

CHAPTER I

INTRODUCTION

1.1 Background

After the pandemic, Indonesia is striving to reopen the tourism sector as it is a crucial source of national income. Tourism is the largest sector providing employment opportunities, thereby enhancing the country's revenue. Especially in the post-pandemic era, many businesses in the tourism sector are rapidly growing, leading to an increased demand for skilled workers. This ensures assurance for experts in the field of tourism.

The government is actively working towards the development of the tourism sector. It is mentioned that the investment in this sector is anticipated to contribute up to 20% to the growth of the national tourism industry and generate job opportunities for up to 1.5 million people. Moreover, the objective is to achieve a 5% contribution to the national economic growth from the tourism industry in 2022.

According to Statistics Indonesia (BPS), the number of international tourist arrivals in Indonesia in 2022 reached 5.47 million, marking a significant increase of 251.28% compared to the previous year. Although this achievement is still below pre-pandemic levels, it indicates a positive trend and supports the optimistic outlook for economic recovery in 2022-2023.

1.2 Purpose

The purpose of an industrial placement, also known as an internship or work placement, is to provide students or individuals with practical, hands-on experience in the real industry. It offers an opportunity for students to apply their academic knowledge and skills in a professional work environment. It allows them to understand the practical aspects of their field, gain industry-specific knowledge, and develop practical skills that cannot be acquired through classroom education. It also helps bridge the gap between theoretical concepts taught in class and their practical implementation in real-world scenarios, allowing individuals to see how

theoretical knowledge is applied in practical situations, understand industry practices, and develop a deeper understanding. Also, to Building Professional Networks. During an industrial placement, individuals have the chance to interact and collaborate with professionals, colleagues, and mentors on the company This give them the opportunity to build valuable connections and networks, which can be beneficial for future career opportunities and for reference. And to developing Transferable Skills from the experienced staff, Industrial placements provide the student with an opportunity to develop and enhance various transferable skills that are highly valued by employers. These skills include communication, teamwork, problem-solving, time management, adaptability, and professional work ethics. Such skills are crucial for success in any career path. Overall, the purpose of an industrial placement is to provide a structured and supervised learning experience that complements academic education, prepares individuals for the workforce, and helps them make informed career choice

1.3 Time and Procedure of Internship

Internship program are a mandatory program for students in hotel operation at Universitas Multimedia Nusantara as one of the graduation requirement. The internship program will be 6 month long, starting from Augustus 24, 2023, to January 24, 2023. The process of taking the internship program:

1. Lecturers provide a list of hotel names that can be chosen as the first placement for the Internship Program.
2. The writer chooses The Ritz-Carlton Pacific Place as the first placement for the Internship Program. The writer creates a CV, Cover Letter, prepares certificates, and screenshots the student's GPA to be converted into a PDF and submitted to the HRD for application.
3. Receives an interview schedule from HRD and conducts the interview online.
4. About 2 weeks latter, receives information that the writer is accepted at The Ritz-Carlton Pacific Place.

5. After acceptance by the department, the writer must fulfill all the hotel's requirements, such as undergoing a medical check-up, and others, before the specified time.
6. After all the requirements are fulfilled and accepted by the hotel, the writer is declared accepted as a trainee at The Ritz-Carlton Pacific Place.

