originally started as a single hotel in Lille, France, and grew rapidly over the years through acquisitions and strategic partnerships.

Accor's growth was driven by its innovative business model, which introduced the concept of branded hotel chains and pioneered the development of the economy and mid-scale hotel segments. The company introduced iconic brands such as Ibis, Novotel and Mercure, each of which caters to different market segments and offers different guest experiences.

Today, Accor operates a broad portfolio of hotel brands spanning various segments, including luxury, upscale, midscale and economy. The company has a global presence with hotels in more than 110 countries, offering a wide range of accommodation options to travelers around the world.

In Indonesia, Accor has a significant presence with many hotels throughout the country. As of my knowledge as of September 2021, Accor operates more than 100 hotels in Indonesia under various brands. These include well-known brands such as Novotel, Mercure, Ibis, Pullman, and Sofitel, among others. These hotels are located in major cities and popular tourist destinations throughout the archipelago, serving domestic and international tourists. Please note that the exact number of Accor hotels in Indonesia may have changed since my last update, so it is recommended to refer to the latest information from Accor or its official website for the most accurate and up-to-date figures.

## **1.2. Purpose**

The purpose of conducting this internship is to ensure that students, upon graduation, possess sufficient knowledge to work in the hospitality industry. Multimedia Nusantara University mandates that internships be carried out in every major.

During the internship period, students are taught the practical aspects of working in the field. They are also instructed on how to be disciplined, responsible, and courteous to everyone. Specifically for Hospitality students, they are required to serve guests while at the hotel. Currently, the writer has chosen to work in the Front Office department and has taken on the role of a Guest Relations Officer.

## **1.3. Period and Procedures**

The writer started the internship on July 27, 2023, and it will continue until January 27, 2024. The writer chose to work in the Front Office Department. The writer opted for the Front Office department because they wanted to learn how to communicate in front of many people. For the next six months, the writer will serve as a GRO, which stands for Guest Relation Officer. The duties are quite straightforward. The primary focus of the Novotel Bogor's GRO every day is to gather feedback from guests for the hotel. Additionally, there are reports to be completed, such as the daily guest comment report, which will be reviewed directly by superiors.

Process of participating in this industrial placement program

1. The program begins with the writer participating in Industrial Placement debriefing activities by Ms. Septi Fahmi Choirisa, S.Kom.I, M.Par.
2. Then the writer makes KM 1 which contains the hotel of the writer's choice, namely Novotel Bogor

3. After KM 1 is finished, the Writer 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 Writer wants to apply, namely Novotel Bogor to apply for an internship on the 19 July 2023.
4. On 20 July 2023, the hotel replied inquiring about the internship period and asking the writer to wait for further response.
5. On 21 July 2023, HR Informed about the schedule for a face-to-face interview on 24 July 2023.
6. On 24 July 2023, writer going to Novotel Bogor and wait for the interview.
7. On 25 July 2023, HR Informed that the writer can start the internship on 27 July 2023.
8. On 27 July 2023, writer going to Novotel Bogor and start the first day of internship. Writer get a uniform, name tag, and emblem ("Im learning" is the text written on the emblem) for the internship. The writer was taken on a tour of the hotel by HR and was promptly handed over to the Front Office department.