

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

The need for travelers to stay in the hotel always exists. Hotel is not just used for staying during a visit, but also for meeting, wedding ceremony, exhibition, etc. It can be said that hotel sells service. Therefore, in order to provide excellent service, it is important to have good hotel staff.

To be considered good hotel staff, They did not only have to possess good attitude and personality, such as being polite and friendly but also have to know hotel industry knowledge such as food and beverage service knowledge. This kind of knowledge is important because the more the staff knows about food and beverage knowledge, the more professional they would be.

However, it takes a lot of time to learn about the food or beverage knowledge especially for those who do not come from a hotel industry or who do not have any background in hospitality. There are many things to learn and

practice, for example in making some special coffee. There are many kinds of coffee such as cappuccino, café late, and black coffee and the making of each is different.

The difficulty in providing beverage service happened to me when I did my internship in Hilton Hotel (henceforth, HH) as an outlet server in the Executive Lounge. When I had to work in the Executive Lounge I had to serve the guests exclusively. It happened because those who visited the Executive Lounge were from the executive rooms.

The operation hours of the Executive Lounge are from 06.30 AM until 11.00 PM. They are divided into three times which are breakfast, afternoon tea, and evening cocktail. During the operation hours of the Executive Lounge, I had to be ready to make some kinds of beverages for the guests.

As I did not have any knowledge about food and beverages services, I found it difficult to do my tasks, especially in making coffee and cocktails. I had to operate a coffee machine according to the kind of coffee requested by the guests. I also had to provide some kinds of cocktails such as red wine, vodka, brandy, martini, and many more for the evening cocktail. Sometimes the guests also asked me to make beverages which require me to mix the liqueur such as to make “screw driver” which is vodka mixed with orange juice. This situation created a problem because I never drink any cocktail before and I do not know much about it.

The aim of making this final paper is to explain my problem in making beverages. There are the causes and the effects of my problem and I will choose the best solution to solve the problem.

## B. Identification of the Problem

My difficulty in providing the beverages in the Executive Lounge will be discussed further. This term paper is meant to answer these following questions:

1. Why is it difficult for me to make beverage for the guests in the Executive Lounge at HH?
2. How does the problem influence my working performance?
3. What is the best solution to solve my problem in making beverages?

## C. Objectives and Benefits of the Study

The objectives of writing this term paper are to give clear explanation about the causes which make me difficult to learn beverage services, the effects of my difficulty on my working performance, and then the best solution to solve my problem effectively. This term paper will give a lot of benefits for many students, especially those who want to know further

information about working in the hotel industry. HH also will get the benefit as this term paper can be made as a benchmark for HH to know the difficulty that a trainee might have during an internship especially for those who do not come from a Hospitality Subject. For the readers, they can add their knowledge especially in making beverages in the hotel industry. For me, as a writer, I can share my experience in working in the hotel industry especially in the way I build relationship with others such as the staff of HH and the guests.

#### D. Description of the Institution

From “Celebrating Our Story” Handbook from Hilton Bandung there is story about Hilton World Wide. Conrad Hilton is the person behind the success of Hilton worldwide. The story started when Conrad and his family decided to build some rooms in their house for the people who visited the town where Conrad and his family lived. As a promotion, Conrad and his brother had given brochures to many people in the train station near their house. That effort worked well as there were many people who felt interested to stay in the Conrad’s hotel and in 1919 Conrad gave name this Hotel The Mobley. The success of Conrad’s hotel business did not stop until The Mobley, because in 1925 Conrad succeed to open his second hotel, Hilton, which was located in Dallas, USA.

From year to year Hilton develops and creates more new concepts in the hotel industry. In Indonesia there is just one HH which was built in 2009, it is located on Jl.H.O.S Tjokroaminoto 41 – 43 Bandung. The shareholders of HH Bandung is Mr. Tatang. HH tried to make its guests feel satisfied, HH wants to ensure every guest feels cared for, valued, and respected, and it shows HH wants to treat its guests with hospitality. Based on Celebrating our story handbook, it is stated that HH's vision is, "To fill the earth with the light and warmth of hospitality" (3-5). There also stated that HH's mission is, "To be the first choice of our guests, team member, and the owners" (3-5). That means HH wants to be the place which can make people feel like in their own home. Until now HH always sticks on Conrad's dream and its vision and mission.

Hilton Bandung has 186 rooms which are divided into 5 kinds of rooms, there are Deluxe, Executive, Executive Plus, Junior Suites, and Presidential Suites. There are also Magma bar, Purnawarman restaurant, Fresco (Italian restaurant), Caffe Cino, Executive Lounge, fitness center, rooftop swimming pool, Jiwa spa, meeting rooms, and grand ballrooms (Hilton website).

#### E. Method of the Study

The first method of the study for collecting the data are by doing the observation in the Executive Lounge in HH Bandung which is recorded in my internship journal. The second method is by making an interview with the staff in the Executive Lounge. The third method is by collecting data from

the library and internet. The last method is by collecting data from the training handbook of Hilton Bandung.

## F. Limitation of the Study

The main focus of the study is myself as an outlet server in the Executive Lounge who had difficulty in making the beverage service. I worked 9 hours per day. The period of my internship was from December 2011 until March 2012.

## G. Organization of the Term Paper

This term paper starts with the Abstract, Declaration of Originality, Acknowledgements and then four chapters which contain the explanation about my problem during my internship. In Chapter I there is the Introduction about the problem. In Chapter II there is Problem Analysis, which analyzes some factors which cause the problem I face and the effect of my problem. Chapter III explains three potential solutions along with the analysis of the potential positive and negative effects of each of them. In Chapter IV there is a conclusion which discusses the best solution for solving the problem. In the last part there are Bibliography, and Appendices containing the flow chart and the transcription of the interview.