

CHAPTER II

LITERATURE REVIEW

This chapter discusses about the Literature Review, Job description, Hotel definition, Kinds of Hotel, The definition of Food and Beverage, Food and Beverage Product, The Function of Food and Beverage Product, The Role of Food and Beverage Product in Hotel and The Characteristic of Food and Beverage Management.

2.1. Job Description

According to Morisson (1999), main task or job descriptions in general are things that should be mandatory even done by a member of an organization or an employee in a regular basis in accordance with the agency's ability to complete its work program that has been created based on the purpose, vision and mission of an organization. John & Miner (1998, p. 10) mention that the task is carried out for certain work activities for a specific purpose. Meanwhile, Moekijat (1998, p.11) states the task is a part or an element or a component of an office. The task is a combination of two elements (elements) or more to become a complete activity.

Based on the above definitions of the task, we can conclude that the principal task is a unit of work or activity that is most important and routinely performed by employees within an organization that provides an overview of the scope or complexity of the office or organization in order to achieve certain goals.

2.2. Hotel Definition

According to Bagyono (2006, p.9) hotel is an establishment which offers accommodation, food, and drink to travelers. The hotel is a building where meals and rooms are provided for travelers, Marsum (2005, p.89). Sihite (2002, p.206) mentions that hotel is one of the types of accommodations that uses part or all of a building to provide services, lodging services, eating and drinking as well as other services for public, commercial management. In addition, Soekresno (2001, p.6) mentions hotel

may be defined as an establishment, whose primary business is providing lodging facilities for the general public, and which furnishes one or more of the following services: food and beverage service, room attendant service, uniform service, laundering of linens, and use of furniture and fixtures.

2.3. Kinds of Hotel

Goodman (2002, p.31) mentions hotel is divided into four kinds. They are:

1) Transit Hotel

This hotel is located on the center of city and the guests stay in a short time for business.

2) Residential Hotel

A hotel with type of apartment style for rooms and it can be rented monthly either yearly.

3) Resort Hotel

A hotel located in resort area and usually offers and provides recreation place and also conference facility for guests.

4) Business Hotel

A hotel is used by tourist and this hotel usually has complete facilities for business.

Hotel is a building that provides accommodation services, food and beverage, and other services that are intended for general commercial and managed.

2.4. The Definition of Food and Beverage

According to Soekresno and Pendit (1998, p.4) food and beverage department is part of the hotel that has job and responsible for food and beverage services and other related needs, from guests staying or not staying in the hotel and managed commercially and professionally. According to Rachman (2005, p.113) food and beverage department is in charge of part processing, producing and serving food and

drinks for the purposes of hotel guests, both in the rooms, restaurant, coffee shop, banquet (receptions and meeting), food employees, and so on. As a conclusion food and beverage is a part that has a job and responsible to prepare and serving the food for guests of hotel and hotel's employee.

1.5. Food and Beverage Product

In hotel, the function of kitchen is to make food for meal and events. As defined by Hornby, kitchen is a room or building in which meals are cooked or prepared (1995, p.1). At the same time, Iskandar (1995, p.1) also states that kitchen is one of departments in hotel which has many duty to cook and prepare meals. According to Merriam (1998, p.1247) kitchen is a room or other space (as a wall area or separate building) with facilities for cook. Furthermore, Sukresno and Pendit (2007, p.1) mention kitchen is a room used for food preparation and sometimes entertainment.

There are 12 sections of kitchen in the 4 or 5 starred hotel. They are :

1. Main kitchen is production center and food supply
2. Garden manger is a place to produce cool food
3. Butcher is the center of preparing and providing meat
4. Entremetier is the place to make the hot food
5. Potagier is the production center of making soup and broth
6. Saucier is the center of making such kind of sauce
7. Poisoner is production center for making food with fish as a basic ingredients
8. Pastry is the center of making bread, dessert, cakes,etc.
9. Fritures is the center of production to make snack
10. Kitchen Satellite is small kitchen or the branch of main kitchen to produce main course
11. Pantry is the center of non-alcoholic drink and snack
12. Store is a warehouse owned by kitchen

From the definition above, it is clear that the main duty of Food and Beverage Product is cooking meals. Cooking is the action of preparing food. Merriam (1986, p.500) states that cooking is an action which prepares food for the table by heating process. While according to Hornby (1995, p.25) cooking is the action to prepare food by heating it.

2.6. The Function of Food and Beverage Product

In general the function of Food and Beverage product is to prepare and produce food and beverage according to the guest order from restaurant or room service for breakfast, lunch or dinner in the hotel. Sudira (1996, p.1-4) says that food and beverage product has function as a place to produce foods and a means of promotion to introduce the nation's culture through the typical regional culinary arts. Whereas Marsum (2000) mentions that food and beverage product has role of income in a hotel besides room and as a facility for the guests that stay in the hotel in getting food and beverage.

It can be concluded that food and beverage division has a duty to provide, sell, and serve customers satisfactorily and develop the income of the hotel itself. Sukarno and Pendit (1998, p.5) mention that the purpose of the department of food and beverage is to sell food and drinks as much as possible with the appropriate rates and providing the best service to the guests so that guests feel satisfied also this is about the quality of food and beverage service quality, employee attitudes, room decor and surroundings, the equipment used of the sanitation to get profit for business continuity.

2.7. The Role of Food and Beverage Product in Hotel

In Merriam-Webster's Collegiate Dictionary (2003, p.1079) states role is a function or part performed especially in a particular operation or process. Based on the opinion it can be concluded that the role is a pattern of action taken by the institutions both individually and together can cause an event. Food and Beverage are

no activities cease; humans need food and drink to meet the needs of the body for survival. Now it is very easy to get food and drinks available because there are many caterers who provide food and beverage services in a hotel. According to Davis and Alcott (1985, p.247) about food and beverage management, they say the importance of the food and beverage department in operating an a la carte restaurant and 24-hour room service, neither of which may be significant net profit contributors, is essential for the hotel to obtain a four or five star hotel to significantly increase its prices for accommodations. So in doing the services and giving facilities for the four or five hotel, it is more likely to be able to increase its total revenue and net profit figures. It should be noted that hotels have realized the lost potential of their restaurants the latest figures suggest that the food and beverage area is a substantial source of income for most hotels and two main options were followed by many hotel operators.

Food and Beverage are a very important part, especially in the hotel which is a place to enjoy food and drinks. Food and beverage section can also increase hotel income. It must be also developed by hotel in order to be categorized as a five-star hotel (Nurahami, 2000, p.09).

As the conclusion, food and beverage department is a part that has a very important function in a hotel. Because it has restaurant and bar which can fulfill the guest's needs. Then as a complementary tool in the hotel, food and beverage section has a very important role in terms of hotel income that is from selling product of food and beverage.

2.8. The Characteristic of Food and Beverage Management

Management of food and beverage is one of the main activities of the hotel. The hotel sector expects revenue to large or large acquisition. However, the management of food and beverage is not an easy thing to implement. According to Nurahami (2000, p.24) managing food and beverage is very closely related to a matter of taste, ethics, culture and prestige. Here are varieties of characteristics that are observed:

1. The time of coming, should be implemented immediately so it cannot be postponed.
2. It has a very high level of activity during feeding time.
3. The culture, taste and flavor of each person are different but food and beverage products must be acceptable by buyers.
4. The result of the product should be consumed, enjoyed and satisfying nose, tongue, eyes, ears and feelings of the customer.
5. Materials used are perishable materials. So the production only uses disposable materials.
6. Organizers and Executors should have knowledge about food and beverage management and responsibility.