

## **CHAPTER II**

### **COMPANY OVERVIEW**

#### **2.1 Hotel Profile**

##### **4.1. History JHL Group**



Figure 2. 1 JHL Group Logo  
(Sources:jhlgroup.co.id)

The history of JHL Group began in 2008 when Jerry Hermawan Lo founded PT Kontek Aja, which later became the main company of JHL Group. He is known as a successful property entrepreneur who runs his business under the auspices of JHL Group. The name of this company is an abbreviation of his own name (suara.com,2024). JHL Group is a major company in Indonesia with international quality standards. The company not only prioritizes profit but also try to make people's lives better by providing good properties and satisfying services.

JHL Group is a main company with many subsidiaries in various fields. They are engaged in innovative property development, good hospitality, responsible mining, contemporary lifestyle development, comprehensive health services, trusted automotive distribution, and also contribute to the dynamic media industry.

JHL Group's success is due to its clear vision and concern for human resource development. They believe that high-quality employees are crucial to competing and continuously growing.

Therefore, they always invest in employee training and create a comfortable working environment.

JHL Group is not just an ordinary business company. They also try to have a positive impact on society and the environment. JHL Group held the JHL Award 2024, to appreciate business units under the company's auspices (liputan6.com,2024). They run their business in a sustainable and responsible manner and participate in various social activities to improve community welfare. JSI Resort Megamendung, part of the JHL Group, held a tree planting event in the Mount Gede Pangrango National Park area (jhlgroup.co.id,2025). So, JHL Group builds not only a strong business but also leaves a good legacy for future generations.

#### 4.2. History JHL Solitaire Gading Serpong



Figure 2. 2 JHL Solitaire Gading Serpong Logo  
(Source: jhlsolitairegadingserpong.jhlcollections.com)

JHL Solitaire Gading Serpong Hotel is the first five-star hotel in the Gading Serpong area, Banten. The construction process began with the laying of the first stone on January 20, 2015, and lasted for 2.5 years until it was completed in May 2018. The hotel was officially opened to the public on November 28, 2018, although

it was previously planned to be inaugurated in June 2018 (setiapgedung.id, 2025).

The hotel's architecture was designed by Pandega Desain Weharima with the main architect M. Archica Danisworo (setiapgedung.id,2025). The attractive design resembles a diamond or egg, with an oval-shaped tower and a curved podium. The tower's exterior is covered with a steel frame that forms a pattern of latitude, longitude, and diagonal lines, emphasizing its iconic shape.

The hotel has 141 rooms divided into several types, including Premier and Suite. One of the special rooms is the 227 m<sup>2</sup> Chairman Suite which offers a living room, bedroom, and bathroom with luxurious furnishings. Other facilities include a swimming pool, seven meeting rooms named after gemstones, a Sky Ballroom on the 15th floor with a capacity of up to 800 people, and a variety of international restaurants and bars.

The uniqueness of the hotel's architectural design has been recognized by the Indonesian Record Museum (MURI) as a "Five-Star Hotel with an Architectural Design Resembling a Diamond." In addition, the hotel is managed by D Varee Collection Hotel Management, a Bangkok-based hotel management company with experience in managing hotels in Asia and Europe.

#### **4.3. Vision and Mission**

JHL Solitaire Gading Serpong Vision: “ To become a reputable / credible company in building strong local brands with passionate, focus on property, hospitality, and other industries that innovative, unique and visionary to satisfy the customer's need". JHL Group's vision is to become a leading and credible company in building strong local brands with high passion. Their main focus is on the property, hospitality, and other industries that are innovative, unique, and visionary with the main goal of meeting customer needs.

JHL Group Mission:

### **1. Deliver extraordinary service and products.**

Their first mission is to deliver extraordinary service and products. This shows a commitment to quality and customer satisfaction through what they offer.

### **2. Intend to build on our successful track record and established network to grow the properties and markets.**

The second mission is to leverage our successful track record and established network to develop properties and expand markets. This shows a focus on sustainable business growth and development.

### **3. Increase profitability through successful revenue growth, cost management, people development and innovation program.**

The third mission is to increase profitability through various means, including successful revenue growth, efficient cost management, people development and innovation program. This shows a holistic approach to achieving financial success.

## **4.4. Hotel Facilities**

There are several type of room that JHL Solitaire Gading Serpong offered.

### **A. Room Type**

#### **1. Premier Room**

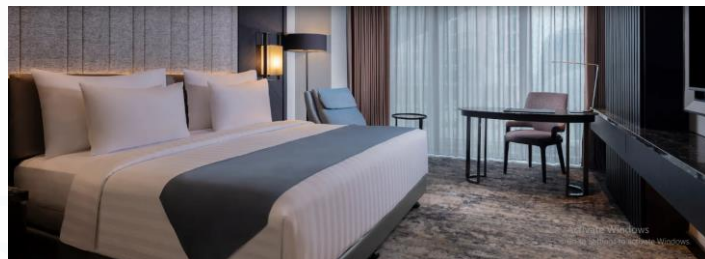


Figure 2. 3 Premier Room  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

The Premier room at JHL Solitaire Gading Serpong is the standard room. With 71 rooms available, including 3 rooms specifically designed for people with disabilities. The room with 35 sqm include king or 2 singel bed, TV, AC and amenities.

i. **Executive Club Room**

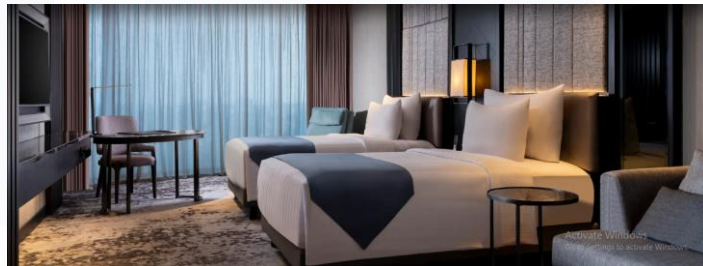


Figure 2. 4 Executive Club Room  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

The Executive Club room at JHL Solitaire Gading Serpong offers more spacious room with 38 sqm. With 20 rooms available with king or 2 singel bed, the Executive Club room include TV, AC, amenities and mini bar.

ii. **Junior Suite Room**

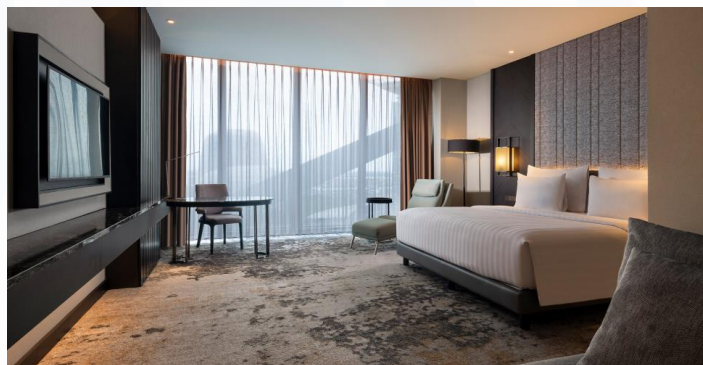


Figure 2. 5 Junior Suite Room  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

The Junior Suite room at JHL Solitaire Gading Serpong offers a more spacious room size and benefit.

The room have 35 available room with king or 2 single bed. Junior Suite room is more complete facilities such as TV, AC, amenities, mini bar and executive lounge.

iii. **Executive Suite Room**



Figure 2. 6 Executive Suite Room  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

The Executive Suite King room at JHL Solitaire Gading Serpong offers a more spacious room size with 56 sqm. The room have 10 available room and king or 2 single bed. With more complete facilities such as TV, AC, amenities, mini bar and executive lounge.

iv. **Signature Solitaire Suite**

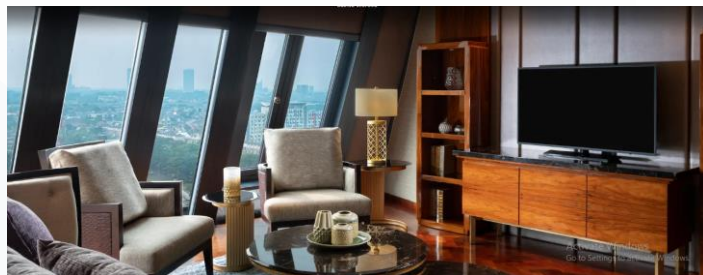


Figure 2. 7 Signature Solitaire Suite  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

The JHL Solitaire Signature Suite offering an expansive 129 square meters of space with Executive lounge and butler benefit. This suite have a separate living room, a long dining table, an executive work desk, a kitchenette, and a bathroom equipped with a separate rain shower and large bathtub.



v. **Chairman Suite Room**



Figure 2. 8 Chairman Suite Room  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

The Chairman Suite room at JHL Solitaire Gading Serpong is the most luxurious room type offered. With a expansive living room, bedroom, and bathroom that are luxuriously decorated, the Chairman Suite room is designed to provide the most premium and luxurious stay experience. Guests can enjoy the most complete facilities and indulge themselves in the luxury offered, making their stay experience unforgettable.

**B. Meeting Room**

i. **Citrine Meeting Room**



Figure 2. 9 Citrine Meeting Room  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

This 92-square-meter space on the 6th floor offers a functional layout with a 2.4-meter ceiling and maximum capacities 60 pax.

ii. **Zircon Meeting Room**



Figure 2. 10 Zircon Meeting Room  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

Located on the 6th floor, this 92-square-meter venue features a modern design and a 2.4-meter ceiling. This venue maximum 60 pax

iii. **Lapiz Lazulli Meeting Room**



Figure 2. 11 Lapiz Lazulli Meeting Room  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))



Spanning 92 square meters, this venue is situated on the 6th floor with a 2.4-meter ceiling. This venue maximum 40 pax.

iv. **Moonstone Meeting Room**



Figure 2. 12 Moonstone Meeting Room  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

This 80-square-meter meeting space on the 6th floor and maximum 40 pax.

v. **Garnet Meeting Room**



Figure 2. 13 Garnet Meeting Room  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

Featuring 80 square meters of space on the 6th floor and environment with a 2.4-meter ceiling. This venue maximum 50 pax and specially for the Garnet and Citrine

venues, they can be combined into one larger venue space.

vi. **Topaz Meeting Room**



Figure 2. 14 Topaz Meeting Room  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

A stylish 80-square-meter space on the 6th floor, this venue maximum 50 pax and specially for the Topaz and Zircon venues, they can be combined into one larger venue space

vii. **Tourmaline Meeting Room**



Figure 2. 15 Tourmaline Meeting Room  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

The 67-square-meter Tourmaline Room on the 6th floor boasts a sleek design and a 2.4-meter ceiling. This venue maximum 25 pax.

viii. **Sky Ballroom**



Figure 2. 16 Sky Ballroom  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

The Sky Ballroom creates an extraordinary setting for any special occasion. Ideal for weddings, graduations, or private events, this exceptional venue is located 200 feet above the ground on the 15th floor. This ballroom maximum 200 pax.

**C. Restaurant and Bar**

i. **Mangan All Day Dining**

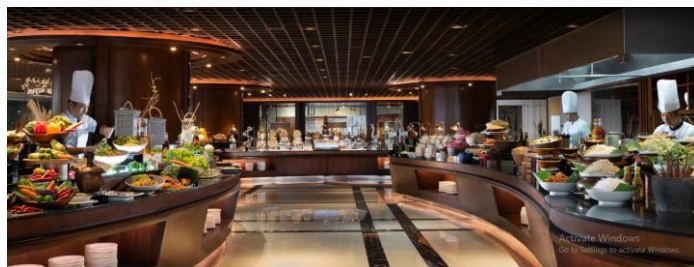


Figure 2. 17 Mangan All Day Dining  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

Mangan All Day Dining Restaurant is part of our signature JHL Solitaire dining area which serves delicious breakfast, lunch, dinner and desserts all day. Located on the second floor, modern surroundings and a clean design have been combined to create a harmonious dining experience.

ii. **Al Gusto Italian Dining**



Figure 2. 18 Algusto Italian Dining  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

Al Gusto Italian Dining & Bar is casual dining ideal for any situation. Located on the second level, modern surroundings clean design has been combined to create a harmonious dining experience with an Italian concept. We take pride in cooking delicious traditional Italian dishes including the open pizza kitchen.

iii. **Royal Eight Chinese Dining**



Figure 2. 19 Royal Eight Chinese Dining  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

Royal Eight Restaurant is the latest Chinese restaurant in GadingSerpong Tangerang and is part of our signature



JHL Solitaire semi-fine dining area. Royal Eight serves delicious lunch, dinner, and desserts all day. Located on the 5th floor, modern surroundings and a precise design have been combined to create a harmonious Chinese dining experience.

iv. **Empress China Bar**



Figure 2. 20 Empress China Bar  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

Empress Bar presents a "China Bar" theme on the 5th floor of JHL Solitaire Hotel in Gading Serpong, offering an outdoor ambiance. The bar features secret recipes for exceptional cocktails (Apothecary), spirits, and a wide wine collection. Live performances from popular DJs and bands create a memorable night.

v. **Castro Lounge & Cigar Bar**



Figure 2. 21 Castro Lounge & Cigar Bar  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

Castro Lounge & Cigar Bar offers a wide range of cocktails, along with cigars and an à la carte menu featuring sweet and savory favorites. Located on the



Mezzanine floor, baristas prepare specialty coffee, complemented by a selection of freshly-baked bread, desserts, pralines, and pastries.

vi. **Le Bléu Cafe des Fleurs**



Figure 2. 22 Le Bléu Cafe des Fleurs  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

JHL Solitaire Gading Serpong offers a sophisticated cafe where guests can relax and enjoy light bites, tea and coffee throughout the day. The café is designed to create a space that meets the needs of global professionals on the move and is also a place to unwind in a stylish yet relaxing environment.

**D. Facilities**

i. **Acqua Spa**



Figure 2. 23 Aqua Spa  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

Essential to the balance of well-beings and beauty, our spa concept brings the ultimate relaxation and therapeutic experience. Inspired by the richness of local wisdom and natural heritage, our treatments revolve

around the goodness of coastal resources and mindful exploration of mind, body and soul

ii. **Acquaree Kids Spa Journey**



Figure 2. 24 Acquaree Kids Spa Journey  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

A day at Acquaree will draw a lasting smile on your kids. Bringing a fresh concept of play and leisure, Acquaree is the first kid-friendly spa circuit in Indonesia. It boasts a range of the fun and interactive courses where little ones can safely channel their inner spirit and imagination.

iii. **LE MÈRE Glam Et Beauté Lounge.**



Figure 2. 25 LE MÈRE Glam Et Beauté Lounge.  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

LE MÈRE Glam Et Beauté Lounge offered you a whole new experience. We provide head-to-toe needs with excellent service and well-trained individuals. With a total area of 90 sqm, LE MÈRE is equipped with a VIP room for guest comfort.

iv. **Sky Garden**



Figure 2. 26 Sky Garden  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

Sky Garden offers an unforgettable city view experience.

v. **Pool**

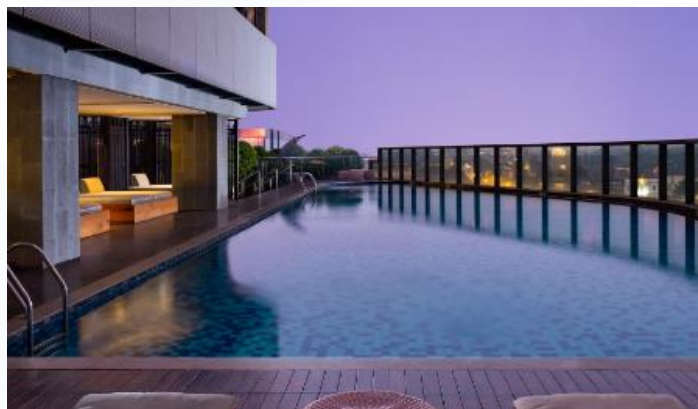


Figure 2. 27 Pool  
(Source: [jhlsolitairegadingserpong.jhlcollections.com](http://jhlsolitairegadingserpong.jhlcollections.com))

Our outdoor swimming pool provides guests with a natural open air environment for a refreshing atmosphere.

## vi. The Workout



Figure 2. 28 The Workout  
(Source: jhlsolitairegadingserpong.jhlcollections.com)

The Workout fitness center offers the latest exercise machines and state-of-the-art equipment, occupying 230 square meters of naturally daylight space dedicated to health and wellness.

## 2.2 Organizational Chart

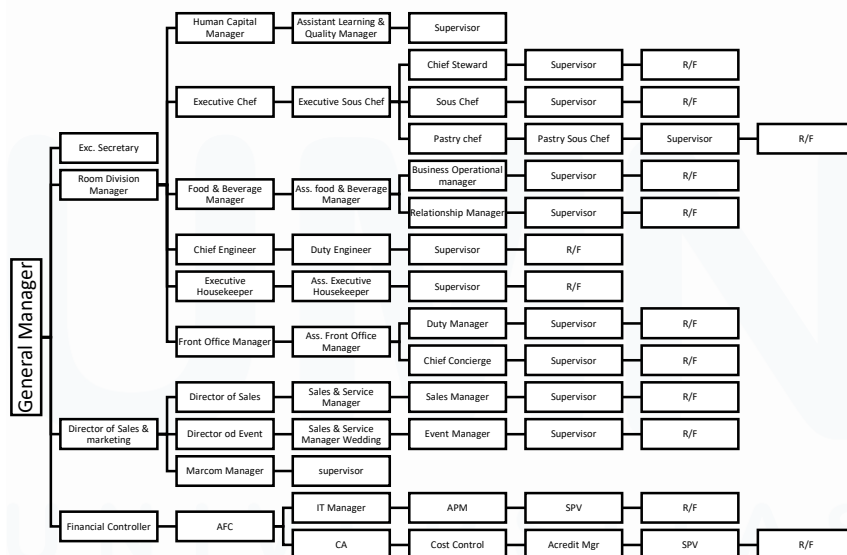


Figure 2. 29 Organizational Chart Hotel JHL Solitaire Gading Serpong  
(Sources: JHL Solitaire Gading Serpong)

Organizational structure in a hotel is important and must be considered so that the hotel can run well. At JHL Solitaire Gading Serpong, the highest position is General Manager who manages all hotel operations and heads several departments. Under the General Manager there is a Financial Controller, Director of Sales and Marketing, Room Division Manager with the assistance of an Executive Secretary. For more details, see the organizational chart above.

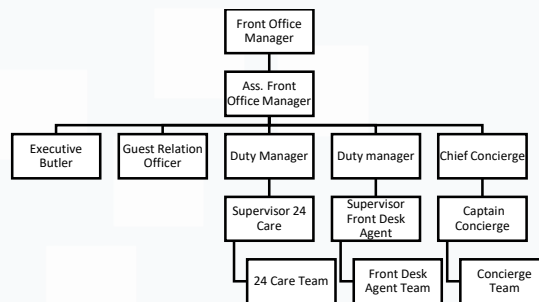


Figure 2. 30 Organizational Chart Front Office JHL Solitaire Gading Serpong  
(Sources: JHL Solitaire Gading Serpong)

For the Front Office Department where the intern himself is headed by a front office manager who has the task of managing all operations and transactions in the lobby assisted by an assistant front office manager. Under him are the duty manager, chief concierge, executive butler and Guest Relation Officer. In carrying out his duties, the duty manager is assisted by a supervisor and the chief concierge is assisted by a captain concierge. For more details, see the picture above..