

FINAL PROJECT REPORT

HANDLING DOMESTIC MEETING DURING COVID-19 PANDEMIC AT THE RITZ-CARLTON, BALI



POLITEKNIK NEGERI BALI

Leontin Aurel Wijayanti

**STUDY PROGRAM D3 HOSPITALITY
TOURISM DEPARTMENT
BALI STATE POLYTECHNIC
BADUNG
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This Final Project Report is Submitted to Fulfill One of the Requirements for
Completing Diploma III in Tourism Department of Bali State Polytechnic

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PLAGIARISM FREE STATEMENT LETTER

I, the undersigned below :

Name : Leontin Aurel Wijayanti

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Hereby declare that the final project report entitled.

**“HANDLING DOMESTIC MEETING DURING COVID-19 PANDEMIC
AT THE RITZ-CARLTON BALI”**

Completely free from plagiarism. If this statement is proven to be untrue, I am willing to accept sanctions in accordance with the applicable provisions.

Thus this statement letter I made to be used properly.

Badung, August 2022

Statement

NIM : 1915823071

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PREFACE

Thank to Almighty God who has given His bless to the writer for finishing final project report entitled “HANDLING DOMESTIC MEETING DURING COVID-19 PANDEMIC AT THE RITZ-CARLTON BALI” as well and on time. This final project is made with the intention of describing the Handling Domestic Meeting during COVID-19 Pandemic at The Ritz-Carlton Bali.

In the process of writing this final project report, many obstacles and difficulties were encountered but thanks to the guidance and motivation of various parties, these obstacles and difficulties were overcome. For that, through this good opportunity, I would like to express my gratitude to:

1. I Nyoman Abdi, SE, M.eCom. as Director of Bali State Polytechnic who has given the opportunity to study at Bali State Polytechnic.
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4. Ni Wayan Wahyu Astuti, SST.Par., M.Par. as Head of DIII Hospitality Study Program of Tourism Department as well as the Advisor II who has given the opportunity to study at DIII Hospitality Study Program, Tourism Department, Bali State Polytechnic.

5. Drs. Dewa Made Suria Antara, M.Par. as the Advisor I who has given guidance and motivation in writing this final project report.
6. Mr. John Woolley as General Manager of The Ritz-Carlton, Bali who has given permission to the writer to obtain information at The Ritz-Carlton, Bali for supporting the writing of this final project report.
7. Mrs. Amy Lingga as Director of Sales & Marketing of The Ritz-Carlton, Bali who has given permission to the writer to obtain information at The Ritz-Carlton, Bali for supporting the writing of this final project report.
8. Ms. Budi Pujiyantie as Director of CCS & Wedding of The Ritz-Carlton, Bali who has given permission to the writer to obtain information at The Ritz-Carlton, Bali for supporting the writing of this final project report.
9. Mrs. Fanny Irianti as Senior Sales Manager of The Ritz-Carlton, Bali who has given permission to the writer to obtain information at The Ritz-Carlton, Bali for supporting the writing of this final project report.
10. Ms. Tirza Agata as Learning Manager of The Ritz-Carlton, Bali who has given permission to the writer to obtain information at The Ritz-Carlton, Bali for supporting the writing of this final project report.
11. Ms. Melanie Tanidjaja as Assistant CCS Manager of The Ritz-Carlton, Bali who has given permission to the writer to obtain information at The Ritz-Carlton, Bali for supporting the writing of this final project report.

12. All staffs of The Ritz-Carlton, Bali who have given input and information to the writer for completing this final project report.
13. Mr. Muhammad Muzazin and Mrs. Susi Wulandari as the writer's parents who have given motivation and prayers during the writing of this final project report.
14. Sandi Kurniawan, Husein Yordani Ardan and Marianne Ellenora Jolene as the writer's siblings who have given motivation and prayers during the writing of this final project report.
15. Friends in Tourism Department, Bali State Polytechnic who have given encouragement, moral support, and motivation in writing this final project report.

The writer realizes that there are still shortcomings in terms of material, systematic, as well as the language. It cannot be separated from the limitations of the writer as a human ordinary which is not free from imperfection. Therefore, suggestions and criticism from the readers is hoped for completing this final project report.

Finally, the writer hopes that this final project report can be useful for all readers from Bali State Polytechnic environment and from outside of Bali State Polytechnic.

Badung, August 2022

Writer

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CHAPTER I

INTRODUCTION

A. Background

Bali is known as the Island of Gods. Located between the islands of Java and Lombok, Bali does not only have beautiful scenery but also a unique, exotic, and well-preserved culture. So it can be said that Bali is a leading tourism area in Indonesia which is an international tourist destination. The combination of beautiful nature with an interesting and distinctive culture has become a magnet for millions of foreign and domestic tourists to visit this island.

Bali is one of the islands in Indonesia that has natural beauty that is very attractive so that many businesses are running and developing. Along with existing developments, many new tours are being introduced popping out. One type of tourism that is demand is convention tourism. Convention tourism can also be called MICE (Meeting, Incentive, Exhibition and Convention). Convention tourists are different from tourists in general because convention tourists do not have much time. Convention tourists who come to an area not because of their own willingness but because of the demands of work and invitations.

Meeting, Incentive, Convention, Exhibition (MICE) are expected to be the backbone of tourism sector in Indonesia. Unfortunately, the MICE business has been sluggish since the COVID-19 pandemic hit. The COVID-19 pandemic has had a major impact on the tourism sector and the creative economy in Indonesia.

This condition is concerning, especially since the tourism and creative economy sectors have long been one of the backbones of the national economy. The sluggishness of the MICE business was caused by the change of various meeting events, incentive, convention, and exhibition to a virtual system. Crowd restrictions and self-quarantine regulations have brought the MICE business to a standstill. Then, it also reduces the number of guests especially for foreigners. Also the limitation of flights makes people difficult to go abroad. That is why most of the guests are domestic.

MICE is targeted to become a leading tourism and will develop rapidly after the pandemic ends. The reason is because MICE has enormous potential to boost the economy, especially the tourism sector, so it will keep the local economic cycle alive. Thus, tourism is able to revive and can make a major contribution to the Indonesian economy. Overall, it could be said that MICE events which are often held is meeting events because many companies are starting to grow and these companies need new atmosphere for holding meetings.

Apart from supporting MICE activities, accommodation as one of the industrial businesses can also support the Indonesian economy. One of them is hotel industry which is growing rapidly significant according to the lifestyle of today's society.

The hotel has grown to become one of the main pillars in tourism development in Indonesia. Both large and small cities have had star hotel to international standard. This is considering that the need of people towards accommodation facilities is increasing. The hotel provides lodging, food and

beverage, and other services which are intended to be able to meet the needs of the guest's life. The presence of a hotel is absolutely necessary in the tourism industry on the contrary also government policies in the field of tourism has a big influence on the hospitality industry.

One of the pioneers of the hospitality industry business is Marriott International, with one of its brands that stands in Bali is The Ritz-Carlton, Bali. As a five-star hotel in the island of Bali, this hotel has complete standards such as excellent services and luxurious facilities; ballrooms and exhibition venues. The Ritz-Carlton, Bali has several function rooms that can be used to accommodate the wishes of clients from companies that will hold event meetings. Meetings could be held on a small scale nor big. All facilities as well as the service are held in order to get high revenue for the hotel as well as provide satisfaction for every guest who comes to the hotel.

Based on the explanation above, the writer interested in knowing more about handling of domestic meeting during COVID-19 pandemic. The writer decided to write Final Project Report entitled "Handling of Domestic Meeting during COVID-19 Pandemic at The Ritz-Carlton, Bali".

B. Problem Statement

Based on to the explanation above, the problem statements can be formulated as follows:

1. What are the procedures in handling domestic meeting during COVID-19 pandemic at The Ritz-Carlton, Bali ?

2. What are the obstacles in handling domestic meeting during COVID-19 pandemic at The Ritz-Carlton, Bali and the solution ?

C. The Purpose and Usage of Writing

Based on the problem statement above, the purpose and the usage that might be obtained from “Handling Domestic Meeting during COVID-19 Pandemic at The Ritz-Carton Bali”, such as following report:

1. The Purpose of Writing

Based on the problem statement above, the purpose of writing that might be obtained in handling domestic meeting during COVID-19 pandemic at The Ritz-Carlton, Bali such as follows:

- a Describing the procedures in handling domestic meeting during COVID 19 pandemic at The Ritz-Carlton, Bali.
- b Knowing the obstacles in handling domestic meeting during COVID-19 pandemic at The Ritz-Carlton, Bali and the solution.

2. The Usage of Writing

Based on the objectives above, the benefit that might be obtained in handling domestic meeting during COVID-19 pandemic at The Ritz-Carlton, Bali such as follows:

- a For the Writer
 - 1) As one of the academic requirements that must be taken for completing Diploma III Hospitality Study Program, Tourism Department, Bali State Polytechnic, and it is hoped that students could increase knowledge, insight, and ability in Sales & Marketing sector.

- 2) To learn in detail about handling domestic meeting group during COVID-19 pandemic at The Ritz-Carlton, Bali.
- b For Bali State Polytechnic
 - 1) To become a reference in Bali State Polytechnic's library that could be used as material to increase knowledge of readers in the field of Sales & Marketing.
 - 2) To measure student's ability to develop ideas through final project writing and also as a reference for students and lecturers as a science development in the preparation of final project about handling domestic meeting during COVID-19.
 - c For The Ritz-Carlton, Bali
 - 1) As reference material for the hotel that is useful in improving quality and service to guests, especially in handling domestic meeting during COVID-19.
 - 2) Could take appropriate action based on current obstacles in handling domestic meeting during COVID-19.

D. The Method of Writing

1. The Method of Collecting Data

a Observation Method

Observation is a method based on direct observation of the physical symptoms of research. Observation is used to get a knowledge of handling domestic meeting during COVID-19 pandemic at The Ritz-Carlton, Bali such as how to handle inquiry from telephone or E-mail, making proposal, telemarketing,

giving information about hotel products and facilities, making agreement or contract, blocking venues on Opera, making Banquet Event Order (BEO), distributing BEO to other departments, assisting clients during meeting and billing according to the Standard Operational Procedures of The Ritz-Carlton, Bali. This matter carried out in order to obtain the necessary information and data.

b. Interview Method

The data collection is carried out by conducting an interview session with related management at The Ritz-Carlton, Bali around information needed and discussed with Ms. Ratih Pradnyawati as Senior Sales Manager and Ms. Melanie Tanidjaja as Assistant CCS Manager at The Ritz-Carlton, Bali.

c. Literature Review

The data is collected by doing research conducted through the literature by means of reading and study scientific books and collect data from materials other written documents related to the problem to be discussed about Sales & Marketing.

2. Data Analysis Method

Data analysis method used in the preparation of this final project report providing description and describe systematically about the data obtained directly at The Ritz-Carlton, Bali significantly and linked with some information obtained from several books so that it could be concluded.

3. Technique of Analysis Result

The analysis used is descriptive analysis which describes handling of

domestic meeting during COVID-19 pandemic at The Ritz-Carlton, Bali. Whereas the final project report is presented in words, some example of pictures, tables and charts.

CHAPTER V

CLOSING

A. Conclusion

1. Handling Process

Based on the explanation about Handling Domestic Meeting during COVID-19 at The Ritz-Carlton, Bali, it can be concluded that in handling a meeting, CCS person must take three steps such as:

- a.** Preparation stage includes time preparation, self preparation, working preparation, briefing, and internal documents preparation.
- b.** Implementation Stage includes room check, group check-in, event day preparation checking and ongoing event.
- c.** Final stage includes billing preparation & review and group check-out.

2. Obstacles

In dealing with groups, of course there will be several obstacles that must be received with the right solution. The followings are the obstacles faced by CCS person when handling meeting:

a. Sudden Change of Event Details (Last Minute)

In this case is when the group suddenly changes the half day meeting into full day meeting. Thus it can make the related departments especially Food & Beverage teams prepare the more coffee breaks. It will cause inefficient time used and communication will occur in the preparation of the event. The way to overcome is to effectively and efficiently inform changes to improve coordination

between staff. CCS person must ensure that all staffs are aware of these changes without exception.

b. Request for Additional Space out of the Agreement

In this case, the group PIC wants to do an antigen test for its client. This test is carried out in the meeting room which is a function space belonging to the event team. The way to deal with this is to look at booking flexibility. If the event is held using the event team's function space, CCS person first will inform this inquiry informally, via the WhatsApp group, to the operational team so that the operational team is aware of the additional inquiry. Then a BEO will be created and emailed formally.

B. Suggestion

Based on the meeting handling process that has been described and the obstacles in the process, the writer suggest to have better communication between Hotel and PIC during the event planning so there will not be last minute order also to increase creativity to innovate the entire team at The Ritz-Carlton, Bali in providing the best service and exceeding the guests expectation.

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