

# CHAPTER I

## INTRODUCTION

### 1.1 Background of study



**Figure 1.1** Bali

Bali is one of the islands in Indonesia. Despite being a small island, Bali is very popular not only for Indonesians but also for foreigners. The island looks luxurious and open to the outside world, but its people have not left its cultural characteristics. Bali is a unique place that has a dynamic pattern of humanist-religious life. The uniqueness of Bali culture is based on Hinduism(Suwardani, 2015).

Among the diverse ethnic groups in Indonesia, the Balinese stand out for their unique culture, largely influenced by their strong connection to Hindu traditions. Beyond their rich cultural traditions, the Balinese are globally recognized for their artistic excellence in various fields such as dance, painting, sculpture, and traditional performance.

Apart of being known as the Pulau Dewata, Bali is also known as the Pulau Seribu Pura because almost every corner of the region has a temples, both large temples that are used for joint ceremonies and small temples (Sanggah) in every house. Strong religious rituals influence almost every element and movement of Balinese people's lives. This makes Bali not only

has beautiful scenery but also unique, exotic and wellmaintained culture. Bali is an International tourist that is often better known than Indonesia.

Bali's economy is largely supported by the tourism sector. Denpasar is the center of government and economy to this day. Several economic activities and new areas have been and are being develop to support the tourism sector, such as the creative economy, maritime tourism and ecotourism in Ubud, Nusa Dua, Seminyak, Jimbaran and several other places.

Bali and tourism cannot be separated from a major tourist destination, the wealth and beauty of nature, as well as the uniqueness of its cultural arts is the main attraction. Bali is not only known domestically but also abroad. Bali has the nickname of the Pulau Dewata because it has characteristics that are influenced by Hinduism. Therefore, the tourism sector is mainstay not only by the provincial government of Bali but also all levels of society expect a lot from this service sector. The factors that make Bali a mainstay tourist destination in Indonesia, because it has unique tourist objects, both natural tourism and cultural tourism. In addition, it is also supported by complete tourism facilities and infrastructure. Factors that are very important In tourism activities are supporting facilities and infrastructure, such as hotels, restaurants, cafés, swimming pools, souvemr centers, and sport facilities.

At this time, café became one of the most frequented places by domestic tourists and foreign tourists, from young to adults and also families. Currently cafés have become a trend in the hospitality sector, where the rapid development of cafés makes tourists prefer to come to cafés rather than restaurants, because cafés currently offer a lot of comfortable places for tourists to hangout, work and chill, compared to restaurants that generally offer places to eat only. Cafés usually provide food, drinks, bread and dessert. Many cafés in Bali are known by domestic tourists and also foreign tourist.

Internship is one of the programs that must be passed to complete the diploma III programs at Ottimmo International, this Internship runs for 6 (six) months. This Internship gains a lot of experience, knowledge, a new environment and also Introduces the real world of work. One of the cafés that meet these requirement is BRAUD.

The writer's choose BRAUD because BRAUD is one of the best competing cafés in Bali, BRAUD also has the largest factory in Bali which has more than 500 customers from café, hotel, villa and restaurants. So that, I as a writer feel I can develop myself and can get a lot of knowledge from BRAUD.

In the 1<sup>st</sup> (first) month, the writer was in the pastry section, where the writer's job a that time was to make desserts and cakes such as New York Cheesecake, Burnt Basque Cheesecake, stawberry short cake,honey oolong cake,matcha cake,banoffee,flan canele , condiments needed to make dessert or those needed by cafés and others. In the 2<sup>nd</sup> (second) and 3<sup>rd</sup> (third) month, the writer's is in the lamination section, where the writer's task is to make Croissant and various type of sweets made from Puff Pastry.

In the 4<sup>th</sup> (fourth) month to 6<sup>th</sup> (sixth) month, the writer is in the bakery section. The writer makes various types of bread such as Brioche, Milk Bun, Bagels and others. The writer also makes various types of Sourdough such as Country White, Country Wheat, Dark Rye, Seeded and others.

## **1.2 Industrial Training Objective**

1. Practice discipline and time management.
2. Learn to be responsible in a job.
3. Looking for a solution in a problem.
4. Train the knowledge that has been taught while on campus.
5. To implement theory and practice that had been taught from lecturer at Ottimmo.
6. Learn about cleanliness, hygiene and sanitation in the kitchen.
7. Enhance the sense of responsibility, ideas, skills, communication, teamwork, and adapt to new places.

## **1.3 The Benefits Of Industrial Training**

### **1.3.1 Benefits for BRAUD**

1. Experience in educating trainees.
2. Have a connection with trainee that can be recruited in the future
3. Braud can get extra operational staff.
4. Build a good relationship between braud and Ottimmo
5. International master gourmet academy.
6. Improve increase corporate image
7. Increase company productivity
8. Getting new ideas so companies can innovate

### **1.3.2 Benefits for Ottimmo International**

1. Build a good business partnership.
2. Evaluate the Internship final report which created by the student as an adjustment for a better curriculum.
3. Introduce Ottimmo, so Ottimmo will be well-known by the factory and many people.
4. As a guideline for the next batch of partnership.

### **1.3.3 Benefits for student**

1. Develop new skills and knowledge.
2. Be able to work in team.
3. Know the job task in real kitchen.
4. Get a job opportunity
5. Exercises confidence
6. Opportunity to build good relation with other staff.