

CHAPTER II

GENERAL DESCRIPTION

2.1 Hotel's Profile

2.1.1 History

The meaning of the "J & S" logo on the JS Luwansa Hotel & Convention Center is taken from the name of its owner, "Jacob Soetoyo." JS Luwansa Hotel & Convention Center is a four star establishment that stands elegantly in a prime location at Jalan H.R. Rasuna Said No. 22 Kav. C, Karet Kuningan, Setiabudi, South Jakarta - right at the heart of Jakarta's prestigious "Golden Triangle" business district. The hotel was founded with the vision of creating a modern accommodation that seamlessly blends comfort, luxury and efficiency for both business travelers and tourists visiting the capital city. Construction began around 2012, and after an extensive period of planning and development, the hotel officially commenced its soft opening on March 1, 2013, before being fully inaugurated on June 14, 2013.



Figure 2.1. JS Luwansa logo

Source: jsluwansa.com

The development of JS Luwansa Hotel & Convention Center was backed by an investment estimated at nearly Rp 1 trillion. showcasing the management's strong dedication to creating a world-class hospitality establishment in the center of Jakarta's most dynamic business district. Standing about 20 stories tall, the hotel houses approximately 244 to 245 rooms of various categories, from deluxe units to luxurious suites, each designed with a sleek modern-minimalist concept that emphasizes both comfort and practicality. Since its inception, JS Luwansa has been designed as a four star

business hotel with a special emphasis on the MICE (Meetings, Incentives, Conferences, and Exhibitions) market segment, a focus reflected in its comprehensive and sophisticated event facilities. Among its signature features is the grand ballroom, a 1,150 square meter function hall that was considered one of the largest in the Kuningan district when it first opened. Complementing this, the hotel also provides 14 breakout meeting rooms, a swimming pool, a fitness center, a spa, a lounge, and a fine international restaurant, ensuring that it meets the needs of both corporate and leisure travelers alike.

The concept of JS Luwansa seamlessly blends modern elegance with the genuine warmth and hospitality characteristics of Indonesian culture, a spirit perfectly captured in its tagline “Stay in Comfort, Feel at Home.” This guiding principle reflects the management's commitment to offering guests, particularly corporate executives and international professionals, an experience that balances luxury and efficiency with a sense of familiarity and comfort. The hotel operates under the leadership of an experienced management team, with key roles such as Hotel Manager, Director of Business Development, Director of MICE, and Director of Food & Beverage occupied by professionals who have built their careers in renowned international hotel chains.

JS Luwansa aspires to be a world class hotel that consistently stands out as the preferred choice by delivering warm, high-quality, distinctive, and innovative services. Its mission centers on nurturing human resources excellence, fostering ongoing innovation in both products and guest experiences, and implementing sustainable, forward thinking marketing strategies. Throughout its journey, the hotel has grown beyond its role as a more accommodation provider, establishing itself as a leading venue for prestigious national and international gatherings from business conferences and professional seminars to lavish wedding celebrations. Strategically located amidst embassies, shopping districts, and major thoroughfares, JS Luwansa offers unmatched convenience and accessibility, making it a top destination for business travelers and event organizers accessibility.

Over the years, JS Luwansa has continued to grow and strengthen its reputation within Jakarta's competitive hospitality landscape. In 2018, the hotel marked its fifth anniversary by offering a range of special promotions as a token of gratitude to its loyal guests. Five years later, in 2025, JS Luwansa celebrated its 12th anniversary in conjunction with Jakarta's 498th founding day through a Betawi themed cultural event that featured renowned chefs and meaningful CSR activities, reflecting the hotel's ongoing dedication to community engagement. That same year, the hotel earned international acclaim by being named the "Best Luxury Conference & Event Hotel in Jakarta" by the Luxury Lifestyle Awards, a prestigious honor that underscored its status as one of Indonesia's premier hospitality destinations.

Despite the fierce competition in Jakarta's hotel industry especially within the Kuningan district, home to numerous world class hotels JS Luwansa has managed to stand out with its strategic location, state of the art facilities, and personalized, professional service. With more than a decade of successful operations, the hotel has established itself as a distinguished landmark for business travelers and event hosts, offering a refined balance of elegance, comfort, and superior service. Today, JS Luwansa Hotel & Convention Center remains a top choice for those seeking a world class stay and event venue in the heart of Jakarta, where luxury meets the genuine warmth of Indonesian Hospitality.

2.1.2 Facilities

A. Room Types

Table 2.1 Room types

| Figure | Description |
|--|---|
|  | <p>The Deluxe Room is 26 square meters, can accommodate up to two people and offers views of the city, creating a relaxing atmosphere amidst the city's vibrant atmosphere. It features high speed Wi-Fi, a smart LED TV, AC, and a work desk.</p> |
| <p><i>Figure 1: Deluxe room's bedroom</i> (Source: jsluwansa.com)</p> | <p>And bathrooms equipped with showers and modern Japanese bathroom technology. Guests can choose between non-smoking or smoking rooms, and connecting rooms are also available upon request.</p> |
|  | <p>Grand Deluxe Room is 28 square meters, overlooking Rasuna Said and Plaza Festival, Features a luxurious king size bed, a smart LED TV, high speed Wi-Fi, and in-room coffee and tea making facilities.</p> <p>It features a modern shower with exclusive toiletries and a spacious living area. Non-smoking and smoking areas are available, and connecting rooms are also available upon request.</p> |
| <p><i>Figure 3: Grand Deluxe room bedroom</i> (Source: jsluwansa.com)</p> | |

| | |
|--|--|
|  <p><i>Figure 4: Premier room's bedroom</i> (Source: jsluwansa.com)</p> | <p>The Premier Room is 34 square meters and boasts stunning views of Jakarta, a 200 x 200 cm super king size bed, and exclusive access to the Ambassador Club Lounge, which offers daily breakfast, dinner, and personalized service. It features a smart LED TV, Wi-Fi, a sofa, and a work desk. The open concept spa style bathroom is a highlight, featuring a separate soaking bathtub and shower. Connecting rooms are also available upon request.</p> |
|  <p><i>Figure 5: Ambassador room</i> (Source: jsluwansa.com)</p> | <p>The Ambassador room is 40 square meters and offers exclusive access to the Ambassador Club Lounge on the 20th floor. The room is equipped with a smart LED TV, high speed Wi-Fi, a comfortable sofa, and a functional work desk, providing the perfect balance of comfort and convenience. The bathroom features a separate shower and bathtub, complete with premium bath amenities. This non-smoking room ensures a refreshing and relaxing stay in the heart of Jakarta.</p> |
|  <p><i>Figure 6: Suite room bedroom.</i> (Source: jsluwansa.com)</p> | <p>Suite room located on the prestigious 20th floor, the suite room is 80 square meters and offers stunning city skyline views. A spacious living room and separate seating area create a comfortable setting for relaxation, work, or entertaining guests.</p> |
|  <p><i>Figure 7: Suite room bathroom.</i></p> | <p>Enjoy modern amenities including high speed Wi-Fi, two complimentary bottles of mineral water daily, and full access to the swimming pool and fitness center. The open concept, spa inspired bathroom serves as a private retreat, featuring a separate bathtub and shower for total relaxation. Connecting rooms are available upon request, ensuring added comfort and flexibility for families or groups.</p> |

B. Restaurant

Table 2.2 Restaurant

| Figure | Description |
|--|---|
|  <p><i>Figure 8: Chill Lounge</i> (Source: jsluwansa.com)</p> | <p>Located on the first floor, JSL Chill Lounge welcomes guests with plush sofas and a cozy, inviting ambiance. Guests can relax in the dedicated smoking and cigar area while enjoying their favorite drinks and a selection of Indonesian and International dishes. Overlooking Rasuna Said Avenue, the lounge offers a relaxed yet stylish atmosphere, the perfect spot to unwind or meet with friends and colleagues. Open daily from 10.000 AM to 9.00 PM, with capacity 36 pax.</p> |
|  <p><i>Figure 9: Olam Restaurant</i> (Source: jsluwansa.com)</p> | <p>Located in the lobby (ground floor), Olam Restaurant offers a warm and welcoming atmosphere. Guests can enjoy a wide variety of Asian and Western favorites, from international classics to the restaurant's signature dish the delicious Jakarta style Oxtail Soup. In addition to the a'la carte menu, the restaurant also serves buffet selections at certain times. For a more private dining experience, a dedicated private dining room is available upon request. Open daily from 06.00 to 23.00.</p> |



Figure 10: Pool Bar
(Source: jsluwansa.com)

Strategically located on the 5th floor, the Infinity Pool & Bar offers breathtaking views of the city skyline and LRT tracks. The perfect spot to relax, enjoy refreshing drinks, and unwind. It serves as both a tranquil retreat and an ideal place for rejuvenating swimming. Open daily from 06.00 to 23.00, the venue features a canopy area with a capacity of 24 pax and a deck area for up to 16 pax, making it suitable for both leisure and private gatherings.



Figure 11: Ambassador Lounge
(Source: jsluwansa.com)

Guests staying in the Premier Club, Ambassador Club, or Suite enjoy exclusive privileges at the Ambassador Club Lounge, including personalized check-in/check-out, access to a private meeting room, and a quiet, luxurious space to work or relax. They also receive complimentary breakfast, afternoon tea, and evening cocktails with light snacks—making every stay more comfortable, calm, and refined.

C. Fitness and Wellness

Table 2.3 Fitness and wellness

| Figure | Description |
|--|--|
|  <p><i>Figure 12: Fitness center</i> (Source: jsluwansa.com)</p> | <p>Located on the 5th floor and surrounded by the dynamic views of Kuningan city, this area offers an energizing and inspiring atmosphere for every workout session. Equipped with modern fitness machines, a weights area, and an aerobics room, guests can enjoy a complete workout experience. After exercising, unwind on the outdoor training deck or join one of the guided fitness classes available.</p> |
|  <p><i>Figure 13: Swimming Pool</i> (Source: jsluwansa.com)</p> | <p>Located on the 5th floor, the Infinity Pool offers the perfect place to relax while enjoying the breathtaking Jakarta skyline. Experience a tranquil escape in the heart of the city — take a refreshing swim, unwind on the comfortable lounge chairs, or sip a fresh cocktail from the Pool Bar by the water's edge.</p> |
|  <p><i>Figure 14: Spa</i> (Source: jsluwansa.com)</p> | <p>Alaya Spa is located on the 5th floor, in a serene and peaceful area designed to provide total relaxation for both body and mind. With its soothing interior design and natural aromatherapy ambiance, the spa creates a truly calming atmosphere. Each treatment is performed by professional therapists using a combination of traditional Indonesian techniques and modern methods to deliver optimal results and a rejuvenating experience.</p> |

D. Meeting Venues of JS LUWANSA

Table 2.4 Meeting Venues

| Figure | Description |
|--|--|
|  <p><i>Figure 15: Grand Ballroom</i> (Source: jsluwansa.com)</p> | <p>JS Luwansa Hotel & Convention Center offers ideal facilities for successful meetings and memorable events. Our pillarless Grand Ballroom features high ceilings and spacious design, accommodating up to 1,500 guests perfect for large gatherings in the strategic Kuningan area. For smaller occasions, we provide 14 multifunction rooms with natural lighting, equipped with modern audio-visual systems, professional catering, and support from our experienced event team. Guests will also appreciate our prime location in Jakarta's "Golden Triangle," along with available airport transfer services (additional charges apply) for added convenience.</p> |
|  <p><i>Figure 16: Nissi room</i> (Source: jsluwansa.com)</p> | <p>Nissi Room at JS Luwansa Hotel & Convention Center is ideal for business and social events, accommodating up to 130 guests. The room offers flexible seating layouts—classroom, theater, U-shape, or round table—and comes equipped with a projector, screen, sound system, and microphones. Large windows bring in natural light, creating a bright and comfortable atmosphere throughout the event.</p> |



Figure 17: Rapha room
(Source: jsluwansa.com)

Rapha Room at JS Luwansa Hotel & Convention Center is a versatile venue for meetings, seminars, workshops, and corporate events, accommodating up to 130 guests. It offers flexible layouts classroom, theater, U-shape, or round table and is equipped with a projector, screen, sound system, and microphones. Large windows provide natural light, creating a bright and comfortable atmosphere for any event.

2.2 Organizational Structure

Diagram 1: JS Luwansa Hotel & Convention Center organizational structure

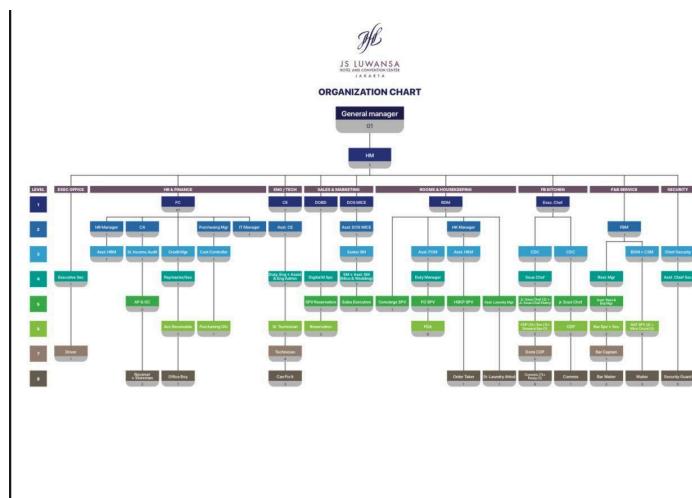
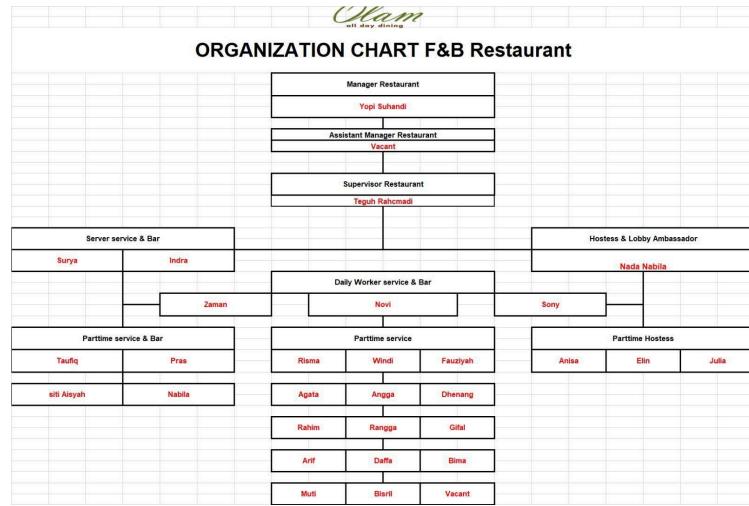


Diagram 1: JS Luwansa Hotel & Convention Center organizational F&B structure



Every hotel, whether large or small, requires an organizational structure to support its daily operations. This structure functions to allocate responsibilities, define the roles of each department, and establish lines of authority both within and between departments. With clearly defined job roles, productivity and operational efficiency can be improved. Each hotel may also implement different approaches in organizing its workforce. Here is an explanation of each position within the organizational structure of Mercure F&B Services:

1. Manager Restaurant

The restaurant manager is responsible for overseeing all restaurant operations, ensuring high service quality, and maintaining guest satisfaction. They organize staff schedules and monitor employee performance, oversee the quality of food and beverages, and handle guest complaints. In addition, the restaurant manager manages inventory, controls operational costs, and collaborates with other departments to ensure smooth and efficient operations.

2. Assistant Manager Restaurant

The Assistant Manager plays an essential role in supporting the department manager by overseeing the daily food and beverage operations. They supervise team members, assist with training, and ensure service standards are consistently met. This role also

includes addressing guest inquiries and helping with staff scheduling.

3. Supervisor Restaurant

The Supervisor leads the team during each shift, ensuring smooth operations and efficient service delivery. They monitor staff performance, resolve any issues that arise, and make sure the dining area remains clean and ready for guests. The Supervisor also acts as a liaison between the team and upper management.

4. Hostess

A hostess is responsible for greeting guests warmly, managing the waiting list, and escorting guests to their tables. They ensure the reception area remains tidy, handle reservations, and coordinate with servers to maintain a smooth flow of service. A hostess also plays an important role in creating a positive first impression and assisting guests with any initial questions or needs.

5. Daily Workers

Daily workers carry out specific tasks as needed, such as serving, cleaning, or assisting full-time staff. They support various duties including preparing equipment and ensuring all activities comply with safety and hygiene standards.

6. Part-Time

Part-time assists full-time employees during busy periods by performing tasks such as serving guests, clearing tables, and restocking supplies. They receive specific assignments from the supervisor or leader and contribute to maintaining smooth and efficient operations.