

CHAPTER II

GENERAL DESCRIPTION

2.1 Hotel's Profile



Figure 2.1 Hotel's Picture
(source : booking.com)



Figure 2.2 Hotel's Logo
(source : id.wikipedia.org)

2.1.1 History

Marriott International was founded in 1927 by John Willard Marriott and his wife, Alice Marriott. The company began as a small A&W root beer stand in Washington, D.C., United States. Over time, the business expanded into a chain of restaurants known as Hot Shoppes, which later became a well-known food service brand. Marriott entered the hospitality industry in 1957 with the opening of its first hotel, the Twin Bridges Motor Hotel in Arlington, Virginia. This marked the company's transition from food service into hotel management and development. During the following decades, Marriott expanded rapidly both domestically and internationally, introducing various hotel brands to serve different market segments. In 1993, the company was restructured into two separate entities: Marriott International, focusing on hotel management and franchising, and Host Marriott Corporation, which owned hotel properties.

A major milestone occurred in 2016, when Marriott International acquired Starwood Hotels and Resorts Worldwide, making it the largest hotel company in the world. This acquisition added well-known brands such as St. Regis, Sheraton, Westin, and W Hotels to Marriott's portfolio. Today, Marriott International operates and franchises thousands of hotels and resorts across the globe, offering a wide range of brands from luxury to budget segments and maintaining a strong reputation in the global hospitality industry.

The St. Regis Jakarta brings the legacy of one of the world's most prestigious luxury hotel brands to Indonesia. The St. Regis brand was launched in 1904 in New York City by John Jacob Astor IV and established a new level of excellence in hospitality with a focus on timeless sophistication and personalized service. Opened in December 2022, The St. Regis Jakarta blends that rich heritage with Indonesian art, culture, and tradition. Visitors get to experience signature St. Regis rituals such as Afternoon Tea, the Evening Ritual, the Bloody Mary (with an Indonesian twist known as the Batavia Mary), and the Midnight Supper—making up an upscale atmosphere paying tribute to both international and domestic influences.

Created by Alexandra Champalimaud, the interior spaces of The St. Regis Jakarta combine contemporary luxury and Indonesian heritage, with careful touches such as batik-inspired motifs and commissioned artwork by Indonesian artists. There are 282 sophisticated guest rooms, 28 suites, each with a personal balcony and generous room size. The signature St. Regis Butler Service is provided 24 hours a day. Amenities comprise a lavish spa with multiple treatment rooms, sauna, whirlpool, fully equipped fitness center, and nicely landscaped outdoor pool. Restaurants range from The Drawing Room for tea time, to Bel Étage for international cuisine, Rosé for snacks, and the St. Regis Bar with its edgy cocktails and elegant atmosphere. There's also a ballroom that's grand-sized and has some event spaces perfect for weddings, galas, and company events. In the heart of Jakarta's Golden Triangle business district, The St. Regis Jakarta is located on Jalan H.R. Rasuna Said in Setiabudi. Its central location offers convenient proximity to major offices, embassies, and luxury shopping malls, an ideal spot for business and

leisure travelers alike. The hotel adjoins Rajawali Place, a landmark complex that features a 244-meter-high tower developed by Gensler. It is about 45 minutes from Soekarno-Hatta International Airport and 15 minutes from Halim Perdanakusuma Airport, with airport transfers available for that added convenience.

2.1.2 Facilities

A. Room Types

Table 2.1 Room Types

Figure	Description
 <p>(Source: https://www.marriott.com) Figure 2.3 Deluxe King Room</p>	<p>The Deluxe King Room at The St. Regis Jakarta features a plush king bed, elegant interiors with Indonesian touches, a marble bathroom, and a private balcony with city views—complete with 24-hour St. Regis Butler Service.</p>
 <p>(Source: https://www.marriott.com) Figure 2.4 Deluxe Twin Room</p>	<p>Elegantly designed with timeless luxury, the Deluxe Twin Room offers two plush beds, floor-to-ceiling windows, and a spacious marble bathroom. Perfect for sharing, it blends comfort and sophistication with modern amenities and signature St. Regis butler service.</p>
 <p>(Source: https://www.marriott.com) Figure 2.5 Grand Deluxe Room</p>	<p>The Grand Deluxe Room offers elevated space and elegance, featuring refined interiors, expansive city views, and a luxurious king bed or twin beds. Enjoy a marble bathroom with a soaking tub, advanced in-room technology, and the personalized touch of St. Regis butler service.</p>

 <p>(Source: https://www.marriott.com) Figure 2.6 Caroline Astor Suite</p>	<p>Elegant and spacious, the Caroline Astor Suite features a separate living area, luxurious bedroom, and marble bathroom. With city views, refined interiors, and signature St. Regis butler service, it offers timeless comfort and sophistication for a truly elevated stay.</p>
 <p>(Source: https://www.marriott.com) Figure 2.7 Empire Suite</p>	<p>Spacious and sophisticated, the Empire Suite offers a grand living area, private balcony with city views, elegant bedroom, and marble bathroom.</p>
 <p>(Source: https://www.marriott.com) Figure 2.8 Metropolitan Suite</p>	<p>Spanning around 154 m², the Metropolitan Suite features a spacious living room, separate dining area, and full kitchenette, including microwave and refrigerator. With city-view balcony, one king bed, elegant styling, complimentary Wi-Fi, and signature 24-hour butler service, it blends residential comfort with luxurious convenience.</p>
 <p>(Source: https://www.marriott.com) Figure 2.9 Presidential Suite</p>	<p>The pinnacle of elegance, the Presidential Suite spans a generous 187 m² and includes a grand living room, private study, elegant bedroom, full kitchen, and a balcony with sweeping city views. Bathed in soothing pastels and grays, it combines sophisticated style with advanced in-suite tech and full 24-hour butler service—a regal urban retreat for the discerning traveler.</p>

B. Restaurants

Table 2.2 Restaurants

Figure	Description
 <p>(Source: https://www.marriott.com) Figure 2.10 The St. Regis Bar</p>	<p>The ambiance is elevated by nightly live jazz, luxurious décor (including a striking mural and chandelier), and a curated wine collection—solidifying its place among the world’s finest bar.</p>
 <p>(Source: https://www.marriott.com) Figure 2.11 The Pool Bar</p>	<p>The Pool Bar at The St. Regis Jakarta offers a serene oasis in the heart of the city. Surrounded by lush greenery and elegant cabanas, it serves refreshing cocktails, light bites, and premium beverages — perfect for relaxing under the sun or enjoying a leisurely afternoon by the pool.</p>
 <p>(Source: https://www.marriott.com) Figure 2.12 Bel Etage</p>	<p>The hotel’s all-day dining venue, Bel Étage, offers an elegant international buffet featuring brunch, lunch, and dinner. Highlights include an extensive spread from seafood-on-ice to lavish dessert counters, perfectly complemented by a curated wine selection.</p>
 <p>(Source: https://www.marriott.com) Figure 2.13 Rose Gourmand Deli</p>	<p>A chic deli-café that merges neighborhood comfort with gourmet flair. Expect freshly baked pastries (especially their French-style croissants praised as “comparable to the best ones in France”) accompanied by artisanal coffees, fine cold cuts, cheeses, smoothies, craft beers, and wines—all in a soft blush-hued, Instagram-ready ambiance.</p>



(Source: <https://www.marriott.com>)

Figure 2.14 The Drawing Room

A graceful lounge perfect for afternoon tea, light bites, and live music. Enjoy signature tea ceremonies, seasonal hors d'oeuvres, piano accompaniment, and weekend champagne sabrage—allw amid kinetic chandeliers and a plush residential atmosphere.







(Source: <https://www.marriott.com>)

Figure 2.15 J.J.A.

An upscale, urban restaurant focused on refined, modern cuisine. Ingredients are thoughtfully sourced from land, embodying contemporary Asian flavors in a theatrical open-kitchen setting—perfect for an elevated dining experience.

C. Fitness and Wellness

Table 2.3 Fitness and Wellness

Figure	Description
 <p>(Source: tripadvisor.co.id)</p> <p>Figure 2.16 The St. Regis Spa Jakarta</p>	<p>Relax and rejuvenate at luxury spa in Jakarta, featuring six treatment rooms including two for couples plus a sauna, steam room, and whirlpool.</p> <p>The Fitness Centre is open 24 hours a day and is equipped with the latest Technogym machines. It provides guests with a comprehensive selection of fitness equipment, ensuring they can maintain their wellness routines at any time in a modern and comfortable setting.</p>
  <p>(Source: https://www.marriott.com)</p> <p>Figure 2.17 The Fitness Center</p>	
 <p>(Source: tripadvisor.co.id)</p> <p>Figure 2.18 The St. Regis Pool</p>	<p>The St. Regis Jakarta features an outdoor swimming pool surrounded by lush greenery and elegant loungers, creating a tranquil urban oasis. Guests can unwind while enjoying poolside refreshments and attentive service, with views that reflect the sophisticated ambiance of the hotel.</p>

D. Meeting and Events

Table 2.4 Meeting and Events

Figure	Description
 <p>(Source: https://www.marriott.com) Figure 2.19 Astor Ballroom</p>	<p>The Astor Ballroom is a tribute to the sophistication and cultural depth that hallmark the legacy of St. Regis founder, John Jacob Astor IV, with its unique and expansive space. Its distinctive curved architecture, bathed in natural light, sets it apart from conventional ballrooms, while the soft blush and gold undertones, complemented by bold accents, create a calming yet striking ambiance.</p>
 <p>(Source: https://www.marriott.com) Figure 2.20 Caroline Astor Ballroom</p>	<p>The Caroline Astor Ballroom, named to honor the St. Regis founder's mother and her affinity for refined luxury, offers an adjustable space with its two-part division, accommodating a variety of events.</p>
 <p>(Source: https://www.marriott.com) Figure 2.21 Maisonette</p>	<p>A hub for thinkers and makers to come together and forge connections, Maisonette is a space that masterfully blends the personal with the professional. Discover eight spacious multi-purpose rooms, outfitted with advance-tech and double-glazed windows for optimal noise cancellation and privacy. Some rooms feature balconies and dedicated entertainment areas, all set within a casual yet refined ambiance. Also found within Maisonette is Cliveden, an exclusive private dining set up ideal for intimate gatherings with its fully equipped open kitchen.</p>

2.2 Organizational Structure

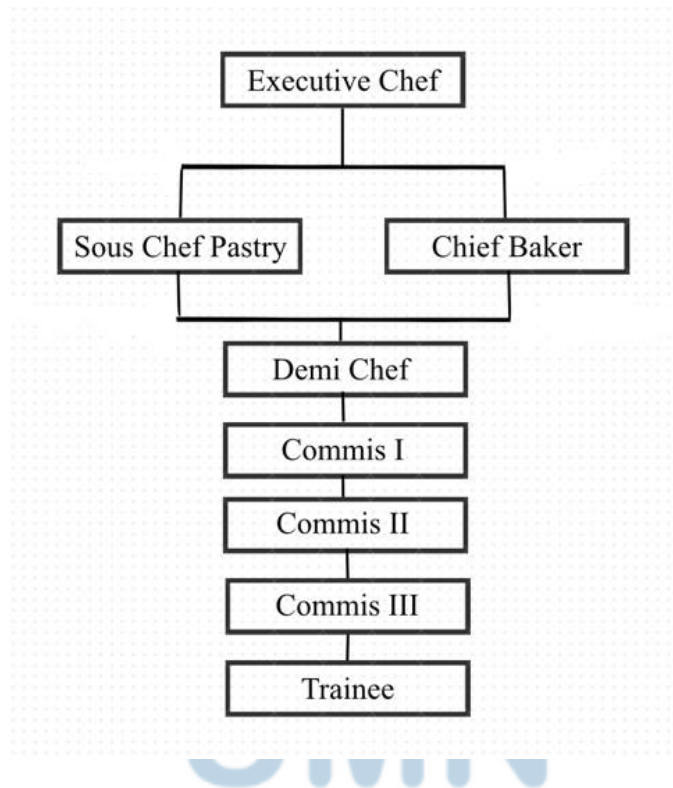


Figure 2.22 Organization Chart

(source: St. Regis Jakarta Hotel & Residence)

The organizational structure of The St. Regis Jakarta plays a vital role in maintaining the smooth operation of the hotel and ensuring the delivery of personalized, high-quality service that reflects the brand's legacy of luxury. As part of the Marriott International group, The St. Regis Jakarta adopts a formal hierarchical structure that clearly outlines lines of authority, communication, and accountability across all levels of the organization. This structure allows each department to operate independently while still aligning with the hotel's overall objectives of excellence, consistency, and guest satisfaction.

At the top of the hierarchy is the Executive Chef, who has overall responsibility for the hotel's performance, brand image, and operational success. Executive chef also responsible for developing strategies, overseeing daily operations, managing budgets, and ensuring departmental goals are met in accordance with brand standards.

The Pastry Department, where the writer is assigned for internship, falls under the direct supervision of the Executive Pastry Chef, who reports to the Executive Chef. Supporting the Executive Pastry Chef is a Sous Chef Pastry, who leads the daily production team and ensures quality, consistency, and creativity in all dessert and pastry items served throughout the hotel's dining venues. The pastry kitchen team is further composed of Chef de Partie, Commis, and interns, each assigned specific roles depending on skill level and experience. This structure promotes efficient workflow, encourages specialization, and allows team members to focus on their respective tasks while contributing to the success of the culinary division as a whole.

Moreover, the hotel fosters a collaborative working environment where inter-departmental communication is highly emphasized. The synergy between departments—such as coordination between the culinary and banquet teams for events, or between front office and housekeeping for guest satisfaction—demonstrates how the structured hierarchy supports smooth and professional service delivery. Communication flows both vertically and horizontally, ensuring that information is accurately conveyed from management to staff and vice versa.

The organizational structure of The St. Regis Jakarta is not only built to uphold luxury service standards but also to nurture teamwork, accountability, and continuous improvement among its employees. By having a well-defined structure, the hotel can operate efficiently, provide consistent guest experiences, and support the development of its team members—including interns—within a professional and inspiring work environment.