

## CHAPTER I

### INTRODUCTION

#### A. Background

English Diploma Program of Sebelas Maret University is a college to study English. The goal of Diploma Program itself is to prepare student who are ready to work when they have finished their study. The Diploma Program has four programs that can be chosen by the student. They are English for Tourism, English for Public Relations, English for Teaching, and English for Broadcasting. The students should choose one of them and do the job training to have the experiences in the real work field. In the sixth semester, the student should do it in an institution that is in line with the program that they have chosen.

The writer chooses English Tourism Program. The writer hopes that he can have a lot of experiences about the hotel activity. By choosing the tourism program, the writer can also get the opportunity to get a job at the hotel. Considering that Solo has numerous hotels, the job opportunities in a hotel are relatively large.

The tourism system consists of “4A” approaches. They are Attraction, Accessibility, Amenity, and Activity. Hotel is a part of accommodation business. Hotel accommodation is included in amenity approach of the tourism system. Hotel offers lodging facility, food and beverage, and other commercial services. Hotel has several departments. They are Human Resources Department,

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Marketing and Sales Department, Accounting Department, Front Office Department, House Keeping Department, Food and Beverage Department, Engineering Department, And Laundry Department.

Seen from the main function of hotel, the main product of hotel is lodging facility. But now, a hotel does not only prepare their services in lodging. The function of hotel has changed. They give other services which support the hotel income and to give the satisfaction to the costumers. The hotel tries to get more costumers in many ways, and one of the ways which hotel is use to be get more costumers is Banquet Service. Banquet is an important part of Food and Beverage Service Department. Many persons, organizations, companies, institutions, and departments use banquet service. Usually they use it to hold a meeting, seminar, reunion, conference, birthday party, wedding ceremony and other formal events. There are many reasons why they choose Novotel Hotel Solo to hold an event. They choose Novotel Hotel Solo because; 1) The location of Novotel Hotel Solo is strategic and easy to reach, 2) Novotel Hotel Solo has complete facilities, 3) Novotel Hotel Solo is luxurious and prestigious therefore, it can make a good impression to their costumers and clients, and they do not need to spend much cost, time, and energy. The banquet staffs will help and prepare everything from the event organizing, the place to hold the event, until the food and beverage arrangement.

Novotel Hotel Solo is one of four-star hotels in Solo, having internationally standardized services for their guests. Novotel Hotel Solo is a mid-scale hotel brand within the Accor group. Novotel Hotel Solo has international  
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hotel chain; 400 hotels and resorts in 60 countries, situated in the centre of major international cities from business districts to tourist destinations. Novotel Hotel Solo opened its first hotel in 1967, offering 62 rooms, 25m<sup>2</sup> in size. All of them have the same design in terms of private bathrooms, a television and telephone, together with meeting facilities, a swimming pool, air-conditioning and private parking. As a part of international hotel chain, Accor, Novotel Hotel Solo focuses on its two core activities, hospitality (hotel) and service. The banquet service at Novotel Hotel Solo can arrange several events from a small event like meeting or seminar to a large and luxurious wedding ceremony. Novotel Hotel Solo also provides several packages for people who want to hold an event in hotel.

The writer is interested in describing and discussing the banquet service at Novotel Hotel Solo because banquet service is a part of Food and Beverage Service Department that becomes one of the main resources of the hotel income besides the lodging service. Therefore, the final project is entitled “The Strategies to improve the quality of banquet service at Novotel Hotel Solo”.

## **B. Objective**

The objective of the final project is to describe the problems faced by the banquet service at Novotel Hotel Solo and the strategies to overcome the problems in order to improve the quality of banquet service at Novotel Hotel Solo.

### C. Benefits

The writer expects that this final project can give much benefit for the writer, the Novotel Hotel Solo and the readers. The benefits are:

1. For the writer

The writer will get much information about the banquet service at Novotel Hotel Solo. The writer also knows the ways used to by Novotel Hotel Solo to develop the quality of the service to increase the hotel income.

2. For the Novotel Hotel Solo

The hotel can get input to develop their service especially the banquet service. The report can be one of the promotion media to get more costumers.

3. For the readers

The reader will know more about Novotel Hotel Solo especially the banquet service. The report can also be used as references in writing the similar object.

4. For other hotels

The report can give them input as comparison to make some improvement.