

CHAPTER I

INTRODUCTION

1.1 Background

The hospitality industry is one of the most important components of the global economy, especially in the tourism sector. The tourism industry encompasses a wide range of services such as accommodation, food and beverage, travel, recreation, and event management, collectively contributing significantly to employment and GDP in many countries. According to the World Travel & Tourism Council (WTTC), the global tourism and hospitality sector contributed approximately 10.3% of global GDP and supported over 330 million jobs in 2019 (WTTC, 2020). This industry not only facilitates economic development but also enhances international cultural exchange, drives regional growth, and supports several local businesses.

In Indonesia, the hospitality industry plays a vital role in economic development, especially through domestic and international tourism. Tourist destinations in Indonesia, such as Bali, Jakarta, Yogyakarta, and Lombok, always attract millions of visitors every year. The tourism industry in Indonesia has grown significantly in recent years. According to data from the Central Statistics Agency, 12.66 million foreign visitors visited Indonesia between January and November 2024, which was the highest number in the previous five years and a 20.17% increase from the year before (Antara News, 2024). This growth affects not just leisure travelers but also the business tourism industry, which is expanding in tandem with the growing demand for international conferences, meetings, and cross-border trade.

As the capital and hub of economic activity, Jakarta contributes significantly to the expansion of the business travel industry. Global industry players participate in the city's frequent national and international business events, including the Trade Expo Indonesia and the Gaikindo Indonesia International Auto Show (GIIAS)

Jakarta's standing as a top location for MICE (Meetings, Incentives, Conferences, and Exhibitions) events is further reinforced by the existence of exhibition venues like the Jakarta International Expo (JIE expo) and the Jakarta International Convention Center (JICC).

The expansion of the hotel industry, particularly the star-rated hotels in Jakarta, is directly fueled by the rise in MICE activities. High demand for fully-equipped lodging was indicated by the Central Statistics Agency of DKI Jakarta Province, which reported that the occupancy rate of four-star hotels peaked in December 2024 at 67.63% (BPS Jakarta, 2025). These days, hotels serve as the primary location for conferences and meetings in addition to being places to stay. The Westin Jakarta, a five-star hotel with state-of-the-art meeting spaces and ballrooms as well as first-rate amenities to support business requirements, is one example.

Additionally, government policies and diplomatic initiatives that promote regional economic cooperation are responsible for the rise in the frequency of business visits. For instance, the President of Indonesia and the Premier of China met in May 2025 to strengthen bilateral cooperation in the areas of trade and investment, which could lead to more business delegations visiting Indonesia (AP News, 2025). Given this context, it's critical to take a closer look at how Jakarta hotels, like The Westin, contribute to the expansion of the MICE industry. For players in the hotel industry, this can offer strategic insights in the face of competitive and dynamic market trends.

Internships in the hospitality industry are more important than ever. Internships benefit students by connecting what they learn in school with real hotel work. Through internships, students learn important skills such as customer service, problem-solving, communication, and teamwork. In Indonesia, schools such as Universitas Multimedia Nusantara and Sekolah Tinggi Pariwisata Trisakti are again partnering with hotels such as Fairmont Jakarta, Holiday Inn, and Swiss-Belhotel to provide students with real-world work experience. (Fairmont Jakarta Careers, 2024). Internships also benefit hotels. They can find potential employees who

already know how hotels work. Students who intern will also learn new things like digital device trends, eco-friendly practices, and contactless services. These are also increasingly important in hotels. A good internship program will help students prepare for the future and help hotels grow stronger.

1.2 Purpose

The purpose of this Internship Program is to gain real-world experience in the workplace. The author is expected to be able to implement the learning that has been obtained during the last 4 semesters in the workplace. Through this internship program, the author seeks to gain valuable insights into the hospitality industry, especially in the culinary department, and to develop a deeper understanding of how theoretical knowledge from the classroom is applied in a real-world hospitality environment. With this Internship Program, the author can:

a. Fulfilling the academic requirements of the study program

This internship report is prepared as part of the academic requirements of the Hospitality Operations Study Program at Multimedia Nusantara University. The internship program is a mandatory component of the curriculum, which is intended to provide students with hands-on experience in the industry. Successful completion of the internship and this report is essential to meet the graduation criteria set by the university and the Faculty of Tourism and Hospitality.

b. Assessment of competencies and skills acquired during the internship

Obtain an evaluation of the skills and competencies acquired during the internship. These skills include technical skills that are typically carried out during the internship. In addition, the author also develops non-technical skills such as teamwork, discipline, adaptability, and effective communication.

c. Becoming a reflection and documentation of professional growth

This report serves as a record of the internship experience and a reflection of the author's professional development. This report also allows for self-assessment in terms of readiness to enter the hospitality workforce and

documents the learning journey during the internship period. Insights gained from the internship experience are expected to guide future career decisions and contribute to long-term success in the hospitality industry.

- d. To serve as an example and inspiration for future hospitality students at Multimedia Nusantara University

The report from the writer made aims to be a reference and source of inspiration for final-year students at Multimedia Nusantara University who will undergo internships in the future. By sharing experiences, challenges, and lessons learned during the internship at The Westin Jakarta, the author hopes to provide real insight into the expectations and realities of working in the hospitality industry, especially in a professional hotel kitchen environment.

- e. To support hotel operations while nurturing enthusiastic students

Hotels benefit from internship programs by receiving assistance from students who are motivated to learn and contribute to daily operations. At the same time, hotels provide them with real-world learning experiences, helping to shape future professionals who may return as trained employees. This reciprocal exchange strengthens the quality of hotel service and its role in hospitality education.

1.3 Period and Procedures

The Internship Program is a mandatory program for all Hospitality Study Program students after entering the fifth semester, which is one of the graduation requirements. The Internship Program lasts for 6 months, starting from July 14, 2024, to January 13, 2025, with a minimum of 800 working hours or 100 working days. This year, the author can choose a major for the internship program, so the author chose the kitchen major. Before participating in the Internship Program, the author must be an active student who has taken a minimum of 75 credits and has a minimum GPA of 2.75. If all requirements are met, the author needs to take part in the Internship briefing provided by the campus. This briefing aims to enable the author to understand the procedures needed before and after participating in the

Internship Program. After the briefing, the author can continue to look for a hotel for the Internship Program. With knowledge of how to make a CV, how to face interviews well, and other courses related to the Internship Program, the author can prepare well for the Internship Program. The following is the process of participating in the Internship Program:

1. The writer must make KM 1 which has information about where the writer wants to have an internship and the department. KM 1 needs to be submitted to the Hotel Operations admin for KM 2 to be made and signed by the Head of Hotel Operations Program, which can take 1-2 working days.
2. After receiving KM 2, the author sent a CV, a recommendation letter, and a cover letter to the internship supervisor and was assisted in sending the data via email. The writer sent an application to the hotel, assisted by a supervisor on April 14, 2025, and received a response from the hotel on the same day with information regarding the interview, which would be held on April 16, 2025, at 9 am and located at the hotel itself.
3. On April 16, 2025, Interviews were conducted 2 times. First, the writer interviewed with the Chef from the food production field. And the second, the writer interviewed with HRD. The first interview with the chef lasted for approximately 20 minutes for the author himself. The questions asked included knowledge about the hotel chosen for the internship, the reasons for choosing that hotel, and why choosing that department, explaining the cooking stages along with the ingredients and methods, what cuisine he was interested in, and what cuisine section he wanted to enter. While the interview with HRD only lasted for 5 minutes, the questions asked by HRD were also almost similar to the interview with the chef, where the difference was only in the questions about the place to live during the internship.
4. On April 24, 2025, the writer received an acceptance letter from the hotel, accompanied by documents that must be completed. The author must also create a bank account, upload a formal photo of size 3x4, a copy of personal ID, family card, BPJS health, and undergo a medical check-up. The medical check-up that must be done is done through urine, blood, thorax, and rectal

swab tests for food handlers. All documents and medical check-up results must be submitted to the hotel before July 1, 2025.

5. After submitting the documents that are needed, the writer just needs to wait for the orientation day on July 11th 2025. The orientation took only 1 days, at 9 AM.
6. During the orientation, the hotel's history, vision and mission were discussed, each director, starting with the general manager, was introduced, and the hotel facilities were explained. Product knowledge, safety and security, cleanliness and hygiene, appearance standards, the code of ethics for trainees, and several other general hotel matters were covered. There was also an icebreaker and a break before proceeding to the fitting session. After the fitting session, each trainee gathered in their respective sections to meet the leader.
7. While doing the internship, the writer also prepares her Internship Program Report with guidance from her advisor for any revisions.
8. On 17th October 2025, the writer had monitoring from Mr. Rudolf Bikardi, SST. Par, MSMM and HR department at 10 AM, The Westin Hotel Jakarta.
9. The writer submits the Internship Report and prepares for presentation.