

TABLE OF CONTENTS

GRADUATING PAPER TITLE SHEET	ii
LEMBAR PENGESAHAN	iii
STATEMENT OF ORIGINALITY	iv
INTISARI	v
ABSTRACT	vi
ACKNOWLEDGEMENT	vii
LIST OF PICTURES	xi
LIST OF GRAPHIC	xiii
LIST OF TABLES	xiv
CHAPTER I: INTRODUCTION	1
1.1 Background of Study	1
1.2 Objectives of Study	3
1.3 Scope of Study	3
1.4 Methods of Study	3
1.5 Presentation	4
CHAPTER II: PROFILE OF JW MARRIOTT HOTEL JAKARTA	5
2.1 History of The Company	5
2.2 Location and Appearance	6
2.3 Vision, Purpose, Core Values & Service Note	7
2.3.1 Vision	7
2.3.2 Purpose	7
2.3.3 Core Values	7
2.3.4 Service Note	7
2.4 Logo	8
2.5 Facilities	9
2.5.1 Accommodation	9
2.5.1.1 Deluxe Room	9



2.5.1.2	Executive Room	10
2.5.1.3	Governor Suite	10
2.5.1.4	JW Marriott Suite	11
2.5.1.5	Presidential Suite	11
2.5.2	Executive Lounge	12
2.5.3	Restaurant and Bar	12
2.5.3.1	Sailendra Restaurant	12
2.5.3.2	Asuka Japanese Dining Restaurant	13
2.5.3.3	Pearl Chinese Restaurant	13
2.5.3.4	Blu Martini	14
2.5.3.5	Cake Box	14
2.5.4	Room Service	15
2.5.5	Recreation and Leisure	15
2.5.6	Multifunction Room	15
2.5.6.1	Dua Mutiara Ballroom	15
2.5.6.2	JW Meeting Center	16
2.5.6.3	JW Boardroom	16
2.5.6.4	Sapphire	17
2.5.6.5	Business Center	17
2.5.7	Guest Service	18
2.5.7.1	At Your Service	18
2.5.7.2	Concierge	18
2.6	Organization Structure	18

CHAPTER III: THE PROCESS OF EVENT MANAGEMENT DONE BY EVENT MANAGEMENT DIVISION IN JW MARRIOTT HOTEL JAKARTA 22

3.1	Introduction to Event Management	22
3.2	Event Management in JW Marriott Hotel Jakarta	25
3.2.1	Event Management Division Structure	27
3.2.2	The Management Process of Corporate Meetings or Events	29
3.2.2.1	Planning	30
3.2.2.2	Organizing	34



3.2.2.3	Actuating	41
3.2.2.4	Controlling	44
CHAPTER IV: CONCLUSION		46
WORK CITED		48
APPENDIX 1: LIST OF INFORMANTS		49
APPENDIX 2: LIST OF INTERVIEW QUESTIONS		50
APPENDIX 2: CURRICULUM VITAE		51
APPENDIX 3: INTERNSHIP CERTIFICATE		53
APPENDIX 4: INTERNSHIP LOGBOOK		55