

CHAPTER I

INTRODUCTION

1.1. Background

An approach that plays a significant role in propelling the expansion of the national economy is the tourism and hospitality sector (Wijaya, 2023). In addition to generating jobs, this industry contributes to the GDP, which supports the nation's foreign exchange policy. However, as compared to other developing nations, Indonesia's tourism and hospitality industry still contributes a small portion of the country's GDP (Zaini et al., 2020). Furthermore, the growth of the tourism industry is closely linked to the patterns of economic expansion. Mustafa et al. (2021) emphasizes the significance of GDP as a critical indicator influencing the number of foreign visitor arrivals.

The expansion of the hospitality industry is heavily reliant on rising tourism, which directly affects the industry's GDP contribution (Luki, B. 2020). As a result, initiatives to advance the industry as a whole are crucial to fostering a sustained and equitable economic recovery. The operational success as well as the sustainability of hospitality businesses are significantly shaped by the state of the economy and the stability of policy. The Italian hospitality industry's hotel performance was significantly impacted negatively by economic policy uncertainty, underscoring the industry's susceptibility to macroeconomic swings. (Menicucci & Paolucci, 2024). According to this study, stable economic policy conditions are necessary to guarantee consistent growth in the GDP contributions from the hospitality industry.

The changing tastes of consumers will influence the trends in the food and beverage sector in 2025 (Kelly, 2025). Customers are becoming more interested in international Flavors, putting a premium on sustainability and ethical sourcing, demanding transparency from clean labels, favouring plant-based foods more and more, and giving health-conscious decisions top priority. Food and beverage manufacturers must adjust by utilizing natural, naturally processed, and sustainable ingredient solutions in order to remain competitive.

This industry is dealing with new dynamics that present both opportunities and problems. A PEFINDO analysis published on February 28, 2025 (Mulya, 2024) projects that the Indonesian food and beverage sector will keep expanding in tandem with rising domestic consumption and expanding export opportunities (Pefindo, 2025). Domestic demand for F&B items is mostly driven by shifts in people's lifestyles, the rise of the middle class, and growing knowledge of healthy eating. However, the global market's post-pandemic rebound has also given businesses in the processed food sector more opportunities to export, particularly those that can fulfill global sustainability and quality criteria.

1.2. Purpose

The purpose of the internship program was to take the author to a real workplace personally. It provides a foundation for putting the academic knowledge learned over the previous four semesters into real-world, work-related activities. A deeper grasp of the hospitality business and the development of the writer's professional and mental preparedness for a future career in this industry are two further benefits of this program. During the internship, the author was ready for:

1. Learn to Handle Tough Challenges

The author gained insight into how to maintain composure under pressure by working in the fast-paced, dynamic hospitality industry. The author learned how to effectively manage time and make prompt, deliberate judgments by dealing with unforeseen obstacles and times of high demand, two skills that are critical for achieving success in this line of work.

2. Grow Career Connections

By interacting with people from different departments and different cultural backgrounds throughout this internship, the author was able to broaden his professional network. More significantly, the author was able to establish deep connections with mentors and coworkers who are passionate about hospitality, which may result in future employment prospects and joint

ventures.

3. Boost Skills Expertise in F&B Services

By helping with everyday restaurant tasks, including table setup, order processing, and guest service during the internship, the author enhanced his abilities in food and beverage services. He gained courage and productivity in a fast-paced setting by learning appropriate serving procedures and service standards under the supervision of senior workers.

1.3. Period and Procedures

All students studying hotel operations must participate in the internship program by the time they reach their fifth semester, and it is a condition for graduation. With a minimum requirement of 900 working hours, or around 100 days of work based on a 9-hour workday, the internship program ran for six months, from July 8, 2025, to January 7, 2026. Since interns were allowed to choose their favorite department for this cycle, the author chose to work in the Food and Beverage (F&B) Services Division in order to obtain practical experience in areas such as quality standards, hygiene, and service preparation. Below are the steps that need to be done to participate in the internship program

1. The author must do a CV revision, write information in the cover letter, and a recommendation letter for an internship. The recommendation letter requires a signature from the related instructor and the head of the Hotel Operation program, a signature that requires at least 2 days.
2. After the recommendation letter is signed by the head of the Hotel Operation Program and the instructor, the author send to the hotel that wants an internship along with the cover letter and personal CV on Gmail.
3. The author sent the files and application data on 29 April 2025 (1.19 PM), the hotel replied at 29 April 2025 (3.51 PM), and also made an appointment with the author for an interview.
4. The Human Resource Department and the author discuss on WhatsApp and agree to have an interview on Monday, 5 May 2025, at the Human Capital

Office, 10.30 WIB.

5. The author was first interviewed by the Assistant Manager, followed by a second interview with the Restaurant Manager later on the same day.
6. The author waits for confirmation from the hotel. On the date 9 May 2025, the human capital team informed that the author has been accepted and replied by signing the acceptance letter.

