

CHAPTER I

BACKGROUND

A. Background

The Tourism Industry, especially the Hospitality Industry, has an important role in improving the country's economy even though it experienced a decline in 2020 due to Covid-19. However, the government continues to try to assist in the recovery of the hotel industry, now the hotel industry is recovering and starting to carry out activities as usual and also the number of room occupancy is starting to increase in each hotel.

At the beginning of 2023 the number of tourists will continue to grow. In the early 2 months of 2023 total travelers reached 701.93 thousand visits, but other results show a decrease of 4.62 percent when compared to January 2023 since the lifting of the activity restriction policy public Industry Tourism continues to increase and begins to recover gradually slowly. Of the number of tourists coming to Indonesia, it was recorded that 18.10 percent were Malaysian tourists and 12.08 percent wheretraveler from Australitisa (Central Statistics Agency, 2023)

Of course with better recovery this gives the writer a chance to take part in an internship program at a 5-star hotel, Raffles Hotel Jakarta. Raffles Hotel Jakarta Is A 5 star hotel now managed by AccorGroup. Raffles Hotel Jakarta has a strategic location, which is located in Ciputra World, Kuningan, Jakarta. which makes the hotel stand among the business districts of this hotel.exclusive with Ciputra Artpreneur besides being close to shopping malls such as Lotte Shopping Avenue, Mall Ambassador and also Pacific Place Mall.

Raffles Hotel Jakarta has 173 rooms and these rooms are said to be included in the six or five plus star hotel segment such as the Four Seasons and also the Ritz Carlton. Apart from that, this hotel has its own uniqueness, namely the interior of Raffles Jakarta is built from design contemporary Hirsch Bedner Associates (HBA) of course inspired from the colorful heart of one of the famous artists, namely Hendra Gunawan, classic touch and romance can be felt throughout the hotel, especially in the lobby area, meeting rooms, ballrooms and of course the rooms.

Not only has luxurious rooms and facilities for guests, Raffles Hotel Jakarta also has several achievements that they have received, such as receiving an award for being a Travelers Choice (Tripadvisor) in 2017 in the same year Raffles Jakarta received an award as the World Luxury Spa Awards Winner 2017. In 2017 Raffles Jakarta received another award as Conde Nast Traveler Readers Choice Awards occupies the position of no 4 the top best Hotel in the world.

B. Internship Aims and Objectives

Industrial placement is one of the internship programs carried out by Multimedia Nusantara University Hotel Operations for students and this program is one of the mandatory programs that must be implemented in the 5th semester. naturally Industry placements have important goals for students. With this program it will help writers to be able to gain experience working in the Hospitality Industry as well as being helpful in increased skills and also the ability to work as a good hotelier. This training program also helps to improve time management skills and also leadership skills..

C. Time and Procedure of Internship

Before doing so will do an internship and also choose the hotel the writer attends a meeting held by the lecturer regarding what the writer must prepare before applying at the hotel wanted here are a few the procedure:

1. The first thing to do is to create a KM I or an application letter which is then entered into the gdrive that has been provided for processing.

2. After KM 1 is processed and then KM 2 or a cover letter will be made by the campus after KM 2 is finished, the writer starts making Curriculum Life (CV).
3. After the CV is there, the author must send the CV via email to the Human Resources Department of the hotel you want to aim. The author is just waiting for an email reply from the hotel regarding the interview schedule.
4. Then there will be KM 3 or Industrial Placement Card then there will be KM 4 and 5 taken while doing the internship.
5. For KM 6 to 8 will be taken after the apprenticeship.