

CHAPTER I

INTRODUCTION

1.1 Background

In the hotel industry, there is a Food and Beverages (F&B) department which is an important part of the growth of the global and Indonesian tourism sector. As international travel and local tourism trends increase, the demand for high-quality hotel services and diverse culinary experiences also continues to grow. Globally, five-star hotels compete to offer F&B services that not only fulfil the guests dining needs but also create memorable gastronomic experiences. In the hospitality industry, the quality of food and beverage (F&B) services has a significant influence on guest satisfaction. Factors such as service speed, staff friendliness, dining area cleanliness, and food presentation are important elements that shape the positive perception of guests towards the hotel. Service quality and brand image can affect towards guest loyalty and experience, it is an important factor to build from start. This shows that the F&B division is not only a supporting facility but also a strategic factor in building guest loyalty and the hotel's brand image (Gunawan et al, 2025). With competition getting tighter, the F&B is no longer seen as just an extra facility, but becomes a main part of creating guest loyalty and building the hotel's brand image worldwide.

The development of the star hotel industry in Indonesia shows a positive trend in recent years, reflecting the recovery of the tourism sector after the pandemic. According to data from *Badan Pusat Statistik (BPS)* released by GoodStats (2024), the number of star hotels in Indonesia reached 4,584 units in 2024, with 296 of them being five-star hotels. In Indonesia, the growth of star hotels, especially in big cities such as Jakarta, Bali, and Yogyakarta, increases competition in the F&B sector. Hotels compete by offering fine dining concepts, afternoon tea, and banquet services for large events as strategies to attract and maintain guest loyalty. In this competition, service quality becomes

the main key. Some criteria's such as speed, friendliness, cleanliness, and creativity in food presentation are standards that must be maintained to create a positive impression in the guests' minds.

Beside product innovation the quality of human resources in the F&B division also becomes the main focus. Training and developing employees is an important aspect of improving human resources (HR) quality in the hospitality industry. Effective employee training and development can improve employee competence and performance, which in turn has a positive impact on the quality of service given to guests. In the hospitality industry, especially in the Food and Beverage (F&B) division, continuous and structured training is very important to ensure that staff have the necessary skills and knowledge to provide satisfying service (Wulandari, 2022). Friendly, fast, and empathetic service becomes an extra value that makes a hotel stand out in the eyes of guests.

Besides that, technology development also brings changes in F&B services in hotels. With technology advances, modern hotels increasingly adopt digital solutions to improve their operational efficiency (Ramadhan & Suharto, 2024). Digitalization in the form of online menus, ordering through applications, and contactless service concepts becomes an innovation adopted to improve efficiency without reducing the personal touch. Star hotels are now required to be able to adapt to changes in consumer behavior that increasingly prioritize comfort and speed, but still want warm and personal service quality.

In the F&B Service division, tasks include setting up tables according to hotel standards, following the correct service sequence, welcoming and serving guests professionally, presenting food and beverages based on Standard Operating Procedures (SOP), handling guest feedback or complaints politely, and maintaining cleanliness and hospitality ethics (Marta & Juniarta, 2024). These tasks are very important to keep The Langham's reputation for outstanding service and luxurious guest experiences. With these success branding make writer considering to choose Langham as a placed to start the internship.

The Langham that located at South Jakarta is also in a great position that make various guests from many countries would come, from this chance writer can make a good experience.

The Langham Hotel Jakarta is one of the five-star luxury hotels located in South Jakarta, specifically in the Sudirman Central Business District (SCBD). With its strategic location, The Langham Jakarta also offers various dining experiences through its restaurants, such as T'ang Court, Morimoto, Tom's by Tom Aiken, and Alice by Tom Aikens. Not only famous for its luxury, The Langham Jakarta is also known for its friendly service, elegant design, and high standards of guest satisfaction.

The writer has completed a six-month internship program at The Langham Hotel Jakarta, with a strong interest and placement in one of the hotel's outlets known for its exceptional dining experience. T'ang Court is a restaurant that writer choose to be in internship program, they are offers a Cantonese fine dining concept, symbolizing the excellence of authentic Chinese cuisine in an elegant and classy atmosphere. Through this program, the writer gained direct experience in learning how the service sequence works in a Chinese restaurant. This outlet provided a valuable opportunity to understand traditional service techniques combined with modern hospitality standards.

1.2 Purpose

Internship programs link classroom knowledge with the workplace realities and provide an experimental experience to the students and enable them to make their place in the dynamic job market of this modern era (Anjum, 2020). Through hands-on experience, students gain a deeper understanding of hotel operations, particularly in departments such as Food & Beverage (F&B) service. This internship not only allows students to apply what they have learned in class but also helps develop essential professional skills, improve communication abilities, and foster a strong hospitality mindset. It is an important

step in preparing for future careers in a competitive and service-driven industry.

a) Enhance Practical Knowledge. After studying practicum activities as a mandatory subject at campus, the writer can apply the theories learned in class to real situations. The knowledge gained during lectures, such as time management, giving service to guests, and basic knowledge about the F&B world can be applied directly in the field. This is useful to prepare students to face the challenges of the working world, especially in the hotel industry and the food and beverage (F&B) division.

b) Develop Professional Skills.

Through practicum learning, students are trained to master technical skills, such as service sequences, table setting, and understanding various types of food and beverages. These skills are very important to ensure guest satisfaction and will be a competitive advantage when students work in hotels, cafés, or restaurants.

c) Improve Communication Skills.

This program also helps the writer to improve professional communication skills. Students will learn how to greet guests, handle complaints, and coordinate with teams or other departments. Good communication skills are very important to build positive relationships with guests and colleagues in the hospitality industry.

d) Foster a Hospitality-Oriented Attitude.

The direct experience received when working directly and when practicing in college is very different. The attitude of hospitality will be further strengthened through the direct experience of serving guests. The writer learns to always be friendly, patient, and responsive to the needs of guests. This attitude is very necessary in the hospitality industry and becomes one of the main keys to career success.

e) Prepare for Professional Careers to Build Portfolio and Work Experience. By instilling important values such as discipline, responsibility, understanding the work code of ethics, and the ability to adapt. All these values are important assets to face the competitive and dynamic work environment and to become a professional and reliable employee. With the understanding gained, the real work experience that has been carried out will be an added value to the CV. This experience becomes proof of competence and readiness of students to work in the hospitality industry and becomes an advantage when competing in the job market.

1.3 Period and Procedures

Before beginning the internship, writer took several preparatory steps to ensure a smooth application process. Started by creating a CV tailored to the Food & Beverage (F&B) industry, was aiming for a position in that department. After researching potential hotels, then the writer chose The Langham Jakarta, as preferred internship location. After finalized the choice, writers informed the academic supervisor and completed all the required documents. This marked the beginning of a structured and well-documented internship application journey.

a) Preparation Stage. The CV has been created on April 25th, 2025.

The CV tailored to the Food & Beverage (F&B) field. Search and select the desired hotel for internship (The Langham Jakarta and Shangri-La Jakarta).

b) Approval & Documentation.

On April 15th, 2025, writer inform the academic supervisor about the selected hotel. Complete all necessary administrative forms and documents required by the university. Submit documents to the academic supervisor for verification and endorsement.

c) Application & Interview Process.

Writers submit the application and documents via email to the hotel. Wait for the interview call from the hotel. Attend the interview session with the HR Department and F&B Manager at The Langham Jakarta on April 21st, 2025.

d) Post-Interview & Acceptance.

Wait for the official acceptance notification. Upon acceptance on April 23rd, 2025, fill out additional forms required by the hotel. Undergo a medical check-up as part of the hotel's requirement.

e) Internship Commencement.

Ensure all documents are complete and submitted by the first day of the internship on 21st July, 2025. Begin the internship in the T'ang Court's outlet.

f) Begin the Internship.

The internship era is started from 21st July, 2025. Doing all the task properly that had been given from first day internship until the last day. Internship program end in 20th January, 2026, the day is close without any problem and end with perfectly.

g) Presentation the Exam of Internship Program.

Making presentation and learning the material for presenting in front of examiner lecture and advisory lecture. It is start on 5th January 2026. After presenting, taking feedback and adjust the report.