



DEVELOPMENT OF SPECIALIZATION SELECTION ON THE JOB TRAINING FOR HUMAN RESOURCES IN THE HOSPITALITY INDUSTRY THROUGH E-OJTKU

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ABSTRACT

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The previous problem in this research was exploring the potential of students in choosing departments in hotels, namely front office, housekeeping, and food and beverage to carry out internships. The need for this selection recommendation is based not only on student desires or the availability of opportunities to learn to work in the existing hotel industry but also based on recommended grades from semesters 1 to 3 which fulfill the requirements for industrial internships. This research uses a qualitative descriptive method with a case study approach. Data collection techniques through observation, interviews and document study. Interviews use a semi-structured. Model so that answers are open-ended and can be developed for in-depth analysis. E-ojtku is an innovation resulting from research based website and android to improve the

competency of Hospitality Management students who received recognition for 40 credits for OJT 1 and OJT 2 (1 year in industry / Hotels) for a career in Hotels. The test results using e-ojtku obtained good results with an accuracy of up to 94.44% with a ratio of 80% training data and 20% test data, the ratio of the amount of training data can affect the accuracy of the values in each experiment.

Keywords: Hotel; On Job Training; Training Manager

INTRODUCTION

In the present until 2030, Generation Z will determine Indonesia's future. Generation Z was born in 1997-2012 with an estimated current age of 8-23 years and the population census results with the largest percentage, namely 27.94% of the 270.20 million Indonesian population according to BPS (Badan Pusat Statistik), the composition of the population according to generation is Gen Z. In the world of hospitality for Human resources in Indonesia have not yet met the competency requirements for appropriate educational background because work experience is more dominant in each new employee recruitment requirement of at least 1 year in



a particular section of a department in a hotel. The reality in the world of hospitality is that the quality is still far from commensurate with educational background, this is in line with the quantity or number of employees which has fallen due to the Covid-19 pandemic. The human aspect is one of which plays a role as a driving force for the survival of the country. Human resources are one of the factors that play an important role in advancing the tourism sector.

As a comparison with the number of tourists from 2022 to 2025 especially Hotels, it can be seen in the following table:

Table 1 The projected results for tourism, especially hotels, from 2022 to 2025 will experience a decline according to the Ministry of Manpower

Year	Number workers
	in Hotel sector (people)
2022	8.638.375
2023	8.567.919
2024	8.559.378
2025	8.608.484

Resource: www.kemnaker.go.id, 20 December 2023

In service-based organizations, Human Resources plays a role as a key factor in realizing successful performance according to the Ministry of Manpower. The projected results for tourism, especially hotels, from 2022 to 2025 will experience a decline. The number of workers in 2021 will be 9,170,000, the projected need for workers in the hotel sector in 2022 will be 8,638,375, in 2023 there will be 8,567,919, in 2024 there will be 8,559,378 and in 2025 there will be 8,608,484 people. From the data obtained, it can be seen that in the tourism sector (both hotels & restaurants and non-hospitality) in general the number of workers needed has decreased due to the pandemic. Data collected shows that a total of 26 jobs from 44 types of work have decreased or amounted to 59.09% of types of work in the hospitality sector, the number of workers has decreased. Even though it has decreased, what is still needed is room attendants, front office attendants, waiters/servers. In the non-hospitality tourism sector, there are 5 types of jobs that will experience a decrease in the number of workers in 2022-2025, namely tour leaders, travel consultants, ship crews, reservation staff and document consultants who are being replaced by information technology.

According to Kertajaya, 2022 that Indonesia in the 2030 Decade, namely: Swoosh 2030 (From Recovery to Rise), Megatrend 1: Sustainable Development Goals, Megatrend 2: Generation Z, and Megatrend 3: Metaverse. Apart from that, according to (Kertajaya, 2023: 13) CI-EL (Creativity, Innovation, Entrepreneurship, Leadership) and PI-PM (Productivity, Improvement, Professionalism, Management) are needed which are appointed from Punokawan (CI-EL) and Pandawa (PI) figures. -PM). The representation of Punokawan figures in the CI-EL framework are Creativity, by the Bagong figure who is known as a person who has high creativity and is able to provide new ideas, respond and has the ability to dare to innovate in various situations, Entrepreneurship, by the figure Gareng who is known as a person who can open up opportunities to enter the world of entrepreneurship, Leadership, by the character Semar who is known as a person who has the wisdom to give advice as a leader acts in a group. The representation of Pandawa figures in the PI-PM framework are Productivity, by the characters Nakula and Sadewa, known as two individuals with high insight and knowledge, consistent in developing his skills,

Professionalism, by the character Bima who is known as a person with great determination to complete his tasks as well as being a leader in his group when fighting, and Management, by the figure Yudhistira who is honest, fair and has high tolerance. Focus on providing direction with management concepts so that they are right on target. The development of educational technology (Education Technology) is closely related to the 4th Sustainable Development Goals (SDG) point, namely Quality Education. According to Kertajaya, 2022 that investment in the education sector can improve the quality of human resources who will become the workforce in the future by contributing to solving educational problems, meaning preparing the foundation for company sustainability. Apart from that, concern for educational issues will improve the company's reputation and build a positive brand image and shareholders will be more at ease knowing that their money is in the hands of parties who generate profits, while at the same time instilling good values to create positive change. in this world. SDG's 2030 has 7 targets to achieve this according to Bappenas, one of which is to significantly increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent work and entrepreneurship. In addition, it ensures that all teenagers and a certain proportion of adult groups, both men and women, have literacy and numeracy skills. Generation Z was born in the era of digitalization, the regeneration of hotel employees is faster and more widespread. Generation Z was born in 1997-2012 with an estimated current age of 8-23 years. The productive age as a hotel employee is birth from 1997 to 2005 (18 – 26 years) in 2023. Those in the age group (18-26 years) can occupy positions at rank and file employee level up to supervisor level and even good managers in hotels. country or abroad. Characteristics of Generation Z (Kertajaya, 2023), namely: Digital Natives, Darling Generation, Active & Creative.

Based on our previous basic research regarding the data mining classification model as a consideration for selecting departmental specializations for Hotel On The Job Training (OJT) case study at Udinus Hotel Management Study Program (, the data can only be analyzed by IS and IT experts, but for users, namely external parties (Human Resource Manager/ HRM) Hotels and internal (internship and student coordinators) in hotel management are unable to provide assistance and plans for selecting OJT 1 and OJT 2 specializations for students from the start (semester 1 grades) both domestic and overseas OJT. Assistance for internship coordinators starts from new students by having software in the form of a website/Windows which can be accessed using a laptop, PC or Android smartphone for quick access by students by inputting the grades of four courses which are the competencies for OJT 1 which have so far been still using data in Excel and making it difficult for students and internship coordinators to input one by one and process data in data mining. From an early age, the internship coordinator can provide reports to each lecturer in charge of the course to equip students so that preparation for OJT, both in domestic and overseas hotels, can be more thorough. Lecturers cannot make an analysis from the start because there is no report from the internship coordinator in the form of indicators for selecting student specializations. E-ojtku is needed for deeper development of student potential in order to receive assistance from lecturers who teach the courses required by each student after looking at academic grades in the first semester and subsequent semesters for front office, housekeeping, food & beverage service, food & beverage courses. beverage service, food & beverage products and English for hotels as preparation for OJT 1 in

semester 4 at front of the house (FOH) or front operations at hotels and OJT 2 in semester 7 at back of the house (BOH) at the admin coordinator at that department.

Apart from selecting departments, after OJT 1 students can determine one of the four main competencies above to select competency test certification from BNSP (National Board for Professional Certification) whose certificate has a validity period of 3 years as an attachment to support the internship. Competency test for receptionists in the front office department, room attendant competency test for the Housekeeping department, competency test for waiters in the food and beverage service department, and cookery/ pastry/ baker in the food and beverage product department. In the implementation of the four competency tests, English was used because the Asean standard was used by the LSP (Professional Certification Institute) appointed by BNSP (National Professional Certification Agency). Students who have received the competency test certificate above can continue the competency test at supervisor level as regulated in SKKNI No. 145 of 2018 concerning Hotels and Restaurants. On the job training is job training organized by hotels and carried out as work progresses which is offered to related educational institutions. The Hospitality Management Study Program at Dian Nuswantoro University (UDINUS) is a Study Program that routinely sends its students to carry out the On the Job Training (OJT) program for 6 months (OJT 1) in semester 4 and for 6 months in semester 7 (OJT 2) to departments in the hotel. In general, there are 4 departments in hotels that operationally require Job Training/internship personnel. These departments are Front Office, Food and Beverage Service, Food and Beverage Products, and Housekeeping. The coordinator's duties and responsibilities so far are not only with students, but also with ojt places, namely hotels, which often do not allow ojt in the back office for reasons of company privacy or because there is no need for trainees in that department. The internship coordinator sees the need for the hotel and students to get an ojt place that is not in accordance with proof of academic grades, competency test certificates and other certificates which are only based on proof of registration of the student's wishes in the online form provided which contains the name of the chosen hotel, department and section chosen. The front office is a representation of the division in a hotel that directly faces customers, the function of the front office is as the main interface between the services provided by the hotel to guests/customers, so the front office department is the most important part because they can report directly to what guests/customers need, p. which disturb guests, customer suggestions and complaints which are also generally related to other departments such as Food & Beverage and Housekeeping . Food beverage in the hotel industry is a department that is responsible for meeting the service needs of food, drinks and other needs required by guests, and is managed professionally and commercially . Housekeeping is an operational department in a hotel, where the responsibility is to maintain the cleanliness, maintenance and beauty of the rooms, public areas, back areas and surrounding areas.

Previous Research according to (Perwira, Ariana, & Rahyuda, 2018) in a journal entitled "Interaction patterns between trainees and employees at the Intercontinental Bali Resort" explains that hotel employee complaints are due to trainees and trainee complaints are due to lack of guidance from hotel employees which creates conflict, competition, and contravention. In this journal there is a discussion of the management process. Meanwhile, according to (Lestari & Millenia,

2022) in a journal entitled "Interest in a career in the hotel industry is influenced by internship experience" which is the output of a management process. There has been no research in terms of input (human resources / ojt students) so this research will complement previous research via e-ojtku. Specialization according to the Big Indonesian Dictionary (KBBI), specialization comes from the basic word interest, namely a high inclination towards something; excitement; desire. According to (Riza & Chair, 2019) in a journal entitled "Students' Interest in the D4 Hospitality Management Study Program, Department of Tourism, Faculty of Tourism and Hospitality, Padang State University, Carrying Out Industrial Field Experience at International Chain Hotels", interest can be expressed through statements indicating that students prefer one thing, so that students become interested, have feelings of joy, attention, so that they need this thing, even interest can also be manifested through participation in an activity. Developing an interest in something is basically helping students see the relationship between the material they are expected to study and themselves as individuals. On the job training according to (Ahyakudin, Najib, & Haryadi, 2019) with the title "The Role of Training Using On The Job Training Methods and Apprenticeship Methods to Improve Employee Performance at the Labbaik Chicken Company in Serang City" on the job training is a training method carried out in the workplace, training This is carried out in connection with the work that is assigned to them with coaching techniques, a coach tries to set an example for the employees being trained to emulate, and is usually carried out directly by the supervisor who is directly responsible to the manager. Hotel is Services start from Check In to Check Out and guests are provided with a comfortable stay or staycation in the form of facilities in public areas to facilitate connectivity, food and drink services, spa and sports. As for the definition of hospitality from several experts, according to Endar Sri, (in Noviati, 2019: 13) Hospitality is a building or structures that are managed commercially by providing accommodation facilities for the general public with the following facilities: lodging services, food and beverage services, service luggage, washing clothes, using the furniture and decorations inside. Apart from that, Law no. 10 of 2009 concerning tourism, (in Dian Rizki, 2018: 8) Hotels are providers of daily accommodation in the form of rooms in 1 (one) building, which can be equipped with food and beverage service facilities, entertainment activities and other facilities.

METHOD

The research design used is descriptive qualitative. (Anggito and Setiawan, 2018: 11), The qualitative descriptive approach is research where the researcher can describe an object, phenomenon, or social setting which is outlined in writing and is narrative in nature, writing on data and facts in the form of words or images rather than numbers. Research from (Yusanto, 2019) states that qualitative research has its own variety of approaches, so that researchers can choose from these variations to suit the object they will research. The qualitative research approach is case study, an approach that is carried out intensively, in detail and in depth regarding a matter being researched in the form of programs, events, activities and others to obtain in- depth knowledge/information about that matter. The selected phenomenon is usually called a case, meaning that it is an actual thing (real-life events) that is taking place, not something that has passed. In this research,

the data source was selected using purposive sampling (data source sample) and snowball sampling (a little data was developed into a lot) (Sugiyono, 2018). This was done because the small number of data sources were not able to provide complete data, so we looked for other people who could be sources of data, both primary data and secondary data. Data collection techniques through observation, interviews and document study. Interviews use a semi-structured model so that open-ended answers can be developed for in-depth analysis. Data Analysis Techniques According to Miles and Huberman (Anggito and Setiawan, 2018 : 11). There are three steps in qualitative data analysis, namely data reduction, data presentation, and drawing conclusions are Data Reduction According to Miles and Huberman (in Anggito and Setiawan, 2018) is a form of analysis that sharpens, categorizes, directs, removes unnecessary data, sorts out things that are considered important and groups or organizes data in such a way that final conclusions can be drawn and verified. With data reduction, the results of observations, interviews and documents obtained from the data collection process are re-processed to sort out which ones are considered important and more specific to be discussed and then concluded without reducing or eliminating the value contained in the data, Data Presentation is a collection of existing information to have the opportunity to reach a conclusion in taking action. This process is useful for explaining, explaining, systematically. The overall data obtained is easy to understand, easy to accept, and narrative in nature. The ojt data process is processed starting from data mining into data that is easily accessible via e- ojtku, and Conclusion and Verification. Drawing conclusions is one part of a complete form of activity. Miles and Huberman (in Anggito and Setiawan, 2018: 249) After sorting out some of the data needed in this research, then analyzing or processing the data that has been collected, conclusions are drawn to get the meaning of the data. The conclusions drawn are obtained from analyzing the process stages.

RESULTS AND DISCUSSION

The processed data will be used as training data and testing data based on student grade data for the 2018, 2019 and 2020 batches. The values used as parameters are the values for the Food and Beverage, Housekeeping and Front Office courses. Testing the Rules on student value data is Testing the validity of the system aims to determine whether the model produced by the decision tree is appropriate or not. The rules are said to be valid if the choice of the On Job Training (OJT) department is in accordance with the data set. The dataset is divided into 2 parts, the training dataset and the testing dataset. Training data or training data is used to train and develop models. Training data sets are usually used to compare the performance of different models. Data testing or test data is used after the training process is complete. Training and testing data are compared to check whether the final model used works correctly [13]. The ratio of training and testing data to be tested are 80% training data and 20% testing data sets and 60% training data and 40% testing data sets.

First Test are 80% training data and 20% testing data sets. The entire data set with a total of 113 data sets. 90 data training and 23 data testing. The results of training data testing (80%) using RapidMiner software produce decision trees and

performance. From the performance shown from the results of the dataset test in (table 2) are obtained Accuracy 94.44%, Precision 95.08%, Recall 94.29%

Table 2. Validation and evaluation 80% data training

<i>Split Data</i>	<i>Data Training</i>	<i>Data testing</i>	<i>Accuracy</i>	<i>Precision</i>	<i>Recall</i>
80% - 20%	90	23	94,44%	95,08%	94,29%

Second Test are 60% training data and 40% testing data sets. The entire data set with a total of 113 data sets. 9068 data training and 2345 data testing. The results of training data testing (60%) using RapidMiner software produce decision trees and performance are From the performance shown from the results of the dataset test (table 3) obtained Accuracy 91.18%, Precision 90.31%, Recall 92.43%.

Table 3. validation and evaluation 60% data training

<i>Split Data</i>	<i>Data Training</i>	<i>Data testing</i>	<i>Accuracy</i>	<i>Precision</i>	<i>Recall</i>
60% - 40%	68	45	91,18%	90,31%	94,43%

Analysis of Results are The first and second tests produce Accuracy, Precision and Recall as follows (table 4) shows that the total training data is 80% and the testing data is 20% obtaining 94.44% Accuracy, 95.08% Precision, 94.29% Recall while the total training data is 60% and 40% testing data is obtaining an Accuracy of 91.18 % , Precision 90.31%, Recall 92.43%.

Table 4. Test Result

<i>Split Data</i>	<i>Jumlah Data Training</i>	<i>Jumlah Data testing</i>	<i>Accuracy</i>	<i>Precision</i>	<i>Recall</i>
80% - 20%	90	23	94,44%	95,08%	94,29%
60% - 40%	68	45	91,18%	90,31%	94,43%

In compiling this research, the data used were student data for the 2018, 2019 and 2022 batches with a total of 113 students. Therefore it is necessary to do more research with a larger amount of data to test the level of accuracy . Development of previous research, namely the Data Mining Classification Model as a Consideration for Selecting Departmental Specializations for On Job Training (OJT) in Hotels show the result that development of the On the Job Training Specialization Selection Application for Students of the Dian Nuswantoro University Hospitality Management Study Program is an innovative work based on websites and Android which aims to facilitate the management of the On the Job Training (OJT) program which is carried out in each period on the computer. This application focuses on development of a specialization selection method that is more efficient and suits the needs of students in undergoing OJT in the hotel industry. By using modern technology and approaches, this research provides solutions that can improve the experience and quality of student training. In this application development research uses a data-based approach to understand student preferences and tendencies towards certain specializations. This involves in-depth data analysis and the use of intelligent algorithms to provide specialization recommendations that suit individual student interests and abilities. This application research also combines collaboration between academics and hotel industry practitioners to ensuring that

the selection of specializations is in line with real-world needs and demands in the hospitality industry. This can provide real benefits for students and study programs in preparing themselves for careers in the hospitality sector. Analysis of the processed data which will be used as training data based on data on student grades for the classes of 2021 (third semester). The grades used as parameters are the grades for Food and Beverage, Housekeeping and Front Office courses using e-ojtku based website and android (<https://ojtloh.com/>).



Figure 1. e-ojtku Socialization

Figure 1 shows that OJT coordinator, Students of Hotel Management Universitas Dian Nuswantoro, lecturer, and inventor of e-ojtku based website and android prepared Internship/OJT at Indonesia or abroad. The steps that need to be taken in data input are as follows are Carrying out Data Collection, At this stage the researcher collected value data from the Udinus Academic Information System database from students who would carry out OJT, Carrying out Data Selection, This stage carries out selection of database data. Because not all of the data obtained is used, it is selected according to the attributes or variables needed in the research by selecting the data so that it becomes a dataset. In this study the selected attributes are NIM, name, Front Office value, Front Office Supervisory value, Front Office Management value, Food and Beverage value, Food and Beverage Supervisory value, Food and Beverage Management value, House Keeping value, House Keeping Supervisory value, House Keeping Management value. At this stage, null data invalid data and duplicate data will be removed. because empty or invalid data will affect the results obtained.

Performing Data Processing, After all the necessary data has been selected, the next stage of research is data processing and the suggested/recommended OJT specializations come out. Since 2017, the On The Job Training (OJT) activities for D4-Hospitality Management students are still one-way, namely meeting the hotel's needs to occupy trainee positions in certain sections according to the hotel's needs. In 2022, through basic research with the title "Data Mining Classification Model as a consideration for selecting departmental specializations for hotel On The Job Training (OJT) in the Udinus Hospitality Management Study Program" we can analyze the needs of different student competency abilities in terms of academic grades for hard skills and soft skills. . Our team continues this basic research with the target of making it easier for internal and external parties (partners) through the implementation of e- ojtku at grade 6, namely that students can discover competencies from an early age (starting from semester 2), Lecturers who teach

competency courses for OJT are more mature in preparing these individuals, It is easier for internship coordinators to find hotels according to student competencies and not vice versa. Hotels as external partners who receive benefits from e-ojtku get convenience in the initial selection process according to student competency through reports from e-ojtku provided by the internship coordinator. The methods that the team will implement in 2023 start from Pre-Launching e-ojtku, Training students using e-ojtku (new hotel management students September 2023 and students who will ojtku), Launching E-OJTKU, and finally to external parties, namely Hotels as (partner) beneficiary of e-ojtku.

CONCLUSIONS

Activity time for ojt 1 are October-November is curriculum vitae consultation, hotel selection, department, location for sending CV to OJT coordinator, December-January is the hotel application process (correspondence & interview), February-March departure, internship process, and filling out the log book, April-Mey Monitoring & Evaluation, June is the OJT preparation & seminar, July OJT score, and August-September 5th semester lecture. Activity time for ojt 2 are March-June is curriculum vitae consultation, hotel selection, department, location for sending CV to OJT coordinator, July is the hotel application process (correspondence & interview), August-September is departure, internship process, and filling out the log book, November is Monitoring & Evaluation, December is the OJT preparation & seminar, January OJT score, and March is Final Project. Using this application makes the process more easier, coordination beetwen students and ojt coordinator. Next reasearcher not only give one rekomendasi but can choosing first choices, second and third recommendation.

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