

CHAPTER I

INTRODUCTION

A. Background of the Study

At the moment, the hotel business in Bandung is growing fast. It happens because Bandung is famous as the city of shopping and dining. As stated in the article “Bandung Hotel” it is mention that, “Bandung is the city’s famous shopping and dining that really wins over the hearts of tourists. Bandung has an abundance of factory outlets selling well-known brands at cheap prices and more than 560 restaurants” (par.1). Therefore, a lot of people from other cities and countries come to Bandung every weekend or in holiday. Many entrepreneurs use this situation by building hotels to accommodate those people. They need to make a good-quality hotel to make guests feel like home when they stay there.

In order to be high in quality, a hotel must have qualified employees, because they are the people who serve the guests. Therefore, they need to have a training when working as employees at the hotel. It is stated in “OSHA Training Requirements” that, “Workers need more training to be able to handle their jobs correctly, efficiently, and safely” (par.1). Based on

the statement, it can be seen that training is necessary for employees. It can help them to handle their jobs with fewer errors. Without training employees will feel confused to do their job.

This term paper is based on my internship as a sales administration staff at Grand Serela Hotel (henceforth, GSH) in Bandung. Based on my experience in my internship, I found difficulties to do my job because there was no training given about how to do the job. I had to learn everything by myself. As a consequence, I could not complete the tasks correctly. As a sales administration staff, I had to make an offering letter if there was a request from the guest or from the senior sales staff, make a confirmation letter if the guest confirmed, and make a Banquet Event Order. Banquet Event Order is the letter which contains the run down of an event. I also had to pick up the phone if the guests wanted to speak with the marketing or sales person, and told them about the packages that the hotel has. The problem was I could not complete the given tasks because I did not understand how to do that. Based on this situation, I decided to analyze this problem and find the best solution for it.

B. Identification of the Problem

Based on my experience as a sales administration staff at Grand Serela Hotel (GSH) Bandung, I would like to analyze:

1. Why did I have difficulties in completing the given tasks as a sales administration staff at GSH Bandung?
2. How could I, as a sales administration staff, handle the job better?

C. Objectives and Benefits of the Study

The first objective of this study is to find out the reason why I have difficulties in completing the given tasks while I was in my internship as a sales administration at GSH Bandung. The second is to find how could I, as a sales administration staff, handle the job better, and then find possible solutions to the problem.

This term paper will give benefit for the hotel staff, the readers of this term paper, and me as a writer. For the hotel, I expect this term paper can give a valuable input about the importance of training the employees. The readers of this term paper will learn how a sales administration staff can handle the job better. Then, for me, I can share my experiences when working as a sales administration at GSH. In the future, if I work again as a sales administration staff, I can handle my job better.

D. Description of the Institution

Grand Serela is a three-star hotel. It is a member of Kagum Hotel management, located in the shopping district of Bandung City at Jalan LLRE Martadinata no 56 Bandung. The owners are Mr. Henry Husada and Mr. Hendra Husada. This hotel was established in 2005. It is close to some factory outlets, shopping malls and dining options.

GSH has seventy seven (77) guest rooms, two meeting rooms, and some quality facilities such as Kookaburra Restaurant, The Flamingo Lounge, Nature Spa Health and Spa facilities, Carrera Boutique Karaoke, Eagle Fitness room and sauna, and Kids Corner.

E. Method of the Study

The process of collecting data for this term paper consists of several ways. First, I get data from the observation of 90-day internships as a Sales Administration staff at GSH. Next, I read my internship journal, where I wrote stories of people and my experiences at Grand Serela Hotel. There are notes about what I did during my internship and some other information. Then, I read some books and articles that are related to my problem in this term paper. I also do an interview with Mrs. Astrid as a Human Resources Coordinator of GSH, Bandung. Lastly, I browse the Internet for the theories and solution to my problem.

F. Limitation of the Study

My term paper focuses on how to complete the given tasks and work effectively as a sales administration staff. The subject of this observation is myself as a sales administration staff at GSH, Bandung, starting from July 2011 to September 2011.

G. Organization of the Term Paper

This term paper starts with the Abstract, a summary of the whole term paper. Then, there is a Declaration of Originality, which contains a statement from me about the authenticity of the paper. Next is Acknowledgements, which contains the list of people who have supported me during the writing of this study. After that is Table of Contents. Then, there are four chapters. Chapter I is the Introduction. Chapter II is Problem

Analysis. Chapter III is Potential Solutions, and Chapter IV is Conclusion. The last part of my term paper is Bibliography, containing the list of references, and Appendices.