

CHAPTER I

INTRODUCTION

1.1 Background

The development of tourism in Palembang makes the hospitality industries exist by themselves because tourism is not able to stand alone without the transportation and accommodation. Accommodation which is used by the tourists or travelers for staying in a few moments is one of supporting factors for tourism industries. The kind of accommodation that is always used for the tourism industries is hotel.

According to Tarmoezi (1999, p.1), hotel is a building that is used for staying in commercial purpose and provides the service with the professional service for all the guests including the food, drink, and other facilities. Besides giving the lodging service for the guests, hotels also give the food and beverage services for making the guests feel satisfied during their stay. It means that hotel is a place that is used for spending the night by the guests and provides the service and facilities including food and beverage. Nowadays, hotels are not only used for spending the night but also for providing the guests with opportunities to do special activities such as meetings, holding events, or having dinner.

In a hotel, there is a special section called Banquet that takes care of the events. Marsum (2005, p.3) informs that banquet is a service for meeting (special event) or a service for an event of a company which is separated from restaurant service and grill room in general. In addition, Andrews (2009, p.91) informs that banquet is a department that has a major revenue area within food and beverage. It caters to various occasions in dedicated function rooms within the hotel premises as well as outdoor sites away from the hotel. Meanwhile, Mulyadi (2007, p.1) states banquet is a section of Food and Beverage Department which is responsible for handling events which are held in hotel or out of hotel. From the definition above, the writer concludes that

banquet is a section of food and beverage service that has the duty separated from other sections. The responsibilities of banquet are to sell the food and beverage to the guests in buffet form and to hold an event which is requested by the guests and usually it is used to hold an event where a lot of people come to the event.

Every hotel in Palembang including Aryaduta Hotel Palembang has banquet section because banquet is a very important section for the hotel. Banquet section has the important role for getting the big income for Aryaduta hotel Palembang in every event that is held in the hotel. There are many kinds of events in every month that is often held in Aryaduta hotel Palembang such as wedding party, convention event/meeting, birthday party, and the graduation. These events usually have the guests in big numbers and need a large room. Therefore, the room that is always used for these events is ballroom and the eating system that is done is buffet system. To maintain the guests' satisfaction, banquet section at Aryaduta Hotel Palembang always keeps the professionalism in working. Banquet section always gives the best service to the guests and tries to handle every event well.

Based on the writer's observation during becoming a daily worker at Aryaduta Hotel Palembang, the writer found that in February 2014 the banquet section faced a problem in conducting Ciatok event, particularly Food Parade. In that activity, all the daily workers had to bring one to two plates of food that had been prepared by the kitchen staff together and bring the food from the same pathways in. However, half of the food had not prepared yet, so that the Food Parade could not been held on time and only some of food could be served to the guests. Finally, the supervisor of banquet section asked the remaining daily workers to bring the food from different door without joining the food parade. This problem was caused by miscommunication between banquet section and kitchen section. The kitchen section did not tell to the banquet section that they had not prepared all the food yet for the Food Parade because of lack of employees.

From the background above, the writer is interested in conducting the research about “Problems encountered by the banquet section in handling events at Aryaduta hotel Palembang”.

1.2 Research Questions

1. What problems does the banquet section encounter in handling events at Aryaduta Hotel Palembang?
2. What are the causes of the problems encountered by the banquet section at Aryaduta Hotel Palembang?
3. How does the banquet section at Aryaduta Hotel Palembang handle those problems?

1.3 Research Purposes

The purposes of this research are:

1. To know what problems encountered by the banquet section in handling events at Aryaduta hotel Palembang.
2. To find out the causes of the problems encountered by the Banquet section at Aryaduta hotel Palembang.
3. To investigate how the banquet section handles the problematic events at Aryaduta hotel Palembang.

1.4 Benefits

The writer hopes the research results are useful for the lecturers and students of State Polytechnic of Sriwijaya about the problems, causes, and the solution in handling events of banquet section at Aryaduta Hotel Palembang. In addition, the writer hopes the research findings are useful for the banquet staff at Aryaduta Hotel Palembang in anticipating the problematic events.

1.5 Operational Definitions

1. Banquet

Banquet is a section of food and beverage service department at a hotel that handles special events. The events are attended by a lot of people in large rooms, and they use the buffet system for eating.

2. Event

An event is an activity that is organized to commemorate the important things throughout human life, either individually or in groups bonded customs, culture, traditions, and religion. The event is held for a specific purpose and involving environmental organized society at any given time. There are many kinds of event that always held in a hotel such as Wedding Party, Meeting, Conferences, Graduation, etc. Those events are usually attended by a lot of people in a large room.