

## CHAPTER II COMPANY OVERVIEW

### 2.1 Hotel's Profile

#### 2.1.1 History



*Figure 2.1 Hotel Tentrem Yogyakarta logo*

PT Sidomuncul is an Indonesian company that mainly produces herbal Indonesian remedies drink (jamu) and other health products, and has the Indonesian legendary remedies, Tolak Angin. In 2010, Sidomuncul expanded their business in the hotel industry, by their first building stone's placement in A.M. Sangaji 72 street, Yogyakarta on April 29th, 2010. Sidomuncul sees the opportunity to build a hotel business in tourist-attraction city, Yogyakarta. The Tentrem name has the meaning of a peaceful heart on living life, so that the guests that visit the Tentrem Hotel have tranquility and peace in their heart (Primus, 2010).

Besides the main Hotel Tentrem Yogyakarta, Tentrem has their hotel expansion in Semarang and Jakarta. Hotel Tentrem Semarang was opened in 2018, while Hotel Tentrem Jakarta was newly opened on 14th of July 2024. For the cultural concept, Hotel Tentrem Yogyakarta has Javanese-Nusantara culture, while Hotel Tentrem Semarang has Peranakan Chinese culture. For the concept of newly established hotels, Hotel Tentrem Jakarta has modernity-nusantara concept that aligns the concept of Jakarta's target market to modernity.

Hotel Tentrem Yogyakarta is located in the heart of a strategic place at Yogyakarta City, in Jl. P. Mangkubumi No. 72A, Yogyakarta and built on a 13,000 m<sup>2</sup> fields area. Not only offering Javanese luxury culture, but also Hotel Tentrem Yogyakarta will serve customers with their good value of service quality (*Hotel Tentrem – Tentrem in Your Heart*, n.d.). By the collaboration between modern luxury and traditional Indonesian elements, Hotel Tentrem Yogyakarta carried out the concept and was inspired by Taman Sari historical building in Yogyakarta for the interior design of the hotel. As to mention, Taman Sari is a place for leisure of the Sultan Yogyakarta family. By the concept of Taman Sari building and the goals of Hotel Tentrem Yogyakarta, it becomes aligned with the leisure purpose, especially in Yogyakarta (Sanjaya et al., 2021).



*Figure 2.2 Hotel Tentrem Yogyakarta*

The important and memorable moment that Hotel Tentrem Yogyakarta has is while former United States of America President, Barack Obama, has his leisure in Hotel Tentrem Yogyakarta for three days in 2017. This visitation is giving a positive impact to the hotel's popularity, or can be called the "Obama Effect" in Yogyakarta's hotel industry realm (<https://cnnindonesia.com>, 2021).

Hotel Tentrem Yogyakarta mainly has three different outlets, Kayumanis Coffee Shop, Eboni Bar & Lounge, and Summer Palace Restaurant. Kayumanis is an all day dining restaurant that becomes the main restaurant of Hotel Tentrem Yogyakarta, especially for guests' breakfast. The breakfast is open at 06.00 AM - 10.00 AM, and the all day dining opens at 10.00 AM - 10.00 PM. Kayumanis serves international and local dishes that are designed distinctively in buffet settings and ala carte dining with a fun and friendly atmosphere. Kayumanis has their iconic stall "Warung Mbok Tarti" that serve Yogyakarta's popular local gudeg and dawet ireng with traditional Indonesian dessert snack (jajanan pasar).

Eboni Bar & Lounge in Hotel Tentrem Yogyakarta has their specialty snacks, coffees, and teas. Their cutting-edge atmosphere with a casual and elegant setting is compatible for business meetings or personal. Mbanggulo, the Eboni's newly opened cake shop, selling their distinct style of cakes, especially for the Sidomuncul's product-inspired praline (Kukubima-flavor praline), fruit-shaped french petit gateaux, Tolak Angin-flavored chocolate and ice cream, and Punokawan-shaped with authentic Indonesian chocolates. The cake shop also gives guests a new experience of sweet pizza hands-on making, by giving various types of toppings that the guests can choose by themselves.

Summer Palace is the Hotel Tentrem Yogyakarta's Chinese Restaurant that has a casual-family style concept that offers brilliantly flavorful Chinese cuisine, yet the combination between skilled cooks and ingredient's richness is served in this restaurant to give the excellent taste of Chinese Oriental Cuisine. The restaurant offers unique experiences in their product, such as live seafood that is freshly caught from their aquarium. The live seafood has lobster and grouper fish from the seawater aquarium, while the freshwater fish has gourami and lazy fish. On the weekend, Summer Palace offers Yum Cha, the selected-all-you-can eat brunch Chinese dim sum that the guests can select many types of dim sum



they like with their quantity's preference, with Chinese porridge and Hainan chicken rice stall that they can take by buffet style.

Hotel Tentrem Yogyakarta, located in the heart of Yogyakarta's area is great for leisure and business target-guests. The hotel is located near the tourist attraction especially for the Yogyakarta shopping district, Malioboro and the iconic Yogyakarta statue, Tugu Jogja. Offering Gaharu Spa and Fitness for wellness, Kids Playground, Tennis Court, and Sidomuncul Art and Boutique Gallery, Hotel Tentrem Yogyakarta hopes that the geusts have the oppoturnity to explore the exceptional types of facilities that the hotel has.

## 2.1.2 Facilities

### A. Room Types

Table 2. 1 Room Types





Figures	Description
 <p data-bbox="391 1368 745 1395"><i>Figure 2.3 Deluxe Room's Bedroom</i></p>	<p data-bbox="844 1137 1355 1319">This room offers comfort with a modern and elegant design, equipped with full amenities such as a flat-screen TV and mini bar, ideal for guests looking for a pleasant stay.</p>
 <p data-bbox="384 1617 751 1639"><i>Figure 2.4 Premier Room's Bedroom</i></p>	<p data-bbox="844 1400 1355 1617">More spacious than the Deluxe Room, the Premier Room offers king or twin beds, as well as additional amenities such as a work desk and bathroom with bathtub, providing a comfortable and functional atmosphere for travelers.</p>

 <p><i>Figure 2.5 Executive Room's Bedroom</i></p>	<p>This room is designed for business travelers with modern amenities, including a comfortable workspace, fast internet access, and a luxurious bathroom, providing a productive and relaxing atmosphere.</p>
 <p><i>Figure 2.6 Executive Suite's Bedroom</i></p>	<p>Offering a larger space with a separate living area, this suite comes with premium amenities and exclusive services, ideal for guests who desire more comfort and privacy.</p>
 <p><i>Figure 2.7 Prambanan Suite's Bedroom</i></p>	<p>Inspired by the beauty of Prambanan Temple, this suite combines elegant design with full amenities, creating a luxurious and cozy atmosphere for an unforgettable stay.</p>
 <p><i>Figure 2.8 Kraton Suite's Bedroom</i></p>	<p>Evoking a strong sense of Javanese culture, the Kraton Suite is furnished with traditional and modern furnishings, offering comfort and elegance that reflects the local heritage.</p>
 <p><i>Figure 2.9 Wijaya Kusuma Suite's Bedroom</i></p>	<p>This suite offers stunning views and elegant design, equipped with premium amenities to provide a luxurious and enjoyable stay</p>
 <p><i>Figure 2.10 Tentrem Presidential Suite's Bedroom</i></p>	<p>As the most luxurious option, this suite offers an immense space with personalized service, complete amenities, and a very elegant design, making it the perfect choice for guests who want a special stay.</p>





B. Restaurant

Table 2. 2 Restaurant

Figure	Description
 <p data-bbox="395 701 740 725"><i>Figure 2.11 Kayumanis Restaurant</i></p>	<p data-bbox="842 510 1345 725">Kayumanis Restaurant in Hotel Tentrem Yogyakarta is a dining place that offers unique and excellent quality of culinary experience, that has iconic local and international cuisine using good quality of the ingredients.</p>
 <p data-bbox="403 1003 732 1028"><i>Figure 2.12 Eboni Bar &amp; Lounge</i></p>	<p data-bbox="842 786 1345 1111">Eboni Bar and Lounge in Hotel Tentrem Yogyakarta is a casual place that offers facilities such as specialty snacks and drinks that half of the food and beverage creation is based on Sidomuncul's product fusion. The lounge's atmosphere is ideal for casual business meetings and personal working.</p>
 <p data-bbox="373 1413 762 1438"><i>Figure 2.13 Summer Palace Restaurant</i></p>	<p data-bbox="842 1144 1345 1469">Summer Palace Restaurant in Hotel Tentrem Yogyakarta is a restaurant that has a casual-family dining concept that focuses on Chinese cuisine. The Chinese cuisine menu has the chosen good quality of ingredients and skill of culinary, that has the authentic taste of Hotel Tentrem Yogyakarta's Chinese food.</p>
 <p data-bbox="461 1771 676 1796"><i>Figure 2.14 Pool Bar</i></p>	<p data-bbox="842 1503 1337 1682">The Pool Bar in Hotel Tentrem Yogyakarta gives a relaxing concept between dining and giving a beautiful scenery of Hotel Tentrem Yogyakarta swimming pool.</p>

C. Fitness and Wellness



Table 2. 3 Fitness and Wellness

Figure	Description
 <p data-bbox="395 680 745 707"><i>Figure 2.15 Gaharu Fitness Center</i></p>	<p data-bbox="844 501 1337 757">Gaharu Fitness Center provides state-of-the-art facilities and services with beautiful views overlooking the swimming pool. Certified trainers are ready to help with all the latest equipment to choose from, or a wide spectrum of daily fitness classes.</p>
 <p data-bbox="448 1016 692 1043"><i>Figure 2.16 Gaharu Spa</i></p>	<p data-bbox="844 799 1350 1090">All treatments are carried out in the private rooms provided. Several single and couple treatment rooms are equipped with shower facilities that are also available at Gaharu Spa. Additional facilities include a stunning spa pool, jacuzzi, sauna room and meditation room.</p>




D. Meeting and Events

Table 2. 4 Meeting and Events




Figure	Description
 <p data-bbox="416 763 719 792"><i>Figure 2.17 Tentrem Ballroom</i></p>	<p data-bbox="833 499 1356 607">For the ballroom of Hotel Tentrem Yogyakarta, there are 300 - 1250 pax of capacity that has on:</p> <ul style="list-style-type: none"> <li data-bbox="890 611 1070 645">a. Tentrem 1</li> <li data-bbox="890 647 1070 680">b. Tentrem 2</li> <li data-bbox="890 683 1070 716">c. Tentrem 3</li> <li data-bbox="890 719 1182 752">d. Tentrem Ballroom</li> <li data-bbox="890 754 1150 788">e. Foyer Ballroom</li> </ul>
 <p data-bbox="392 1070 743 1099"><i>Figure 2.18 Tentrem Meeting Room</i></p>	<p data-bbox="833 846 1356 954">For the meeting rooms of Hotel Tentrem Yogyakarta, there are 12 - 70 pax of capacity that has on:</p> <ul style="list-style-type: none"> <li data-bbox="890 958 1023 992">a. Bakau</li> <li data-bbox="890 994 1070 1028">b. Bangkirai</li> <li data-bbox="890 1030 1023 1064">c. Kenari</li> <li data-bbox="890 1066 1038 1099">d. Keruing</li> <li data-bbox="890 1102 1070 1135">e. Mahogani</li> <li data-bbox="890 1137 1054 1171">f. Malapari</li> <li data-bbox="890 1173 1118 1207">g. Sonokembang</li> <li data-bbox="890 1209 1086 1243">h. Sonokeling</li> <li data-bbox="890 1245 975 1279">i. Jati</li> </ul>

E. Miscellaneous Facilities

Table 2. 5 Miscellaneous Facilities

Figures	Description
 <p data-bbox="416 1845 719 1874"><i>Figure 2.19 Executive Lounge</i></p>	<p data-bbox="833 1574 1356 1798">Tentrem's Executive Lounge offers a comfortable seating area for discerning guests to relax. There are a variety of free snacks, freshly brewed tea and coffee and a variety of soft drinks throughout the day.</p>



 <p><i>Figure 2.20 Swimming Pool</i></p>	<p>A swimming pool full of fun and total relaxation for individuals and families. The Tentrem Pool is intended for Tentrem Hotel Guests only and a valid room card must be presented at the entrance.</p>
 <p><i>Figure 2.21 Kids Playground</i></p>	<p>Kids Playground offers an exciting atmosphere where children can experience the sensation and excitement of various indoor recreational games.</p>
 <p><i>Figure 2.22 Sidomuncul Gallery</i></p>	<p>Sidomuncul Gallery and Shop offers a unique and stylish mix of shopping options where you can find many selected works of art and collections from various places in Indonesia, such as Batik, Silver Crafts, Wood Carvings, Paintings and many more.</p>



## 2.2 Organizational Chart

An organizational chart is important to give a clear structure of hierarchy in a hotel. Each of the hierarchy has position and responsibility for the individuals, so that every employee can understand the command flow. Communication flow for the cross department can be managed clearly, that makes the employee know to whom they should report. Organizational chart is used by Hotel Tentrem Yogyakarta to manage each of the responsibilities by the hierarchy that has been designed for the hotel itself.

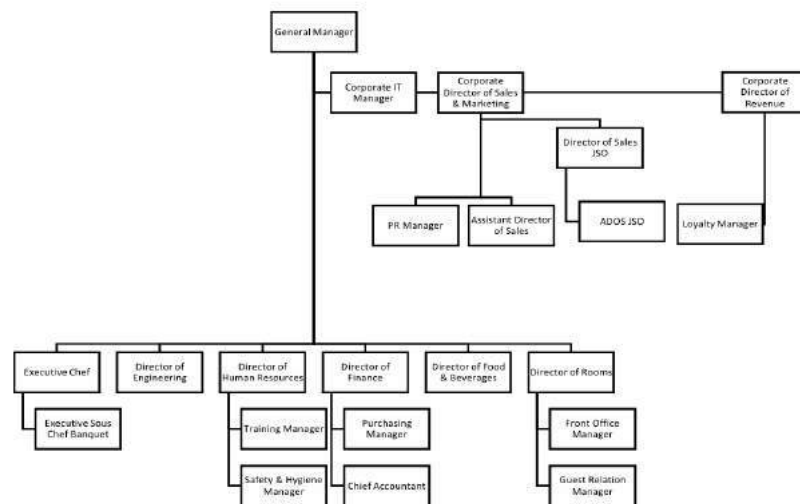


Figure 2.23 Hotel Tentrem Yogyakarta Organizational Chart

In the Food and Beverage Product Department, the top position is the executive chef and assisted by the executive sous chef, whose responsibility is to maintain the continuity of all kitchen operations. Each division is headed by a sous chef or junior sous chef in each restaurant. Sous chefs and junior sous chefs play an important role in the direct operation of the restaurant's kitchen. After sous chef, there is Chef de Partie who specializes in the section he is responsible for and heads the section he holds. Following the CDP, there is the demi chef who helps the CDP run the section's operations directly. Another after demi chef, there are commis who

are responsible for the operations that are given to them by their superiors to process the food needed.

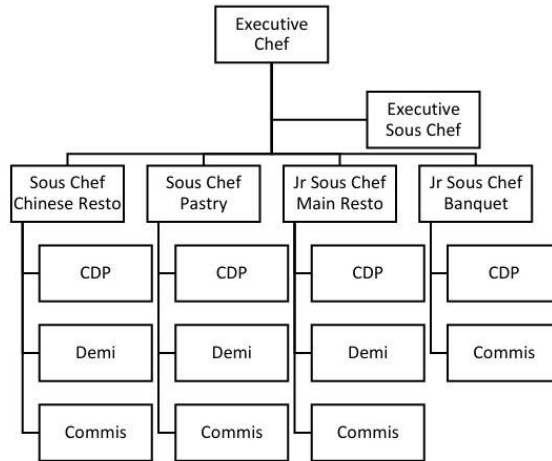


Figure 2.24 FB Product Division Chart of Hotel Tentrem Yogyakarta

