

CHAPTER I

INTRODUCTION

1.1 Background

The global hospitality industry as an essential part of the customer service sector, contributes significantly to the economic growth for approximately 10.4% of the global GDP as of 2020 (Aksoy et al., 2022). This sector covers a broad range of services, such as accommodation, dining, travel, and recreation. The hospitality industry's luxury segment has grown significantly in recent years due to rising customer demand for exceptional experiences, personalized attention, and high-end products. (Chechi, 2024)

The food and beverage industry has grown as an essential selling point for luxury hotels in this highly competitive environment. A distinguishing element of the experience for guests, culinary excellence—including the craft of pastry and baking—is no longer merely an extra feature. In order to satisfy the changing demands of discriminating visitors, upscale hotels work to bring together tradition and innovation in their culinary offerings, establishing new standards for quality, artistry, and presentation.

Raffles Jakarta is a prime example of these trends in the Indonesian market, building on the industry-wide emphasis on luxury and culinary excellence. As a part of the esteemed Raffles Hotels & Resorts chain, the establishment skillfully combines the rich cultural heritage of the area with the world-renowned brand's tradition of elegance and first-rate service. Raffles Jakarta, renowned for its dedication to delivering unmatched guest experiences, demonstrates the sophisticated fusion of innovation, tradition, and artistry that characterizes the contemporary luxury hospitality setting.

Raffles Jakarta is a member of the prestigious Raffles Hotels & Resorts worldwide chain, which is known for its history of elegance and first-rate service. The original Raffles Singapore hotel, which opened its doors in 1887 and is now known for its classic style and colonial charm, is where the brand got its start. (*History of Singapore Hotel / Raffles Hotel Singapore*, n.d.) Raffles Jakarta carries on this tradition by introducing the

brand's distinctive fusion of luxury, culture, and history to the frantic capital of Indonesia.

The writer believes that Raffles Patisserie is one of the standout features at Raffles Jakarta, offering a refined and elegant experience for guests with a passion for fine pastries and baked goods. It exemplifies the hotel's commitment to luxury, quality, and artistry in its culinary offerings. Drawing inspiration from classic French patisseries, Raffles Patisserie combines traditional techniques with contemporary flair, creating a wide range of delectable treats that are both visually stunning and flavorful.

By joining and being a part of Raffles Jakarta, the writer believes that they are learning priceless lessons in one of the world's most renowned and luxurious hotel environments. Their professional and personal development is aided by the exposure to the exacting attention to detail, innovative culinary techniques, and high standards of service.



1.2 Purpose

Gaining hands-on experience in the workplace is the aim of this internship program. The purpose of an internship is for students to apply what they have learned throughout the last four semesters to their work setting and into a real-life situation.

While accomplishing the internship at the Raffles Jakarta the writer is assisted in gaining new skills by the internship program. The writer is able to acquire new knowledge and abilities that are necessary in the professional working field with the assistance of the hotel staff, and also the ability to collaborate and communicate with others.

Additionally, the internship offers an in-depth knowledge of the intricate workings of a luxury hotel kitchen, covering all aspects of its operation. This involves acquiring a thorough understanding of the coordination and workflow needed to ensure smooth kitchen operations, recognizing the relevance of strict safety and hygiene guidelines, and gaining practical inventory management experience to improve efficiency and reduce waste.

Through exposing the intern to these various scenarios, the program hopes to develop a profound understanding of the industry's challenges and provide a solid, balanced foundation for achieving success in hospitality. In addition to improving skill sets, this hands-on training promotes professional discipline, personal development, and the ability to succeed in the competitive and fast-paced world of luxury hospitality.

1.3 Period and Procedures

1. Pre-Placement

The Industrial Placement Program is mandatory for all Hotel Operations students once they reach fifth semester and one of the requirements for graduations. The Internship Program occurs for 6 months, starting from 15th July 2024 – 15th January 2025 with a minimum of 800 working hours or 100 working days. The process of taking the Industrial Placement Program:

- a. The lecturer invited the student to a WhatsApp group and gave various options of the hotels that the students could apply to for the Internship Program.
- b. The writer chooses Raffles Jakarta for taking the Industrial Placement Program. The writer must prepare a CV, Cover Letter, Certificates and Student GPA, being compiled to one PDF file and sent it to the hotel's hiring department for applying the internship on April 23rd 2024.
- c. The hotel then replied back to the email on April 25th 2024, responding with an online interview on April 26th 2024 by Zoom.
- d. The writer proceeded to attend the zoom interview session on April 26th, and got informed on the same day, that the writer will be scheduled for a second interview with the Pastry Chef on April 29th 2024 at Raffles Jakarta.
- e. On May 3rd 2024, the writer received an acceptance email from the hotel. As part of the email, the writer was told to attend a Pre-Arrival Briefing on June 4th 2024, wearing our uniform as the dress code.
- f. During the Pre-Arrival Briefing, the writer was informed about a brief history and background of Raffles Jakarta, the trainee regulations, and grooming standards. We also had to submit several personal documents such as Kartu Keluarga, Kartu Tanda Mahasiswa, Bank Account Book, Vaccine Certificates, and do a Medical Check Up with an additional test for food handlers, which is a Rectal Swab.
- g. After submitting the documents and doing a medical check up on 13th,

the writer just had to wait to attend the two-day Trainee Orientation on the 15th and 16th of July 2024.

2. On Placement

The first day of the orientation talked about the hotel history, vision and mission, hotel facilities, product knowledge, safety and security, cleanliness and hygiene, grooming standard, code of conduct for trainees, and some more general information about the hotel. On the second day, the hotel prepared games and fun activities to tighten the bond between trainees. Then at the end of the day, the writer was finally taken to the Pastry and Bakery kitchen by one of the leaders, and was given a tour of all the staff areas. The writer was then finally assigned to the Banquet section, which aids with meeting coffee breaks, wedding buffets, and much more. It was announced that the writer will switch sections within three months into the internship program.

While doing the internship, the writer also prepares the Internship Program Report with guidance from the advisor for any revision. The writer then submits the Internship Report and prepares for presentation.

