

APPROVAL PAGE

Date:

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Supervisor

The present writer chooses Grand Aquila Hotel Bandung as an apprenticeship place because it is one of the five star hotels in Bandung which has good image for its service and accommodation. Moreover, she is very interested in learning about tourism industry and would like to know more about hotel business. By involving in this particular business, she realizes that the opportunity to interact with many people with different characters from different countries is wide open. The present writer is of the opinion that this apprenticeship has a relation with some subjects, which she has taken such as English for Business, English for Tourism and English for Secretary.

The present writer chooses The Sales & Marketing Department as an observation place because it is an exclusive department in Grand Aquila Hotel, Bandung. Sales and Marketing Department has a function to bring a lot of tourists and guests who want to spend the night at the hotel. The Sales & Marketing Department should have good relationship with the clients and all the employees in other departments at the hotel in order to make the hotel famous and expanded.

The present writer will explain about the background of the hotel before getting to the main point. The name of Grand Aquila Hotel was taken from Latin words, which mean the bird of an eagle, that's why the logo of the hotel is the head of an eagle. The location of Grand Aquila Hotel is at Jl. Dr. Djunjunan No. 116 (Terusan Pasteur). It is near the highway so it is easy for the tourist to find the hotel.

Grand Aquila Hotel used to be a chain hotel that joined in a group of hotels, Aquila Hotel & Resort. PT. Griya Permata Lestari – Jakarta was the owner of the group. Until now, Grand Aquila Hotel has a good reputation. It was established on February 8, 1996 and got a predicate as a five star hotel from Kakanwil Pariwisata West Java on February 8, 1997 on its first anniversary. Grand Aquila Hotel has employed approximately 353 people now.

Grand Aquila Hotel has 224 rooms but only 211 rooms are sellable. The type of rooms in Grand Aquila Hotel are: Deluxe Room; Super Deluxe Room; Executive Room; Junior Suite; Deluxe Studio Suite; Executive Suite; Family Suite; Golden Suite and President Suite.

The success Grand Aquila Hotel has gained as a five star hotel is because the hard works of the employees at the hotel that make the guests feel comfortable. They always give the best service to their guest so they would be back again someday.

Every one or three month, the training department of Grand Aquila Hotel holds some trainings for their employees such as: Employee Ship, P3B (trainings about how to give good services to the hotel guest), etc. The aim of the trainings is to make their employee knowledgeable about hotel products not only domestic but also international.

The products and services that Grand Aquila Hotel sells are:

- ☺ Five Star Hotel Services
- ☺ Hospitality and Employee's performance
- ☺ Comfort, safety and good atmosphere of the hotel
- ☺ Rooms and Other facilities

- ☺ Swimming Pool
- ☺ Karaoke
- ☺ SPA
- ☺ Business Center
- ☺ Laundry and Dry Cleaning
- ☺ Baby Sitter
- ☺ Drug Store
- ☺ Executive Lounge

Grand Aquila Hotel has standard rules for everyone who wants to apply as an employee for any positions in each department. The Sales & Marketing Department has a standard in hiring its employee:

- S1 or minimal Diploma Degree
- Honest
- Has nice appearance
- Can speak foreign language (mastering English both oral and written is a must, but speaking other language such as Mandarin, Japan, etc is optional)
- Can operate computer programs such as MS Word and Excel
- Should have the ability to build good relationship with the clients
- Has a wide knowledge about hotel business

The Sales & Marketing Department has 6 sales persons who are located in Bandung and Jakarta; one Director of Sales & Marketing (DOSM); one Executive Secretary Director and one Marketing Analyst. Each sales person has a job description in doing their daily routine. The duties as sales person are: distributing

fliers to some places based on their schedule (Sales Call) and making the report of the company or name of people who have made some events in Grand Aquila Hotel. Besides that, all sales persons must come to the morning briefing to discuss about some events that are going to be held and make sales call schedule. After doing the sales call, they must make a report about their activities during sales call and distribute it to the Executive Secretary of Director in the afternoon briefing.

Every Friday, The Sales & Marketing Department always holds a Sales Meeting with the General Manager of the hotel to discuss about the performance of the sales person in a week and makes an action plan for next week.

In doing their job, The Sales & Marketing Department uses several tools such as: computer, telephone, faxes machine, photocopier and car for the sales person to meet the clients.

The Director of Sales & Marketing (DOSM) is responsible directly to his department and his staff. In carrying out his duties, the Director of Sales & Marketing is assisted by a Senior Sales Manager and an Executive Secretary of Director. Sales Manager and Sales Executive will help the Senior Sales Manager in his works.

In the Sales & Marketing Department, the present writer does some routine exercises according to the job description. The routine exercises include: handling the telephone; distributing intern memo, quotation letter, group resume, incoming fax to all departments; sending fax campaign; helping Marketing Analyst to put the company name into computer database alphabetically; attending "In House Training" which is held by Training Department; maintaining the equipments in S&M office and make sure that they are in the proper place because the office should be kept clean and tidy all the time.

The present writer was guided directly by the Executive Secretary of Director and Marketing Analyst. They gave information she needed and tried to give explanation for the question she asked. During the apprenticeship at the Sales & Marketing Department; the present writer finds out that the percentage of the use of English is 50%. The English skills that present writer uses are only writing, speaking and reading skills.

The percentage of using writing English skill in her daily job is about 30%. She uses it when she makes some letters of correspondence to a certain companies. Her duties are writing and sending letters to a companies or travel agencies that want to make a corporate business with the hotel. She also has a responsibility to help the Marketing Analyst to make Standard Operational Procedure (SOP).

The present writer uses her speaking skill in her daily job when she receives a telephone call from a foreign company that wants to make a corporate or book a room. Speaking English fluently is very useful for making good communication with the clients.

The present writer uses her reading skill in her daily job when there is an English article that the present writer must read. She also helps the sales team to correct the articles written in English created by the sales person.

The present writer concludes that after having the apprenticeship at Grand Aquila Hotel for 2 months, there are much knowledge that she has gained that is useful for her in the future. She, who used to know very little about hotel business, now knows how to make a good relationship with employees or clients, who have

different characters. The present writer also realizes that it is important to have discipline and responsibility in the world of business.

The present writer made an improvement in her reading and speaking skills during the apprenticeship at Grand Aquila Hotel. The present writer realizes that the more she gets the assignments, the more discipline she becomes. Furthermore, she can understand very well every the instruction she gets. The present writer also gets some new experiences during the apprenticeship. She can operate a photocopy machine and fax machine, handle telephone call in a good way and be able to operate some computer programs especially in Excel and MS Word.

The present writer gets a lot of knowledge during the apprenticeship at Grand Aquila Hotel, which she cannot get in the university, such as:

- ❖ Knowing about the system in a work place that can be useful in her future career.
- ❖ Getting new knowledge about how to give good services at five star hotels.
- ❖ Knowing about the strategy of promoting products

The present writer also encountered some difficulties during the apprenticeship. She often did some mistakes in handling telephone such as she forget to ask the address, phone or fax number of the company which wants to make some corporate business with the hotel. Her vocabulary deals with business hotel is limited so that she has difficulty in speaking with the clients. Her knowledge about operating computer is little so that it became an obstacle in doing the job.

The present writer thinks that the partnership between Grand Aquila Hotel and Maranatha Christian University is very good. It gives the students a chance to experience a new job. It helps the students to prepare themselves for their new

carrier. The present writer hopes that this program can be held continuously and there will be more trainings which deal with tourism and hotel business.

The experience the students get during the apprenticeship is priceless. It helps them to see the real business world. It also broadens their mind about how to make a good relationship with their partners and their customers. It would be better for the D III apprenticeship program to provide the institution it refers to. This effects the students when they can start the apprenticeship program punctually and finish it on the right time given.

