

CHAPTER III

COMPANY PROFILE

3.1. COMPANY HISTORY

Puri Artha Cottages is officially established at the beginning of 1971 as small effort, at those times was only for side activities for the owners (Mr./ Mrs. Soemadi).

First, Puri Artha Cottages or Puri Artha Hotel only had three rooms with limited facilities. The executive branch form chosen was personal corporation, because it was simply and easy to managed.

Puri Artha Hotel is located in the historical city of Jogjakarta at Cendrawasih Street no. 36 lying in the middle between the Indian Ocean in the south and mount Merapi in the north. The location was decided accidentally; it was not taken by many considerations. It happened, because Mr./ Mrs. Soemadi bought the land on Cendrawasih Street for 900 m² with purpose for building an office and contractor warehouse, and not for a hotel.

However, the owner bought the land surround the office and warehouse areas, because that location had been much sales supply to support the company in running their business. After that, this hotel business was established and now it is known as Puri Artha Hotel.

Puri Artha Hotel is developed in line with the development of Indonesian tourism, especially in Jogjakarta. In 1972, Puri Artha Hotel operated twelve (12) rooms and increased three new rooms. In the same years, Puri Artha Hotel

developed more nine- (9) rooms. As it shown in those years, there were increasing of rooms. From this table, we can see that the hotel has many guests and loyal customers and it is shown that Mr./ Mrs. Soemadi have managed Puri Artha Hotel seriously.

Because the numbers of room were increased and the amount of guests was increased too, therefore the hotel broadened the restaurant to fulfill the customers' need at the beginning of 1974. The hotel rooms were increased from two rooms became nineteen (19) rooms. But at the same time, Puri Artha Hotel has built new three rooms; therefore the hotel now has 22 rooms.

In 1974, Puri Artha Hotel had made change to follow the guests' needs and wants, therefore the hotel has to built more rooms became 26 rooms at the end 1975.

In 1978, the rooms were increased to 36 rooms, consist of 1 suite, 2 special rooms, and 32 standard rooms and in 1979, the hotel has 39 rooms representatively lobby, restaurant and lobby bar in complete.

Puri Artha Hotel has been a famous hotel in foreign countries, more famous than its country and city since it had been declared, because of that many foreign guests are come to the hotel and the number is bigger than local guests. From the word of mouth, Puri Artha Hotel is more famous day after day. Beside that, the owners (Mr./ Mrs. Soemadi) were always doing business trips to abroad, Europe, American, etc.

Puri Artha Hotel had been rewarded as 3 *** stars hotel category from DEPARPOSTEL (Departemen Pos and Telekomunikasi).

The demanding of room was increased; therefore it is necessary to increase the room numbers.

At the eleventh anniversary in 1982, the room is increased into 20 new rooms with swimming pool and snack bar, beauty parlor, drugstore, and artshop. In 1982, Puri Artha Hotel has completed 59 rooms with 3 *** stars hotel category facilities.

At the end of 1990, Puri Artha Hotel has increased again the room to became 73 rooms after building 14 rooms, which consist of 8 superior rooms, and 6 standard rooms.

In 1993 Puri Artha Hotel has already been fully operated with 81 rooms, which consist of 52 standard rooms, 25 superior rooms, 3 special rooms, and 1 suite room. The facilities provided are restaurant, bar, convention hall, swimming pool, drug store, beauty parlor, travel agent, moneychanger, and postal service.

4 (four) rooms should be changed and cannot be operated due to the need of parking area. Therefore, the hotel has operated 77 rooms since 1999 until today.

The original ornament of Puri Artha Hotel is a combination between two-different culture, Balinese and Javanese culture.

The MOTTO of PURI ARTHA HOTEL is *“a charming blend of Balinese and Javanese culture with western facilities and comforts”*.

Table 3.1 shown the summary of Puri Artha Hotel history about the development of the room numbers and their qualities.

Table 3.1 Development of Room numbers and Its Qualities

Years	Room Numbers	Explanation
The beginning of 1971	3 rooms	
The middle of 1971	6 rooms	
The end of 1971	9 rooms	
1972	12 rooms	
The beginning of 1973	21 rooms	
The beginning of 1974	19 rooms	2 rooms were changed into restaurant
May, 1974	22 rooms	
The end of 1975	26 rooms	
April, 1978	23 rooms	3 rooms were repaired
June, 1978	20 rooms	3 rooms had to rebuilt and the AC was installed in every rooms
December, 1978	36 rooms	1 suite room, 13 special rooms, and 22 standard rooms
December, 1979	39 rooms	Added 1 suite room and 11 standard rooms, and rewarded 3 *** stars from DEPARPOSTEL
The middle of 1981	39 rooms	Room number 13 has to be eliminated
1982	59 rooms	20 rooms were built and swimming pool
The middle of 1985	59 rooms	Increased 29 rooms (1 suite 22 special rooms, and 35 standard rooms)
1990	73 rooms	At the end 1990 became 73 rooms
1993	81 rooms	Demolished 9 standard rooms to rebuilt 16 superior rooms, and 1 suite
1999	77 rooms	4 rooms had been redesigned for parking area

Source: Puri Artha's Data (2003)

3.2. ORGANIZATIONAL STRUCTURE

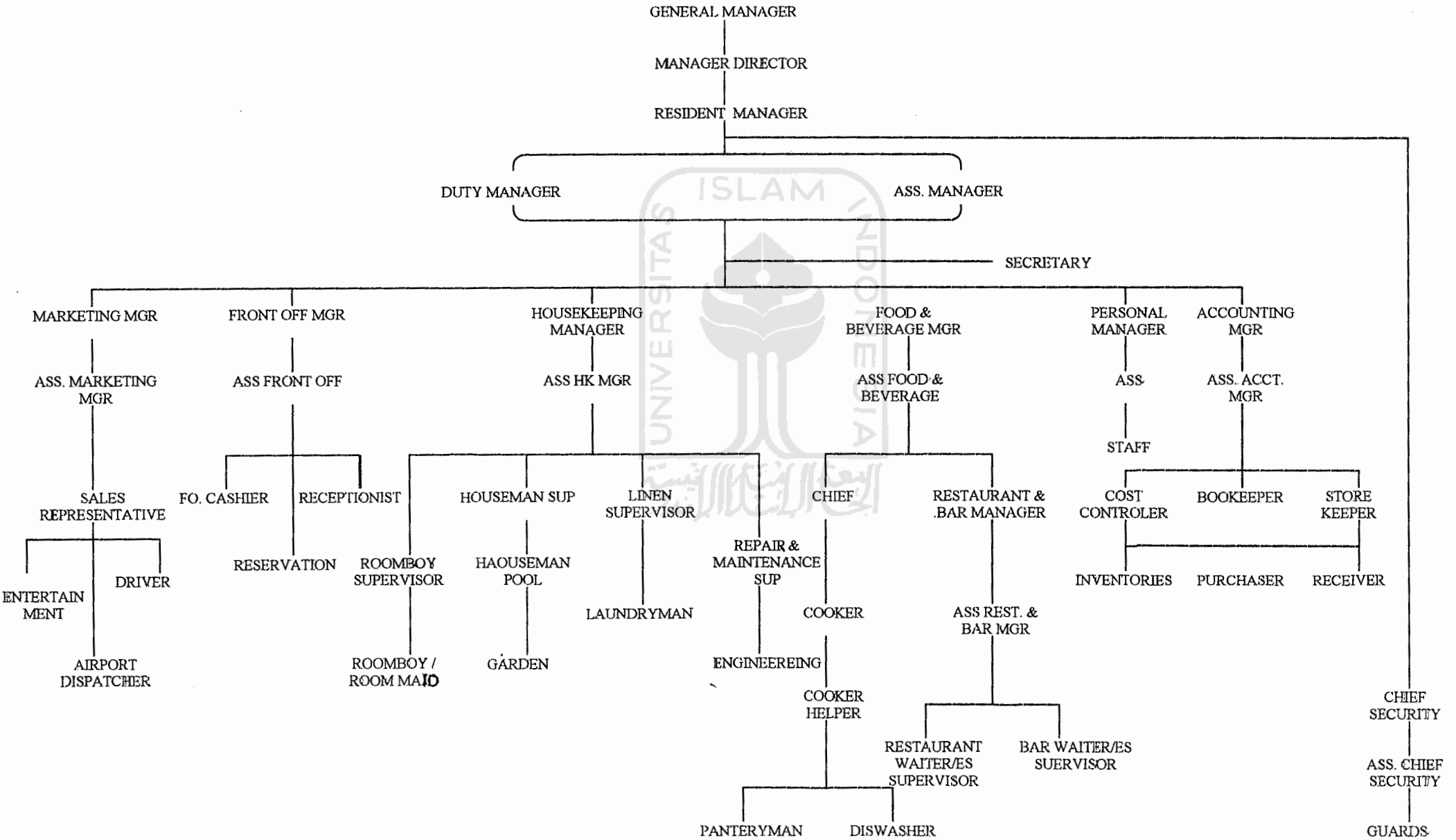
Organizations are systems of relating resources that will make possible the accomplishment of specified ends or goals (Flippo, 1984: 91).

The process of organizing is one of *relating* the component parts of the organization to one another and to the organization objectives. Organizing is the process of binding the parts together into a unified whole that can operate effectively. The immediate result of the organizing process is the creation of organization structure. This structure is a framework of the formal relationships that have been established. The purpose of the structure is to assist in regulating and directing the efforts put forth in an organization so that they are coordinated and consistent with organization objectives.

With the organization structure, we know about job description of employees, and the relationship of duties and responsibilities of employees. From the top level until lower level have different duties and responsibilities.

Figure 3.1 shows the organizational structure of Puri Artha Hotel.

ORGANIZATIONAL STRUCTURE OF PURI ARTHA HOTEL



Source : Puri Artha's Data (2003)

3.2.1. Duties and Responsibilities

A. Executive Assistant Manager (EAM)

Title : Executive Assistant Manager

Subordinate of : Manager

Job description :

1. As an in-charge manager when the Resident Manager or General Manager is not in.
2. Assisting the duties of Resident Manager.

B. Executive Secretary (ES)

Title : Executive Secretary

Subordinate of : Manager

Job description :

1. As a notes of President Director, General Manager, Resident Manager and Assistant Manager.
2. Responsible for the in-or-out-letters that is of PURI ARTHA COTTAGES.
3. Responsible for the filing of the company's files of letters or documents.
4. Assisting the Head Department in typing the announcements/leaflets.
5. Preparing/arranging the meeting/place for meeting.
6. Reminding the manager to attend important affairs.
7. Reporting the in-or-out-letters and preparing the replies.
8. Filing or renewing the documents or expired permissions.
9. Signing the attendance list her/himself and not asking somebody else to sign for her/him.

C. Front Office Department

Title : Front Office Manager (FOM)

Subordinate of : Manager

Job description :

1. Responsible for the smooth running of Front Office Department as a whole.
2. Controlling the assignments or works of staffs.
3. Receiving all reports from staffs about their finished duties.
4. Evaluating the individual working manner and reporting it to the personnel.
5. Handling in-house training to increase the skills of the staffs.
6. Handling meetings with staffs at least once a day to evaluate yesterday's works and the programs for the day after.
7. Reporting yesterday's activities/events and activities will be done the day after.
8. Greeting the guests or taking the guests to their room if they are VIPs.
9. Greeting the Tour Leader of a group of guests.
10. Handling complaints.
11. Approving the supplying of working equipment.
12. Reporting the unfixed broken department equipment by engineering department to the manager.
13. Coordinating the operation of taking inventory and reporting it to Accounting Manager.
14. Attending weekly and monthly meetings as scheduled.
15. Making schedule and coordinating General Cleaning.

16. Making G.C. (General Cleaning) schedule for all Front Office sections.
17. Reporting and deciding discounts or special rates.
18. Making a report to the manager including the statistics of Front Office.
19. Making a forecast of the check-in guests.
20. Handling complaints.
21. Giving the manager reports of VIP guests.
22. Giving reports of Front Office budgeting.
23. Supplying equipment or anything related to Front Office Dept.
24. Assisting all Front Office Department works.
25. Handling room inspection.
26. Replying the manager's letters.

Title : Assistant Front Office Manager

Subordinate of : Front Office Manager

Job description :

1. Assisting the Front Office Manager in handling daily jobs.
2. As a representative of Front Office Department if the Front Office Manager is not there.
3. Assisting the jobs in Front Office Department.
4. Working as an operator of telephone, telex, facsimile and tape.
5. Working as scheduled by the chief.
6. Reporting the staff work activities to Front Office Manager.
7. Controlling the staff works and reporting them to Front Office Manager.
8. Signing the attendance list and not asking somebody else to sign for him/her.

Title : Front Office Cashier

Subordinate of : Front Office Manager

Job description :

1. Posting all transactions happen during the guest staying.
2. Preparing today and the day after guest bill.
3. Serving the guest's payment.
4. Receiving cash from the collector.
5. Accepting report/cash from the credit/cash sales of the hotel outlets, such as Restaurant, Bar, Laundry, Snack bar, Swimming-pool-ticket and the sales of the room and giving/reporting it to Accounting Department.
6. Serving the depositing of Safe Deposit Box.
7. Spending money as approved by the boss.
8. Providing changes/coins.
9. Assisting the works of Front Office Department.
10. Working as an operator of telephone, telex, facsimile and tape.
11. Working as scheduled by the boss.
12. Responsible for the Cash Register operation.
13. Take an inventory periodically as scheduled and reporting it to the boss.
14. Signing the attendance list and not asking somebody else to sign for him/her.

Title : Reservations

Subordinate of : Front Office Manager

Job description :

1. Receiving and reporting all reservations happen either from the phone, telex, facsimile, or letter into the reservation book.
2. Confirming room orders.
3. Making double-reports of the list of guests staying in the hotel and distribute them to all departments.
4. Reporting the situation of hotel rooms.
5. Telling all departments about the incoming or staying VIP guests.
6. Preparing and distributing the day after list of check-in or check-out-guests to all hotel departments including Airport Dispatcher.
7. Making daily or monthly Room Occupancy.
8. Assisting all Front Office Department works.
9. Working as an operator of telephone, telex facsimile and tape.
10. Working as scheduled by the boss.
11. Take an inventory periodically as scheduled and reporting it to the boss.
12. Signing the attendance list and not asking somebody else to sign for him/her.

Title : Receptionist

Subordinate of : Front Office Manager

Job description :

1. Registering the incoming/check-in guests.
2. Greeting the incoming/passing guests in front of the counter.
3. Asking the type of payment the guests will have, using credit card, voucher, or others.
4. Writing the name of check-in guests soon in the room file.

5. Arranging/giving the in/out-letters to the guests.
6. Writing the message for/from the guests.
7. Giving information about hotel and the city.
8. Writing in the book, the guests who will do in/out-transfer.
9. Assisting the works of Front Office Department.
10. Responsible for the operation of the telephone, telex, facsimile, and tape.
11. Working as scheduled by the boss.
12. Take an inventory periodically as scheduled and reporting it to the Front Office Manager.
13. Signing the attendance list and not asking somebody else to sign for him/her.

D. Marketing Department

Title : Marketing Manager

Subordinate of : Manager

Job description :

1. Responsible for the company marketing.
2. Conducting promotion programs being planned by the manager.
3. Visiting companies or travels agents.
4. Carrying correspondence (direct mail) with the customers to keep the relation between the company and the customers or the customers will be.
5. Giving greeting to the VIP guests or the Tour Leaders.
6. Reporting annually, monthly, weekly and daily working activities.
7. Coordinating the operation of taking inventories periodically as scheduled and reporting it to Accounting Department.

8. Conducting Marketing Research.
9. Making the statistics of the room prices in each hotel in Special District of Jogjakarta.
10. Replying the letters, Contract Rate, orders of the prices of the rooms, food and beverage, meeting rooms, or other facilities.
11. Making the data of the saleable company's facilities such as: buffet price, meeting room, etc.
12. Handling in-house training to improve the staffs' skills.

Title : Assistant Marketing Manager

Subordinate of : Marketing Manager

Job description :

1. As a representative of the Marketing Manager if he/she is not there.
2. Assisting the Marketing Manager in handling daily works.
3. Supporting the works in Marketing Department.
4. Working as scheduled by the boss.
5. Controlling and reporting the staff work activities to the Marketing Manager.
6. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Sales Representative

Subordinate of : Marketing Manager

Job description :

1. Asking for the list of Check-in-guests from the Receptionist.

2. Asking for the list of Check-out-guests from the Receptionist.
3. Asking the given day-on-sale-rooms from the Receptionist.
4. Assisting managing the guest-departure-check-in-tickets.
5. Working as scheduled by the boss.
6. Taking inventories periodically as scheduled and reporting it to the Marketing Manager.
7. Operating Sales Calls.
8. Greeting the guests.
9. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Driver

Subordinate of : Marketing Department

Job description :

1. Responsible for the Leader or Company's vehicles.
2. Cleaning/washing the company's vehicles everyday.
3. Controlling the condition of the vehicles such as the gasoline, oil, etc everyday.
4. Taking/picking up the Leader or Company's guests.
5. Taking the guests (transfer-in or transfer-out).
6. Taking the Marketing Staffs/sales representatives to work on the Company's Promotions.
7. Taking the Hotel Staffs for the sake of the Company such as: shopping, banking, collecting, repairing the broken company's facilities, etc.

8. Conducting the Company's vehicle maintenance program (frequently servicing the Company's vehicles).
9. Reporting the unfixed broken parts of the vehicles to the boss.
10. Renewing the vehicles' documents such as motor vehicle license or expired vehicles inspection.
11. Working as scheduled.
12. Taking the packages for the sake of the Company to the transportation bureau as instructed.
13. Taking inventories and reporting it to the boss.
14. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Decorator

Subordinate of : Marketing Manager

Job description :

1. Planning the decoration to support annually program, such as: New Year, Idul Fitri, Christmas, the Company's Birthday, Independence Day, etc.
2. Preparing the decoration for meetings.
3. Designing and making words for promotions.
4. Making lists for special menus in Restaurants or Bars, and replacing the design once a month.
5. Designing and making designs up to contacting the printing companies for Brochures, Bills, Menus, etc.
6. Making and putting on "Banner" to welcome groups on the given poles.

7. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Entertainer (ORGAN)

Subordinate of : Marketing Manager

Job description :

1. Working as entertainer or entertaining guests by singing or playing organ.
2. Coordinating and finding the Organ Player or Singer Substitutes who cannot come so that the programs can be successfully done.
3. Making the schedule of the Singer or Organ Player and reporting it to the Marketing Manager for approval.
4. Looking and promoting the Singer or Organ Player for certain programs to the Marketing Manager to be approved.
5. Cleaning and keeping the area and Vocal or Organ Equipment clean.
6. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Entertainer (Sitteran)

Subordinate of : Marketing Manager

Job description :

1. Working as an entertainer or entertaining guests using Gamelan (Javanese orchestra) or Nembang (singing).
2. Coordinating and finding cannot-come-Gamelan Player or Singer (Sinden) Substitutes so that the program can be successfully done.

3. Making the schedule of the Singer or Gamelan Player and reporting it to the Marketing Manager for approval.
4. Looking and promoting the Singer or Gamelan Player for certain programs to the Marketing Manager to be approved.
5. Cleaning and keeping the area and Equipment clean.
6. Signing the attendance list and not asking for somebody else to sign for him/her.

E. Housekeeping Department

Title : Housekeeping Manager (HKM)

Subordinate of : Manager

Job description :

1. Responsible for the smooth running of House Keeping Department as a whole.
2. Controlling all works and the results of the works of the staffs.
3. Receiving all reports from staffs about their work-results.
4. Evaluating the individual working manner of staffs and reporting it to the Manager.
5. Handling training to improve the skills of the staffs.
6. Conducting meetings with the staffs at least once a day about the working activities that needs special concern for the next day.
7. Reporting yesterday/next day's events/activities.
8. Greeting the VIP guests or taking the guests to their rooms if they are VIPs.
9. Meeting/greeting the Tour Leader in a group of guests.
10. Handling complaints.
11. Approving supplying things for the work needs.

12. Reporting department broken stuffs to the leader for the unfixed ones by engineering department.
13. Coordinating the inventory taking and reporting it to the Accounting Manager.
14. Attending the scheduled weekly or monthly meetings.
15. Making schedule and coordinating General Cleaning.
16. Tell the Front Office Dept the on sale or Out of Order (O. O) rooms.
17. Making General Cleaning schedule for all Housekeeping sections.
18. Controlling the staff work activities.
19. Handling in-house training to improve the skills of the staffs.

Title : Assistant Housekeeping Manager

Subordinate of : Housekeeping Manager

Job description :

1. Assisting Housekeeping Manager in handling daily assignments.
2. As a representative of Housekeeping Manager if he/she is not in.
3. Assisting the works of Housekeeping Department.
4. Working as scheduled by the boss.
5. Reporting the staff work results to the Housekeeping (HK).
6. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Roomboy Supervisor

Subordinate of : Housekeeping Manager

Job description :

1. Responsible for smooth running operation of Room boy Section.
2. Cleaning the rooms, bathrooms, terrace of the rooms.
3. Responsible for the cleanness of the rooms, bathrooms, or terrace rooms.
4. Coordinating and handling General Cleaning.
5. Making the working schedule and giving it to the boss to be approved.
6. Assisting Restaurant Waiters taking snack and evening tea to the guestrooms.
7. Taking inventories of the company's equipment and reporting it to Housekeeping Manager.
8. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Room boy/Room maid

Subordinate of, : Room boy Supervisor

Job description :

1. Conducting General Cleaning as instructed by the Supervisor.
2. Responsible for the cleanness of the room, bathrooms, and terrace room.
3. Cleaning the rooms, bathrooms, and terrace room.
4. Reporting the broken facilities of the rooms, terrace, and Room-boy working areas to the boss or directly to the Engineering Department.
5. Assisting the Restaurant Waiters distributing evening tea to the guestrooms.
6. Helping the clearing-cut the dirty dishes and glasses from room Service to Room-boy station and reporting to the Restaurant to be taken.
7. Working as scheduled by the boss.

8. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Housemaid Supervisor

Subordinate of : Housekeeping Manager

Job description :

1. Responsible for the works done by the Housemaid.
2. Cleaning, sweeping and mopping the working area like the procedures.
3. Coordinating General Cleaning.
4. Bringing the guests' luggage from or to the guestrooms.
5. Working as a Concierge/Bell Captain/Bell Boy in the given counter.
6. Helping Room-boy if he needs help.
7. Helping Linen Section if needed.
8. Assisting Head Department in evaluating the way of working of the subordinates.
9. Working as schedule.
10. Coordinating periodical garden maintenance.
11. Taking inventories periodically as scheduled and reporting it to the Housekeeping (HK).
12. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Pool Attendant

Subordinate of : Housemaid Supervisor

Job description :

1. Responsible for the area of Pasiraman Swimming Pool.
2. Reporting the damages in Pasiraman Swimming Pool to the Engineer.
3. Curing the Swimming Pool as instructed.
4. Putting on/off the sitting layer when the Swimming Pool open or closed or if there is rain.
5. Preparing/collecting and giving to the laundry the Swimming Pool towels.
6. Reporting the monthly, weekly, or daily events to the supervisor.
7. Working as scheduled by the boss.
8. Responsible for smooth running of the operation of Pool and Gardener Section.
9. Assisting the works in Gardener Section.
10. Taking inventories periodically as scheduled and reporting it to Housekeeping Manager (HKM).
11. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Gardener

Subordinate of : Housemaid

Job description :

1. Keeping the plants or gardens of the Hotel, or the Home-stay of the General Manager as scheduled by Houseman Supervisor.
2. Taking inventories periodically as scheduled and reporting it to Houseman Supervisor.

3. Preparing plants for decoration.
4. Helping putting on the Banner.
5. Cleaning the employee Lockers.
6. Cleaning the employee Toilette.
7. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Housemaid

Subordinate of : Housemaid Supervisor

Job description :

1. Cleaning the working area as like the procedures.
2. Assisting the preparation of extra beds.
3. Assisting the preparation if their is/will were performance.
4. Conducting General Cleaning as instructed by Housemaid Supervisor.
5. Cleaning the public toilette as scheduled.
6. Working as scheduled.
7. Reporting the broken equipment to the Housemaid Supervisor or Engineering.
8. Taking periodically inventories as scheduled and reporting it to the boss.
9. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Linen Supervisor

Subordinate of : Housekeeping Manager

Job description :

1. Taking and receiving the dirty guest clothes and they will be washed/taken to the Laundry.
2. Taking and receiving the dirty linens from the existing outlets (Restaurants, Bars, Rooms, Kitchens, etc) to be taken to the Laundry.
3. Dividing/grouping those stuffs in their places so that they are easy to calculate.
4. Keeping and repairing the broken linens and reporting them to the boss if they cannot be repaired.
5. Making stocks of the existing stuffs and in his/her authority then reporting it to the boss.
6. Managing the in/out of those stuffs.
7. Renewing/re-coloring the fade linens.
8. Putting into a book the guest laundry bills and reporting/giving it to the Front Office Cashier.
9. Responsible for his/her working room.
10. Coordinating General Cleaning in the Linen Room or Laundry Area.
11. Keeping the clean linens as they are grouped.
12. Working as scheduled.
13. Assisting the works in Laundry.
14. Responsible for the saving/breaking the guest clothes/linens during the process of Laundry.
15. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Laundry man

Subordinate of : Linen Supervisor

Job description :

1. Washing the dirty linens/guests'/leader's clothes.
2. Ironing those linens/clothes after they are clean.
3. Reporting the damages in the Laundry to the boss or Engineering Department by writing down the damage form.
4. Responsible for the cleanness and the results of the washing.
5. Responsible for the wholeness/safety resulted from the washing process carelessness.
6. Working as scheduled by the boss.
7. Conducting the boss instructions.
8. Taking inventories periodically as scheduled and reporting it to the boss.
9. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Engineering Supervisor

Subordinate of : Housekeeping Manager

Job description :

1. Making the plan of keeping the company's equipment periodically.
2. Coordinating/responsible for the operation of the company's equipment as scheduled.
3. Coordinating the periodic inventory process as scheduled and reporting it to the boss.
4. Responsible for the repairing of the broken company equipment.

5. Curing the Swimming Pool as instructed by supervisor.
6. Reporting the reparation of the unfixed broken equipment to the boss.
7. Signing the attendance list and not asking for somebody else to sign for him/her.
8. Controlling all the existing fire extinguishers at least four times a year.

F. Food and Beverage Department

Title : Food and Beverage Manager

Subordinate of : Manager

Job description :

1. Controlling all works and the work results of the staffs.
2. Receiving all staff reports about their task results.
3. Responsible for smooth running of the operation of the Food and Beverage area.
4. Evaluating individual staff way of working.
5. Conducting in-house training to improve the skills of the staffs.
6. Handling meeting with staffs at least once a day to evaluate yesterday's task and next day's task that needs special concern.
7. Reporting events/activities happened yesterday or will happen next day to Resident Manager.
8. Greeting the guests or take them to their room if they are VIP.
9. Greeting Tour Leader of a group of guests.
10. Handling complaints.
11. Asking the list of check-in guests from Front Office Department.

12. Coordinating and approving the demand of goods for the Department's needs.
13. Reporting the broken Department equipment to the Engineering and the Resident Manager for the unfixed equipment by the Engineering Section.
14. Coordinating inventories in F&B (Food and Beverage) Department.
15. Attending weekly or monthly meetings as scheduled.
16. Making a schedule and coordinating General Cleaning.
17. Making schedule of General Cleaning in the area of Food and Beverage.
18. Making a working schedule of F&B (Food and Beverage) Staffs.

Title : Assistant F&B Manager

Subordinate of : F&B Manager

Job description :

1. Assisting Food and Beverage Manager in handling daily tasks.
2. As a representative of F&B (Food and Beverage) Manager if he/she is not in.
3. Assisting the works in F&B (Food and Beverage) Department.
4. Working as scheduled by Food and Beverage (F&B) Manager.
5. As an Order-taker (Taking-Order).
6. Assisting the guests to sit.
7. Serving the guests.
8. Clearing-up to the Station.
9. Supervising table set-up operation.
10. Handling complaints.
11. Controlling the way of working waiter/ess or bush-boy/girl and giving instructions if there is a mistake.

12. Evaluating the work of waiter/ess or bush-boy/girl then reporting it to Headwaiter.

13. Signing the attendance list and not asking somebody else to sign for him/her.

Title : Waiter/ESS

Subordinate of : Restaurant Captain

Job description :

1. Cleaning dining and table equipment, Restaurant area and Station.
2. Bringing the food from kitchen to Station.
3. Serving food and beverage.
4. Clearing-up the dirty equipment from the table of guests to the station.
5. Brushing.
6. Bringing the dirty equipment from the station to the dish washing.
7. Conducting adjustment (adding the utilities) needed to the guest table as the ordered food.
8. Supervising waiter/ess or bush-boy/girl to keep the smooth running of operation.
9. Covering the guest table by taking the unused utilities on the guest table (Closing table).
10. Signing the attendance list and not asking somebody else to sign for him/her.

Title : Bush-Boy/Girl

Subordinate of : Waiter/ESS

Job description :

1. Cleaning the tables, chairs, station and eating and beverage utilities.

2. Bringing food/beverage from kitchen/pantry/bar to the station.
3. Bringing dirty utilities from station to the kitchen.
4. Setting-up the empty tables.
5. Assisting guests to sit or stand-up.
6. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Bar Captain

Subordinate of : Head Waiter/Ass HeadWaiter

Job description :

1. Responsible for the smooth running of working station.
2. Responsible for the cleanness and completeness of Table Utilities, Bar Area and Bar-counter.
3. As an Order-taker (Taking-order).
4. Assisting guests to sit.
5. Serving the guests.
6. Clearing-up.
7. Supervising the table set-up operation and supplies needed to serve guest order.
8. Creating special-beverage.
9. Handling complaints.
10. Controlling the way of working waiter/ess or bush-boy/girl and giving instructions if there is a mistake.
11. Evaluating the waiter/ess or bush-boy/girl's way of working.

12. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Bar Waiter/ESS

Subordinate of : Bar Captain

Job description :

1. Cleaning the food/beverage utilities, table utilities, Bar area and Station.
2. Bringing beverage from Bar-counter to the guest table as ordered.
3. Serving the snack and beverage.
4. Clearing-up the dirty utilities from guest tables to the dishwashing.
5. Brushing.
6. Bringing dirty utilities from station to dishwashing.
7. Conducting adjustment (adding utilities) needed by the guest tables as the food ordered.
8. Supervising waiter/ess or bush-boy/girl to keep the smooth running of operation.
9. Covering the guest tables by taking the unused utilities of the guest tables (Closing table).
10. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Chef

Subordinate of : F&B Manager

Job description :

1. Responsible for the smooth running of Kitchen operation.
2. Responsible for the Kitchen cleanness.
3. Coordinating and conducting General Cleaning.
4. Making the working schedule for Kitchen Staffs and reporting it to Food and Beverage Manager to be approved.
5. Taking inventory of kitchen utilities then reporting it to Food and Beverage Manager.
6. Evaluating Kitchen staff works.
7. Making and signing the work-result report of certain days.
8. Calculating food main price periodically and reporting it to F&BM (Food and Beverage Manager).
9. Creating new menus.
10. Making special Menus daily, weekly, and monthly or if there is a special program then reporting it to F&BM (Food and Beverage Manager) before sale.
11. Controlling staff way of working and giving instructions if there is a mistake.
12. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Souse Chef

Subordinate of : Chef

Job description :

1. Assisting Chef in conducting daily tasks.
2. As a representative of Chef if he/she is not in.

3. Working as scheduled by Food and Beverage Manager.
4. Reporting the result of the staff's tasks to Chef.
5. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Cook Supervisor

Subordinate of : Chef/Ass. Chef

Job description :

1. Keeping the cleanness cooking utilities.
2. Controlling the Cook work, Cook Helper, Pantry and dishwasher section to keep the smooth running of operation.
3. Coordinating and supervising the process of cleaning and General Cleaning.
4. Preparing and making supplies going to use on a given day.
5. Taking inventory then reporting it to Chef.
6. Making proposal of demanding run-out or broken supplies or stuffs to Purchasing Department as approved by Chef.
7. Taking the goods or supplies as ordered to the Store.
8. Controlling and giving instructions if a staff is making mistakes.
9. Receiving orders of the restaurant waiter and reporting it to related sections to handle.
10. Tasting food before being served to the guests.
11. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Cook

Subordinate of : Cook Supervisor

Job description :

1. Receiving and making/cooking order(s) from Cook Supervisor.
2. Keeping the standard portion.
3. Keeping the standard taste.
4. Keeping the cleanness of Kitchen area.
5. Preparing the supplies going to cook in the kitchen.
6. Cleaning the already used utilities and the utilities in order to be ready to use.
7. Keeping the kitchen utilities in order not to be easily broken and using the food supplies as efficient as possible and examine the supplies to cook so that if they are broken they can soon be changed.
8. Noting the broken or missing utilities on the Missing and Broken Book and reporting it to Cook Supervisor.
9. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Cook Helper

Subordinate of : Cook

Job description :

1. The main task is assisting a cook completely.
2. Preparing supplies going to be taken from storage and cleaning and putting them into Refrigerator or Freezer.
3. Preparing the supplies going to cook by Cook as the guest order.

4. Keeping and cleaning kitchen utilities, for instance: Refrigerator, Freezer, Oven, Toaster, Shelves, Serving Table and so on.
5. Taking inventory (calculating goods) then reporting it to Cook.
6. Serving Soup order.
7. Noting the broken or missing utilities and reporting them to Cook Supervisor.
8. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Pantry man

Subordinate of : Cook Helper

Job description :

1. Preparing beverage, Juice, Fruit, and preparing tea order for guests, boiling water to make tea/coffee and Ice Cream as ordered by guests.
2. Taking calculation/inventory the run-out supplies or the supplies needed to add the stocks and then reporting it to Cook Helper every morning.
3. Taking the supplies as ordered by Store/Storage.
4. Cleaning food and beverage utilities washed by Dishwasher.
5. Preparing utilities for evening tea.
6. Cleaning the whole Kitchen area every shift-switch.
7. Reporting the broken or missing utilities to Cook Supervisor.
8. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Dishwasher

Subordinate of : Cook Helper

Job description :

1. Washing/cleaning Kitchen utilities and food and beverage utilities from the Restaurant.
2. Reporting the missing or broken utilities to Cook Helper.
3. Keeping the cleanness of Kitchen and Dishwasher areas.
4. Cleaning Kitchen area every shift-switch.
5. Supplying Gudeg and so on and food orders that are not available in Kitchen.
6. Taking account/inventory of the goods in his/her responsibility, then reporting it to Cook Supervisor.
7. Throwing the waste.
8. Signing the attendance list and not asking for somebody else to sign for him/her.

G. Accounting Department

Title : Accounting Manager

Subordinate of : Manager

Job description :

1. Responsible for smooth running of the whole operation in Accounting Department.
2. Controlling all works and the result of the works from staffs.
3. Receiving all reports from staffs about their task results.

4. Evaluating the way of working individuals and giving it to Personnel Manager.
5. Handling in-house training to improve the skills of the staffs.
6. Having meeting with the staffs at least once a day, evaluating yesterday's work and discussing activities that needs special concern for the next day.
7. Reporting yesterday/the next day's activities/events.
8. Greeting guests or takes them to their room if they are VIP.
9. Approving supplying things for work.
10. Reporting the unfixed broken department stuffs by the Engineering Section to the Manager.
11. Coordinating inventory process in Accounting Department.
12. Attending weekly and monthly meeting as scheduled.
13. Controlling the staff work activities.
14. Making a balance sheet.
15. Serving/making statistics.
16. Reporting black lists of the travel bureau to the Resident Manager.

Title : Assistant Accounting Manager

Subordinate of : Accounting Manager

Job description :

1. Assisting Accounting Manager in handling daily tasks.
2. As a representative of Accounting Manager if he/she is not in.
3. Working as scheduled.
4. Reporting the result of the staff's work to Accounting Manager.

5. Signing the attendance list and not asking somebody else to sign for him/her.

Title : General Cashier

Subordinate of : Accounting Manager

Job description :

1. Receiving payment as stated on the guest bill.
2. Coordinating petty cash.
3. Making summary of sales.
4. Making a report to accounting manager.
5. Working as a Night Auditor (closing the book for all transaction in Cashier section every night at 11.p.m.).
6. Signing the attendance list and not asking somebody else to sign for him/her.

Title : Account Payable

Subordinate of : Accounting Manager

Job description :

1. Studying the factor accounting correctness received from purchasing.
2. Grouping according to the cost.
3. Writing on the book purchasing according to the cost.
4. Writing on the ledger the Company's account payable.
5. Writing on the supporting books each supplier.
6. Reversed writing if there are payments.
7. Paying the shopping.
8. Signing the attendance list and not asking somebody else to sign for him/her.

Title : Account Receivable

Subordinate of : Accounting Manager

Job description :

1. Reporting the guest bill with the existing prices.
2. Making the bills to the travel bureau.
3. Writing on the ledger the Company's account receivable.
4. Writing on the supporting books each Travel Bureau.
5. Writing the payment (in cash) the travel bureau's account receivable.
6. Signing the attendance list and not asking somebody else to sign for him/her.

Title : Cost Control

Subordinate of : Accounting Manager

Job description :

1. Surveying the prices in the markets or the suppliers at least once a month, comparing those prices and then determining or selecting supplier giving the cheapest price will supply the goods to the company.
2. Checking the using of the goods.
3. Controlling the selling price.
4. Conducting Physical and Perpetual Inventory.
5. Controlling the food material sold with the stock book each department.
6. Signing the attendance list and not asking somebody else to sign for him/her.

Title : Purchasing

Subordinate of : Accounting Manager

Job description :

1. Reporting the purchasing planning for the needed goods or supplies by each department.
2. Purchasing the department needed goods with the determined supplier or seller.
3. Reporting the increase or decrease price to the cost control.
4. Reporting purchasing facture to the Storekeeper and Account Payable.
5. Selling the rejected or secondhand goods periodically and then reporting the sales result to the Account Receivable.
6. Signing the attendance list and not asking somebody else to sign for him/her.

Title : Receiving/Storekeeper

Subordinate of : Accounting Manager

Job description :

1. Receiving and keeping the supplies or stuffs bought by Purchasing Section.
2. Carefully examine supplies or goods sent by Suppliers whether they are as ordered by Purchasing Section or not.
3. Carefully examine the supplies or goods sent by Supplier about their quality.
4. Rejecting the supplies or goods that is broken, unlike the order, or that the quality is not good.
5. Serving the demand of the supplies or goods from all departments that uses the Form of Good Order or Requisition Slip to support the need of the Company operation.
6. Taking inventory and reporting it to the Cost Control.

7. Keeping the Storage/Store clean.
8. Conducting total cleaning or General Cleaning at least once a month to keep the supplies or goods in the Storage clean/hygiene.
9. Signing the attendance list and not asking for somebody else to sign for him/her.

Title : Bookkeeper

Subordinate of : Accounting Manager

Job description :

1. Putting into a book.
2. Signing the attendance list and not asking for somebody else to sign for him/her.

H. Personnel Department

Title : Personnel Manager

Subordinate of : Manager

Job description :

1. Handling the employees' complaints.
2. Handling the recruitment of new employees as demanded or needed by Department.
3. Conducting employee cooperation.
4. Noting employee's attendance.
5. Issuing letter of warning.
6. Renewing House Rules.
7. Coordinating inventory in Personnel Department.

8. Handling meetings with staffs at least once a week.
9. Attending the company's meetings.
10. Coordinating in-house Training.

Title : Assistant Personnel Manager

Subordinate of : Personnel Manager

Job description :

1. Assisting the Personnel Manager in doing daily tasks.
2. As a representative of the Personnel manager if he/she is not in.
3. Assisting the works of Personnel Department.
4. Working as scheduled.
5. Reporting the results of staff works to Personnel Manager.
6. Signing the attendance list and not asking for somebody else to sign for him/her.
7. Coordinating the operation of credit demand for employees.

Title : Personnel Staff

Subordinate of : Personnel Manager

Job description :

1. Booking the employee attendance daily, monthly; and annually and then reporting it to Personnel Manager.
2. Keeping the employees' data.
3. Typing letter of warning for employees.

4. Signing the attendance list and not asking for somebody else to sign for him/her.

3.3. MARKETING ACTIVITIES

3.3.1. Product

A. Room Types

Spacious room has traditional furniture. Combined with modern facilities, the room has hot and cold running water, phone, music, TV and mini bar, rattan, bamboo and home made batik dominantly appear throughout the room. All properties are designed for guest comforts. Table 3.2 shows room types and price of Puri Artha Hotel.

Table 3.2 Room Types and Price

Rooms	Prices (Local Tourist)	Prices (European Tourist)
Superior Guest Room	Rp175,000	\$ 30.00
Special Guest Room	Rp175,000	\$ 30.00
Deluxe Guest Room	Rp175,000	\$ 30.00
Suites Room	Rp400,000	\$ 100.00
Extra Bed	Rp100,000	\$ 20.00

Source: Puri Artha's Data (2003)

B. Room Facilities

1. Air-Conditioning
2. Verandah Facing Garden

3. Telephone
4. TV
5. Mini Bar
6. Bathroom with hot and cold water
7. Refrigerator

C. Hotel Services and Facilities

1. Room Service
2. Laundry
3. Drugstore
4. Souvenir Shop
5. Salon
6. Telex, and Facsimile
7. Travel Agent
8. Taxi and Car Rental
9. Postal Service
10. Authorized Money Changer
11. Major Credit Cards Accepted

D. Restaurants and Bars

1. Chandra Restaurant

Chandra Restaurant serves varied food, a'la Carte and grand buffet style. Live music and Javanese gamelan orchestra will accompany people enjoying delicious food served by the friendly waiter or waitress. Nowhere is more romantic than eating in Chandra

Restaurant with Indonesian, Chinese, European and even some of Javanese dishes.

2. Chandri Bar

The Chandri Bar, serving any choices of drinks, is ready to welcome every visitors of the hotel with special drinks. The live music and singer will patiently accompany you to relax and dance with your partner. Just find the happy hours in the Chandri Bar.

3. Pasiraman Snack Bar is a Poolside bar.

E. Recreational Facilities

1. Swimming Pool

2. Sightseeing

F. Conference and Banquet Facilities

1. Lintang function room for convention, meeting, private reception and banquet wall to wall carpeted, fully air-conditioned and having capacity up to 100 participants with audiovisual equipment, luncheon, dinner or coffee and snack.

3.3.2. Place

Puri Artha Hotel is using travel agent for tour operator, wholesaler and hotel representative either in local area or in foreign area. They have travel agent branches in Jogjakarta, Jakarta and Bali.

3.3.3. Price

Puri Artha Hotel has target market for middle consumer level. Price or room rates were determined according to expenses that they spend for room

services depend on market price competition at certain period. Basically, room rates are more determined by variables cost such as construction, furnishing, maintenance, and operation cost, which all depend on quality or hotel class itself. Beside that, it also depends on demanding of room or situation. If the situation is peak season, company will give special rate for special time (holiday season, Christmas day, lebaran day, and so on). But, if the situation is off-season, company will decrease the rate or give the discount.

Specifically, the price are divided into:

A. Public Rate

This rate belongs to public customers that do not have business relationship to company. The public rate can not discounted.

B. Corporate Rate

Corporate rate belongs to business customers that have business contract to the company, therefore the price is different to public rate, such as banker, airline crews, and so on.

C. Travel Agency Rate

This rate is sold by travel agent to customer; therefore the travel rate is more expensive than hotel rate.

3.3.4. Promotion

Because the competition is tighter than before among the hotels, Puri Artha Hotel are uses some promotion media to increase selling widely and influencing the consumers. The promotion media are advertising, sales promotion, and personal selling.

For advertising, the company promotes the hotel through newspaper, radio, local and foreign magazine. Puri artha hotel is also promoting the hotel through brochure, and leaflet for sales promotion. For personal selling itself, the company uses travel agency (sales call), travel market (where the seller and buyer meet), seminar, local and foreign exhibition.

Finally, to catch up with the development of technology, Puri Artha Hotel also uses Internet to widen they business and the situs is www.puriartha.co.id.

3.4. COMPANY PERSONNEL

3.4.1. Employees

A. Employee Quantities

The employees that work at Puri Artha Hotel are 84 persons with detail shows in Table 3.3.

Table 3.3 Employee Quantities

No	Job Position	Amount
1	Manager	4
2	Secretary	1
3	Accounting	6
4	Marketing	4
5	Personnel	1
6	Restaurant	7
7	Bar	2
8	Front Office	9
9	House Keeping Manager	1
10	Roomboy	11
11	Houseman	3
12	Kitchen	13
13	Employee's Kitchen	3
14	Laundry	3
15	Engineering	4
16	Security	7
17	Gardener & Full Attendant	3
	Total	84

Source: Puri Artha's Data (2003)

B. Employees Education

Education level of employee at Puri Artha Hotel is shown in Table 3.4

Table 3.4 Employees Education

Qualification	Percent
S1	10 %
D3	10%
Senior high school	70%
Junior high school	5%
Elementary school	5%

Source: Puri Artha's Data (2003)

C. Job Hours Controlling

Job hours controlling at Puri Artha Hotel are divided into three (3) shifts with the following details:

1. Shift 1 : 07.00 am – 03.00 pm
2. Shift 2 : 03.00 am – 11.00 pm
3. Shift 3 : 11.00 pm – 07.00 am

Basically, all of the employees have job hours in shift 1 or shift 2, except for special departments, which are engineering, security, roomboy, and front office. They have job hours in shift 3.

Shift divisions are divided into three divisions with the purpose of fulfill the customer need and customer satisfaction with service hotel in 24 hours.

D. Salary

Salary of employee are consist of:

1. Basic Salary

- a. Basic salary is the salary that the company is obliged to pay to the employee in accordance with Upah Minimum Rate (UMR) that valid in this year.
- b. Meal support is meal that company gives to employee. The meals provided with good nutrition, and the company gives to the employee once per shift with the purpose to increase employee's health and to increase working spirit.

2. Miscellaneous Salaries

Puri Artha Hotel gives addition salary such as service charge and this charge depends on the number of guests that come to the hotel per month. Also, hari raya allowance, and so on. Hari raya salary will be in the same amount of salary in month.

E. Employee Welfare

1. Employees or workers can get a meal support one time per day or per shift.
2. The employee can get a new uniform from the company one time in a year.
3. Getting THR (Tunjangan Hari Raya).
4. Beside salary, employees can get the salary addition or service charge and this charge depending on amount of guests that comes to the hotel per month.

5. For health, Puri Artha Hotel joins the ASTEC program for all of the employees from the bottom up to the top level that have a husband/ wife and children not more than three.

The ASTEC has some programs:

a. JTC (Jaminan Pemeliharaan Kesehatan)

b. JKK (Jaminan Kecelakaan Kerja)

If employees get an accident when they are doing the job inside or outside the company.

c. JHT (Jaminan Hari Tua)

JHT will be given if employees have already worked in company for 5 years, or who already moves to the other company.