

CHAPTER II

ESTABLISHMENT BACKGROUND

2.1 History of JW MARRIOTT HOTEL SURABAYA

It all began in 1927 whereas the couple named J. Willard Marriott and his wife, Alice, opening up a root beer stand called A&W by quenching people's thirst during Washington D.C.'s hot, muggy summers. Good food and good service at a fair price became a guiding principle for Hot Shoppes restaurants--and for Marriott International as it grew. In 1927, Newlyweds J. Willard and Alice S. Marriott, along with business partner Hugh Colton, open the first A&W root beer franchise in Washington, D.C. The Marriotts add hot food items to their menu

a first for A&W franchises--and the name "Hot Shoppes" is born. A year later, The Marriotts open two more Hot Shoppes, including the East Coast's first drive-in restaurant. In 1937 In-flight airline catering debuts when Hot Shoppes begins delivery of boxed lunches to passengers at Hoover Airport, south of Washington, D.C and in 1953 Hot Shoppes, Inc. stock becomes public at \$10.25/share and sells out in two hours of trading. The biggest changes for Marriott comes in the year of 1957-1985, Marriott made a historic shift into the hotel business in 1957. The world's first motor hotel opened in Arlington, Virginia, under the management of J. Willard Marriott's son, Bill. Over the next 25 years, Marriott became a diverse global enterprise, and Bill Marriott became a visionary CEO whose leadership transformed the hospitality industry and in 1984, the first JW Marriott, named in honor of founder J. Willard Marriott, opens in downtown Washington, D.C. Throughout the years and decades, the Marriott group has expanded globally and has opened various kinds of hotels such as: JW Marriott, Ritz Carlton, Bulgari, and many



JW MARRIOTT

more.

Picture 1 JW Marriott Logo

2.2 Vision, Mission and Company Objectives

2.2.1 Vision

To be the world's favourite travel company

- Purpose : Open Doors to Opportunity
- Scorecard : Associate Engagement, Customer Loyalty, Owner Preference and Shareholder Value
- How We Win : Marriott Hotels, Marriott Rewards, Mobile Digital and Millennial Mindset
- Values : Put People First, Pursue Excellence, Embrace Change, Act With Integrity and Serve Our World

2.2.2 Mission

To enhance the lives of our customers by creating and enabling unsurpassed vacation and leisure experience

- Put People First : Marriott takes care of associate and lets them take care of the customers. We want to give associates opportunities to grow and succeed.
- Pursue Excellence : This is a dedication to the customer that shows in everything we do. We take pride in the detail every day, in every destination worldwide.
- Serve Our World : Our “ Spirit to Serve ” makes the company stronger. Marriott International focuses on five global social issues : poverty alleviation, the environment, community workforce development, the wellbeing of children and global diversity and inclusion.

- Embrace Change : We are driven to continually challenge the status quo and anticipate our customer’s changing needs with new brands, new global locations and new guest experiences.
- Act with Integrity : We hold ourselves to uncompromising ethical and legal standards. This extends to our day-to-day business conduct, our employee policies, our supply chain policies, our environmental programs and practices and our commitment to human rights and social responsibility.

2.2.3 Company Objectives

Putting people first, pursuing excellence, embracing change, acting with integrity and serving our world

2.3 Organizational

Table 1 Organizational Pastry Team

Structure and Main Task organizational structure JW Marriott divided into are Banquet Team , Outlet Team and Bakery

The at Pastry Kitchen 4 teams. There SBCO Team ,	Syalim Andi Trihastuti		
Banquet Team Sardji Dodik Hermanto Didik Prasetyo	Outlet Team Andi Trihastuti Rubby Antasari	SBCO Team Syalim Kiky Muhammad Isnaini	Bakery Rey Dino Fandy Arief

Team.

1. Pastry Chef

- Make a weekly work schedule
- Check and make a list of kitchen supplies
- Supervised all tasks and staff in pastry kitchen
- Creating new menu and modifying menu into the creative ones.

- Planning and directing food preparation
- Estimating food cost

2. Junior Pastry Chef

- Senior pastry chef's assistant
- Replace the work of Head Chef when she/he is not available
- Ensure that the pastry & bakery processing kitchen runs smoothly

3. CDP Pastry (Chef de Partie)

- Managing pastry operations and delegating some work to several assistants and is the backbone of pastry.
- Helping the head chef to develop new dishes and main course menu
- Responsible to pastry chef

4. Demi Chef

- Conduct experiments to create cake recipes and evaluate the results of their creations.
- Support the CDP or Sous Chef in the daily operation

5. Pastry Staff

- Responsible for assisting all trainee
- Set up work stations with all needed ingredients and cooking equipment
- Responsible for the processing, production and decorating of cakes and pastry products produced.

2.4 Features JW MARRIOTT SURABAYA

a. JW Marriott Surabaya Rooms

JW Marriott Surabaya Has 25 floors and rooms in total 407 rooms. When the

writer was doing her internship there , sometimes the hotel is very crowded but there are also moments when the hotel become rarely have guests during PPKM period.



Picture 2 JW Marriott Surabaya Room

b. Lobby Lounge

Lobby Lounge at JW Marriott Hotel Surabaya is a spacious, luxurious and elegant space with superb culinary offerings. Lobby Lounge provides specialty coffee, mocktails, cocktails, wines by the glass and light bites, as well as nightly live music



Picture 3 Lobby Lounge

c. SBCO (Surabaya Baking Company)

SBCO is one of newest cakeshop in JW Marriott Surabaya. SBCO sell so many kind of French pastries and Local delicacy souvenir . the products that SBCO sell is quite cheap and so many unique dessert there. Usually hotel guest will stop by there to buy some souvenir before going back to their hometown .



Picture 4 SBCO (Surabaya Baking Company)

d. Executive Lounge

The Executive Lounge is located on the 21st floor of the JW Marriott Surabaya. Access to the Executive Lounge is normally reserved for guests staying in Executive rooms and luxury suites or Guest can have an access to Executive Lounge if they already achieved Gold Member at Marriott Bonvoy. One of the most coveted benefits of Executive Lounge access is the all-day dining offer, which includes a private breakfast, drinks and evening cocktails.



Picture 5 Executive Lounge

