

CHAPTER I

INTRODUCTION

1.1 Background of The Study

The author wants to explain the activity and what the author learn during the internship in the five star Hotel Vasa for six month. Hotel is a type of accommodation that uses part or all of the building to provide lodging, food and beverage services as well as other visitor services for the public which are managed commercially. Hotel companies compete with each other to meet market share that demands better service quality. Therefore, hotel companies are increasingly strengthening their strategies in competing in order to become superior companies.

The hospitality sector has an important role in service delivery, because in this field it is required to always fulfill and satisfy the wishes of guests. If the hospitality business is able to create customer satisfaction, it will create a good relationship between the company and its customers, provide a good basis for repeat purchases and create customer loyalty, and form word of mouth recommendations that are profitable for the company, so that customer satisfaction is met and in accordance with company expectations.

The best service is something that cannot be separated in the hospitality business, because whether or not the quality of a service will affect the number of guests. Besides that, good service can make the hotel's image better.

In Ottimmo, we have received knowledge related to the culinary world and the world of management in general during the lecture period. So that the knowledge gained during the lecture period can be applied optimally, the campus provides opportunities for students to do on the job training (internship) for 6 month. With this program, students are expected to be able to improve their skills and work ethic which include: work ability, work motivation, initiative, creativity, discipline and craftsmanship at work.

Internship or on the job training is a means for students to apply the knowledge gained and add insight by applying it directly to the world of work, both agencies and companies. Through the internship program, students are expected to be able to understand a variety of concepts and theories with

practical problems they face and their solutions. The goal to be achieved in this activity is to improve students' hard skills and soft skills in the world of work to provide an overview of the world of work.

1.2 Objective of The Internship

The objective of this internship is to prepare students to enter the world of work after graduation to become an experienced worker and able to implement culinary knowledge in the line of work.

1.3 The Benefits of The Internship

The benefits of this internship for the student is to add insight and views about the world of work, especially in the world of hospitality, and find out more deeply what is done in the department of food and beverage product. And the student can improve their hard skills and soft skills. The benefits for the hotel is that the hotel can get extra worker that can help the restaurant. And the benefit for ottimmo is that their student are able to gain good result in their study and improve the reputation of ottimmo.