

RESERVATION AND TICKETING DIVISION IN SRIWIJAYA AIR SOLO DISTRICT



FINAL PROJECT REPORT

Submitted as a Partial Requirement in Obtaining Degree in the English
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By

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MOTTO

“Go through life with love in your heart and a smile on your face”

“Respect all living things, so that you can be respected”

“Keep on smiling...!!”

“Live and let live”

DEDICATION

This final project is dedicated for

➤ My Lord of Allah SWT

➤ My Parents

➤ My sister and brother

PREFACE

This report is written by the writer to fulfill the requirement in obtaining the English Diploma degree. The writer did the job training in the reservation and ticketing division of Sriwijaya Air Solo district. The writer choses this airline as the place to hold job training because she wanted to learn about the practice of customer service in public.

In this paper, the writer explains about the activities of reservation and ticketing division in Sriwijaya Air Solo. Those activities include handling telephone, making reservation, issuing tickets, giving information and checking in. The writer also explains the strengths and weaknesses of reservation and ticketing division.

The writer realized that the paper is far from perfect; she will appreciate and accept any advices and constructive criticism. At last, she hopes that this paper will be useful for all readers especially for who are interested in reservation and ticketing division.

Surakarta, July 2008

Nuryaning Melati As Dewi

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I realize that this final project is far from being perfect. Therefore, I would like to accept any suggestion, comment and criticism to improve this report.

ABSTRACT

Nuryaning Melati As Dewi. 2008. Reservation and Ticketing Division in Sriwijaya Air District Solo. English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

The objective of this report is to describe the activities of reservation and ticketing division in Sriwijaya Air district Solo.

There are two types of data collecting methods used in this final project. They are observation and library study. The collected data give specific information related to the activities of reservation and ticketing division in Sriwijaya Air district Solo.

Based on the observation done during the job training, the writer concludes that there are many activities done by reservation and ticketing division. The activities are handling telephone, making reservations, issuing tickets, giving information to the customers and checking in.

The strengths and weaknesses of the cases are therefore identified. The weaknesses usually come from the human errors and computer damages. From this condition, the writer suggests the Airline to overcome all the weaknesses immediately because the competition among airlines in Solo is very hard. The steps are by increasing the quality and quantity of services

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CHAPTER I

INTRODUCTION

A. Background

Airline Company is a company that holds an air transportation service for general passenger. Firstly, Airline Company was owned by state. It has long been the only one airline company. Nowadays, because of the need of air transportation is increasing every year and the technology development is more advanced, many private-owned airline companies appear in Indonesia. One of them is Sriwijaya air.

Sriwijaya air is a private-owned airline company in Indonesia, which supports air transportation in Indonesia. Although, Sriwijaya Air is a new airline company, the quality of the service is not defeated by other airlines companies. Besides giving a good contribution to the society as transportation which is safe, fast, and comfortable, Sriwijaya air also gives the best service for the passengers before the flight(pre-flight), doing the flight (in-flight) and after the flight (post flight). It means that Sriwijaya Airline will give the best service to the passengers.

Sriwijaya Air concerns with the product quality and the services because both of them have a big influence to create a positive image of the company. Therefore, through reservation and ticketing division as customer service, Sriwijaya brings about the service to the customers.

The duty of reservation and ticketing division is to serve the passengers who need to travel. Reservation is the first process that is needed by a passenger to get the travel plan certainty. The second process is ticketing. It is a process after the passengers make reservation. Reservation and ticketing cannot be separated. Since reservation and ticketing division has an important role, reservation and ticketing officers must be aware of the value of document and be fast, efficient, accurately in doing and monitoring the transaction. The image of the company is created in this process. In this case, reservation and ticketing officer is a customer service which is acting as external functions of public relations that is communicating with public.

Based on the explanation above, the writer is interested in taking job training in Sriwijaya air solo in order to know about the reservation and ticketing process and to implement public relation lecture about communicating with the public. The writer conducted the job training in Sriwijaya Air solo as a reservation and ticketing division for a month from February 01, 2008 to February 29, 2008. The writer chooses the title **“Reservation and Ticketing Division in Sriwijaya Air District Solo”** for the final project report.

B. Objectives

The objectives of this report is

To describe the activities of reservation and ticketing division in Sriwijaya Air district solo.

C. Benefits

The writer expects that the result of this final project will be beneficial for:

1. The readers

They will know about the activities of reservation division and ticketing division in Sriwijaya Air solo.

2. Sriwijaya Air Solo

This final project report gives some inputs about giving the best services to the customers.

3. The writer

1. For the writer this final project gives a lot of information about reservation and ticketing system in Sriwijaya air.

2. This final project report is expected to be able to add the writer's knowledge about an airline company.

CHAPTER II

LITERATURE REVIEW

A. Airline

1. Definition of Airline

Airline Company is a company that holds an air transportation service for general passengers. As an Airline Company, Sriwijaya Air is also called tour operator. Tour operator is a company with the activities to manage and arrange people's journey for tourism purposes based on initiative and company risk with the aim of taking advantage from the travel arrangement (Yoeti, 2001:36) or a company that creates (packages) or market inclusive tours, selling through travel agent or directly to the public that may perform tour service or subcontract for such service (Lehman, 1979).

Considering those definitions above, we can identify that tour operator is a company which is selling service through travel agent or directly to the public with the purpose of taking advantage from the travel arrangement.

2. The establishing qualification of a Tour Operator

In order to sell the service, Airline Company must have a main office and some branch offices. According to Oka Yoeti, there are some qualifications that an airline should have in establishing its function as a tour Operator:

a. The head office

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1. The management should write applications to the Head of Tourism Department Office.
2. The company is specified to serve transportation to the general public.
3. It has a permanent office, reached easily by the public. The area is approximately 60 m², and completed with an office and administrative equipments.
4. It should put its board in strategic location.
5. It has skilful, productive, and experienced employees.

6. The company has a fixed deposit in one of the government's bank, such as Bank Dagang Negara, Bank Bumi Daya, and Bank Negara Indonesia.
- b. The branch office.
 1. The branch office should have the qualifications as suggested for the head office above.
 2. The main office has operated for at least three years and the business is running well.

3. The system of establishing the branch offices are as follows:

- a. The management should send the written application to the Head of Tourism Department Office and forward it to the governor.
- b. The application must obtain a recommendation from the governor.
- c. That application should include the reasons of the branches opening.

B. Reservation

Before flying, the passengers should make reservations to get the travel plan certainty. Reservation experts define reservation as follows:

Sahulata (1994) states that reservation is a communication by letter or telephone to provide a hotel room or seat on the airplane which is ordered before. While according to Foster (1997) reservation is an arrangement to secure a seat on an airline flight.

Reservation agents work in the central offices to make flight arrangements for the passengers. Reservations are received from the public, from the travel agents, and from the airport ticket agent. The duties of a typical reservation agent include quoting airfares, determining flight schedule and availability, and booking reservations. Telephone communication skills and knowledge of computer reservation procedures are essential for reservation agents.

Like reservation agents, ticket agents use computer reservation systems to determine fares and flight availability. Most airline tickets are done manually however, when computer problem or power failure arises. Since ticket agents often have direct face-to-face contact with the public, they must have strong interpersonal skills.

A computer reservation, or CRS, is the most important tool of a travel agency. It is informally, called a "res system". A CRS provides agents with access to such essential travel information as flight availability, airfares, room rates, and car rental. Airline tickets normally can be issued on demand.

According to Foster (1995), Airline reservation involves planning an itinerary- a list of point to point flights required to complete a trip. Besides an itinerary, the following information is also required to make a reservation:

1. Number of passengers.

The agent obtains the number of people travelling and the names of all the travellers, so that the reservation can be located when the passengers arrive at the airport for check in.

2. Contact telephone number.

The passenger's residence and business phone numbers are required, so that the client can be contacted when there is a schedule change, cancellation, or similar problems.

3. Mailing or delivery address.

An address is necessary if the tickets will be mailed or delivered, or if an invoice is to be sent for collection of payment.

4. Caller.

The name of the person who requested the reservation is documented for reference.

5. Service information.

If a client requires special service or assistance, such as a special meal or a wheelchair, the information is crucial for the Airline to address.

6. Ticketing date.

A date is arranged for ticketing.

7. Form of payment.

A client usually purchases tickets by check, or credit card. For credit card payments, the account number and expiration date are required. (Foster, 1995:50)

C. Ticketing

1. Definition

According to Dennis L Foster (1995), an airline ticket is a legal contract between an air carrier and a passenger, entitling the bearer, at a stated fare, to travel on one or more specified flights.

An airline ticket includes all of the following items:

1. Authorized passage between specified board points and off points.
2. Evidence that the passenger has paid the applicable fare for passage.
3. The departure date, flight number, and class of service.
4. Any necessary information for accounting purposes.
5. Form number and serial number.

A ticket that is written by hand is called a hand ticket, and a ticket that is written by computer is called a machine ticket. (Foster, 1995:242)

2. The type of airline ticket.

Referring to Oka A Yoeti (1990), there are several types of airline ticket, namely

1. In terms of operation.

- a. Domestic flight ticket

It is a ticket used for a flight inside a country.

- b. International flight ticket.

International ticket is used for a flight outside the country.

2. In terms of grade.

- a. First class ticket

This ticket is for the passengers who want to have a primary service. This ticket usually is used in international flight.

- b. Economy class ticket.

This class ticket is for the passengers who want to have a cheaper price with a standard service, this ticket rate is lower than the first class ticket.

3. In terms of usage.

a. Conjunction ticket

This ticket consists of two or more flights, for example, a passenger start from solo and he or she wants to go to NAD (Nangroe Aceh Darusalam), so the conjunction ticket is Solo – Jakarta – NAD. It is also called round trip ticket.

b. Non conjunction ticket

It is a ticket employed for one flight service and it is called one way ticket. Such as from Solo to Jakarta, Surabaya to Ujung pandang, etc

DISCUSSION

A. Description of Sriwijaya Airline

1. Brief history of Sriwijaya Air

Sriwijaya Air is an Airline based in Indonesia. It is a Sumatra based company which is serving domestic flights to major cities in Indonesia. It was founded by Chandra Lie, Hendra Lie, johan B and Andy Halim. It is a private-owned Airline company.

At the beginning, it is a travel agent which is called Rajawali Citra Mega Perkasa Travel. To improve that agent, the ownership established an Airline company named Sriwijaya Airline.

To serve the passengers and to improve its quality, Sriwijaya Airline Company enlarged the fleets.

In November 10, 2003 the first aircraft B737-200 went into service, a date that was to be recognized as the Airline official birthday. The routes are Jakarta-Pangkalpinang-Jakarta, Jakarta-Palembang-Jakarta, Jakarta-Jambi-Jakarta and Jakarta-Pontianak-Jakarta.

In January 05, 2004 the second aircraft served Jakarta-Tanjungpandan-Jakarta, and more frequently to Pangkal pinang and Jambi. The third aircraft served Jakarta-Bengkulu-jakarta, Jakarta- Palangkaraya-jakarta and more frequently to Pangkal pinang and Pontianak in March 15, 2004. The fourth aircraft flew to Jakarta-Batam-Jakarta, Jakarta-Denpasar-Jakarta and more frequently to Tanjungkarang in October 3rd, 2004, while in December 2004; the five aircraft flew to Jakarta-Ujungpandang-Gorontalo.

In January, 2005 the six aircraft extended to Jakarta-Medan-Pekanbaru and more frequently to Pangkalpinang and Pontianak. The seven aircraft served Jakarta-Semarang-Jakarta, Jakarta-Solo-Jakarta and more frequently to Pangkalpinang and Batam in February, 2005. The eight aircraft flew to Jakarta-Tanjungkarang-Jakarta. In May 25th, 2005 it served Jakarta-Malang-Jakarta then it flew to Jakarta-Banjarmasin-Surabaya in June, 2005.

The head office of Sriwijaya Air is at Jalan Gunung Sahari Raya No. 13 Blok B8-10. It has 13 ticketing town offices (TTO) and 29 district offices. One of the district offices is Sriwijaya Air solo. It is located at Jalan Yosodipuro No.135 Solo. (Timetable)

a. Vision and mission of Sriwijaya Air

The Vision and Mission of Sriwijaya Air is to increase the quality of the company and staff.

1. Vision

“A domestic airline majoring in the quality of service and supported by a high competitive human resource that grows and orients to the employee’s prosperity.”

2. Mission

“A high commitment in the construction and growth of human resource professionally to provide the best service that meets the expectation of the passengers.”

b. The services of Sriwijaya Air

1. Process

Sriwijaya Air provides the best service during Preflight, in flight, and Post flight.

2. People

Sriwijaya Air understands the need of their passengers by being friendly, caring, flexible, helpful, communicative, and responsive.

c. The competitive product

1. Providing reasonable price.
2. Giving accurate schedule of flights.
3. Easy access of information (reservation and ticketing).
4. Giving the certainty of departure and arrival of the fleets.

d. The symbol of Sriwijaya Air

The symbol is RU-I (Chine). It means that what we want and what we do must be reached.

e. The colours of Sriwijaya Air

1. The blue colours

It means that Sriwijaya Air wants to fly along Indonesia.

2. The white colours

It symbolizes the innocent heart of the employees shown by the white colour which is the basic colour of Sriwijaya Air.

3. The red colours

The red colour means that the leader and the staffs should be brave and smart to solve the problems or take the decision.

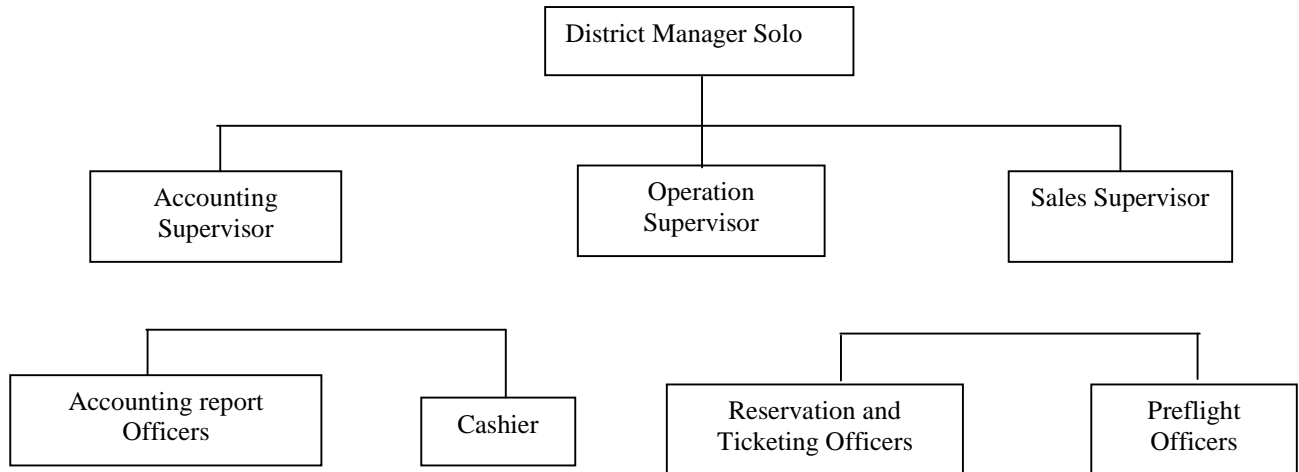
f. The meaning of Sriwijaya

Sriwijaya means that it has to become a great and famous company like Sriwijaya Kingdom whose name is still engraved in the national and regional histories.

g. The heart shape on airplane.

Its shape symbolizes among the officials and staffs the sense of belonging and love to the company.

2. The organization structure of Sriwijaya Air



District manager has responsibility to manage and evaluate the daily

operation in the district office. It includes accounting, operational and sales division. Each of these divisions is lead by a supervisor and they have to be responsible to the district manager.

Accounting supervisor has a responsibility to keep the neatness, smoothness and accuracy of the data in accounting division. Accounting supervisor leads accounting report officer and cashier. Each officer has a different job description. The main duty of the accounting report officer is to handle the administration and finance activities of Sriwijaya Air Solo. Cashier has the responsibility in handling and serving the payment in the ticketing office.

Operation supervisor has the responsibility to control and coordinate the operational activities in Adi Sumarmo Airport Solo and all of the problems concerning with the flight activities in Adi Sumarmo Airport Solo.

Sales supervisor has the duties to control and organize the daily activities in the sales division. Sales supervisor is a coordinator of reservation and ticketing officers and preflight officers. The duties of the reservation and ticketing officer are giving information to customer clearly, serving the reservation, handling ticketing process as the continuing of the reservation process and giving a good service to the customers because they meet with the customers directly and it concerns with the image of Sriwijaya Air. The duties of pre-

flight officer are giving information about the certainty of the schedule flight, cancellation or other problems to the customers by telephone. Both officers have to report to the sales supervisor.

B. job training activities

The writer did her job training for a month, started from February 1st 2008 until February 29th 2008 in Sriwijaya Air Solo. Before doing the job training, the writer was trained by the supervisor for ten days, from January 22nd 2008 to January 31st 2008 to be able to make a reservation and issue a ticket. The writer always asks for some advices if she does not understand about her duties and responsibilities in order to minimize the mistakes and execute the duties and responsibilities as expected.

In reservation and ticketing division, there are two shift works for the trainee, namely:

1. Morning shift: 06.00 a.m – 13.00 p.m
2. Afternoon shift: 13.00 p.m – 08.00 p.m

There are several activities that have been done by the write during the job training in the reservation and ticketing division, as follows:

- 1 Greeting and receiving customers either direct or by telephone then serving them. The writer must perform as the customer service and the customer's expectations because it deals with the image and reputation of Sriwijaya Air.
- 2 Mastering the office equipments and its function like computer, photocopy machine, and facsimile.
- 3 Handling the reservation and ticketing activities according to the demand of the passengers. Sometimes the writer handles the guests' complaints and apologizes for the inconveniences.

C. The activities of Reservation and Ticketing Division

There are some activities that are done by the reservation and ticketing division to serve the passengers who need to travel.

The activities of the reservation and ticketing division are:

1. Handling the telephone.

Telephone is the most common tool used by the customer reserve a ticket. The service will be given more quickly and accurately by using the telephone.

Telephone communication skills and knowledge of computer reservation procedures are important qualification for the reservation officers. They also have to be able to answer and handle the calls quickly, friendly, and accurately according to the management's standards and policies.

Sriwijaya Air with the slogan "Your flying partner" always tries to give the best service for the passenger. To give the best service, Sriwijaya Air has the management's standards on how to handle telephones as follows:

a. Greeting

"Selamat (pagi/siang/sore) Sriwijaya Air, dengan (nama penerima telepon) bisa dibantu?"

"Good (morning/ afternoon/evening) Sriwijaya Air, Nuryaning speaking, may I assist you?"

b. Procedures of handling the telephone :

- 1) The reservation officer may not answer the incoming call more than 3 times of rings, and then he or she says the greeting above.
- 2) The reservation officer does the procedures of reservation according to the need of the customers, such as booking, cancellation or reconfirming.
- 3) The officer reads clearly the point of PNR (Passenger Name Record), like passenger's name, date and time, and flight number.

- 4) The reservation officer reminds the passengers to reconfirm on a certain time according to the time limit.
- 5) The officer reminds the passenger to reconfirm a day before the departure.
- 6) The reservation staffs remind the customers to arrive at airport an hour before departure.
- 7) The officer closes the telephone by saying “Terima kasih karena telah menghubungi Sriwijaya Air.”
“Thank you for calling Sriwijaya Air.”
- 8) The voice must be friendly and respectful.

2. Reservation

a. The reservation format

There are some procedures to make reservation by using a format. The forms are needed by CRS to control the way to make an airline reservation.

The basic formats to operate the CRS Liaison Gabriel are described below:

1) Availability display

It is used to see the flight schedule from departure to destination cities and capacity of available seat. The format entry is:

>AY (original) (destination) (date)

>AYSOCCGK10MAY

2) Segment entries

This format is to get the flight seat that is chosen by passengers. The format is:

>SD (segment) (class) (number of seat)

>SD1E2

3) Name entries

It is used to identify the name of the passenger. The format below is used to enter the passenger's name:

>NM1 (name)/(title)

>NM1SARI/MRS

4) Contact entries

The reservation staffs have to write telephone number of the passenger.

It makes easier to contact the passenger if there are schedule change, cancellation, or similar problems. To enter the passenger's phone number, the format is:

>CT (H, B, HP, T) / (Area Code) (Phone number) CO (Name)

>CTH/0271-722630 CO LUKI

Note:

H=House HP=Hand phone

B=Business T=Travel Agency

5) SSR (Special Service Requirement)

It is used to give more information about the passenger's data, such as status, CHD for children and INF for infant. The format is:

>SSR: (route) INFT/CHD SJ nn1.(name)/INFT (date)/(parent)

>SSR: 2 INFT SJ nn1.Gita/inf 22 Jan 08/P1

6) Time limit

If the time limit cannot appear automatically, the reservation officer should make the manual time limit. The format entry is:

>TKX/TL/time/date

>TKX/TL/1705/15Oct

7) Remark

Remark is used to store miscellaneous information in a PNR. The system stores the form of payment, issued ticket, invoice remark and future queue placements in the remarks field when the agency required PNR. The format entry is:

>RMK: (Free form remark)

>RMK: TKT ISD BY ONY BENDERA TRAVEL 15 OCT

8) EOT (End Of Transaction)

a). To end the reservation transaction, the format entry is :

>*R/officer's name that is booking

>*R/Dw

b). To lock a PNR (Passenger Name Record), the format entry is:

>IG

c). To call the booking code or PNR that has been made, we can use the technique below:

(1). Using booking code

>RT (booking code)

>RTHHJJQ

(2). Using name of passenger

>RT (name)/ (flight number)/date

>RTSITA/211/8May

b. Procedures of reservation.

The procedures to make reservation are:

- 1) The customer makes reservation by coming directly or by phone.
- 2) The reservation officer processes the data of reservation by asking the point of PNR (Passenger Name Record) to the passenger:
 - a). Itinerary (route of flight, and date)
 - b). The number of seat and class of flight.
 - c). Passenger's name.
 - d). Contact person.
- 3) After doing the reservation transaction, the system will show the booking code automatically, and it contains PNR. The data of PNR are as follows:
 - a). Passenger's name.

- b). Flight number, class of flight, flight date, route, reservation status, departure and arrival times
- c). Phone number.
- d). Time limit.

3. Ticketing

- a. The kinds of ticket in Sriwijaya Air

Sriwijaya air has three kinds of ticket:

- 1). One way ticket.

This type is only for single flight.

For example: Solo – Jakarta, Jakarta – Surabaya

- 2). Return ticket

This ticket consists of two or more flights and connects each destination for example:

Solo Jakarta Batam \longleftrightarrow \longleftrightarrow

- 3). Miscellaneous Charges Order (MCO)

It is a general purpose traffic document that may be issued for almost any type of sales transaction.

- b. Airline ticket information.

The information that shown in the ticket is mentioned bellow:

- 1) From and to box in the up left corner of the ticket

This box shows three letter codes of the board point and off point of each segment, for example: SOC, BKS, CGK, DJB, etc.

- 2) Carrier box.

It consists of the carrier code of the Airline operating the flight. The carrier code of Sriwijaya Air is SJ.

3) Origin and destination box.

It shows the departure and destination city by using three letter codes, such as: CGK/BTH for Jakarta to Batam.

4) Booking reference box

It contains number and letters (five digits), for example: HHJJ8.

5) Base fare box.

Base fare is total fare without taxes or surcharges. It determines the class of flight. The ticketing officer writes down the price of certain class used by a passenger.

6) Fare surcharge box

It is the price of refined fuel oil.

7) Tax box

The tax rate is written in the tax box. It is 10% from the base fare.

8) IWJR box

It is the cost of a trip. The price of one trip is Rp. 6000, 00

9) Total fare box

This box shows the total base fare, fare surcharge, tax, and IWJR. It is in the lower left corner of the ticket.

10) From and to box in the middle of the ticket.

It shows the board point and off point, such as from Jakarta to Jambi.

11) Flight and class box

It contains the flight number and class of flight that will be boarded, for example: 211X

12) Date box

This box shows the departure date with two digits and three characters of month, such as: 10 Oct.

13) Time box

It contains the time of departure that refers to the Passenger's Name Record (PNR).

14) Status box

The status box shows whether the reservation is confirmed. OK indicates a confirmed reservation.

15) Fare basis box

It is a validity of a ticket; the fare and the cabin that the passenger will sit determine the class of service, such as: YPO1D for P class, YRO1D for R class that its validity is a day.

16) Not valid before and not valid after box

In the economy class, it is usually written fixed date. It means that the passenger must board.

17) Allow Kg box.

It is free baggage allowance, based on the number and weight of pieces. Free baggage allowance of Sriwijaya Air is 25 Kg.

18) Form of payment box

This box contains the information in whether the ticket was paid for in cash, by check, or by credit card. The credit card account number is shown in this box.

19) Name of passenger box

It shows the passenger's surname that appears first, followed by the first name or initial. A title such as Mr., Mrs., Ms, Miss, Mstr, is written after the passenger's name.

For example: Suyati/M Mrs

 Dalyono/SH Mr

20) Date and place of issue box

It shows the place of issue that identifies the location where the ticket was written. In this box, the ticketing officer puts his or her signature.

c. General steps in issuing the ticket

Issuing ticket is to make a ticket according to the demand of the passenger. After the booking is done, the ticket is ready to be issued. The general steps to issue the ticket are:

- 1 Ask whether the passenger has done a reservation before.
- 2 Open the booking code.
- 3 Reconfirm the name, flight number, type of class, date, time, departure and destination.
- 4 Notice fare.
- 5 Recheck to avoid mistakes.
- 6 After the PNR are complete, the ticketing officer issues a ticket.
- 7 Ask to the passenger to do the payment.
- 8 The passenger pays the ticket.
- 9 The staff inputs the ticket number to the system by cancelling the time limit segment. The format of cancelling time limit is:
 - i. XE (segment that will be cancelled)
 - ii. XE5
- 10 After cancelling the time limit, the officer inputs the ticket number and the remark. The format are:
 - Ticket number
 - iii. TKT/(ticket number)
 - iv. TKT/000 1009 343562
 - OSI (Other Service Information)
 - v. OSI:SJ TKNO (ticket number)
 - vi. OSI:SJ TKNO 0000 1009 343562
 - Remark
 - vii. RMK: (Free form remark)

viii. RMK: ALDY ISSD TKT BY DW SOC/10OCT

11 The ticketing officers reconfirm. Reconfirm is determining the passenger's departure and it is only done from the place of departure. The format entry is :

ix. (segment)RR

x. 3RR

12 The ticket is ready to be issued.

13 The ticketing officer fills out a ticket by filling these ticket boxes above according to the reservation.

These steps above are executed to manual ticketing in Sriwijaya Air. The officer must be fast, efficient and accurate in filling the ticket, because if there is a mistake, the ticket will be void.

4. Give information to the customer

To give the accurate information about Sriwijaya Air to the customers, the reservation and ticketing staff should know all information, such as the rates, staff name, extension number of other Sriwijaya districts, schedule flight and many more.

5. Check in

The last activity of the reservation and ticketing division is check in. It is a removal of boarding pass to get the number of seat. Ticketing town office Solo give restriction of check in is a day before departure up to 12 a.m. after that time, check in is done at the airport.

D. Strengths and Weaknesses of Reservation and Ticketing Division of Sriwijaya Air

There are some strengths and weaknesses found by the writer during her job training in the reservation and ticketing division of Sriwijaya Air Solo. The strengths and the weaknesses are as follows:

1. Strengths

- a. The reservation and ticketing officers have strong interpersonal skills so they can handle a complaint or other problems well.
- b. The on-line system gives accurate data of flight schedule.
- c. Sriwijaya air has a call center that operates for 24 hours.
- d. Sriwijaya Air Provides the flight schedule long before the flight.

2. Weaknesses

- a. The poor condition of telephone switchboard.

There is a telephone switchboard that should be changed because it often gets some troubles. Sometimes, the caller voice is not heard and the voice is cut. It harms the communication seriously.
- b. The CRS Gabriel Liaison cannot be used when there is a disruption of electrical service, such as electrical blackout, disconnected communication and internet modem damage.
- c. There are some mistakes usually done by the reservation and ticketing officers as follows:

1. The mistyping frequent

Mistyping is the most error done by the officers, for example: wrong flight class, date and time of departure, passenger's name, etc.

2. Miscommunication with the customer

The reservation and ticketing officer should repeat the PNR (Passenger's Name Record) that has been made to the passenger in order to avoid miscommunication with the customers.

- d. Dirty desk of computers due to lack of cleaning done by the officers.

CONCLUSION AND SUGGESTION

A. Conclusion

The experience of having the job training in Sriwijaya Air Solo had given some valuable knowledge about reservation and ticketing activities in Sriwijaya Air Solo. By doing the job training, the writer also had an opportunity to learn how to make a good communication and interaction with the customers.

Based on the discussion, the conclusion is drawn as follows:

1. The activities of reservation and ticketing division in Sriwijaya Air solo are:

a. Handling the telephone.

The reservation officers have to able to answer and handle the calls friendly, accurately, and quickly according to the management's standards.

b. Reservation

To support the reservation officer in giving the best service to the customers, Sriwijaya Air uses a computerized Reservation System (CRS) Gabriel Liaison in their reservation system. In operating this system, the reservation officer uses format entries. Reservation transaction produces a PNR that contains passenger's name, schedules of flight, route, contact person, etc

c. Ticketing

After a reservation is made, the ticket was ready to be issued. The ticketing officers fill out the ticket accurately and must notice the procedures. If there is a mistake when completing the ticket, it will be void.

d. Giving information to the customers.

The reservation and ticketing officer has the duties to give information that is needed by the passengers, such as: the rates, flight schedule, and other information regarding with the flight activities.

e. Check in

Check in is the last activities which is done by reservation and ticketing division. Check in is a removal of boarding pass to get the number seat. Check in is done a day before the departure in Town Ticketing Office and an hour before the departure in the airport.

2. The strengths and weaknesses of reservation and ticketing division:

a. The strengths

Besides the officers having strong interpersonal skills, they also provide accurate data, and flight schedule long before the flight.

b. The weaknesses

Not only the computer damage and electrical blackout, the human errors also happen in the reservation and ticketing division.

B. Suggestion

The writer has some suggestions which are useful for Sriwijaya Air especially the reservation and ticketing division, they are:

1. In the competition among Airlines, the officers of reservation and ticketing division should work harder to maintain and increase the number of their customers. For that reason, it would be better if the officers of reservation and ticketing division improve the quality and quantity of service in order to give satisfactory service to the customers.
2. Sriwijaya Air should do some changes to the office's equipment to make the working environment more comfortable, such as the telephone switchboard.
3. The officers of reservation and ticketing division should be more diligent to clean the working equipments and surrounding.

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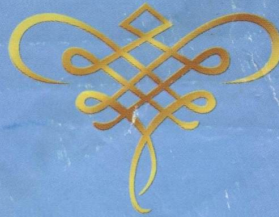
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APPENDICES



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