

CHAPTER II

GENERAL DESCRIPTION

2.1 Hotel's Profile

2.1.1 History

The Westin Jakarta is a luxury hotel located at the top of Menara Gama, one of the tallest buildings in Indonesia. Menara Gama, which stands 288 meters tall, previously held the record as the tallest building in Indonesia until 2023. The hotel occupies floors 50 to 69 of the tower and offers 360-degree views of Jakarta. With 255 rooms and suites designed by Hirsch Bedner Associates, the hotel's interior design is inspired by natural shapes and textures that reflect the Indonesian landscape, including traditional motifs such as ikat on its metal elements.



The hotel is a collaborative project between PT Wahana Nusantara and Marriott International. PT Wahana Nusantara is a subsidiary of Gama Corporation, a property company with a large portfolio in Indonesia. After being delayed for almost a decade due to the Asian monetary crisis in 1997, the construction of Gama Tower was resumed in the early 2010s and completed in 2016. The building was designed by Sekawan Design Inc. Architects, while the hotel interior was done by Hirsch Bedner Associates (HBA), known as one of the world's leading hotel interior designers. This achievement is an important

milestone in the property and hospitality industry in Indonesia because it introduced the concept of a luxury vertical hotel in Jakarta.

The Westin Jakarta offers a variety of facilities for guest convenience, including three innovative restaurants and bars such as Seasonal Tastes and Henshin, which serves Nikkei (Japanese-Peruvian fusion) cuisine on the hotel's top floor. In addition, the hotel also features Heavenly Spa by Westin™, WestinWORKOUT® fitness center, swimming pool, and luxurious meeting and ballroom spaces. Strategically located in the Kuningan business district, the hotel is an ideal choice for business travelers and tourists looking for a luxurious stay experience in Jakarta. Post-COVID-19, The Westin Jakarta continues to innovate with digital services like contactless check-in, in-room tablet ordering, and enhanced hygiene protocols. In 2023, Executive Chef Daniel Chaney joined, bringing 20+ years of global experience, driving ongoing culinary and service innovation to stay relevant and favored by both local and international guests.

2.1.2 Facilities

A. Room Types

Table 2.1 Room Types

Figure	Description
 (Source: id.westinjakarta.com) Figure 2.1 Westin Room, King	This room is approximately 46 m ² and is designed with a warm, natural colour palette. Equipped with a Heavenly® Bed and Heavenly® Bath amenities, this room offers dynamic views of Jakarta through floor-to-ceiling windows. Available in king or twin bed configurations

 <p>(Source: id.westinjakarta.com)</p> <p>Figure 2.2 Westin Room, Twin</p>	<p>This room is approximately 46 m² and is designed with a warm, natural colour palette. Equipped with a Heavenly® Bed and Heavenly® Bath amenities, this room offers dynamic views of Jakarta through floor-to-ceiling windows. Available in king or twin bed configurations</p>
 <p>(Source: id.westinjakarta.com)</p> <p>Figure 2.3 Premium Room, King</p>	<p>A spacious room of approximately 56 m², the Premium Room offers more space and comfort. It is furnished with two Heavenly® Beds, a seating area with sofa, and a large Smart TV. The interior design features elegant floral motifs, creating a serene and luxurious atmosphere.</p>
 <p>(Source: id.westinjakarta.com)</p> <p>Figure 2.4 Premium Room, Twin</p>	<p>A spacious room of approximately 56 m², the Premium Room offers more space and comfort. It is furnished with two Heavenly® double beds, a seating area with sofa, and a large Smart TV. The interior design features elegant floral</p>

	<p>motifs, creating a serene and luxurious atmosphere.</p>
 <p>(Source: id.westinjakarta.com) Figure 2.5 Renewal Room, King</p>	<p>With an area of approximately 68 m² and a capacity of 3 guests, the renewal room offers a refreshing stay experience with a Heavenly® Bed and a modern workspace that allows for limitless productivity.</p>
 <p>(Source: id.westinjakarta.com) Figure 2.6 Executive Suite</p>	<p>The Executive Suite features a spacious layout with floor-to-ceiling city views, a king-size Heavenly® Bed, a luxurious bathroom with bathtub and rain shower, plus exclusive access to the Westin Club Lounge for breakfast, afternoon tea, and evening cocktails.</p>
 <p>(Source: id.westinjakarta.com) Figure 2.7 Westin Suite</p>	<p>Luxurious accommodation on the 66th floor, measuring approximately 166 m², with a modern living and dining area for four people, and a glamorous bathroom with whirlpool facilities.</p>

 <p>(Source: id.westinjakarta.com)</p> <p>Figure 2.8 Presidential Suite</p>	<p>Luxurious accommodation on the 66th floor, measuring approximately 270 m², with a luxurious living and dining room for eight people clad in marble, and a glamorous bathroom with whirlpool facilities.</p>
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B. Restaurant

Table 2.2 Restaurants

Figure	Description
 <p>(Source: id.westinjakarta.com)</p> <p>Figure 2.9 Seasonal Tastes</p>	<p>All-day dining restaurant on the 51st floor serves buffet and à la carte options with international and local cuisine. Open for breakfast (6 am–10 am), lunch (12 pm–3 pm), and dinner (6 pm–10 pm). The main attraction is the interactive open kitchen.</p>
 <p>(Source: id.westinjakarta.com)</p> <p>Figure 2.10 Henshin</p>	<p>Henshin, on floors 67–69 of Gama Tower, is a rooftop restaurant and bar serving Nikkei cuisine. Open daily (restaurant: 5–11 p.m.; bar: until 12 a.m./2 a.m. on weekends), it offers indoor and outdoor seating for up to</p>

	<p>76 guests, including private rooms, with stunning Jakarta views.</p>
 <p>(Source: id.westinjakarta.com) Figure 2.11 Daily Treats</p>	<p>Located in the hotel lobby, this cafe offers specialty coffee, tea, cakes, and light snacks. It is a suitable place for relaxing or informal meetings, open daily from 08.00–23.00.</p>
 <p>(Source: opentable.com) Figure 2.12 Bar Area</p>	<p>The bar area is the place for making drinks as well as beverage and wine storage. In this place, the writer serves as the beverage runner, responsible for delivering drinks during lunchtime.</p>

C. Fitness and Wellness

Table 2.3 Fitness and Wellness

Figure	Description
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 <p>(Source: id.westinjakarta.com)</p> <p>Figure 2.13 <i>Westin Workout</i></p>	<p>The WestinWORKOUT® Fitness Studio is available 24 hours a day to hotel guests, equipped with modern cardio and weight equipment, and a spacious space with floor-to-ceiling windows that provide natural light and panoramic city views.</p>
 <p>(Source: id.westinjakarta.com)</p> <p>Figure 2.14 <i>Heavenly Spa</i></p>	<p>Heavenly Spa by Westin™ is open daily from 9 a.m. to 11 p.m., featuring six treatment rooms, including a couple's room with a whirlpool. Services include massages, facials, body scrubs, and mani-pedis, all with relaxing views of the Jakarta skyline.</p>
 <p>(Source: id.westinjakarta.com)</p> <p>Figure 2.15 <i>Indoor Pool</i></p>	<p>The Westin Jakarta's indoor pool is located on the 50th floor of Gama Tower, with beautiful city views. The pool is open daily from 6 am to 10 pm exclusively for hotel guests. Equipped with lounge chairs, towels, and soft drink service, it is perfect for relaxing after a busy day.</p>

D. Meeting and Events

Table 2.4 Meeting and Events

Figure	Description
 <p>(Source: id.westinjakarta.com) Figure 2.16 Java Ballroom</p>	<p>Java Ballroom, on the ground floor, is The Westin Jakarta's largest event space at 1,094 m², hosting up to 1,500 standing guests. It can be divided into East and West sections for flexibility and features 18 glass chandeliers and illuminated panels, creating a luxurious, elegant ambiance.</p>
 <p>(Source: marriottbonvoy.com) Figure 2.17 Wayra</p>	<p>Located on the 67th floor, Wayra is the highest venue in Indonesia with stunning views of Jakarta city. With a capacity of up to 150 guests, Wayra is suitable for exclusive events such as receptions or product launches.</p>
 <p>(Source: marriottbonvoy.com) Figure 2.18 Retreat Lounge</p>	<p>An exclusive 247 m² event lounge on the first floor, designed for private meetings and business events, accommodating up to 100 guests. Features natural lighting, audiovisual equipment, and flexible catering for a comfortable, elegant atmosphere.</p>

 <p>(Source: marriottbonvoy.com)</p> <p>Figure 2.19 Additional Function Room</p>	<p>Located on the first floor, 6 meeting rooms accommodate up to 150 guests, featuring a distinct pre-function area and floor-to-ceiling windows for natural light. On level 69, the Jatun room offers a unique function space with uninterrupted views of Jakarta from the building's highest floor.</p>
 <p>(Source: marriottbonvoy.com)</p> <p>Figure 2.20 The Office</p>	<p>The Westin Jakarta offers a 46–48 m² modern workspace on residential floors with Jakarta city views. Equipped with electronic key access, a mid-century armchair, a high-back leather desk chair, and a docking station for secure and seamless productivity.</p>
 <p>(Source: marriottbonvoy.com)</p> <p>Figure 2.21 Tangent</p>	<p>Tangent is a flexible workspace on the 52nd floor measuring 46 m², ideal for up to 4 people. Equipped with ergonomic desks, comfortable chairs, fast internet, and audiovisual facilities, with inspiring views of the city of Jakarta.</p>

2.2 Organizational Structure

The organizational chart is an important tool for managing a hotel. It shows how the different departments and job roles are connected, making it easier for staff to know their responsibilities and who to report to. This helps teams communicate better, solve problems faster, and work more effectively. It also helps new employees understand how the hotel is organized. At The Westin Jakarta, the hotel runs under a clear and structured system led by the General Manager. The Executive Assistant Manager works closely with the General Manager to handle daily hotel operations. Each department, like Finance, Engineering, Human Resources, Sales, Room Division, and Food & Beverage, has its duties to support the hotel's success. The Room Division focuses on guest-related services such as Reception, Housekeeping, and Telephone Operations. Meanwhile, the Food & Beverage department is responsible for meals and drinks in the hotel, including services like the Restaurant, Banquet, Bar, Room Service, and Kitchen. This well-planned structure helps each department do their jobs properly while working together to give guests excellent service at The Westin Jakarta.

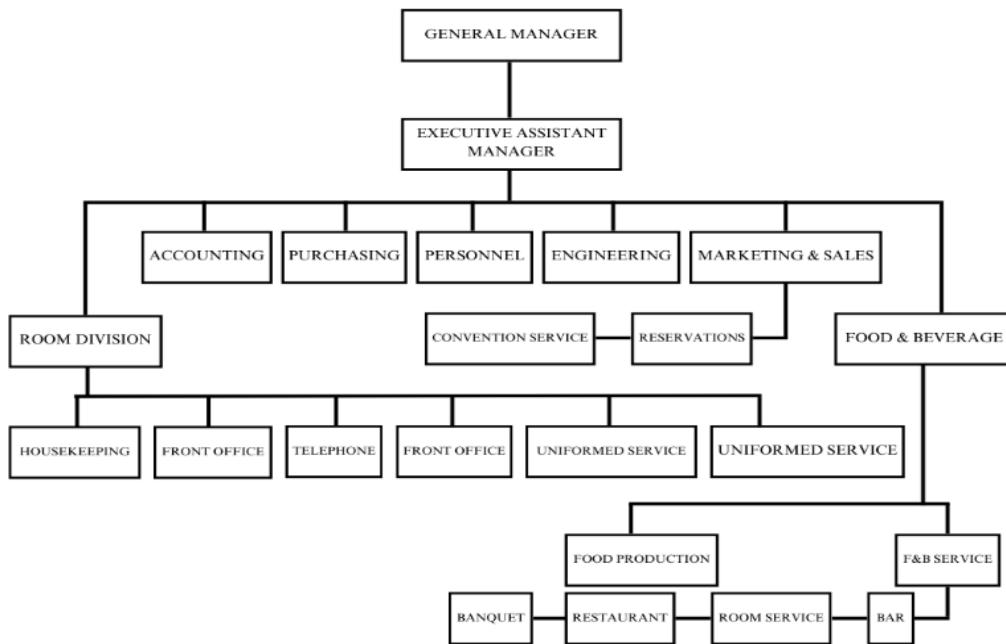


Figure 2.22 The Westin Hotel Jakarta, Organizational Structure

(Source: scribd.com/Hotel-Organizational Structure)

The Westin Jakarta's organizational structure is well-defined and designed to facilitate effective departmental collaboration. The general manager, who oversees all hotel operations, is at the top. The Executive Assistant Manager assists the General Manager in overseeing and coordinating the activities of every department. Purchasing, which deals with purchasing supplies; Personnel (or Human Resources), which deals with staff issues; Engineering, which maintains the hotel's technical systems; Marketing & Sales, which advertises the hotel and boosts service sales; and Accounting, which manages the hotel's finances, are the main departments that fall beneath them. The Room Division is one of the key divisions. This division is in charge of room service and visitor comfort. The front desk, telephone, housekeeping, and uniformed service are all included. Together, these groups ensure that visitors have everything they require while visiting. Additionally, there is a Convention Services and Reservations division that handles reservations and events. The hotel's Food & Beverage division is another important component. All food and beverage services are overseen by this division. Room service, bar, banquet (event services), restaurant, food production (kitchen), and F&B service are all included. Each component plays a specific role in ensuring that visitors enjoy delicious food and beverages. Every department at The Westin Jakarta can collaborate effectively and provide each visitor with the greatest experience with this type of structure.

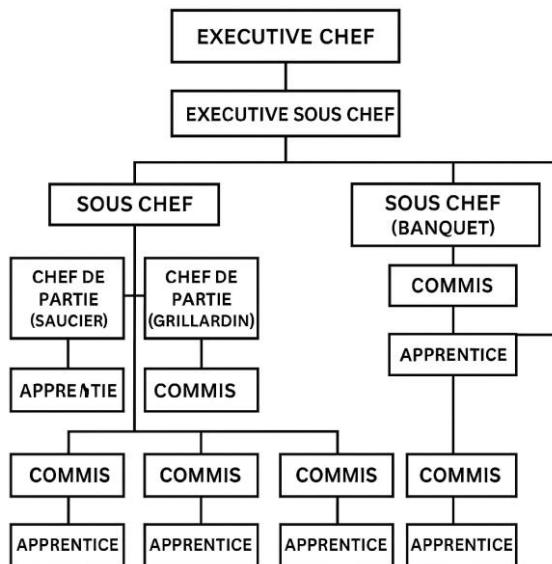


Figure 2.23 The Westin Hotel Jakarta, Organizational Structure

Under the direction of the Executive Chef, the Westin Jakarta boasts a well-organized and professional kitchen. The executive sous chef and sous chefs assist in overseeing all kitchen operations, ensuring that each area functions efficiently, maintains cleanliness, and satisfies five-star hotel standards. The Jr. Sous Chef is a key member of the kitchen team who is in charge of creating new menus, testing recipes, and maintaining daily consistency in the quality and flavor of the food. Additionally, the Jr. Sous Chef assists in overseeing various kitchen departments, including the banquet, pastry, cold kitchen, and hot kitchen.

There are multiple Chef de Partie (CDP) beneath the sous chef, each with a distinct function. Cooked dishes for the restaurant and room service are prepared by the CDP in the hot kitchen. Cold starters and salads are prepared by the CDP in the cold kitchen. For large gatherings like meetings and weddings, the banquet section's CDP prepares the food. Additionally, there is a CDP in charge of grilled foods (Grillardin) and sauces (Saucier).

Junior cooks known as Commis Chefs assist each CDP. They assist with basic cooking, ingredient preparation, and kitchen cleanup. In order to learn and assist the team, apprentices also work in the kitchen. The Westin Jakarta is able to provide excellent food every day and for big events thanks to a well-structured staff and defined roles.