

## CHAPTER II

### COMPANY OVERVIEW

#### A. History of the company

Raffles Hotel Jakarta is one of Jakarta's star hotels located at Ciputra World, Jalan Dr Satrio, South Jakarta. Raffles Hotel Jakarta is managed by Accor Hotel Corporation. The Accor Group itself was founded by Paul Dubrule and Gerard Pelisson in Paris, France in 1960. The Raffles Hotel brand started in 1887 in Singapore and at the same time opened the first Raffles hotel and in 2015 the Raffles Hotel was taken over and managed by Accor Hotel Corporation. Raffles Hotel is now one of the hotels that provides luxurious services in Indonesia. Raffles is a very famous hotel and is liked by many people, especially in the Jakarta area. Not only Raffles Jakarta but also Raffles Hotel Bali. Raffles Hotel Jakarta is in a strategic location because there are many famous interesting places and also famous malls such as Lotte Shopping Avenue, Ambassador Mall etc.



Figure 2.1 Raffles Jakarta Building

## 1. Facilities

Raffles Hotel Jakarta provides a variety of facilities that guests can choose from, including luxurious facilities. The following are some of the facilities provided.

### a. Room Type

Table 2.1 Room Type Raffles Hotel











No	Room Type	Description
1	 Figure 2.1 Raffles King Room	Raffles King Room NS - 60 sqm, 646 sq. ft. with king bed and sliding panels that separate the bedroom and living areas for privacy. Offers full length windows with city views, desk with multimedia panel, 2 TVs, spacious marble bathroom, soaking tub.
2	 Figure 2.2 Raffles Twin	Raffles Twin Room NS - 63sqm, 678 sq. ft. with twin beds and sliding panels that separate the bedroom and living areas for privacy. Offers full length windows with city views , desk with multimedia panel, 2 TVs, spacious marble bathroom, soaking tub.
3	 Figure 2.3 Raffles Garden View Room	Full-length windows offer vantage views of the garden and pool. Spacious 60 m <sup>2</sup> / 645 ft <sup>2</sup> , king bed has sliding panels, marble bathroom deep soaking tub, walk-in wardrobe. Butler service is provided
4		Signature King Room NS - High floor 60sqm, 646 sq ft with king bed and sliding panels that separate the bedroom and living areas for privacy. Full length windows with city views-desk with multimedia panel, 2 TVs, spacious marble bathroom-soaking tub

	Figure 2.4 Signature Room	
5	 <p>Figure 2.5 Artist Suite Room</p>	This luxury one-bedroom suite has separate living and bedroom, a large en-suite marble bathroom with deep-soaking tub and walk-in wardrobe. Corner suite, panoramic city views
6	 <p>Figure 2.6 Gallery Suite Room</p>	Gallery Suite King NS - 136 sqm, 1,464 sq. ft. Luxury 1 bedroom corner suite with King Bed, spacious living room, bar and dining area, panoramic city view, desk with multimedia panel, 2 TVs-large marble bathroom-soaking tub and walk-in wardrobe.
7	 <p>Figure 2.7 Raffles Suite</p>	390 m <sup>2</sup> / 4,197 ft <sup>2</sup> , 2-bedroom Presidential Suite. Spacious living room, dining room for 14 people, private study, bedrooms all with sweeping views of the city. Private massage room, large marble bathrooms

b. Restaurant and Club

Table 2.2 Restaurant and Club of Raffles Jakarta

No	Restaurant	Description
1	 <p>Figure 2.8 Navina Pool Bar</p>	Navina Pool Bar is a poolside bar located on the 14th floor offering calm from the hustle and bustle of the city. Apart from that, there is a shady garden, water features and art installations and sculptures by Hendra Gunawan, and the bar provides delicious handmade pizza, cocktails and local snacks.

2	 <p data-bbox="507 633 847 667">Figure 2.9 The Writer Bar</p>	<p data-bbox="916 322 1348 680">Writers bar is the place to go for a delicious, bespoke cocktail. The Writers Bar is a mix of old world glamor with modern sophistication and style. This bar is a home for critical and intellectual guests to explore the flavors of cocktail concoctions inspired by the Golden Era cocktail.</p>
3	 <p data-bbox="533 981 818 1014">Figure 2.10 Arts Cafe</p>	<p data-bbox="916 719 1348 1151">This restaurant provides a virtual artistic and culinary tableau where the palette of sights, textures, sounds and aromas from the open kitchen creates a delightful sensory experience for sure. This restaurant serves elegant buffets or continental and Asian a la carte. Not only that, this restaurant also displays a neat interior with a backdrop of Hendra Gunawan's artwork.</p>

c. Wellness

Table 2.3 Wellness of Raffles Jakarta

No	Facilities	Description
1.	 <p data-bbox="496 1742 861 1776">Figure 2.11 Swimming Pool</p>	<p data-bbox="924 1485 1348 1989">At Raffles Jakarta, the hotel boasts delightful swimming facilities catering to both children and adults. The children's pool is equipped with safety features, ensuring a secure and enjoyable swimming experience. Meanwhile, the adult pool provides a tranquil and luxurious atmosphere, perfect for relaxation or leisurely swims after a day of activities. Surrounded by beautiful scenery, the swimming pool at Raffles</p>



		Jakarta is the perfect place to unwind and escape the stresses of the day.
2.	 <p>Figure 2.12 Fitness Centre</p>	Raffles Jakarta offers a state-of-the-art fitness center that caters to the wellness needs of its guests. The fitness facility is equipped with modern exercise equipment, providing a comprehensive range of options for guests pursuing their fitness goals. Whether you prefer cardiovascular workouts, strength training, or yoga sessions, the fitness center at Raffles Jakarta has you covered. With attentive staff and a motivating atmosphere, guests can maintain their health and well-being during their stay. After a rejuvenating workout, individuals can also indulge in the hotel's spa services or simply unwind in the luxurious surroundings of Raffles Jakarta.
3	 <p>Figure 2.13 Raffles Spa</p>	Spa Raffles Jakarta offers body, facial and couples treatments, wellness hydrotherapy with vitality pools and steam rooms.

Table 2.4 Company Internship Period

Position	Period
Guest Experiences Officer	18 July 2023 - 16 October 2023
butler	16 October 2023 - 17 January 2024

(Author, 2023)

## **B. Vision and Mission of Raffles Jakarta**

### 1. Vision

“TO BE ICONIC IN INDONESIA HOSPITALITY, CURATING LEGENDARY LUXURY EXPERIENCE”

### 2. Mission

- Talent

commit to making Raffles Jakarta ecosystem of well-being where all colleagues feel valued for their contribution to our collective success and feel limitless in their learning and growth.

- Guests

We are the “creators” and “editors

” of our guest stories. We plan and provide luxury guest experiences with a memorable touch of Indonesian hospitality for our guests. All colleagues, regardless of their department, respond with a “Yes” and go the extra mile to assist guests.

- Brand

We live our brand standards daily and commit to the meaningful presence of the brand in the local communities. Proud of being the custodians of the Raffles brand, we support its stories and share them.

- Profit

We are agile and productive in creating the most meaningful value for our owners in compliance with the brand standards and local legislation.

## C. Organizational Chart

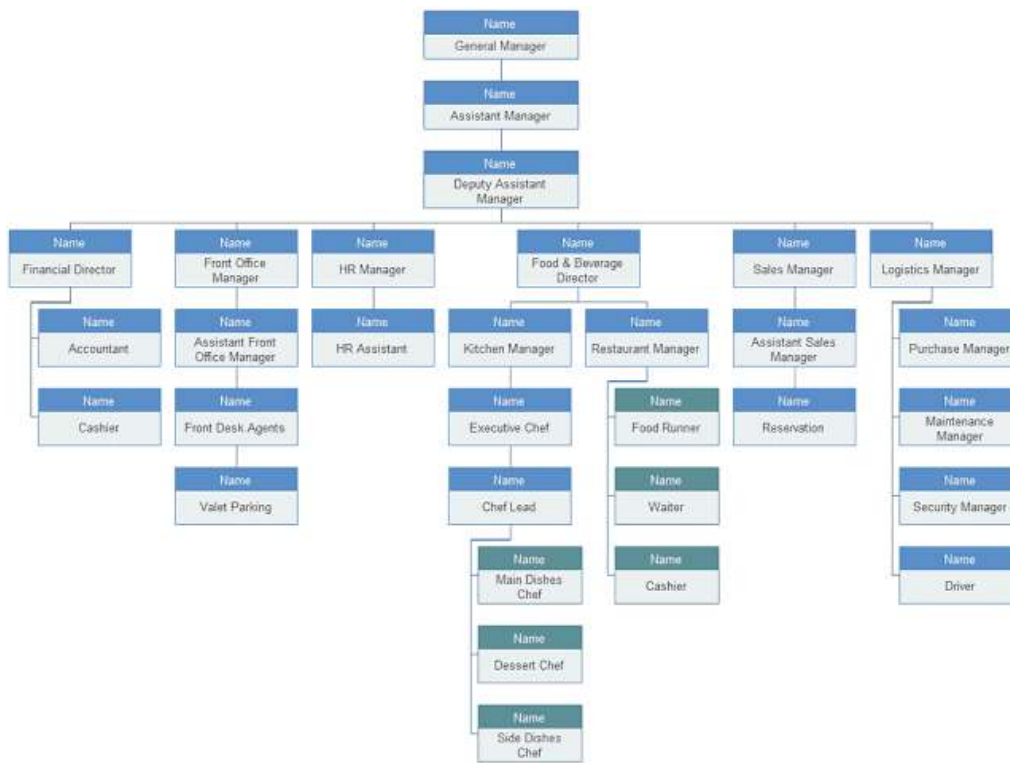


Figure 3.13 Organization Chart of Raffles Hotel Jakarta

Source: Raffles Hotel Jakarta

## D. Job Description

### 1. Front Office Manager

- Oversees check-in, check-out, and resolves guest inquiries.
- Lead and manage front office personnel.
- Optimize room reservations and handle special requests.
- Coordinate with various hotel departments for smooth operations.
- Address and resolve guest issues promptly.
- Provide ongoing training for front office staff.
- Monitor budget and contribute to revenue strategies.
- Ensure adherence to quality standards and conduct regular audits.

### 2. Front Office Manager Assistant

- Help manage the check-in, check-out process and handle guest inquiries to ensure a smooth guest experience.

- Collaborate with front office staff, assisting in supervision, training, and scheduling to maintain efficient operations.
- Assist in managing room reservations, handling booking inquiries, and ensuring the accuracy of the reservation system.
- Act as an intermediary between different hotel departments, facilitating smooth communication and coordination.
- Assist in resolving guest issues or complaints quickly and effectively, maintaining a high level of guest satisfaction.
- Support the training and development of front office staff, ensuring that they understand hotel policies and procedures.
- Contribute to quality assurance by participating in audits and assessments to ensure compliance with service standards.

### 3. Guest Experience Officer

- Greet guests upon arrival, ensure a warm and personalized welcome, and assist with the check-in process.
- Provide attentive assistance to guests throughout their stay, answering questions, offering recommendations, and ensuring their needs are met promptly.
- Handle and fulfill special requests from guests, whether relating to room preferences, celebrations, or other unique requirements.
- Promptly address and resolve guest issues or complaints to improve overall satisfaction and maintain high hotel standards.
- Implement surprising and delightful initiatives, such as personalized amenities or gestures, to exceed guest expectations and create unforgettable memories.
- Actively seek feedback from guests to gauge satisfaction levels and identify areas for improvement in the guest experience.
- Handle complaints or emergencies effectively, demonstrating a calm and collected demeanor to maintain a positive guest experience.

### 4. Concierge

- Provide complete information and recommendations to guests.



- Assist with reservation and coordination of guest activities.
- Welcome guests, assist with the check-in process, and provide information on hotel facilities.
- Luggage Storage and maintain the security of guests' belongings.
- Accommodate special guest requests.
- Respond quickly and effectively to emergencies.
- Provide assistance with guest luggage management.
- Collaborate with other departments for coordinated services.

#### 5. Butler

- Provides personal service to guests, including assisting with room needs and special requests.
- Handle reservations and ensure that guests feel appreciated during their stay.
- Create an exceptional guest experience through high-quality service.
- Maintain professionalism and proficiency in all interactions with guests.
- Respond to guest requests quickly and efficiently to meet their expectations.

#### 6. Front Desk Agent

- Perform guest check-in/check-out process efficiently.
- Manage and confirm reservations accurately.
- Respond to inquiries and provide recommendations.
- Manage payments accurately and professionally.
- Provide information on local attractions and restaurants.
- Handle guest complaints in a professional manner.
- Communicate with other departments to meet guest needs.
- Ensure the security and privacy of guest information.
- A front office agent must be skilled at using reservation systems in their daily work.