

CHAPTER I

INTRODUCTION

A. Background of the Study

I have a desire to work in the hospitality industry; therefore, I chose Hilton Hotel (henceforth, HH) as the place of my internship. Working in the hotel requires a willingness to serve, work hard, to be humble, and discipline. Richards states that, working in a hotel requires a willingness to be open, friendly, and polite (par. 1-2). Hotels provide all various services for the general public, those who stay at the hotels, and those who use only certain facilities in the hotels. Marsum states that hotel staff should respect and treat customers like kings and regard them as special guests (55).

In a hotel there is a restaurant, where every outlet server serves the guests who come to eat. An outlet server has the same function as a waitress/waiter. White states the job descriptions of a waitress as follow :

responsible for a variety of customer service tasks, including providing excellent customer service, greeting patrons once they are seated, explaining menu items for customers, answering questions from patrons about food and beverages, refilling customer drink orders throughout the meal. (par. 2)

There are local and foreign guests who come to the restaurant. An outlet server must be able to speak English, have a good attitude in serving the guests, and have knowledge about food & beverage services". The jobs of an outlet server are escorting and serving the guests. Escorting the guests are welcoming the guests, asking about room numbers, accompanying the guests to the table and offering the beverages to the guests. Serving the guests are explaining the *ala carte* menu and buffet, taking orders, clearing-up, pouring mineral water, and providing what the guests need until they finish eating.

I have had similar experiences when doing my internship at HH, which is located on Jl. H.O.S Tjokroaminoto 41-43 Bandung, as an outlet server at Purnawarman Restaurant. I did my internship from June to September 2012. My routine activities were escorting the guests, taking orders, setting up the table, serving guest's orders to the table, clearing up, pouring mineral water, folding napkins, taking dirty linen to the laundry, and polishing silverware. During my internship I had difficulties in escorting and serving the guests. Beside of that I did not know about product knowledge and facilities at HH. Escorting the guests means accompanying the guests to find a table to be

seated in a table. When local and foreign guests came to the restaurant, I was afraid to communicate with them, because that was the first time I worked in a restaurant. Besides this, I did not have any knowledge about Food & Beverage Services. Once, there was a foreign guest who asked for various of tea and I could not explain it; finally my friend handled this situation, because I did not know about the product. Another time, there was a Japanese woman who asked about the facilities in HH for her children; I could not answer her question and I asked my friend to take over. In addition, my mentor had not given me any explanation about my job description. My difficulties become a problem that influenced my work performance. Therefore, it is important to discover the solutions to solve my problem.

Based on the above explanations, I would like to discuss my difficulties in escorting and serving the guests as an outlet server along with the causes, effects, and the potential solutions. This explanation will be supported by relevant theories.

B. Identification of the Problem

In this term paper, I would like to analyze the following research questions :

1. Why did I, as an outlet server, have difficulties in escorting and serving the guests at Hilton Hotel Bandung ?

2. How did the problem influence my working performance ?
3. How should I solve this problem effectively ?

C. Objectives and Benefits of the Study

The objectives of writing this term paper are to analyze the causes and effects of my problem and find the best solutions of my problem. The benefits of this study for the readers are to prepare them for the final project, and to inform them how to escort and serve the guests well. For myself, I will increase my knowledge related to the world of hospitality, so that I can be a good hotelier. For the staff at HH Bandung, the benefits are preparing the staff to teach the trainees and understand what the trainees need for doing internship in hospitality world.

D. Description of the Institution

Based on the Hilton Worldwide article, Hilton Hotel was founded by Conrad N. Hilton. Hilton was born on December 25, 1887 in San Antonio, New Mexico. He was the second son of eight brothers. He was an American hotelier and well known as the founder of the Hilton Hotels chain. In 1925 he opened the high-rise Dallas Hilton, the first hotel to carry the Hilton name.

On 29 March 2009 Hilton Hotel Bandung was established, it is located on Jl. H.O.S Tjokroaminoto 41 – 43 Bandung. The shareholder

of HH is Mr. Tatang Heriawan. The vision is “to fill the earth with the light and warmth of hospitality” (par. 1). The mission is “to be the preeminent global hospitality company, the first choice of the guests, team members, and owners alike” (par. 2). HH has one hundred and eighty six rooms with various types of rooms, besides having various facilities, including there are a café, a meeting room, a ballroom, a swimming pool, a fitness room, a lounge, a business center, a restaurant, and a bar.

E. Method of the Study

For this term paper, I collect the data from library research and field research. The library research contains information from books, my internship journal, and articles from the Internet. The field research is my observation during my internship. The data is used for analyzing my problem and finding the best potential solution.

F. Limitation of the Study

The focus of this term paper is my difficulties in Purnawarman Restaurant at HH Bandung. My internship was from June to September 2012. The subject of research is myself as an outlet server. My problem is related to escorting and serving the guests.

G. Organization of the term Paper

This term paper starts with Abstract, Declaration of Originality, and Table of Contents. It contains in four chapters. Chapter One consists of seven parts, there are Background of the Study, Identification of the Problem, Objectives and Benefits of the Study, Description of the Institution, Method of the Study, Limitation of the Study, and Organization of the Term Paper. Chapter Two is Problem Analysis. Chapter Three is Potential Solutions. In the last parts, there are Bibliography and Appendices containing Flowchart and the list of Menu at Purnawarman Restaurant.