

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is an activity that involves people traveling to a specific location for different purposes. Tourism is a strategic sector capable of driving economic growth, increasing foreign exchange, and opening up business and employment opportunities for the community (Latifah et al., 2025). In the tourism industry, the hospitality, destination tourism, and restaurants sectors play an important role in forming a specific language and facilitating communication in the tourism industry, with these several things tourism has experienced a lot of development (Valencia & Pertiwidar, 2024). As has happened before, the Covid-19 pandemic has hit the entire world and this has greatly affected the tourism industry as a whole throughout the world (Pranindyasari et al., 2023). After the Covid-19 pandemic, the role of technology in the transformation of the tourism industry post-pandemic, including the use of virtual reality, artificial intelligence, data analytics, and digitalization of services in the tourism sector has increased the effectiveness and development of the tourism industry (Dikhanbayeva, 2025). This digital technology has a significant influence on the development of economic development in the tourism industry, especially in increasing accessibility, promotion, income, and quality of services in the tourism industry (Furqan, Manurung, S. S., 2024).

Hospitality is a place that serves guests with social, personal, and commercial hospitality in interpersonal relationships. Hospitality is also a place that must prioritize customer satisfaction and guest experience as key factors in their success (Sariguna & Kennedy, 2024). However, there are factors that influence visitors' interest in staying at all domestic and international hotels, namely the hotel property and the facilities available within the hotel. Currently, all hotels have paid attention to this to increase guest satisfaction and visitors' interest in choosing the hotel as their place to stay (Kholina, 2025). One of the important facilities that hotels must have at this time is a proper bar, because the

bar is part of the F&B service which can indirectly increase guest satisfaction and can be one of the destinations for visitors to visit the hotel, moreover the bar is one of the sources of income for hotels that is quite large apart from room sales and sales of hotel products (Saputra & Wijoyo, 2024).

In terms of F&B service, the condition of the bartender at the bar can be one of the determining factors of guest satisfaction in staying at the hotel, the bar division can also play a role in reducing guest disappointment when the guest has had poor satisfaction in the hotel previously, at the bar guests can relax while telling their complaints directly to the bartender so that this can increase the satisfaction of guests who previously felt a little disappointed (Rais, 2025). The standard of bar service in luxury hotels today is the interaction between guests and bartenders, therefore one of the skills that bartenders must have today is friendly service and of course deep interaction between guests and bartenders, because this really determines guest satisfaction and an unforgettable experience if executed well by a bartender (Ashari & Tjahyadi, 2023). In addition to the interaction and quality of drinks made by the bartender, there are other things that are no less important in maintaining guest satisfaction when the guest is in the hotel bar area, namely the cleanliness of the bar area which is clean, neat, and maintained at all times, because when the interaction and quality of drinks have been well maintained by a bartender, one of the things that guests pay attention to is cleanliness, of course with clean work tables, floors, equipment, and tools, guests can see that the quality of the bar's cleanliness has been well maintained for the benefit of guest satisfaction (Indra & Widiastini, 2025).

1.2 Purpose

The purpose of this Internship Program is to gain real experience of the work environment, especially in the department that I have chosen for the internship program, namely F&B Service. With this report, the writer is expected to be able to implement the learning that has been obtained from all the courses that have been studied for the last 4 semesters in the world of work. This Internship Program will also help the writer to build a strong knowledge of the

hospitality industry and prepare himself mentally for a career in the hospitality industry in the future with little experience. With this Internship Program, the writer is able to:

a. Gain new experience

This internship program can help the writer to gain new experiences and lessons during the internship program at the hotel. With the help of other hotel staff, the writer can gain new knowledge and skills that the writer did not previously have.

b. Work Effectively

To work effectively in the Food and Beverage Service and Bar department industry, speed and accuracy are really needed in this department and the writer was able to develop his speed during the 6-month internship program. Not only speed, the writer was able to develop communication between fellow co-workers and also other departments, especially the kitchen department to ensure that there is no miscommunication in serving guests and in the end the writer can carry out his duties without any mistakes.

c. Gain a new connection

The writer can gain new connections during the internship program because the staff at the hotel are people with different backgrounds and many interests for each individual. The most important thing in this case is the writer can build connections and networks with people who have the same interests as the writer in their field with an individual approach. Because connections are one of the important things in the world of work, therefore the writer continues to try to always get connections from people who work at the hotel, so that when the writer is in the future, the writer can benefit from the connections he has.

d. Can work under pressure

By having experience as an intern at the hotel, the writer can feel how the hotel situation is when it is crowded and quiet. When the hotel is crowded with visitors and guests, the writer can feel how the situation forces the

writer to work quickly and A making the slightest mistake, this can cause pressure in working, with this experience, at least the writer can learn how to work under pressure and this will be useful in the future.

1.3 Period and Procedures

The Internship Program is a mandatory program for all Hospitality Study Program students after reaching semester 5 and is one of the graduation requirements that have been implemented by Multimedia Nusantara University. This Internship Program lasts for 6 months, starting from July 7, 2025 - January 7, 2026 with a minimum requirement of 800 working hours or 100 working days. For this year, the writer chose to take an internship program in the Food & Beverage Service department at Movenpick Resort & Spa Jimbaran Bali.

Before undertaking the Internship Program, the writer must have the status of an active student at Multimedia Nusantara University, and have taken a minimum of 75 credits and have a minimum GPA of 2.75. If all of these requirements have been met, the writer must find a hotel for the Internship Program that they will undertake. Armed with knowledge about how to make a CV, how to face an interview from HRD well, and courses related to the Internship Program, the writer can prepare themselves thoroughly for the Internship Program. The following are the procedures for participating in the Internship Program :

1. The writer must create KM 1 containing information about the internship location and the department to be targeted in the internship program. KM 1 must be submitted to the Hotel Operations admin so that KM 2 can be created, approved and signed by the Head of the Hotel Operations Program which can take an estimated 1-2 working days.
2. After receiving KM 2, the writer sent it to the selected hotel along with a Cover Letter, CV, GPA, and Supporting Certificates via email.
3. The writer sent an application to the hotel on April 24, 2025 and received a response and interview schedule from the hotel on April 29, 2025, of course this is the beginning of the internship recruitment process.

4. The writer continued with the first interview with HRD on May 1, 2025 and received a second interview with the F&B Manager scheduled for May 8, 2025 via Google Meet.
5. After both interviews were completed, the writer received information 2 days later that he had been accepted at the Movenpick Resort & Spa Jimbaran Bali.
6. After being informed that the writer had been accepted at Movenpick Resort & Spa Jimbaran Bali, the writer was informed again to prepare a school reference letter, doctor's certificate, 4x6 size photo pass, copy of family card, copy of KTP, copy of BPJS health card, vaccine certificate, and copy of BCA account on the first orientation day at Movenpick Resort & Spa Jimbaran Bali.

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