

Abstract

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Title : The History of Caitie Younghwa Lee: “Empowering Women’s Leadership in the Hospitality Industry”

Caitie Younghwa Lee is a female General Manager at Moxy Hotel Bandung and a stay-at-home mom. In her career life, Caitie felt herself working as a Bell Girl until her current success as a General Manager at Moxy Hotel Bandung. The purpose of the research is to find out the career of Caitie Younghwa Lee from the beginning until now serving as a General Manager. In addition, it is also to find out how companies in hospitality open wide opportunities for women to have a career as a leader. What is presented in this final project and video storytelling content is to tell the career of Caitie Younghwa Lee and Robby Fachri's perspective as Area Director of Human Resources, Marriott International, Indonesia in telling the topic of Women Leadership in the hospitality world. The approach method used in this research is a descriptive qualitative approach method, namely all information told by the interviewees is based on facts. The data was collected using interview techniques, namely communicating directly with the resource persons involved in this final project. The results showed that every leader does not have to be only occupied by the male gender, but every woman is also capable or able to achieve her dreams as a leader, where maybe as a woman they have to be a housewife, and so on, this is evidenced that 10,100 total employees of Marriott Indonesia, 51% percent of management positions are occupied by women, while 49% are occupied by men.

Keywords: Caitie Younghwa Lee, Hospitality, General Manager, Women Leadership