

CHAPTER II

GENERAL DESCRIPTION OF COMPANY

2.1 History of Company

The Westin Jakarta as part of Westin Hotels & Resorts has Marriott International as its holding company. Westin was founded in 1930 with the name Western Hotels, by Severt W. Thurston and Frank Dupar, alongside with Peter and Adolph Schmidt, in Washington, United States of America. In 1963, the company changed the name to Western International Hotels, then in 1981, the company renamed it to Westin Hotels, short for Western International Hotels.

Starwood completed an acquisition of Westin Hotels & Resorts in 1998. Then in 1999, Westin Hotels & Resorts introduced the Heavenly Bed which increased the Guest Satisfaction Index by 12% in five months, which also the year of introducing other “Heavenly” amenities including baths and spa. While still being focused on global expansion of Westin Hotels & Resorts, Marriott International obtained Starwood. Hence, Westin Hotels & Resorts became part of the world’s largest hotel company.

The Westin Jakarta was opened on August 26th 2016, at Gama Tower. Both the tower and the hotel are owned by Ganda and Martua Sitorus, under PT. Wahana Nusantara, a part of Gama Corporation.



Figure 1. The Westin Jakarta Logo (Anonymous, 2016)

2.2 Vision, Mission, and Company’s Values

2.2.1 Vision

Being part of Marriott International, Westin Hotels & Resorts shares the same vision. It is “To be the World’s Favorite Travel Company”. The vision was

created by the founders, J. Willard and Alice Marriott, which aims to leave a legacy of excellence in the service industry. Through this vision, the company has proven their success for nearly a century (Marriott International was founded in 1927).

2.2.2 Mission

Marriott International has their mission, “Bridging Cultures and Inspiring Discovery Around the World”, which means providing an environment where everyone is welcome, and associates are empowered to achieve personal and professional goal. However, Westin Hotels & Resorts has their own mission to achieve the vision. The mission is “To be the preeminent wellness brand in hospitality, empowering guests to regain control and enhance their well-being when they need it most, while traveling, ensuring they can be the best version of themselves”.

As a brand that prioritizes empowering wellness with their tagline “Let’s Rise”, Westin Hotels & Resorts created “Six Pillars of Well-Being”, which consists of “sleep well”, “eat well”, “move well”, “feel well”, “work well”, and “play well”. Each of the pillar has their own movement in order to make guests feel better after their visit, the movements are:

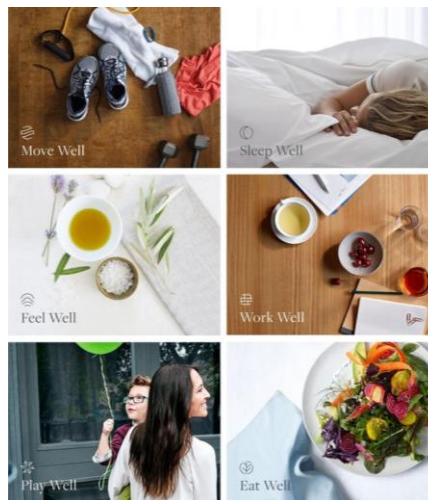


Figure 2. Six Pillars of Well-Being (Julia York, 2016)

1. Sleep Well

To ensure that guests are well rested on their visit, Westin Hotels & Resorts are using Heavenly Bed which is the signature and exclusive 10 layered bed used by Westin Hotels & Resorts throughout the world. Sleep Well Menu which is rich in amino acids, vitamins, and minerals can be requested by guests to promote rest and recovery. Guests can also request Sleep Well Lavender Balm as a complimentary.

2. Eat Well

Westin Hotels & Resorts expects guests to get good and nutritious food. Westin Fresh by The Juicery developed by the experts to create pure and fresh processed products. Crafted at The Westin is cocktail selections using fine and natural local ingredients. Kids Eat Well Menu is created for kids to have delicious but nutritious food. Lastly, SuperFoods Rx Menu is a menu that allows guests to choose nutrient-packed foods that are also high in protein. Healthy snack and pudding from the pastry department are also available to choose.

3. Move Well

Westin WORKOUT Fitness Studio is a fully equipped sport facility with 24-hours access and supervised by professional. RUN Westin is an activity for guests who want to jog with the assistance from RUN Concierge or just simply to give guests jogging route around the hotel. Gear Lending partnered with New Balance is also available for \$5, including clothes, pants, socks, and shoes. Towel and water bottle can also be borrowed.

4. Feel Well

Sensory Welcome is an aroma of White Tea Aloe that guests will smell when they arrive at all Westin Hotels & Resorts. Guests will feel relaxed with the signature White Tea Aloe amenities by Heavenly Bath and the luxurious bath sheets and bathrobes. Guests may pamper themselves at Heavenly Spa by Westin to undergo a treatment of rejuvenation and revitalizing. This treatment also available in the In-Room Spa for greater privacy. Unfortunately, spa treatments are currently closed due to COVID-19 pandemic.

5. Work Well

Since most of Westin Hotels & Resorts' guests are business travelers, Westin cares about their guests' accessibility to have meetings. Have Clutter-Free Meeting by providing pens and notes behind the function room. There is Tangent, a flexible and more intimate work space, rentable by hour to increase productivity. Computers and high-speed internet are also available here. Nutritious snacks by SuperFoods Rx Meeting Breaks can be ordered by guests for free.

6. Play Well

Westin Weekend is a program to extend breakfast and check-out time on Saturday and Sunday so that guests can stay longer. Last but not least, Westin Family. Westin Hotels & Resorts realizes that families with children need to spend quality time together. Westin Family provides Westin Family Travel Journal and Local Activity Guide, but temporarily closed due to the pandemic.

2.2.3 Company's Values

Westin Hotels & Resorts has three values that must be implemented by all associates. The values are personal, instinctive, and renewal. Every guest is different and has different needs. Therefore, associates must understand it and treat every guest personally, so that an intimate bond between them is created. Instinctive means that every action taken is done naturally. Associates should not feel burdened by saying greetings and offering help to guests, no matter what their division is. Being personal and instinctive, alongside with the six pillars of well-being, Westin Hotels & Resorts expects renewal output from The Achievers, term used as Westin's target market, as they know what they wanted to get from this company. The Achievers must feel better when leaving than when arriving.

2.3 Organizational Structure and Main Task

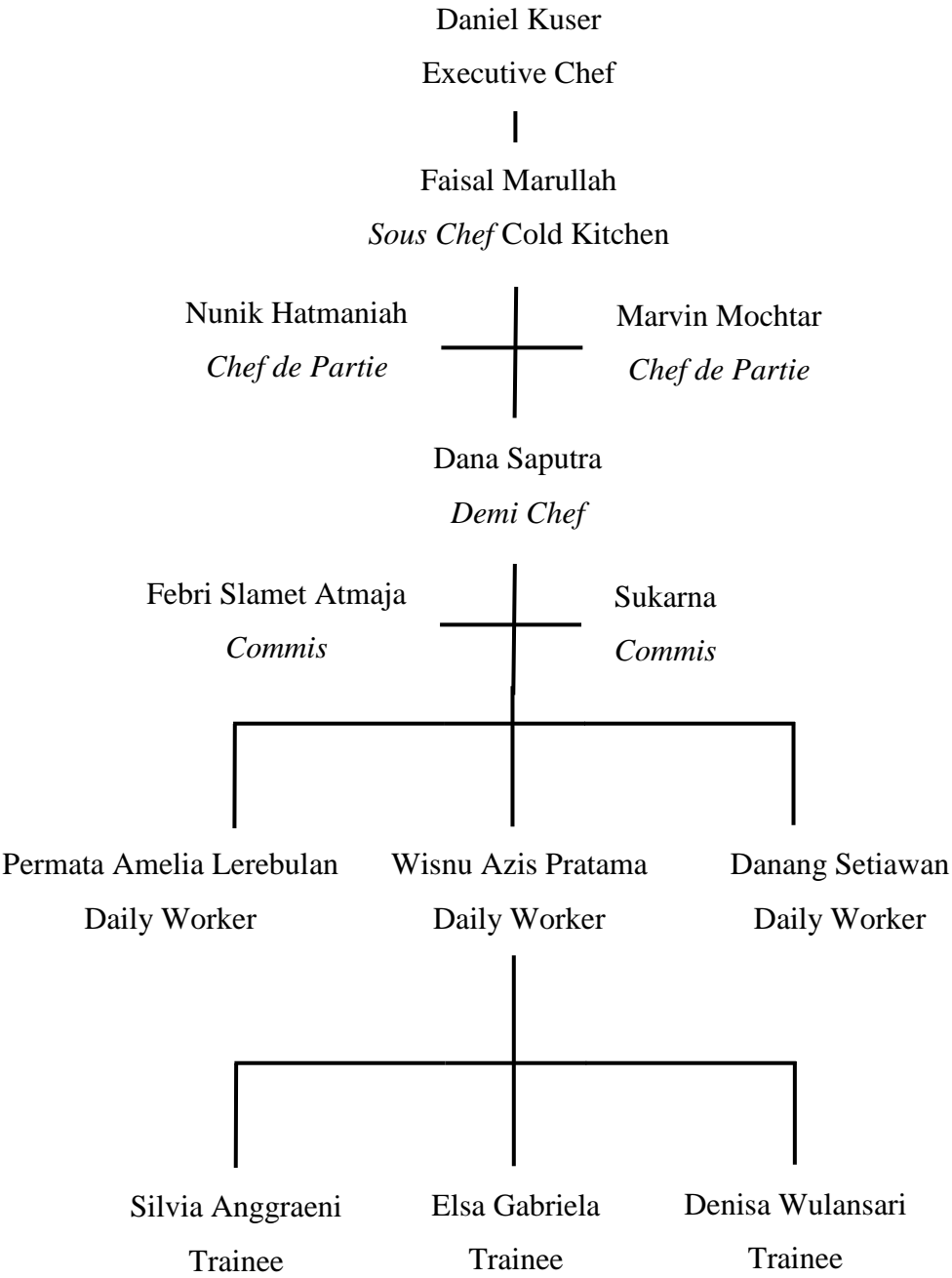


Figure 3. Cold Kitchen Organizational Structure

Table 1. Position and Main Task

No.	Position	Main Task
1	Executive Chef	<ul style="list-style-type: none"> - Ensuring freshness and quality of dishes. - Examining equipment cleanliness. - Selecting plate presentations. - Reviewing staffing levels to meet service, operational, and financial objectives. - Performing administrative tasks, purchasing orders. - Monitoring staffs' performance standards. - Obtaining feedback on food and service quality.
2	<i>Sous Chef</i>	<ul style="list-style-type: none"> - Developing new menu based on seasonal changes. - Assisting planning on dish design. - Ensuring kitchen activities done in timely manner. - Resolving guests' problems personally. - Monitoring inventory and ordering new supplies. - Creating schedules for staffs, daily workers, and trainees.
3	<i>Chef de Partie (CDP)</i>	<ul style="list-style-type: none"> - Preparing food components for the station. - Cooperating with other members to ensure food quality and hygiene. - Assisting in other area when required. - Ensuring HACCP forms are filled. - Following directions from Executive Chef and <i>Sous Chef</i>.
4	<i>Demi Chef</i>	<ul style="list-style-type: none"> - Preparing and cooking food. - Assisting in the area for lunch and dinner. - Ensuring hygiene in the kitchen area. - Providing service to guests.

5	<i>Commis</i>	<ul style="list-style-type: none"> - Preparing ingredients, basic salads, and dressings. - Receiving and ensuring quality of order deliveries. - Discarding expired and spoiled food from the dry store and chiller. - Performing basic hygiene and sanitation in kitchen area. - Plating and presenting meal as per standard. - Filling HACCP forms.
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2.4 Company Overview

This industrial training was taken at The Westin Jakarta. Below is a short profile of the hotel:






place : The Westin Jakarta
address : Jalan H.R. Rasuna Said Kav. C-22A, Setia Budi,
Daerah Khusus Ibukota Jakarta, Indonesia 12940
phone : (021) 2788 7788
website : www.westinjakarta.com
Facebook/Instagram : @thewestinjakarta

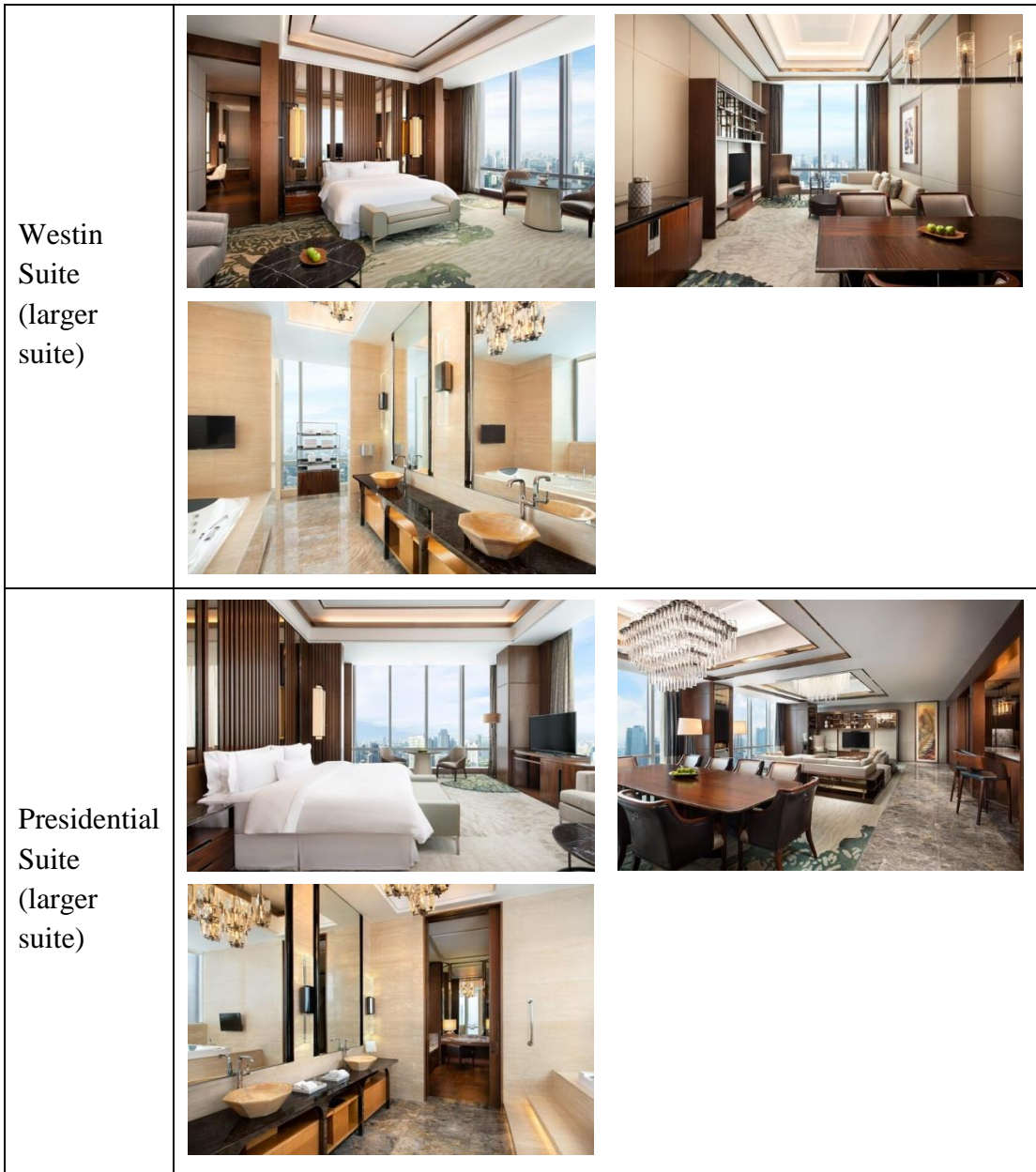
As the highest hotel in Jakarta, The Westin Jakarta is situated on top 20 floors of Gama Tower, the tallest building in Jakarta. It is located on one of the main streets of Jakarta's Golden Triangle, which is the main central business district of Jakarta.

The Westin Jakarta has 243 rooms with several types, consisting of Westin King, Westin Twin, Club King, Club Twin, Premium King, and Renewal King. It also has 13 suites, consisting of 11 Executive Suites, one Westin Suite, and one Presidential Suite.

Table 2. Room Types (www.westinjakarta.com, 2016)




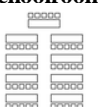
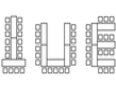
Room Type	King	Twin
Westin (guest room) & Club (Club Lounge access)		
		
Room Type	King	
Premium	 	

<p>Renewal (larger guest room)</p>		
<p>Executive Suite</p>		
		



There are 10 meeting rooms available in this hotel. Also, there is one grand ballroom, called Java Ballroom, which can be separated into West Java Ballroom and East Java Ballroom. The specification and capacity are below:

Table 3. Meeting Room Capacity

Room	Dimension (L×W×H) m	Area (m ²)	Reception 	Banquet 	Theater 	Schoolroom 	U-Shape 
Bandung	7,2×4,5×3,2	32,4	30	24	36	18	15
Surabaya	6,3×7×3	44,1	30	24	36	18	15
Tangent at Westin	6×7,7×0	46,2	-	-	-	-	4
Yogyakarta	6,3×13,7×3	86,31	70	40	68	54	24
Jatun	7×27,5×2,8	192,5	100	48	80	40	30
Padang	14×5×4	210	200	120	180	100	63
Wayra	9×23,9×3,2	215,1	100	48	50	30	30
Medan	13,8×16,6×3,5	229,08	200	150	200	100	80
Retreat Lounge	19×13×3,5	247	220	160	200	110	90
Java Ballroom	24,3×45×8,3	1.093,50	1.500	590	768	420	195

At The Westin Jakarta, guests can dine at Seasonal Tastes, Henshin, Club Lounge, and Daily Treats. Breakfast for guests are taken at Seasonal Tastes for regular room type and at Club Lounge for room type with club access. Both usually offer the same breakfast and à la carte menu but Seasonal Tastes is also open for buffet. Henshin offers Nikkei cuisine, which is a bold combination of Peruvian and Japanese cuisine. Henshin is also known as the highest al fresco restaurant and bar in Jakarta. Lastly, Daily Treats serves as a lobby lounge which sells various pastries, sandwiches, and beverages. Guests can also enjoy afternoon tea menu with various tea selections by JING Tea and evening cocktail at Daily Treats. Other facilities including spa, fitness studio, and indoor pool are available on the 50th floor.



Figure 4. Seasonal Taste (www.westinjakarta.com, 2016)



Figure 5. Henshin (www.westinjakarta.com, 2016)



Figure 6. Club Lounge (Anonymous, 2019)

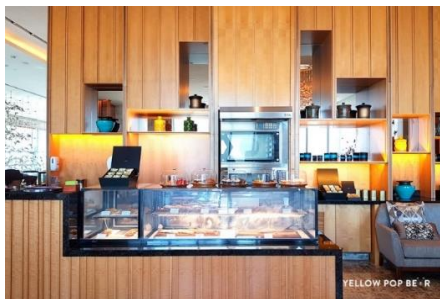


Figure 7. Daily Treats (Yellow Pop Bear, 2018)