

# CHAPTER I

## INTRODUCTION

### 1.1 Background

The hospitality industry in Indonesia has experienced gradual recovery and transformation following the COVID-19 pandemic. Hotels are no longer focused solely on accommodation but are required to deliver holistic guest experiences that combine service quality, comfort, and meaningful interactions. Food and beverage services remain a crucial element in shaping guest satisfaction and hotel competitiveness. In addition, post-pandemic hospitality development is strongly influenced by workforce dynamics, particularly the role of younger employees in adapting to operational changes and service expectations (Suhartanto et al., 2021; Kurniawan & Putri, 2022; Prawira et al., 2022).

The hotel industry is characterized by intense competition, requiring hotels to maintain service quality, operational efficiency, and product consistency. In Indonesia, hotels increasingly rely on standardized operating procedures and skilled human resources to meet guest expectations. Studies indicate that dining experience and service quality significantly influence overall hotel satisfaction, making kitchen operations an essential part of hotel performance (Setiawan & Wibowo, 2021; Pratama et al., 2023).

Marriott International is one of the largest global hospitality companies operating in various market segments, including luxury, premium, and mid-scale hotels. In Indonesia, Marriott applies international service standards while allowing local adaptation, particularly in food and beverage offerings. Research shows that global hotel chains emphasize training systems, quality control, and standardized kitchen management to maintain consistency across properties (Siregar & Handayani, 2020; Rahmawati & Nugroho, 2022).

Sheraton is a well-established brand under Marriott International, known for full-service hotels that cater to business and leisure travelers. The brand focuses on comfort, reliability, and social connectivity within hotel spaces. Food and beverage outlets, including pastry production, support the Sheraton brand image by enhancing guest interaction and overall dining satisfaction (Utami & Rachmawati,

2021; Lestari et al., 2023).

Four Points by Sheraton targets the mid-scale market by offering uncomplicated comfort and honest service. The brand prioritizes efficiency, functional design, and consistent product quality. Indonesian hospitality studies highlight that mid-scale hotels depend heavily on well-organized kitchen operations and standardized pastry production to balance quality and cost efficiency (Prabowo & Hidayat, 2020; Suhartono & Dewi, 2022).

Four Points by Sheraton Bekasi is located in a growing industrial and urban area, serving business travelers, local residents, and event guests. The hotel applies Four Points brand standards while adapting its food and beverage concepts to local preferences. Research on international hotels in Indonesia indicates that menu localization, including pastry and bakery items, increases guest satisfaction while preserving brand identity (Yuliani, 2022; Ananda & Prasetyo, 2024).

The kitchen department is a core operational unit responsible for food production, hygiene standards, and cost control. In hotel operations, effective kitchen organization supports service speed and product consistency. In addition, hotel kitchens function as practical learning environments for hospitality students, allowing interns to apply theoretical knowledge in real working conditions (Wibowo & Hartati, 2021; Rahman et al., 2023).

The pastry and bakery department plays a significant role in enhancing guest satisfaction through the production of desserts, breads, and cakes for daily service and special events. This department contributes not only to service quality but also to hotel revenue, particularly during festive seasons and celebrations. Indonesian studies show that innovative pastry products strengthen hotel branding and customer loyalty (Nugraha & Putri, 2022; Wijaya, 2023; Santoso & Lestari, 2024).

From an educational perspective, the pastry and bakery department provides a highly relevant learning environment for hospitality students undertaking internships. Interns are exposed to structured production systems, hygiene and sanitation standards, time management, and quality control processes that reflect real hotel operations. Research on vocational hospitality education emphasizes that hands-on experience in pastry and bakery improves students' technical skills, discipline, and readiness to enter the professional workforce

(Wibowo & Hartati, 2021; Rahman et al., 2023).

Internships in the pastry and bakery department also allow students to develop creativity and innovation, particularly in product presentation and flavor development. Unlike other kitchen sections that focus mainly on savory production, pastry and bakery work encourages aesthetic sensitivity and precision, which are essential competencies in modern hotel kitchens. Studies indicate that creative involvement during internships positively influences students' confidence and professional identity in culinary fields (Andriani & Yusuf, 2022; Lestari et al., 2023).

The role of pastry and bakery goes beyond simply serving food. It reflects the hotel's identity by combining local and international influences in its menu (Utami & Rachmawati, 2021). In Indonesia, demand for creative and high-quality bakery products in hotels continues to increase, especially for celebrations such as weddings, birthdays, and business meetings (Prabowo, 2020). Pastry and bakery also contribute significantly to hotel revenue, particularly during festive seasons when guests expect special menu offerings (Santoso & Lestari, 2021).

Research shows that pastry and bakery products can influence customer loyalty, as unique desserts and bread items may become signature offerings of a hotel's restaurant or café (Nugraha & Putri, 2022). As competition among hotels in Indonesia increases, innovation in pastry and bakery becomes increasingly important, as hotels compete not only through accommodation but also through food quality (Wijaya, 2023).

Overall, the pastry and bakery department plays an important role in hotels, especially in global brands such as Four Points by Sheraton under Marriott International. Besides supporting guest satisfaction and strengthening brand identity, this department also provides valuable learning opportunities for students. Therefore, internships in the pastry and bakery department are an important aspect of hospitality education and are worthy of further discussion in this internship report.

## 1.2 Purpose

The purpose of this Internship Program is to get a real experience of the working environment. The writer is expected to be able to implement their learning in the past 4 semesters in the professional field. The Internship Program will also help the writer to build strong knowledge about the industry and mentally prepare herself for a future career in the hospitality industry. With this Internship Program, the writer was able to:

- a. Acquire new competencies

Internship Program helps the writer to acquire new competencies while doing her internship program at the hotel. With the help of the hotel staff, the writer was able to gain new knowledge and skills that are required in the professional working field.

- b. Develop stronger interpersonal competencies

To work effectively in the kitchen, speed is highly needed and the writer was able to develop speed during the internship. Not only speed, the writer was able to develop communication and collaboration skills due to the working environment.

- c. Gain New Connections

The writer was able to gain new connections during internship program due to the amount of people with different backgrounds and interests. But, the most important part is that the writer gets to build connections and network with people that have the same interest in the field. Building networks and connections is important since they are highly needed for working opportunities in the future.

- d. Handle Working Under Pressure

By having an internship program, the writer was able to experience real-life working experience. With the environment that is extremely different, the writer was able to learn how to handle real-life working situations such as working under pressure. Those situations can help the writer be stronger mentally and improve working flow.

### **1.3 Period and Procedures**

The Internship Program is a mandatory requirement for all Hotel Operations students once they reach the fifth semester and is one of the conditions for graduation. This Internship Program lasts for six months, from approximately July 2025 to January 2026, with a minimum of 800 working hours or 100 working days. For this period, students were given the opportunity to choose their own department, and the writer chose to specialize in the Pastry and Bakery Production Department due to personal interest and career goals in the pâtisserie field.

Before joining the Internship Program, the writer had to fulfill several academic requirements. These include being an active student, having completed a minimum of 75 SKS (credit units), and maintaining a minimum GPA of 2.75. Once these conditions were met, the writer was required to attend an Internship Briefing organized by the campus. This briefing provided essential guidance about the necessary procedures before and after the internship, including how to write a CV, prepare for interviews, and understand documentation flow.

The detailed process the writer followed for this Internship Program is as follows:

1. The writer first submitted KM 1 to declare the selected hotel and department for the internship. In this case, it was Four Points Bekasi, specifically the Pastry and Bakery Production Department. The KM 1 form was submitted to the Hotel Operations administration office and used as the basis for preparing KM 2, which was then signed by the Head of the Hotel Operations Program. This process typically takes 1–2 working days.
2. After receiving KM 2, the writer sent a complete application to the Human Resources Department of Four Points Bekasi. The documents included a cover letter, CV, updated GPA transcript, supporting certificates, and the KM 2 form. All documents were submitted via email.
3. The application was sent on July 23rd, 2025, and feedback was received on the same day, providing information about the internship

program and scheduling the interview.

4. The first interview was conducted on July 26th, 2025, through Microsoft Team Meeting with a representative from the Human Resources Department of Four Points Bekasi. During this interview, I was asked about motivations, strengths, and knowledge related to pastry production.
5. The writer was informed on July 29th, 2025, that he had passed the first interview and would proceed to the second interview with the Executive Chef on August 1st, 2025. The second interview focused more on technical knowledge, work ethic, and expectations.
6. On the same day as the second interview, the writer received an official acceptance letter from Four Points Bekasi. Along with the acceptance, the hotel required the writer to complete several pre-employment steps including a medical check-up, submitting a 2x3 photo with a white background, and providing valid insurance or BPJS (Indonesia's national health insurance). All these documents and requirements were submitted by August 4th, 2025 as per the hotel's policy.