

CHAPTER 2

ESTABLISHMENT BACKGROUND

2.1 About Hyatt



Picture 2.1. HYATT Logo

Alila hotel Solo is one of the brands under the auspices of Hyatt which has a purpose “We *care* for people so they can be their *best*”. Hyatt was founded by Jay Pritzker in 1957. Ten years later, Jay Pritzker and his brother, Donald Pritzker, worked with other Pritzker members, developing the company into a north American management and hotel ownership company that became a public company in 1962. In 1969, the Hyatt Regency Hong Kong became Hyatt's first international location. Hyatt Corporation and Hyatt International Corporation were taken private by the Pritzker family business interests in 1979 and 1982, respectively. On December 31, 2004, substantially all of the hospitality assets owned by Pritzker family business interests, including Hyatt Corporation and Hyatt International Corporation, were consolidated under a single entity, now Hyatt Hotels Corporation.

Over time, more and more brands have joined Hyatt, such as Andaz which debuted in 2007 on Liverpool Street in London. In addition, Hyatt is also expanding its hotels and resorts to include brands such as Alila, Destination by Hyatt, JdV by Hyatt, and Thompson Hotels. Up to November, specifically November 2nd 2021, Hyatt announced the acquisition of Apple Leisure Group (ALG), a leading luxury resort-management services, travel, and hospitality group with a unique collection of resort brands with the

AMR™ Collection, which consists of more than 100 hotels and resorts across 10 countries.

2.1.1 Hyatt mission, vision, and values:

- 1) Mission: because Hyatt wants to provide a pleasant experience for every guests who comes, Hyatt has a mission to deliver distinctive experiences for guest
- 2) Vision: because in this increasingly advanced era, a lot of people are becoming individualist, Hyatt has a vision to create a world of understanding and care for every guests
- 3) Values:
 - a. Respect means we have to care for people and environment
 - b. Integrity means we have to take ownership and act with pride
 - c. Humility means we have to put other first (other means guest)
 - d. Empathy means we walk in the shoes of others
 - e. Creativity means we must be curious so we have to learn and relearn
 - f. Fun means we have to build joy into our work

2.2 About Alila Hotel



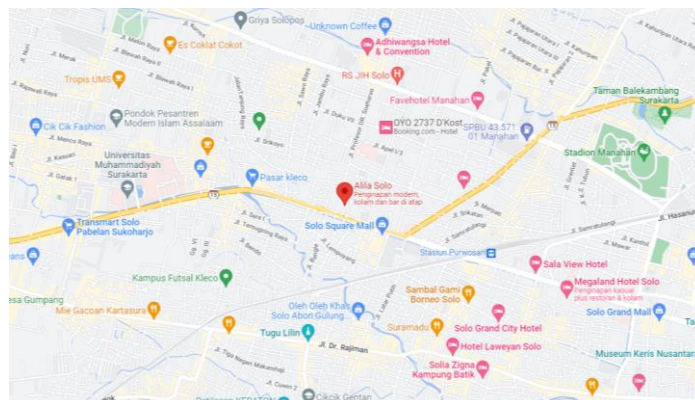
Picture 2.2. Alila Solo Logo

Alila means surprise in Sanskrit and its meaning is that Alila want to be surprisingly different. Alila’s founders are Mark Edleson, Franky Tjahyadikarta, and Okie Lukita. Located at the gateway to Solo, “The Spirit of Java”, Alila Solo is a modern urban retreat that is set to become an icon in this heritage-rich city.



Picture 2.3. Alila Solo Hotel

A city steeped in ancient traditions and heir to the Mataram kingdom, offering access to the many cultural and natural wonders of Central Java, from royal palaces and magnificent, mysterious temples to exquisite batik textiles. This landmark is a luxury hotel in Solo, Indonesia rises above the city's main commercial avenue, setting new benchmarks not only in service and style but also offering the largest ballroom and events space in Central Java. Whether in the city on business or to lap up the culture, guests can indulge in bespoke service and a myriad of technology-driven, resort-inspired facilities – from Executive Lounge to Spa Alila, from rooftop bar to grand ballroom – that are second to none in the region, making Alila Solo an ideal venue for business travelers, corporate retreats and relaxing city escapes entwined with enriching cultural encounters.



Picture 2.4. Alila Hotel Solo Location

Its location at Jl. Slamet Riyadi No. 562 Solo (Surakarta), Central Java, Indonesia, standing under the auspices of PT Narendra Lentera Adisakti led by Mr. Edijanto Joesoef on November 1st, 2015 with a design designed by Denton Corker Marshall led by Mr. Budiman. The total rooms owned are 255 rooms with their respective facilities. When the guest enters the lobby of Alila Hotel Solo, the guests will find Selendang Sinerat by Solonese master painter Mr. Sucahyo, that has 50meter length and made from aluminium plates with canvas painting. This selendang unfurls with a pictorial representation of the gunung, the Javanese symbol of the universe and continues across the ceiling with silhouetes of elevated wayang characters. These legendary figures combine beautifully with the kawung batik motif which symbolizes the warm and sincere service that Alila Solo extend to all of its guests. There is also kayu jati globe that was conceptualized by architect Budiman Hendro Purnomo of Denton Corker Marshall, a large 2meter diameter universal tiber ball is done by James Tirto workshop in Blitar. This wooden sculpture is composed of salvaged ancient teak tree roots and is a contemporary interpretation of the globe. Our sculped piece stands as a meeting point for guests from all over the world.



Picture 2.5. Lobby of Alila hotel Solo



Picture 2.6. Lobby of Alila hotel Solo(II)

Alila hotel solo has several F&B outlets that guests can visit, such as:

1) Epice restaurant



Picture 2.7. Epice Restaurant Alila Hotel Solo



Picture 2.8. Epice Restaurant Alila Hotel Solo (pastry buffet)

- Opening hours : 06 am – 11 pm
- Breakfast : 06 am – 10 am (10.30 am on weekend)
- Seating capacity : 160 persons
- Type of food : Epice restaurant served food from breakfast - dinner, they also have some menus for children, and also they served non-alcohol and alcohol beverages
- Breakfast : they served Western style, Indonesian style, and healthy style breakfast
 - Lunch & dinner: for lunch and dinner, they provide from appetizer-dessert and they have some signature dish. For appetizer they served lumpia semarang, empek-empek udang, Caesar salad, etc. For main course they served sop sapi, bebek betutu, prawn risotto, kemangi fettuccine, etc. And for dessert they served cassava cheesecake, mango caramel, etc.
 - For kid menu, they served chicken soup, mini burger, fish finger, ice cream, chocolate brownies, and fruit platter



Picture 2.9. Chocolate Brownies for Epice’s Kids Menu

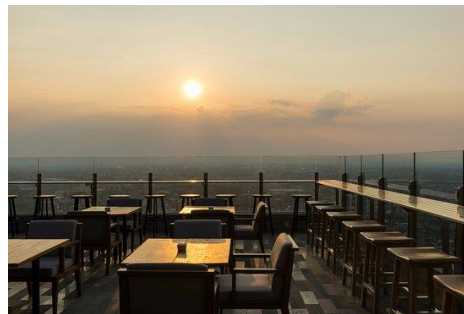
- For non-alcohol beverages they served mix and match healthy, such as Turmeric Booster (turmeric, ginger, honey, and tonic) and Surakartan Punch (pineapple, banana, ginger ale), healthy juice such as watermelon juice, apple juice, and orange juice, etc.

- For alcohol beverages they served beer, soju, any kind of cocktails, champagne, and any kind of wine (sparkling wine, rose wine, white wine, and red wine)

2) Agra (29th level)



Picture 2.10. Agra Rooftop Alila Hotel



Picture 2.11. Agra Rooftop Alila Hotel (II)



Picture 2.12. Blackforest Brulee for Romantic Dinner Agra

Opening hours : 10 am – late

Seating capacity : 140 persons

Type of food : Agra served any kind of food, such as snack bar, starter, main course, kid menu, and dessert. Because Agra is a semi-bar restaurant, they serve various kind of alcohol beverages. Because Agra is on 29th level, the view at night was so amazing, so sometimes there is also romantic dinner.

3) Largo (6th level)



Picture 2.13. Largo Pool Alila Hotel



Picture 2.14. Largo Pool Alila Hotel

Opening hours : 10 am – 10 pm

Seating capacity : 50 persons, banquet 500 persons

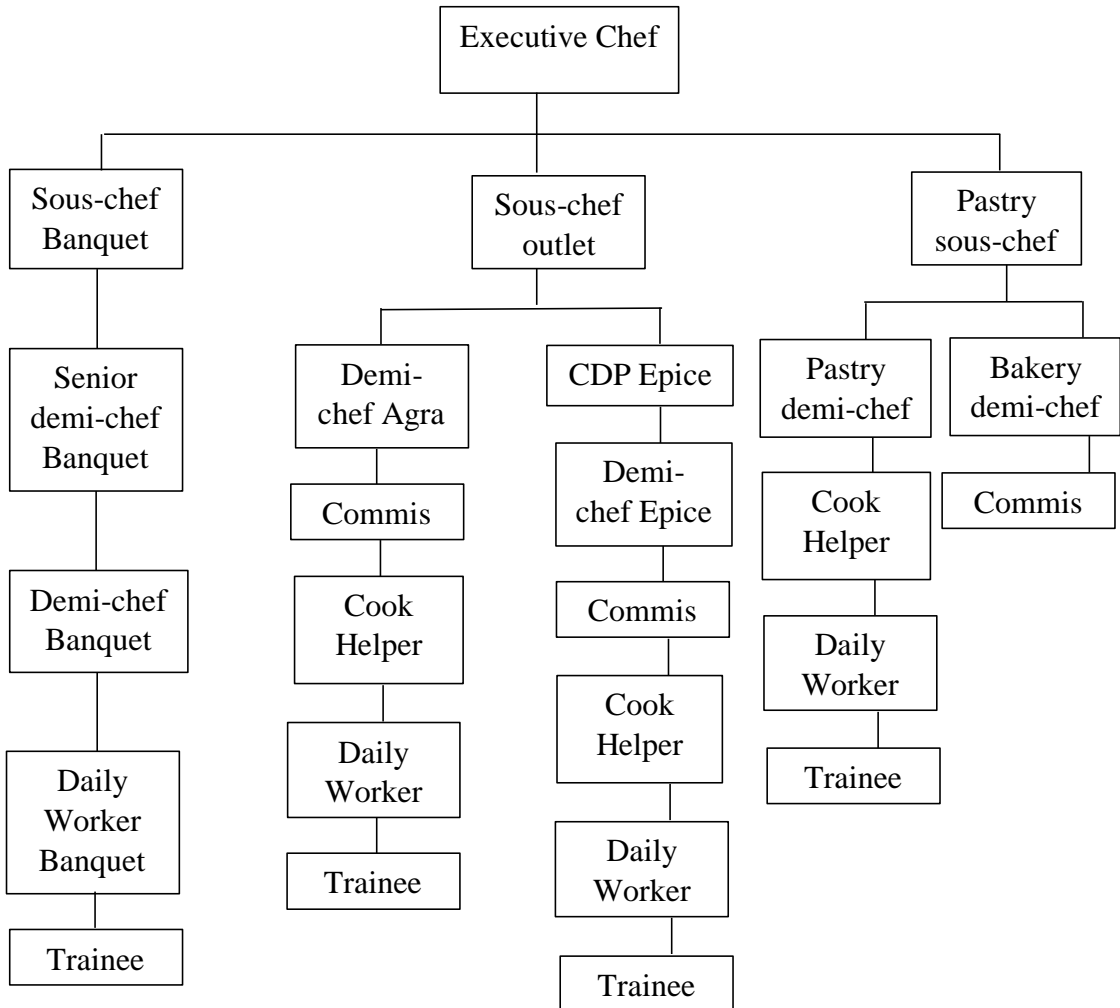
Type of food : for food, they serve any kind of snack which is suitable to eat before or after swimming, such as chicken bun, broccoli Caesar, nachos, walnut tart, pisang goreng, etc. for the beverages, they served the same kind as Epice Restaurant.

2.3 Average Occupancy

For hotel capacity, the amount per day and per week can vary, sometimes the capacity is only 20%, sometimes it can reach up to 100%. The capacity of this hotel also depends on the event being held that day. For example, when there is a meeting or gathering or wedding event that will be held at the hotel, the capacity can reach 50%. During the month of Ramadan, the capacity of the hotel is only 20%, the same as when there are no events held at the Alila Solo hotel. Hotel Alila Solo once reached 100% capacity during Eid holidays, because the Eid holiday is a long holiday and it is allowed to go home, many tourists visit the city of Solo and stay at the Alila Solo hotel.

2.4 Kitchen Brigade

KITCHEN BRIGADE



Picture 2.15. Kitchen Brigade Diagram

Kitchen Brigade Description

1. Executive chef: executive chef used to create new menu to all of outlets that exist, checking and handle the menu that will be served to guests, told the team what to do if there is such an event.
2. Sous chef (banquet, outlet, pastry): sous chef helps executive chef to cook the food that will be served to guest, creating new menu, change or add some menu with executive chef's approval, and in-charge if executive chef not in place. Sous-chef also in-charge for some admin errands, such as making schedule for the team and ordering some items required for production
3. Chef de Partie (Epice): chef de partie help the sous chef to handle the team and make sure that everything goes well before the food is served to guests
4. Senior demi-chef / demi-chef (banquet, Agra, Epice, pastry): senior demi-chef / demi-chef cook the food that will be served to guest, in-charge if sous-chef not in place, help sous-chef to check the event and sometimes demi-chef make the schedule for the team too.
5. Commis (Agra, Epice, bakery): commis help demi chef to prepare the food and check the inventory of items needed for production communicate with demi-chef if there are some problems with the food, such as menu changing and impromptu events
6. Cook helper (Agra, Epice, pastry): cook helper help commis to prepare the food and production for daily product and event
7. Daily worker (banquet, Epice, Agra, pastry): daily worker helps cook helper to prepare the food and production for daily product and event
8. Trainee: responsible for the work in accordance with the tasks that have been given

2.5 Personal Hygiene and Sanitation Section

2.5.1 Personal Hygiene SOP

- 1) All of the staff until trainee have to cover our head with hat to prevent our hair from falling on the food that we will serve to guests. Everyone is not allowed to dye their hair.
- 2) For men, they have to shave their beard to look neat and clean
- 3) Everyone should have short and clean nails
- 4) Everyone who works in the kitchen area is advised not to wear too much jewelry
- 5) All worker wears clean uniforms and shoes before entering the kitchen area
- 6) If maybe the worker has a wound, the worker has to cover the wound

2.5.2 Personal Grooming Standards Before, During, and After Shifts Ends

Before the staffs and trainees started to work in the kitchen, they have to change their personal clothes to kitchen uniform that have been provided from the hotel. After that, the staffs and trainees make sure that their attributes they wear are complete, such as using a hat, apron, and safety shoes.

During their shifts, the staffs and trainees used latex hand gloves to prepare the food that will be served to guest to make sure its hygiene and there is no fingerprint in the plate that will be served to the guests.

After the shifts ends, the staffs and trainees change their kitchen uniform to their personal clothes and they left kitchen uniform in laundry so the staff in laundry will be washed the kitchen uniform to make sure there are no stains left on the uniform used.

2.5.3 Sanitation SOP:

- **How to clean working stations and general or deep cleaning activities and schedules**

Before the staffs and trainees start their activities, which is made some product for the guest, the staffs and trainees usually wash their hands and clean the table that they will use. Before make some products too the staffs and trainees usually checked some items in chiller or freezer, just to make sure if they do not make the same product and also check whether the item is still worth to be stored in chiller/freezer or not. Besides that, there are stewards that will help us to clean up pastry floor, chiller, and freezer (general/deep cleaning) to make sure that there is no frost that interferes with freezer working performance and its usually done twice a week.

- **How to handle & receiving goods/ingredients:**

In Alila hotel, the goods that the staffs or trainees receive will be dropped at basement (loading dock) and then the receiving will receive the goods and then they will communicate with butcher to take care of the goods that just arrived. The butcher will place the items separately according to their respective parts. For example, fish, meats, or other frozen items will be placed in freezer and they will be wrapped so the fridge does not smell fishy, fruits and vegetables will be placed in chiller and has been separated according to its type in the container, eggs, butter, and other dairy products will be placed in another chiller and if they are packed in cardboard, the butcher will take off the cardboard and then stored them.

- **How to handle food/kitchen waste**

To deal with the existing food waste, Alila solo is trying to implement zero food waste. At breakfast the staffs or trainees also prepare fruit for guests who come, when finished breakfast there will still be sliced fruits left, one of them are pineapple. To deceive the remaining pineapple,

staffs or trainees process it into candied pineapple which can be used to garnish some cakes. Another example is when staffs or trainees cut a piece of cake, there must be a part that is removed or commonly referred as trimming, to utilize it so that the existing trimming is not wasted, the staffs or trainee dry them and make it to a crumble which can also be used for garnishes. Therefore, no food waste is wasted while the staffs or trainees can still cultivate them.