

CHAPTER I

INTRODUCTION

1.1. Background

The hospitality sector is a crucial segment within the tourism industry and contributes significantly to the economic growth of various destinations. The performance and effectiveness of a hotel organization heavily rely on three main elements, the knowledge and capabilities of employees, organizational knowledge and relation capital and its customer base. The importance of this sector is leveraged by the government, particularly in the tourism and hospitality sectors, as a key source of preparation for the city's original regional income (PAD). Based on available data, the largest portion of parepare's regional revenue originates from the hospitality sector. This is driven by the fact that the payment of hotel taxes remitted to the regional treasury annually represents the highest tax revenue when compared to other business scores operating within preparer.

Performance is defined as the achieved work capability (Purnamasari, 2020). Meanwhile, financial performance (Muslich, 2013) refers to a company's financial achievement reflected in its financial statements, specifically the balance sheet and income statement and describes the results of the company's operations. A company's profitability can be measured by correlating the profit generated from its core business activities with the asset wealth utilized to produce that profit. (Riyanto, 2011), states that a company's financial capability provides essential information regarding its cash flow.

The impact of the Covid 19 pandemic was experienced by the majority of businesses (Abbas & Frihatni, 2020). Business financial performance during the pandemic saw a decline across various sectors (Esomar, 2021: Lowardi & Ardi, 2021). The SME (UMKM) sector, too, faced a significant drop in revenue (Martalina, 2021; Yuliana, 2020). The hospitality sector is one of the businesses

that experienced a clear reduction in customer numbers. This observation contrasts with the focus of prior research, which tended to highlight performance decline primarily in the public company and SME sectors.

The hospitality sector is a crucial business supporting Original Regional Income (PAD). In early 2020, with the outbreak of Covid 19, hotel revenues in preparation experienced a decline. This was triggered by a government policy mandating the temporary closure of all hotels in the area. In response, the local government granted relief to all hotels in preparation, specifically the exemption from hotel payments for three months at the beginning of 2020, coinciding with the initial spread of the Covid 19 virus. The prohibition of travel to any region, including parepare, and the months long restrictions led to the closure of the hospitality sector, which significantly affected its financial performance.

Given the high probability that the hospitality service sector experienced a decline in revenue during the pandemic, this study aims to analyze the financial performance of the hotel sector over one full year due to the Covid 19 pandemic and to compare it with the financial performance prior to the pandemic. This, the findings of the research are expected to provide empirical evidence demonstrating that the financial performance of the hospitality service sector experienced a drastic decrease compared to the previous year.

1.2. Internship Aims and Objectives

The purpose of this internship program is to provide the author with real-world work experience, enabling her to apply the knowledge she has learned over four semesters to professional practice. Furthermore, this program is essential for strengthening her understanding of the hospitality industry and providing mental preparation for her future career path. With this Internship Program, the writer was able to:

1. Gaining New Skills

This hotel internship provided a platform for the author to master new competencies crucial for the professional world. The assistance and guidance of the hotel staff played a significant role in enriching the author's knowledge and practical skill.

2. Developing practical professional competencies

To work effectively in the food and beverage industry, speed is essential and the author was able to develop this speed during the internship. Not only was this speed significant, but it also allowed him to deepen his knowledge of menu items, interact with customers and collaborate effectively through the work environment.

3. Able to work under pressure

The internship experience provided a realistic picture of the working world, which is often very different from an academic environment. The author learned how to handle high pressure work situations, which not only strengthened his mental health but also improved work efficiency.

4. Expanding professional network

Interacting with diverse individuals from diverse backgrounds during the internship enabled the author to build many new connections. The key takeaway was the creation of a network with professionals and colleagues with similar interests, a valuable asset that will support future career opportunities.

1.3 Time and Procedure of Internship

The internship program is mandatory for all students in the Hotel Operations Study Program upon reaching their fifth semester and it constitutes one of the main requirements for graduation. This internship is scheduled to last for six months, commencing from July 21, 2025, until January 21, 2026, with a minimum requirement of 800 working hours or 100 working days. The author chose to conduct the internship within the Food and Beverage Service Department. The author has met all established academic prerequisites, including holding active student status, having completed a minimum of 75 Semester Credit Units (SKS), and achieving a Grade Point Average (GPA) above the minimum standard of 2.75.

After attending the internship briefing provided by the campus, the author gained a comprehensive understanding of the procedures to be followed before and after the program's execution. Subsequently, the author proactively equipped themselves with essential knowledge and skills, covering effective Curriculum Vitae (CV) writing techniques, job interview preparation and mastery of material from other relevant courses.

1. Seeking Internship Opportunities

It is crucial to actively for and compile a list of hospitality companies that offer internship opportunities. This process facilitates more strategic planning and comparison. The comparison should be based on key factors, such as the placement location, the departmental options provided and future career development prospects. This ensures that the chosen internship aligns with academic requirements and personal professional aspirations.

2. Submitting the Internship Application

The author is required to prepare a complete set of application documents, including a formal application letter, a resume (CV) and other relevant supporting documents. All these files must then be submitted to the company's Human Resources (HR) Department, typically via electronic mail (email)

3. Awaiting Response and Interview Preparation

After submitting the application, the author needs to allow an adequate period of time to await an official response. During this waiting period, it is advisable for the author to utilize the time to prepare for a potential interview. Preparation involves practicing appropriate and concise responses, as well as studying comprehensive background information regarding the target hotel's profile and operations.

4. Attending the Interview

Punctual attendance at the scheduled interview is essential. This is required to confidently present the student's profile, make a positive first impression, and clearly articulate why the candidate will be a valuable asset to their organization.

5. Second Stage Interview

To navigate this stage with a professional mindset, the author must ensure thorough preparation and a deep understanding of the position and department being applied for. This includes grasping the key responsibilities, acquiring knowledge about the internship program structure, training procedures, work expectations, and the ability to anticipate and identify potential challenges that may arise.

6. Awaiting Selection Announcement

The author must wait for official notification regarding the selection status for the internship participant.

7. Receiving the Acceptance Letter

The author has received the official acceptance letter which outlines all the details of the internship program. Confirmation of the acceptance is mandatory to initiate the necessary preparations before embarking on the upcoming internship experience.