Banquet Performance in Supporting Business at Pullman Sudirman Jakarta Hotel

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Abstract
Banquet section is one part of the Food and Beverage department which has an important role in the hotel business to earn revenue for the hotel through the services it sells, such as food, beverage and function room sales, because it can accommodate a large number of guests. That way all hotels must have a banquet section that is nimble and capable in carrying out their duties, including the Pullman Sudirman hotel. In this case the researcher uses a qualitative method with a descriptive format. Qualitative methods aim to describe, summarize various circumstances, situations, or various events in the social sphere. Data collection techniques will be carried out using the interview method, the researcher hopes to get detailed, honest, and intense data related to the performance of the Pullman Sudirman Hotel banquet department employees. From the results of an interview with the Pullman Sudirman Hotel supervisor, it was explained that the Banquet at this Hotel is very supportive of business because this department has an influence in increasing turnover/revenue which is very large compared to other restaurants.

Keywords: Banquet Performance, Hotel Business, Pullman Sudirman

Preliminary
Tourism has a very central role in Indonesia’s development efforts. Moreover, tourism is currently a rapidly growing industry. Especially in Indonesia, tourism has always been one of the largest foreign exchange contributors to the country.

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Source: Kompas.com 2021

The massive tourism development also has an impact on increasing the country’s foreign exchange. This of course also has an impact on regional economies, because many foreign and local tourists come to the country or region one after another. This also creates and has an impact on the number of accommodations as a means of supporting the tourism industry. As we all know that accommodation is one of the important aspects that has an important influence in improving and supporting the tourism industry. Accommodation is a building intended to get as much profit as possible. Accommodation can be in the form of hotels and other lodging.

Putri, EMDH (2018) in her book explains that accommodation in the form of a hotel is one type of accommodation that is urgently needed at this time. This is because many hotels have been built until now. Based on the Decree of the Minister of Tourism, Post and Telecommunications of the Republic of Indonesia, a hotel is a...
type of accommodation that uses part or all of the building to provide lodging, food and drink as well as other services for the public interest, which are managed commercially.

One of the commercial hotels in Indonesia is Pullman Sudirman. This hotel is located on Jl. M.H. Thamrin No. 59, Gondangdia, Menteng, Jakarta, Special Capital Region of Jakarta. To support tourism activities, all hotel departments must be related to each other so as to create a classy hotel. Pullman Sudirman has several departments, one of which is food and beverage. When we talk about the hotel industry, we don't just talk about room rentals, but also about food and drinks. In addition, the hotel also often holds parties and corporate events; at that moment the Banquet section plays an important role.

Oka, I.M.D and Sumawidari, I.A.K. (2016) in his book "Banquet" In general, the Food and Beverage Department is a department that regulates all food and beverage needs, while specifically viewed from the hospitality world, it is part of the hotel that regulates and is also responsible for food and beverage service needs as well as other needs. other matters relating to food and beverages, from guests who reside or not at the hotel and are arranged commercially and professionally. Banquet section is one part of the Food and Beverage department which has an important role in the hotel business. One of the tasks of the banquet itself is tidying up eating and drinking utensils during the event. Therefore, all hotels must have a Banquet section that is nimble and capable in carrying out their duties, including the Pullman Sudirman hotel. Seeing the importance of the Banquet section in the hotel business, the author chose the title "Banquet Performance in Supporting Business at the Pullman Sudirman Hotel" as the title of this research.

Based on the background described above, the writer can formulate the problem as follows:
1. How important is the banquet in the hotel business
2. How is the banquet performance at the hotel Pullman
3. How does the Banquet section support the hotel business

LITERATURE REVIEW

2.1 Accommodation

Accommodation is one of the main means of tourism and has an important role for tourists who travel and has an influence on the length of stay of tourists in a destination. (Damayantti, Solihin, Made Suardani. 2021)

Accommodation is a building used by someone to stay temporarily. Accommodation can be in the form of hotels, inns, guest houses, cottages, and others. (Putri, EMDH. 2018)

Commercial accommodation is accommodation that is established and used to seek as much profit as possible. These types of accommodation are hotels, motels, inns, and others. Semi-commercial accommodation is accommodation that is established and used for non-commercial purposes, namely not seeking profit or only for social purposes or voluntary assistance, but specifically for certain groups and also for certain purposes. Non-commercial accommodation is accommodation made not for profit, but only for social purposes or as voluntary assistance. Types of non-commercial accommodation include: guesthouses, mess, guest houses, orphanages, private villas, campsites.

2.2 Hotels

According to the American Hotel and Motel Association (AHMA) as quoted by Steadmon and Kasavana: A 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, uniformed service, Laundering of linens and use of furniture and fixtures.

According to Gaffar (2007), a hotel is a type of accommodation that provides facilities and services for lodging, eating,
and drinking, as well as other services for the general public, which are high in a temporary and professional manner. According to Rumekso (2001:9) a hotel is a place that provides rooms for guests to stay, food and drinks, as well as other facilities needed by guests to take advantage. Hotels are business entities in the accommodation sector that are made professionally to gain profits by providing lodging services, food, drinks, and other facilities (Utama, I Gusti Bagus Rai. 2014).

2.3 Banquet Section
According to Marsum (2001:298) Banqueting is a term used to cover service activities from special activities in a service company, where grilled dishes are also served in a break room which is commonly called a lounge. Banqueting is a term used to cover banquet service activities. Banquet, the part that serves and is responsible for the sale of food and beverages at special events outside the restaurant (Special Event) after a mutual agreement is reached. Banquet is a service that is carried out at every special function event whose activities are held separately from the restaurant or coffee shop. In general, every four or five star hotel has some rooms that are allowed to be rented out. There are large / spacious, medium and small rooms that can be tailored to the needs of the customer or the renter. The places where the functions are carried out at the hotel are: restaurant, banquette hall, convention hall, meeting room, garden area, and others.

METHOD
In this case the researcher uses a qualitative method with a descriptive format. According to Ruslan (2010:213) qualitative research is a term used in social science which fundamentally depends on observations of humans both in the area and from other events. According to (Bungin 2017:68), research that uses qualitative methods aims to criticize the weaknesses of quantitative research (which is too positive), and aims to describe, summarize various situations, situations, or various events in the social sphere. According to Nawawi (2001) interviews are a way of collecting data through communication or personal relationships between data collectors and data sources called informants. Interviews can be conducted directly (face to face) or indirectly (via call). This research will interview, Supervisor and part time workers at Pullman Sudirman Hotel. From this interview, the researcher hopes to get detailed, honest, and intense data related to the performance of the Pullman Sudirman Hotel banquet department employees.

RESULTS AND DISCUSSION
4.1 Importance of Banquet section in Hotel Business
Banquet service in guest service at the hotel has a very important role, because it serves a large number of guests at the same time and the rules of service still apply as in the service, it's just that waiters rarely engage in conversation with guests. Based on the background above, the writer is interested in discussing the scope of the banquet and the role of the banquet in a hotel. According to Suwarsono (2010:7) in general, the Banquet section is the largest part of the Food and Beverage Service Department in hotels. The banquet section has an important role to earn revenue for the hotel through the services it sells, such as food, beverage and function room sales, because it can accommodate a large number of guests. Banquet is a part of the Food & Beverage department, as a part of F&B, Banquet is very influential on the turnover/revenue in a hotel. Banquet is a department that is useful for guests who are holding small events or large events, such as small-large sample meetings, weddings, product opening/launching of a company, birthdays, etc. 3-5 star hotels have different banquets. It all depends on the hotel facilities. Banquet section services provided to guests are the last line in selling services in the Banquet section such as food, beverage and room services that play an important role. Errors or delays in service
will cause customers to be dissatisfied with the services provided. This was carried out to focus on the concept that services with various techniques carried out actually have a basic thing, namely fast and precise. So that guests are satisfied with the service and make a repeat order.

4.2 Banquet Performance at Pullman Hotel
Banquet is "serving a large-sized banquet, from all kinds of services that can be applied according to customer requests" (standing party, sitting party) (Rizal, 2006: 15).

According to Raymond (2003: 87) Banquet is a service that is carried out simultaneously where all guests who are present are served at the same time. All arrangements, menus, drinks and timings must be carefully planned in advance of the event.

In Riyadi's opinion (2015: 180), Banquet is one part of the hotel that does not only serve food or drinks, but organizes and makes plans for an event, starting from the room to be used, the equipment needed and other things that support the event. The event is in accordance with the event desired by the owner of the event. Basically this banquet has equipment, equipment and serving arrangements that are not much different from a restaurant, the difference is that the banquet is not provided permanently like a restaurant but is only held when there are customers who order or at certain events. In Indonesia, the term banquet began to be known by the public, especially after there was an international standard hotel, namely Hotel Indonesia.

Banquet is not the only name in hotels, but according to its meaning, it is a banquet of food and drink anywhere and anytime. As managers, we must carefully follow what guests want by providing the best service, such as a neat set up design, clean rooms, attractive decorations, delicious dishes, and friendly and polite staff.

Banquet performance is fundamentally the same as any other restaurant, the only difference is that the Banquet Hotel has a huge variety of setups that a restaurant doesn't have. Such as Layouts for Meetings in the form of U-shape, Classroom, boardroom, Roundtable, Fish shape, Hollowsquare, Long table and so on. Banquet work just like any other, Serving, Fulfilling Guest requests. Before setting up the banquet meeting room, you must see the bio or commonly referred to as the daily event banquet and inform the sales banquet event again what the request is with the guest/pic. All sections must be able to provide good quality work, including the Banquet Section, in order to provide satisfaction to guests. Good work quality will be directly proportional to guest satisfaction, the better the quality, the higher the satisfaction obtained by guests.

The duties and responsibilities of each section of the banquet are as follows:

a) Banquet Manager
   → Responsible for the Banquet section he leads
   → Coordinate all staff under him and provide guidance so that the quality of service in the banquet section can always be maintained
   → Maintain relationship with F & B Manager, Public Relations Manager, Sales Manager, Restaurant Manager, Chief Engineering, Sous Chief, Chief Security, audio visual and House Keeper.
   → Carry out administrative tasks
   → Checking the readiness of the head waiter's duties in operation, as well as the readiness of other sections such as the kitchen, steward, house keeping, bar and waiter on duty.
   → Supervise the operation of the banquet to completion.
   → Must pay attention and listen to guest complaints and solve problems that must be solved,

b) Assistant Banquet Manager
   → Basically the duties and responsibilities of the banquet manager in handling daily tasks also bear the responsibility of the banquet manager if unable to come.

Provide briefings (meetings to subordinates before the event starts) as
well as supervision during the event being held.

c) Supervisor
   ➔ Coordinate all activities, from preparing the needs at the time of the event to service to guests,
   ➔ Cooperate with the kitchen, bar, and other departments to create a good atmosphere of cooperation,
   ➔ Handling all complaints from guests or requests needed by guests, also checking all existing equipment.
   ➔ Help the waiter when there is difficulty.
   ➔ Responsible for orders given by the Banquet Manager and Assistant Manager of the banquet section.

d) Banquet Waiter
   ➔ Carry out tasks that have been instructed by the head waiter
   ➔ Arrange the table in accordance with the Room Style Plan (plan for the arrangement of the room) desired by the event organizer.
   ➔ Prepare all the equipment that will be used, starting from table cloth, napkin, astray, glasses and so on, which must be prepared on the table.
   ➔ Make tea or coffee as instructed by the head waiter.
   ➔ Prepare Ice water in the back of the area.
   ➔ Prepare food that has been prepared by the kitchen, and serve food that has been brought by the busboy.
   ➔ Collect linens that have been soiled after the event gets to the laundry.
   ➔ Arrange the room as instructed after the event is over.
   ➔ Deliver dirty equipment to the stewarding section.

4.3 Banquet section in Supporting Hotel Business

From the results of an interview with the Pullman Sudirman Hotel supervisor, it was explained that the Banquet at this Hotel is very supportive of business because this department has an influence in increasing turnover/revenue which is very large compared to other restaurants. Banquet is the only outlet that has the largest revenue, because the events found are different and the prices can also vary. There are two types of events at the Pullman Sudirman Hotel, there are public events and private events, examples of public events are arts, cultural celebrations, business and trade. While private events, for example, such as birthday celebrations, anniversaries, and others. Events that often take place at the Pullman Sudirman Hotel are public events held by institutions such as Bank Indonesia, OJK, Bappenas, Pertamina etc. Then private events that often take place at the Pullman Sudirman Hotel are Wedding Events, Birthday Celebrations, and Dinner. Banquet is a food and beverage department outlet that has the task of organizing various kinds of party activities or banquets held at the hotel, whether it is organized by the hotel itself or other parties who make orders at the hotel.

According to Marsum (2001:298), banqueting is a term used to cover service activities from special events or activities within a company with separate dining services from the dining services found in various restaurants in general and grilling dishes served on the grill. room, or it could be in a common rest room commonly called a lounge.

The banquet section is one part of a hotel which is under the responsibility of the Food and Beverage Department which handles all matters related to the conference business such as setting up meeting rooms, setting standard meeting equipment and so on. So it can be said that the Banquet section uses service or services to people who hold meetings at a hotel. The banquet section is not limited to arranging meeting rooms but also setting up rooms for other events such as birthdays, weddings, lunches, dinners, graduations, table manners courses and so on. Banqueting is concerned with rented rooms for parties, meetings, seminars, conferences, exhibition promotions, and product launching, and the rental of these meeting rooms is usually accompanied by food and beverage orders. (Soenarno, 2006:41)
The main goal of the hotel is to make the greatest possible profit. The income earned by the hotel is through products sold or used by guests while the guest is at the hotel. However, this must be supported by a good operational system so that the hotel is profitable. Hotel revenues are generally obtained from room rent, room rental, food and beverage sales, laundry, business and others. In this case, the banquet has the role of managing two hotel revenues, namely from the rent of the room used by guests in carrying out the event, then from the sale of food and drinks needed by guests during the event.

CLOSING CONCLUSION
Based on the results of the discussion described above, the authors can conclude three things as follows:

a. Banquet is one of the sections in the FnB department with an important role, because it serves a large number of guests at the same time and the rules of service still apply as in the service, it's just that waiters rarely engage in conversation with guests.

b. Banquets at Pullman Hotel have tasks based on interviews such as preparing layouts for U-shape, Classroom, boardroom, Roundtable, Fish shape, Hollowsquare, Long table meetings and so on.

c. From the results of an interview with the Pullman Sudirman Hotel supervisor, it was explained that the Banquet at this Hotel is very supportive of business because this department has an influence in increasing turnover/revenue which is very large compared to other restaurants. Therefore, the banquet at Pullman Sudirman is one of the sections that have a role in supporting the hotel business.

RECOMMENDATION
Because the Banquet at Pullman Sudirman has a good performance, the authors suggest that this Banquet section be included in promotional materials in order to increase customer interest in holding events at the Pullman Sudirman Hotel again. In increasing the revenue of the Pullman Sudirman Hotel, of course, the Banquet section must maintain its performance or even improve its performance, so that it can support the hotel business at Pullman Sudirman.

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