

CHAPTER I

INTRODUCTION

1.1 Project Background

Indonesia is a country that has various types of diversity in professions and jobs, one of which is hospitality. According to the American Hotel & Lodging Association, hospitality is a place prepared for the purpose of lodging, eating, or drinking, along with other facilities for rent for guests or people who stay for a while. In the world of hospitality, the work is divided into several divisions that cover services in hotels, starting from the highest, which is the General Manager. In hospitality, General Manager is a position of the highest division owned by someone to organize and be responsible for all operational systems, manpower or human resources, as well as all activities within a hotel. The main purpose or task of a General Manager is to ensure the smooth running of every activity within the hotel, increase hotel revenue from year to year and provide strict and good policies and regulations for the people who work in it. Generally, the tasks that a General Manager has indeed are not easy, hence most of the gender chosen for a General Manager is male.

According to Rahim (2016), high positions in leadership are occupied by men because their biological anatomy is considered more capable of doing various jobs. One of them is because the body shape is bigger and stronger than women. In their biological makeup, women can go through natural phases such as pregnancy, the process of which can interfere with the work situation being carried out. In addition, the meaning of the word male from the beginning also has inferior connotations compared to women. In Arabic, the meaning of the word "man" is superior, intelligent, thinking, and strong, while the meaning of the word "woman" itself is meek, forgetful, comforting, and lacking in intellect. Therefore, jobs with high positions are considered more appropriate for men than women. Moreover, these gender stereotypes persist and are communicated

through the media, as well as social, educational, and recreational socialization, all of which encourage gender bias and discrimination (Naznin Tabassum, 2021). Gender stereotyping is regarded as a significant barrier to women's advancement in managerial careers. The persistence of women's underrepresentation and involvement in top-level managerial roles (Tina C. Elacqua, 2009).

According to Sharma in Nuqul (2016), a leader must have an ambitious attitude, the ability to think critically, be a good listener, sincere attitude, confident, polite, creative in solving problems, and have mature emotions. Fitriana and Cenni (2021) also said that we cannot judge a person's ability based on their "gender" itself. The benchmark for a person's success can be judged by their work ethic and commitment, rather than a "gender".

Based on information according to Bustamar Koto as Secretary General of the DPP Indonesian Hotel General Manager Association (IHGMA) who said that the population of female General Managers was found to be just under 20% compared to the population of male General Managers in Indonesia

Caitie YOUNGHWAA LEE is a female General Manager at Hotel Moxy, Bandung. Hotel Moxy itself is one of the brands of the Marriott Company which is categorized as a distinctive category where hotels with this category are more sought after by tourists who want to experience a "boutique experience" or can be referred to as "small luxury hotels". Moreover, Caitie, who comes from South Korea or what is known as the country of ginseng, can have the opportunity to work as a General Manager in Indonesia. This is certainly not an easy thing to achieve, especially as a woman. Therefore, we will explore the story of Caitie YOUNGHWAA LEE's career journey that because of her hard work brought her from the position of bell attendant to become a General Manager.

1.2 Problem Formulation

1. Do today's hospitality organizations, such as Marriott International, give equitable opportunities for women to advance to positions of leadership?
2. What is the story of Caitie Younghwa Lee's career journey from the beginning to the present?

1.3 Project Purpose

1. To find out whether hospitality companies such as Marriott International provide equal opportunities for women to advance to positions of leadership.
2. To know the story of Caitie Younghwa Lee's journey from the beginning to the present.

1.4 Project Benefit

1. Sharing insights and knowledge thoroughly about the importance of gender equality in the world of work, especially in the hospitality industry today.
2. Knowing the importance of leadership in women today.
3. Inspiring the audience to the story of Catie Younghwa Lee's career journey with her hard work as a woman.

1.4.1 Contribution to Theory Development

Trend of woman leadership in the world of work and career women who want to build their career journey, especially in the field of hospitality.

1.4.2. Practical Contribution

By introducing Caitie's motivational career journey, it is believed to inspire women in their careers and boost their confidence that women can also be leaders.

1.4.3. Policy Contribution

There are no gender limitations in becoming a leader in the world of work and the number of female General Managers in Indonesia can continue to grow over time.

