

CHAPTER 1.INTRODUCTION

1.1 Background

Based on Oxford dictionary, a hotel is a place providing accommodations, meals, and other services for travelers and tourists. The existence of the hotels and tourism objects have strong connection because the tourists who come to the tourism objects need a place to stay when they spend their vacation for more than one day. Based on Yoeti in Yonathan (1996) tourism is about an object having an attraction that always connected to the service provider like hotel and tour & travel. Therefore, hotel and tourism object will support each other, especially at tourism city like Batu, Malang.

Batu is one of the tourism cities in Indonesia that has many tourism objects such as Selecta swimming pool, Batu night square (BNS), Jatim Park 1 & 2, Coban Rondo water fall, Songgoriti, Museum Angkut, Eco Green Park and Kusuma Agro Wisata. It is also completed by many prestigious hotels. This condition makes Batu become one of the cities that always be visited by the tourists. Based on the data from Antara News Jawa Timur (2014), the numbers of tourist who came to Batu city increase every year. For example, in 2012, the number of tourists was 4 million people and 5 million people in 2013. It increased around 25%. It caused hotel occupancy increased. Fortunately, there are so many hotel available in Batu. There are 40 hotels there, but the well known hotels are Jambu luwuk, Batusuki, Singhasari, Kartika wijaya, Klub Bunga, Pohon inn, Kusuma Agrowisata hotel and Purnama Hotel.

Purnama hotel is one of luxury hotels in Batu, Malang. This hotel as four stars hotel has complete facilities like Swimming pool, 2 restaurants, sport & recreational facilities, play ground and hair salon & massage which can be enjoyed by the guest stayed there. It made this hotel become pioneer in giving the best services to the guest. It also has strategic location because it is near to some famous tourism objects in Batu like I mentioned above. Besides, there are so many tourists stayed in this hotel for both domestic and foreign guests. Based on the data of Purnama hotel guest a month, for example on December 2013, there

were 5954 people stayed there and 592 of them were foreign guest. Most of them are from Netherlands. They used English for their communication with hotel staffs. Therefore, Purnama Hotel needs the hotel staff like receptionist, bell boy, and waitress who can speak in English.

For those reasons, I am as the student of English Department chose Purnama hotel as my internship program place because my skill and my knowledge that I have learned in college is appropriate to be applied in this hotel especially in Reception position. I could apply my knowledge of hotel and restaurant, public speaking, computer, tour & travel, and *manajemen pengelolaan kantor*. Moreover, the most important thing is I could contribute my skill that I could speak in English with foreign guest who stayed in this hotel. I am also interested in learning about hotel hospitality.

In having this internship program in Purnama hotel, I believe that it could help me in increasing my communication skill and giving me experiences in work place especially in hotel sector. I expected that I could learn how to solve all problems in the jobs of hotel sector especially in reception position. Then, I could prepare myself to be qualified graduate before facing the real working world. Besides, I did this internship program as requirement for completion a study in State Polytechnic of Jember that must be done by all students in this college to get real experiences and create qualified graduates.

1.2 Objectives

The objectives of internship program at Purnama Hotel are mentioned below:

1. To apply my knowledge and skills that I have learned in college especially for English for Hotel & Restaurant, Computer, Public Speaking, Tour Travel, and *Manajemen Pengelolaan Kantor*.
2. To increase my communication skill by facing the hotel guests.
3. To get knowledge and real experiences that I have not learned in college especially in hotel sector.

1.3 Significances

There are some significances of this internship program. They are:

1. For myself as the writer

I got real experiences about hotel sector especially being a receptionist that I have never done in college. By doing this internship program, I could improve my knowledge and ability in hotel sector.

2. For Purnama Hotel

Purnama hotel got additional employee who helped them in serving guest in communicating in English with foreign guests. It also established the corporation between Purnama Hotel and State Polytechnic of Jember.

3. For State Polytechnic of Jember

By having an internship program there, it will keep the corporation between State Polytechnic of Jember and Purnama Hotel which will be as references being an internship program place for students.

1.4 The Location and Time of Internship Program

The internship program was conducted in Purnama Hotel Batu, Malang, East Java – Indonesia. It is located in Jl. Raya Selecta 1-15, Batu. The internship program was done in 520 hours. It started from 10th February 2014 to 26th April 2014. The working hours were 8-9 hours in some shifts. The morning shift is from 06.00 to 14.00, the middle shift is from 08.00 to 16.00, and the afternoon shift is from 14.00 to 22.00. The schedule of internship program can be seen in *Appendix 2*.