

CHAPTER I

INTRODUCTION

1.1. Background

By 2025, the hospitality industry in Indonesia is projected to continue to experience growth, despite facing several challenges. The post-pandemic recovery is expected to peak, with the Ministry of Tourism and Creative Economy targeting hotel occupancy rates above 65%. the average length of stay of guests at starred hotels in Indonesia increased from 1.57 nights in January 2025 to 1.58 nights in February 2025, up 0.01 points (Berita Resmi Statistik, 2025). However, the increase in Value Added Tax (VAT) and potential cuts to government travel budgets could be a hindrance.

On the other hand, the trend of tourists preferring to spend time in hotels while traveling opens up new opportunities. Innovation in service, utilization of technology, and focus on customer experience will be key for hotels to remain competitive. Guest expectations combined with hotel applications identified throughout this report show that the hotel of the future will be automated, intelligent, and deeply personal, all at the same time (Skift + Oracle Hospitality, 2025). Investment in the sector may see a slight decline, but the development of independent MICE (Meetings, Incentives, Conferences, and Exhibitions) facilities and tourism amenities such as beach clubs, as well as villas and apartments operated as alternative lodging, will continue to grow.

Looking ahead to 2025, Indonesia's hospitality industry is expected to continue to grow, albeit with some challenges. The trend of tourists preferring to stay in hotels while traveling opens up new opportunities for hotels to improve services and facilities. The development of stand-alone MICE (Meetings, Incentives, Conferences, and Exhibitions) facilities and tourism facilities such as beach clubs and villas and apartments as alternative accommodation will continue to grow. Innovation in service, use of technology and focus on customer experience will be key for hotels to remain competitive in the future. Technology has become a major driver of change in many aspects

of hotel operations, including reservations, room management, customer service, and marketing (Ramdhan et al., 2023).

Based on the trends and projections of the hospitality industry in Indonesia to 2025, JHL Solitaire Gading Serpong, as an established five-star hotel, is predicted to continue to maintain its position as a leading destination in the Tangerang region and beyond. As travelers increasingly prefer to stay in hotels, JHL Solitaire can leverage its luxurious facilities such as the Sky Ballroom and spa services to attract visitors. Challenges such as value-added tax increases will be met with improved operational efficiency and attractive package deals. In addition, the potential for independent development of MICE facilities in the Gading Serpong area may provide opportunities for JHL Solitaire to expand its market and increase occupancy rates. Thus, JHL Solitaire is expected to continue to grow and adapt to the dynamics of the hospitality market in Indonesia.

1.2. Purpose

The 6-month front office training for writer has the dual purpose of deepening knowledge and enhancing practical experience. In terms of knowledge, writer learn:

- 1. Front Office Standard Operating Procedures (SOPs)**
- 2. reservation system**
- 3. Handling Guest Complaint**
- 4. hospitality software System.**
- 5. Work Environment**

In terms of experience, they will be directly involved in interacting with guests, from check-in and check-out to providing information and assistance. The training is designed to equip students with the communication, problem-solving, and customer service skills essential for success in front office positions..

1.3. Time and Procedure of Internship

The internship program at JHL Solitaire Gading Serpong took place over a period of 6 months, during which writer was assigned to the Guest Relation Officer department in the Front Office section. The internship commenced on 4 september 2023 and concluded on 13 march 2024. Throughout the program, writer underwent a orientation and training session to familiarize myself with the hotel's policies, procedures, and standards of service. Writer was then assigned to work closely with the Guest Relation Officer team, where writer was responsible for greeting and welcoming guests, handling guest feedback, and ensuring guest satisfaction. Regular feedback sessions were held with my supervisor to evaluate my performance and provide guidance for improvement. Throughout the internship, I also had the opportunity to participate in various departmental activities and learn about the hotel's operations, which helped me gain valuable hands-on experience in the hospitality industry.