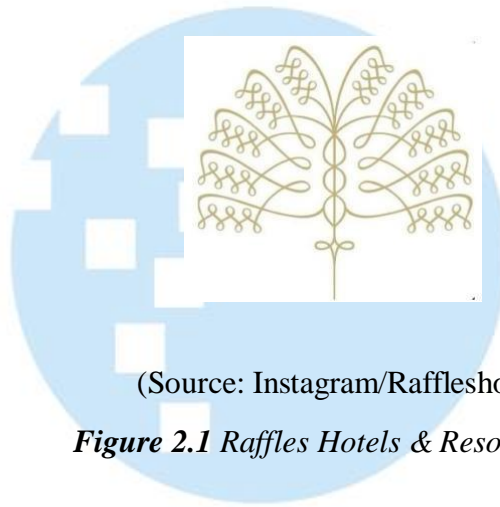


CHAPTER II

GENERAL DESCRIPTION

2.1 Hotel's Profile

2.1.1 History



(Source: Instagram/Raffleshotels)

Figure 2.1 Raffles Hotels & Resorts Logo

Raffles Hotel is one of the best-known luxury hotels in the world. It was initially opened in 1887 in Singapore by Armenian Sarkies Brothers, and named after a British Stateman, Sir Stamford Raffles (Sugondo, 2025). The hotel started as a simple 10-room bungalow but immediately gained popularity and became renowned for its elegant colonial architecture, fine service, and upper-class guests. Over the years, Raffles Hotel became a symbol of vintage elegance and sophistication, where great authors, royalty, and celebrities from all over the world lodged. The hotels existence as a historical reminder of Singapore's past, the colonialism and local history (Hao, 2023).

Throughout its life, Raffles Hotel Singapore has undergone several restorations in a bid to keep its heritage intact while improving its amenities. With the outstanding development and restructuring in the hospitality industry, the hotel has been able to

retain its old face and high-quality service. Currently, Raffles Singapore remains a flagship property of the Raffles Hotels & Resorts brand of the Accor Group.

With the success and fame of Raffles Hotel Singapore, the Raffles brand expanded to other primary cities across the globe, including Paris, Dubai, and Istanbul. In Southeast Asia, Raffles Jakarta was introduced to bring the same luxury and refinement to Indonesia's capital. This section will expound on the history and development of Raffles Jakarta, its vision, concept, and impact on the Indonesian hospitality sector.



(Source: Raffles.com/Jakarta)

Figure 2.2 Raffles Jakarta Building

Raffles Jakarta firstly known in 2015 as the first Raffles brand in Indonesia's capital city. The hotel itself is located in a rich area of Ciputra World 1 complex, Kuningan. With the opening of Raffles Jakarta, a new level of elegance and cultural luxury was brought in to Jakarta's nobility. Raffles brought Indonesia's cultural heritage into the hotel's art. Raffles Jakarta put art-inspired experience not only in the business but also for the travelers. It is said that Hendra Gunawan, one of Indonesia's

painter, brought in expressive art to the hotel property. The art in the hotel is the key to the uniqueness of Raffles Hotel Jakarta.

The hotel is built to provide a sanctuary in the middle of the most crowded city in Indonesia. Raffles Hotel became a favorite among the officials, celebrities, high-level executives, as well as international travelers. Different from other luxury hotel, Raffles Jakarta provides a more intimate and residential feel. The spacious suites, well-known restaurants, and exclusive butler services echoed the hotel's commitment to make guests feel at home. Moreover, the merge of classic elegance with art elements radiates the warmth and the rich ambience of Raffles Jakarta. The hotel not only includes the modern art but also traditional Indonesian motifs where each corner and details tell a story.

As a part of Ciputra World 1 development, the hotel's location is very strategic for guests that seek luxury accommodation in the heart of Jakarta. Over the years, Jakarta has been trusted by the high levels of hosting major cultural events, high-profile weddings, as well as prestigious business gatherings. Today, Raffles Jakarta continues to perform as the fusion of world-class service with Indonesian cultural richness that offers guests unforgettable experience in the heart of Indonesia.

2.1.2 Facilities

1) Room Types

Table 2. 1 Room Types

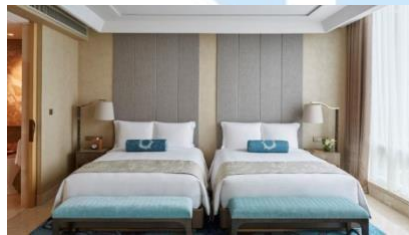
Figure	Description
 <p>(Source: Raffles.com/jakarta)</p> <p>Figure 2. 3 Signature King Room NS</p>	<p>The Signature King Room is a 60 square meter high floor room. The room features sliding panels to separate the bedroom and the living areas. The room also includes full length windows with window view choices of city view, garden view, and pool view. This room also includes 2 TVs, and a spacious marble bathroom tub.</p>
 <p>(Source: Raffles.com/jakarta)</p> <p>Figure 2. 4 Signature Twin Room NS</p>	<p>The Signature Twin Room is a 63 square meter high floor room. The room features sliding panels to separate the bedroom and the living areas. The room also includes full length windows with window view choices of city view, garden view, and pool view. This room also includes 2 TVs, and a spacious marble bathroom tub.</p>



(Source: Raffles.com/jakarta)

Figure 2. 5 Raffles King Room

The Raffles King Room provides a Non-smoking as well as Smoking room. The room is a 60 meter square with a king bed and a sliding panels. They offer full-length windows with a city view or garden view and a desk working. The room also includes a marble bathroom with a deep soaking tub, a walk-in wardrobe, as well as the butler service.



(Source: Raffles.com/jakarta)

Figure 2. 6 Raffles Twin Room

The Raffles Twin Room provides a Non-smoking as well as Smoking room. The room is a 63 square meters with 2 double beds and sliding panels. They offer full-length windows with a city view or garden view and a working desk. The room also includes a marble bathroom with a deep soaking tub, a walk-in wardrobe, as well as the butler service.



(Source:
[Youtube.com/MTheTraveller](https://www.youtube.com/MTheTraveller))

Figure 2. 7 Artistic Suite King

The Artist Suite King offers provides a Non-Smoking and a Smoking room. The elegant one-bedroom suite is divided into two area of living area and bedroom area. The large en-suite marble bathroom is included in this room type with a walk-in wardrobe. This room is also a corner suite that makes it have panoramic city views.



(Source: [Raffles.com/jakarta](https://www.raffles.com/jakarta))

Figure 2.8 Gallery Suite King

The Gallery Suite King provides a Non-Smoking and a Smoking room. The 136 square meter room provides a King Bed in a bedroom corner suite. The suite also has a living room area, bar, and dining area. The Gallery Suite King has a panoramic city view, a desk with multimedia panel, 2 TVs, and a marble bathroom with a walk-in wardrobe.




(Source: Raffles.com/jakarta)

Figure 2.9 Raffles Suite King Twin

The Raffles Suite King Twin offers a Non-Smoking room with 390 square meter feet in size. This room has a 2-bedroom Presidential Suite, a spacious living room, dining room for 14 people, private study, and a city view. There is also a private massage room and a large marble bathrooms.

2) Restaurants

Table 2. 2 Restaurants

Figure	Description
 <p>(Source: Raffles.com/en/jkt)</p> <p>Figure 2. 10 Arts Café by Raffles</p>	<p>Arts Café by Raffles is the main restaurant of the hotel that offers artistic dining experience. The restaurant is a semi-buffet concept that guest can enjoy international flavors that blend with local dishes. The restaurant also offers a la carte menu.</p>



(Source: Raffles.com/en/jkt)

Figure 2. 11 Navina Pool Bar

Navina Pool Bar is a bar that's located beside the hotel's swimming pool. The bar offers a relaxed outdoor venue that's enjoyable for light bites and cocktails. The menu of the bar includes a mix of international as well as Asian dishes.



(Source: Raffles.com/en/jkt)

Figure 2. 12 The Writers Bar


The Writer's Bar is the signature bar at the Raffles Hotel which reflects the elegance of Raffles Hotel. It is well known for its luxurious ambience that matches with their menu of tea, premium wines, and cocktails.



(Source: Raffles.com/en/jkt)

Figure 2. 13 Raffles Patisserie

The Raffles Hotel is also known for its pastry shop, called Raffles Patisserie. It is a boutique-style pastry shop that offers luxury and elegant of handcrafted sweets, pastries, cakes, and chocolates. The patisserie itself reflects the skill and creativity of Raffles Jakarta's pastry chefs.

 <p>(Source: Raffles.com/en/jkt) Figure 2. 14 The Dining Room</p>	<p>A private venue in Raffles Hotel Jakarta, The Dining Room, is an exclusive dining space that is purposely designed for gatherings, high-end meetings, and special events. The restaurant is often used for private lunch, formal dinner, as well as VIP occasions.</p>
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3) Fitness and Wellness

Table 2. 3 Fitness and Wellness

Figure	Description
 <p>(Source: Raffles.com/en/jkt) Figure 2. 15 Raffles Spa</p>	<p>Raffles Spa offers a tailored body, facial, as well as couples treatments, giving a nice relaxing experience. The spa uses premium natural ingredients skincare products that perfects the balance, rejuvenation, and well-being.</p>



(Source: HotelGyms.com)

Figure 2. 16 Raffles Gym

The Raffles Jakarta gym is fully equipped with modern cardio machines, strength training equipment, and free weight. They also offer personal training sessions for more tailored workouts.



(Source: Raffles.com/en/jkt)



Figure 2. 17 Raffles Swimming Pool

Raffles' outdoor swimming pool is surrounded with tropical greenery, creating a peaceful resort-like setting in the middle of the city. They offer a lot of type of swimming pool, such as 25m outdoor lap pool, leisure pool, outdoor whirlpool, and children's pool. The Navina Pool Bar is also located in the swimming pool area.

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4) Meeting and Events

Table 2. 4 Meeting and Events

Figure	Description
 <p>(Source: Raffles.com/en/jkt) Figure 2. 18 Dian Ballroom</p>	<p>It is the largest and most luxurious ballroom in Raffles Jakarta. Often used for wedding, conference, and corporate gatherings. The ballroom equipped with modern technology, high quality system, lighting, and video equipment.</p>
 <p>(Source: Raffles.com) Figure 2. 19 Djakarta Meeting Room</p>	<p>Djakarta meeting room takes place at the second floor of the hotel. With Kuningan district as its view, this venue can be divided into three sections for even smaller events, exclusive meetings, or breakout rooms.</p>

2.1.3 Organizational Structure

Known as the big and clear picture of the company's structure, organizational charts play an important role in hotel operations. The charts guide the hotel's employees to know about the hotel's hierarchy and the relationships between roles and departments. The chart also helps with reporting lines and decision-making authority (Manali et al., 2023). By knowing the structure the employees can improve their communication skills to help the hotel run smoothly. Organizational charts are very useful for new employees in the hotel. It can help them learn about other departments and recognize the contact person for any specific tasks.

Raffles Jakarta uses a very well-organized structure to maintain strong leadership and teamwork for smooth daily operations. The structure becomes the base of the operations to improve communication, responsibility, and high service standards of the employees. As the top level of the structure, the General Manager inspects all the areas of the hotel to ensure everything runs efficiently. The divisions in Raffles Jakarta are led by the Director, such as Director of Food and Beverage. The directors are in charge of managing their teams ensuring the goals are met. Besides managing, the directors need to report to the General Manager.

The pastry department of Raffles Jakarta is led by the Executive Pastry Chef, Chef Putra Anom. The department is a part of the Food and Beverage Division of Raffles Jakarta. The position of Executive Pastry Chef is responsible for managing the kitchen, menu plannings, establishing new recipes, maintaining the food quality, as well as maintaining the hygiene standards in the kitchen.

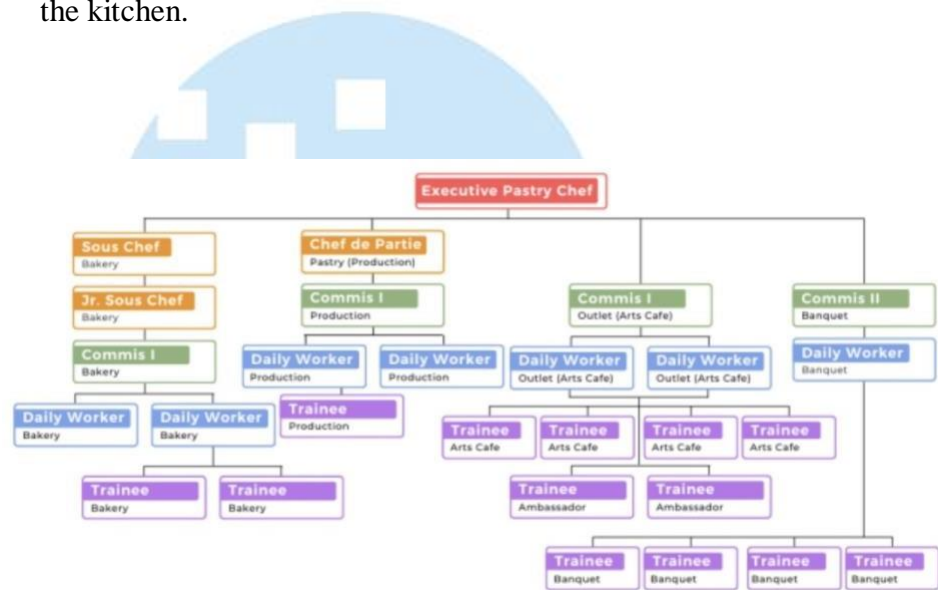


Table 2. 20 Pastry Division Organizational Structure
Source: Raffles Jakarta

To support the role of an Executive Pastry Chef, the Pastry Sous Chef helps inspect daily operations in the pastry kitchen. There are few responsibilities that the Sous Chef have, such as ensuring the quality of the products, managing the ingredients used for production, as well as ensuring the employees of the pastry kitchen follow the proper rules and standards. Below the Sous Chef, there are several Chef de Partie (CDP) that have specific responsibility in the kitchen, such as desserts, bread, chocolate, etc. They are in charge of their station and supervise their team.

Below CDP, there are Demi Chefs and Commis Chefs. The Demi Chefs support the CDP during daily tasks, while Commis Chefs are the junior staff that still learning. The Commis Chef usually rotate from section to section to learn and improve their experience and knowledge. In the pastry division, teamwork is highly needed even if everyone has their own responsibilities and tasks.

