

CHAPTER I

INTRODUCTION

1.1 Background of Study

Semarang, as one of the growing metropolitan cities in Indonesia, has witnessed rapid development in the culinary and hospitality industries. With an increasing number of restaurants and cafes emerging across the city, the food and beverage (F&B) sector has become highly competitive. In the midst of this dynamic market, the Tavern Group stands out as a major player that has successfully positioned its brands to cater to the upscale dining segment.

One of the most prominent restaurants under the Tavern Group is Bowery Restaurant. Known for its modern and elegant ambiance, Bowery has established itself as one of the best restaurants in Semarang. Despite the growing number of dining options in the city, Bowery remains a top choice for people looking to enjoy a refined dining experience. This reflects the restaurant's strong brand positioning and commitment to consistent quality.

Specializing in premium-quality steaks, Bowery has made these its signature offerings. In addition to steaks, the restaurant also presents a diverse selection of dishes including pasta, pizza, and Asian cuisine—catering to a wide range of customer preferences. As part of the Tavern Group, which also includes other well-known establishments such as Tavern, Tyler's Smokehouse, and Spiegel, Bowery benefits from the group's established reputation and operational excellence in the F&B industry.

Bowery was selected as the internship placement due to its strong presence in Semarang's premium dining market and its reputation for maintaining high culinary and service standards. The restaurant's consistent quality, specialization in Western cuisine, and affiliation with a well-established hospitality group provided an ideal environment for developing culinary skills and understanding restaurant operations.

The internship was conducted over a six-month period within the hot kitchen department, specifically in the side dish section. Responsibilities included preparing and cooking various side dish components such as mashed potatoes, fries, sautéed vegetables, and other accompaniments. The section was also in charge of several main course items, including Fish and Chips, Tasmanian Salmon, Halibut, Poisson du Jour, and other seafood-based dishes. This role demanded precision, multitasking, and the ability to perform under pressure during peak service hours, offering valuable hands-on experience in a professional kitchen environment.

This internship served as an opportunity to gain real-world experience in a high-standard kitchen setting, refine technical cooking skills, and understand the operational workflow of a successful restaurant. It also provided deeper insight into how to build and manage a thriving F&B business, particularly in the context of Semarang's evolving culinary landscape.

1.2 Industrial Training Objective

The main objective of this industrial training at Bowery Restaurant is to gain practical experience and deepen understanding of professional kitchen operations in a high-standard restaurant environment.

1. To apply theoretical knowledge gained during academic studies into real kitchen practices.
2. To develop technical culinary skills such as mise en place, portion control, use of kitchen equipment, and preparation.
3. To understand the workflow, discipline, and teamwork.
4. To observe and understand kitchen and restaurant management systems.
5. To analyze how kitchen performance contributes to the restaurant's reputation and customer satisfaction.
6. To build a professional attitude and work ethic.

1.3 The benefits of Internship

1.3.1 For Students

The internship program provides numerous benefits for students, particularly in bridging the gap between academic learning and real-world industry experience. Through this internship at Bowery Restaurant, students are able to:

1. Gaining practical experience by working directly in a professional kitchen environment.
2. Developing both technical and soft skills needed in the culinary industry.
3. Understanding professional standards and discipline within a real restaurant setting.
4. Experiencing real work culture and adapting to a fast-paced kitchen atmosphere.
5. Building industry connections through interactions with experienced professionals.
6. Improving career readiness by preparing for the challenges of the F&B industry.

1.3.2 For Ottimmo International

The internship program also brings several benefits to Ottimmo International as an educational institution, particularly in aligning academic programs with industry needs and enhancing the reputation of the school. The specific benefits include:

1. Strengthening industry relations by building ongoing partnerships with reputable restaurants and hospitality businesses.
2. Enhancing institutional reputation through the positive performance and professionalism of its students in real-world settings.

3. Supporting graduate employability by equipping students with practical experience that makes them more competitive in the job market.

1.3.3 For Bowery Restaurant

Hosting internship programs also brings various benefits to Bowery Semarang as a professional restaurant and part of the Tavern Group. These benefits include:

1. Talent development by identifying and nurturing potential future employees from among the interns.
2. Support for operational needs by providing additional manpower during busy hours or peak seasons.
3. Corporate social responsibility by contributing to the education and training of future culinary professionals.
4. Internal staff development by encouraging senior staff to mentor, supervise, and enhance their leadership skills.