

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Hotel**

Medlink (2006, p.11) asserts that a hotel is an establishment providing for reward accommodation, food and drink for travelers and temporary residents, and usually also meals and refreshments and sometimes other facilities for other users. Meanwhile, Soenarno (2006, p.12) informs that a hotel is an establishment which offers accommodation, food and drink to travelers. From those statements, it can be informed that hotel is a building established for staying and commercial purpose which provided the rooms and meals for travelers and public society, and also it is completed by one or more of the following services such as food and beverage, and entertainment.

The first goal to build a hotel is to provide lodging, meals and other facilities to the travelers who want to stay overnight in the surrounding area of tourism resort, but as the time goes by hotel is not only used to provide lodging for travelers but also local residence and public. 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.

Hotel has many departments for its operational activities. Each of department has its own function and duties. The main departments in a hotel are Accounting department, Engineering Department, Front Office Department, Housekeeping Department, Marketing Department, Personal Department, Security Department, and Food and Beverage Department.

Food and Beverage Department is a part of the hotel that manages and has responsibilities to the product and the service of food, beverages and others to the guests who will stay in the hotel. It is commercially and professionally organized (Sunyoto, 2007, p.1). Food and beverage department is divided into two parts. They are food and beverage product and food and

beverage service. Food and beverage product is a department that produces many kinds of meals and drink for hotel and restaurant. According to Bartono and Ruffino (2005, p.36), food and beverage product has been divided into thirteen sections. They are Gardemanger, Saucier, Pottager, Entrementier, Poissoner, Friture, Grill, Rotisserie, Pastry, Butcher, Pantry, Kitchen Storage, and Satellite Kitchen.

Meanwhile, Food and beverage service is the section that gives service directly to the guests. It is the most important part of food and beverage department. Food and beverage service must have a good management and some rules to manage the operation. According to Pendit (1996, p.2), food and beverage service is the realization of serving a good service for the food and beverage ordered by the guest in the restaurant. Sugiarto and Sulastiningrum (2003, P.18) state that there are some responsibilities that must be done by the staff of food and beverage service. They are welcoming the guest, knowing guest name, escorting guest to the place they want, giving ice water when guests have sat, giving the menu to the guest, allowing the guest for making the decisions on menu, taking order should be done from the right side, clearing up the table, and setting up the table.

There are two sections in food and beverage service. They are restaurant and banquet. According to Sugiarto and Sulastiningrum (2003, p.77), restaurant is a place that has neat table, coming guest, appearing of smell from kitchen, the noise of glass, it can cause the life atmosphere. Meanwhile, banquet is a large meal or feast, complete with main courses and desserts.

## **2.2 Banquet**

Banquet has responsibility in holding events in hotel whether indoor or outdoor. There are several definitions of banquet. Banquet is a section in a hotel that is used for the operational activity in special event that has prepared before. In general, banquet is separated from the food and beverage activity

that is in restaurant and bar (Karo, 2012, p.1). Marsum (2005, p.3) informs 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. While, 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. In addition, banquet service is the provision of food and beverage service which for a contracted event, to a group or to a general public. Banquet Service has the same meaning as the catering service (Foster, 1993, p.34). Banquet is an event service that has been ordered and pre-planned cover food and beverage services, room and completeness of the required equipment within the specified time (Suwarsono, 2010, p.1).

According to Suwarsono (2010, p.1), banquet is a service that is not much different from restaurant either the equipments or the fixtures. However, banquet does not provide the dishes permanently like restaurant but held after hotel has the reserves. The service in banquet section is begun from the guests reserve the place until the events finish. In addition, Andrews (2009, p.91) informs that banquet is the 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.

In conclusion, banquet is a department of a hotel which is responsible for holding and organizing 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.

### **2.2.1 Importance of Banquet**

Nowadays, the guests not only need lodging facilities but also other facilities such as place for meeting, exhibition, wedding, etc. Therefore, it influences the other facilities of the hotel such as bar, restaurant, or entertainment. As part of Food and Beverage Department, Banquet section has several functions. One of the functions is handling events which are held

in hotel. Banquet section is also important to increase the income of the hotel. Therefore, banquet service has major impact on the hotel operation cost (Saputro, 2010, p.9).

### **2.2.2 Description of Banquet Operation**

According to Putra (1998, p.5), before banquet section handles the events in a hotel, there are three processes that must be done by the banquet staff.

1. Before event implementation
  - a. Before an event is implemented in a hotel, the banquet marketing staff and customer will meet and they will talk about the order and request including the facilities and the budget that the customer wants.
  - b. Both of the banquet marketing staff and the customer will always do the approach each other to get the agreement and do the technical meeting.
  - c. Both of the banquet marketing staff and the customer will sign the contract agreement.
2. During the event implementation

There are three processes in the event implementation. They are preparation, service, and clear up. In preparation process, the banquet section will prepare all the things that are needed in the event such as the room, tools and such equipment as table, chair, stage, decoration, cutlery, glassware, chinaware, linen, and furniture. In service process, the staff and all the daily workers of banquet section will serve the guests during the event and always stand by at ballroom. In clear up process, all the staff and the daily workers of banquet section will take all the dirty food equipment that has been used by the guests and bring them to the steward place. After that, the staff of banquet section will disassemble the table, chair, stage, and decoration in the ballroom and return them to the store.

### 3. After the event implementation

After the event is implemented, the banquet section will give the bill to the customer. The payment can be done by cash, credit card, or bank transfer.

## 2.3 Events

According to Noor (2009, p.7), 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 are held for a specific purpose and involving environmental organized society at any given time. Meanwhile, Shone and Parry (2002, p.7) state:

Event is that phenomenon arising from that non-routine occasion which has leisure, cultural, personal or organizational objectives set apart from the normal activity of daily life, whose purpose is to enlighten, celebrate, entertain or challenge the experience of a group of people.

In addition, Thomas (2008, p.38) informs that event is an activity that can be done, either planned or unplanned. From the statements above, the writer can conclude that event is an activity or phenomenon in life that is done to celebrate, entertain and explain the people involved in it.

According to Kesrul (2004, p.149), based on the purpose, events can be distinguished into four kinds: social events, business events, holiday events, and miscellaneous.

#### a. Social Events

Social events are event of persons forming groups (Wordnet, 2003, p.193). Social events are divided into four types. They are wedding parties, birthday parties, graduation balls, and charity events.

#### b. Business Events

Business events are events that take place in the course of normal operation for a business that reoccur as business processes are executed (Business dictionary, 2014, p.7). There are six types of business events.

They are fashion shows, exhibitions, seminars, conferences, sales promotions, and conventions.

c. Holiday Events

Holiday events are special themed events released around the time of a special event or celebration (Rune, 2014, p.25). The categories of holiday events are Christmas Party, New Year Party, Lebaran Party, Passover Day, and Thanks Giving Day.

d. Miscellaneous

Miscellaneous is a various kind or a mixed composition or character (Cowie, 1989, p.791). The kinds of miscellaneous are Harvest Festival, Opening Ceremony, Diplomatic Event, and State Banquet

## **2.4 Previous Studies on Problems Faced by Banquet Section**

Ali (2009) conducted his research entitled *The Problems Encountered by Banquet Section of Sahid Jaya Hotel Solo in Handling Events*. The purposes of his research were to know about the job description of Banquet section at Sahid Jaya Hotel Solo and to find out the problems encountered by Banquet section in handling events and the solution of the problems. This research was conducted by using the observation method in three months during he did the job training at Sahid Jaya Hotel Solo. The research findings showed that, there were four problems encountered by banquet section in handling events at Sahid Jaya Hotel Solo. They were limited workers, lack of tools and equipment, bad coordination with other departments, and miscommunication among banquet section staffs. The problem of limited workers was solved by recruiting additional workers, especially daily workers. The problem about lack of tools and equipment (silverware or cutlery, glassware, chinaware, linen, and furniture) happened because some of them had broken. For solving the problem, the hotel management bought them. Dealing with the problem of bad coordination with other departments, it happened because of misunderstanding between department that made the events cannot run well in its implementation. For solving the problem, the hotels made a good

coordination with other department and hold a meeting every week or every month for sharing and listening to the employer's complaint in doing their job. In addition, the problem about miscommunication among banquet section staffs happened because every banquet staffs had different points of view and opinions among each other. To solve this problem, the banquet section kept their communication well and made an internal meeting to share and solve the problems together.

In addition, Karo (2012) conducted his research entitled *The Role of Banquet Section as a Supporting Service in Food and Beverage Service at Asean Medan Hotel*. The purposes of his research were to know about the role of banquet in food and beverage service and the duty of banquet section, to find out the problems encountered by banquet section in handling events and also the solution of the problems at Asean Medan Hotel. This research was conducted by using the observation method in three months during he did the job training at Asean Medan Hotel and using the library research for getting more information. The research findings showed that there were four problems encountered by banquet section in handling events at Asean Medan Hotel. They the increased number of guests, electricity, the guest's pathways in and out, and extra service. The problem of increased number of guests happened because the number of guests coming was more than the invitation. For solving this problem, the hotel contacted and asked to the committee of the event about the additional food. When the committee agreed about it, the hotel asked the kitchen section for cooking the food in short time but when the food could not be cooked in short time, the food was changed into different menu depending on the committee's want. Dealing with the problem of electricity, it happened because there was a technical error. To solve the problem, the banquet section asked the engineering staff to stand by in an event's room. The next problem was about the guest's pathways in and out, it happened because there were only two lifts at Asean Medan Hotel. For solving the problem, the banquet section gave guidance to the guests about the lift using. The last problem is about extra service. It happened because of

miscommunication between the banquet staff and the guests. For solving this problem, the marketing staff of Asean Medan Hotel gave the explanation to guests about the procedure of ballroom using and extra service that the guests got.

Based on the research findings conducted by Ali (2009) and Karo (2012), it can be concluded that there are eight problems encountered by the banquet section in handling events at hotels. They are limited worker, lack of tools and equipment, bad coordination with other departments, miscommunication among banquet section staff, increased the number of guests, electricity, the guests' pathways in and out, and extra service.