

CHAPTER I

INTRODUCTION

1.1 Background of Study

Internships serve as a pivotal experiential learning mechanism, bridging theoretical education with practical industry demands by equipping students with essential technical competencies, professional adaptability, and firsthand insights into workplace dynamics (Jackson, 2017). Within the culinary and hospitality sectors, this hands-on engagement is particularly critical, as mastery of artisanal techniques, adherence to industry standards, and creative problem-solving under pressure are best cultivated through immersive practice (Smith & Tang, 2019).

This report details a six-month internship that was conducted from January 4th 2025 – July 4th 2025 undertaken at BRAUD General Store, a renowned artisan bakery in Jakarta distinguished for its commitment to traditional craftsmanship and innovative pastry design. The author chose this establishment because the author wants to learn about bakery and pastry. Braud is popular with their sourdough, and they also sold their products to café to hotels.

The internship provided a vital platform to translate academic frameworks—specifically in artisan baking, recipe innovation, and pastry arts—into tangible outcomes within a commercial environment. The experience aimed to address key objectives: deepening technical expertise in bakery and pastry production, understanding integrated food and beverage operations, and fostering professional growth through discipline, teamwork, and network development. Furthermore, it explored the challenges of maintaining artisanal integrity within a competitive market, underscoring the symbiotic relationship between academic preparation and real-world application essential for success in the evolving culinary landscape (Thompson, 2020).

1.2 Industrial Training Objective

1. To improve basic knowledge about pastry and bakery.
2. To learn more about discipline in the workforce.
3. To Improve communication skill and expand networking with other staff.
4. To learn how to maintain responsibility.

1.3 The benefits of Internship

1.3.1 For Students

1. Expanding connection between staff that can be useful in the future.
2. Having a great experience to work as a team in the kitchen.
3. Gaining knowledge how to mix, shape, and bake bread.
4. Preparing the student before entering work life.

1.3.2 For Ottimmo International

1. Building a better connection for future students.
2. Introducing Ottimmo to more people.

1.3.3 For BRAUD General Store

1. Getting a great relation with culinary school for future intern recruitment.
2. Getting low-paid labor.