

CHAPTER II

GENERAL DESCRIPTION

A. Hotel's Profile

1.1 History

Novotel is a prominent member of the Accor Group, and Novotel Tangerang, founded on March 8, 2014, is presently undergoing a soft opening phase. Its Grand Opening ceremony, held on October 15, 2014, was a noteworthy occasion that saw the participation of various stakeholders in the surrounding community. Situated at Jalan Jenderal Sudirman No. 1, within the Tangcity Superblock area, Novotel Tangerang enjoys a central location close to Soekarno-Hatta International Airport, making it an ideal choice for business, tourism, MICE events (Meeting, Incentive, Convention, and Exhibition), and family accommodations and gatherings. The hotel is seamlessly connected to Tangcity Mall, providing guests with added convenience and access to diverse amenities. Comprising a total of 266 guest rooms, including 210 Superior Rooms, 39 Executive/Premier Rooms, and 17 Suite Rooms, each accommodation option boasts scenic views of Tangerang city and Soekarno-Hatta International Airport. Additionally, these rooms are equipped with corresponding amenities, ensuring a comfortable and enjoyable stay for guests (Putri, 2023).

Accor, the largest international hotel operator in the Asia-Pacific and Indonesia, has announced the opening of Novotel Tangerang, marking the first Novotel hotel in Banten. Situated above Tangcity Mall within the Tangcity Superblock area, Novotel Tangerang emerges as the preferred accommodation choice for both domestic and international guests visiting Tangerang. Gerard Guillouet, Chief Operating Officer, Accor Malaysia, Indonesia, and Singapore, emphasized, "We are thrilled to introduce Novotel Tangerang, our 85th hotel operated by Accor in Indonesia. As the first Novotel hotel in Tangerang, it embodies the best elements of the Novotel brand in terms of quality, modernity, and comfort. With the growing economic development in Tangerang each year, we are confident in setting a new benchmark as the best international standard business hotel in Tangerang."

In the Banten region, Accor currently manages Novotel Tangerang, Mercure Serpong Alam Sutera, ibis Styles Jakarta Airport, and ibis Gading Serpong. The construction of Ibis Budget Jakarta Airport, located adjacent and connected to ibis Styles Jakarta Airport, is underway and expected to commence operations in early 2015 (Panorama, 2014).





Figure 2.1
Novotel Tangerang Logo

1.2 Facilities

Novotel Tangerang features 266 accommodations, comprising 17 suites, 39 premier rooms, and 210 superior rooms. The hotel boasts a dining establishment known as The Square, offering a diverse selection of Asian and Western cuisines. Additionally, Novotel Tangerang includes a bar and a unique poolside bar named Sixth Sense, designed with a Balinese ambiance. Moreover, Novotel provides a spacious ballroom with a maximum capacity of up to 2000 individuals.

Table 2.1
Novotel Room Type

No	Room Type	Description
1	 <p>Figure 2.2 Superior Room with king bed</p>	<p>This 28 sqm (301 sq ft) room has a king bed type. This room can be occupied by 4 people (2 adults and 2 children), this room also has a view directly facing the lake and the city.</p>
2		<p>This 28 sqm (301 sq ft) the room has a king bed type. This room can be occupied by 4 people (2 adults and 2 children), this room also has a view directly facing the lake and the city.</p>










	<p>Figure 2.3 Superior Room with Twin Bed</p>	
3	 <p>Figure 2.4 Executive Room with king bed</p>	<p>This 28 sqm (301 sq ft) the room has a king bed type. This room can be occupied by 4 people (2 adults and 2 children), this room also has a view directly facing the lake and the city. This room also provides an accessible room.</p>
4	 <p>Figure 2.5 Executive Suites Room</p>	<p>This room measures 64 sqm (688 sq ft) with a king bed type. This room can be occupied by 4 people (2 adults and 2 children), this room also has a view directly facing the lake and swimming pool. This room also provides an accessible room.</p>



Table 2.2

Kitchen Department and Other Facilities

No	Room Type	Description
1	 <p>Figure 2.6 The Square</p>	<p>Opening hours:</p> <ul style="list-style-type: none"> o Breakfast (06.00 – 10.00) weekdays o Breakfast (06.00 – 11.00) weekend o Lunch (12.00 – 14.30) o Dinner (18.00 – 22.00) weekend <p>Offers five live cooking stations which are Western, Japanese, Chinese, Indonesia, and Pastry Bakery.</p>

<p>2</p>	 <p>Figure 2.7 Lounge Bar</p>	<p>Opening hours :</p> <ul style="list-style-type: none"> o Open 07.00 until 23.00 (everyday) <p>Serves all beverage include alcohol drink</p>
<p>3</p>	 <p>Figure 2.8 Pool Bar</p>	<p>Opening hours :</p> <ul style="list-style-type: none"> o Open 07.00 until 23.00 (everyday) <p>Serves food and beverage also pool barbeque (by request)</p>
<p>4</p>	 <p>Figure 2.9 Hot Kitchen</p>	<p>Inside there is a cold kitchen or what is usually called the Garde Manger (GDM).</p>

<p>5</p>	 <p>Figure 2.10 Banquet</p>	<p>The area that handles event orders or what is usually called BEO (Banquet Event Order) where they will receive food orders for certain events</p>
<p>6</p>	 <p>Figure 2.11 Butcher</p>	<p>Special area for cutting meat or raw materials, there are 2 storage sections too</p>
<p>7</p>	 <p>Figure 2.12 Pastry</p>	<p>Special area for making various kinds of pastry foods and make a various chocolate</p>

8	 <p data-bbox="608 757 786 826">Figure 2.13 Garde Manger</p>	<p data-bbox="943 309 1286 416">Area where cold dishes are prepared and other foods are stored under refrigeration</p>
9	 <p data-bbox="608 1288 775 1357">Figure 2.14 Commissary</p>	<p data-bbox="943 840 1294 1025">A place where kitchen and pastry goods are stored, Each refrigerator stores several necessary ingredients according to its department</p>

B. Organization Structure



Figure 2.15
Organization Chart of Hotel Management

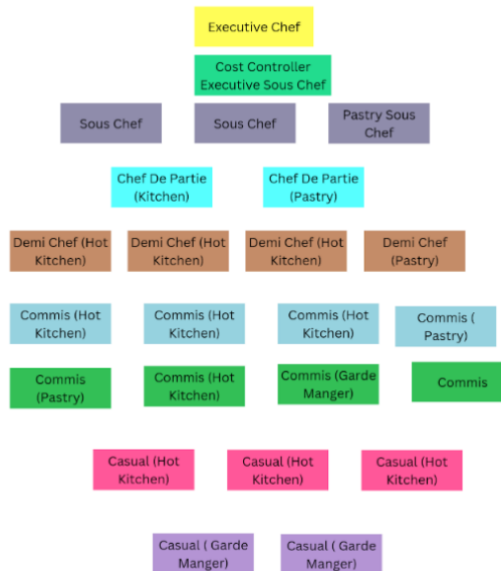


Figure 2.16
Organizational Chart of Kitchen Department

2.1 Hotel Management Description:

- 1) General Manager: Accountable for overseeing the operations of an entire department or the overall operations of the company. This includes tasks such as revenue generation and cost control.
- 2) Resident Manager: Assistant or General Manager who resides within the hotel or rental property.
- 3) Executive Secretary: Offers elevated administrative support and aid to the Executive Director and/or other designated leadership personnel.
- 4) Financial Controller: Supervise accounting tasks and ensure the accuracy of ledgers in reflecting the company's financial inflows and outflows.
- 5) Chief Accountant: operations manager in charge of accounting for an organization
- 6) Cost Controller: work to deliver a project within its budget by estimating and analyzing costs including labor hours, supplies and infrastructure
- 7) Asst. Director of sales: assist the Director of Sales in leading the sales team to hit sales targets
- 8) Talent and Culture Manager: Handles responsibilities related to open position activities, involving the review, screening, and referral of candidates for vacant positions. Maintains interview records and facilitates the offer and onboarding process.
- 9) Learning and Development Manager: Accountable for overseeing the training and professional growth of employees within an organization.
- 10) Security Manager: Developing and implementing security policies, protocols and procedures
- 11) Room Division Manager: Leading and overseeing all facets of the Front Office, Housekeeping, and Reservations departments within a hotel.
- 12) Front Office Manager: Ensuring the accurate and timely handling of all tasks related to customers to enhance the overall guest experience.
- 13) Executive Housekeeper: Manages and supervises all housekeeping operations and the personnel within the housekeeping department.
- 14) Floor Manager: ensuring that all floor requirements are met
- 15) Executive Chef: overseeing kitchen staff and ensuring the quality of food items
- 16) Sous Chef: Assists with menu planning, inventory, and management of supplies

- 17) Pastry Chef: Creating desserts, developing innovative recipes, decorating pastries, managing ingredient inventory, maintaining equipment, supervising staff, and ensuring adherence to health and safety standards.
- 18) FB Director and Wedding Consultant: Supervise the leadership and administration of the Weddings and Events team, ensuring that they fulfill requirements, meet deadlines, and maintain the highest standards to foster a high-performing team.
- 19) Asst. FB Manager: Assist in overseeing and managing the daily operations of all food and beverage procedures.
- 20) Chief Engineering: Determine the total time and cost for each project, including the cost of labor and materials

2.2 Kitchen Department Description:

- 1) Executive Chef: overseeing kitchen staff and ensuring the quality of food items
- 2) Executive Sous Chef: supervising kitchen staff and coordinating the food production process
- 3) Sous Chef: Assists with menu planning, inventory, and management of supplies
- 4) Chef De Partie: Manages a designated area within a kitchen and reports to the Sous Chef.
- 5) Commis: novice chefs who work to support a chef de partie in a commercial kitchen
- 6) Casual: The practice of employing workers on a demand-driven basis to fulfill the company's staffing requirements during periods of increased business activity