

**THE IMPORTANT ROLES AND ACTIVITIES OF
FRONT OFFICE DEPARTMENT AT SAHID JAYA
HOTEL SOLO**



U

FINAL PROJECT REPORT

**Submitted as Partial Requirement in Obtaining Degree in the English
Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret
University**

By:

**Diandra Marsya Namira
C9307116**

**ENGLISH DIPLOMA PROGRAM
FACULTY OF LETTERS AND FINE ARTS
SEBELAS MARET UNIVERSITY
2010
APPROVAL OF CONSULTANT**

**Approved to be examined before the Board Examiners, English Diploma
Program, Faculty of Letters and Fine Arts Sebelas Maret University**

Final Project Report : THE IMPORTANT ROLES AND ACTIVITIES OF
FRONT OFFICE DEPARTMENT AT SAHID JAYA
HOTEL SOLO

Name : Diandra Marsya Namira

NIM : C9307116

Supervisor:

Dra. Susilorini, M.A.

(.....)
NIP.19650601 199203 2 002

APPROVAL OF THE BOARD OF EXAMINERS

Report Title : THE IMPORTANT ROLES AND ACTIVITIES OF
FRONT OFFICE DEPARTMENT AT SAHID JAYA
HOTEL SOLO

Student's Name : Diandra Marsya Namira

NIM : C9307116

Examination Date : July, 15th 2010

**Accepted and Approved by the Board Of Examiners, English Diploma
Program, Faculty of Letters and Fine Arts Sebelas Maret University**

The Board of Examiners:

1. Yusuf Kurniawan, S.S, M.A (.....)
Chairperson NIP. 19711130 199903 1 001
2. Ardianna Nuraeni, S.S, M.Hum (.....)
Secretary NIP. 19820927 200812 2 001
3. Dra. Susilorini, M.A. (.....)
Main Examiner NIP. 19650601 199203 2 002

Faculty of Letters and Fine Arts Sebelas Maret University,
Dean

Drs. Sudarno, M.A.
NIP.19530314 198506 1001

MOTTO

* Life must go on *

- ♥ Life is struggle that should be fought, life being more beautiful when it is reached by fighting.

- ❖ Do what you can do today, never put off until tomorrow, just believe God will help you and give you the best in your life until the time comes.

- Kamu tidak akan memiliki kesempatan untuk mengulang hidupmu, jadi jangan lewatkan kesempatan untuk memperbanyak kebaikan kepada setiap orang yang kamu temui

DEDICATION

This Final Project is Dedicated to:

My beloved parents and My family

My beloved sister Aqsha & My beloved brother

Avand

My beloved Andi Setiawan

All of my friends whom I loved

ACKNOWLEDGEMENT

Thanks to Allah SWT because of their guidance and their participation, therefore I can finish this final project. This final project is a requirement that must be fulfilled by the students to get A.Md. degree in English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

However, it is impossible to me to finish my report without the help of several individuals and institutions. I would like to say thanks to:

1. Drs. Sudarno, M.A. as the Dean of Faculty of Letters and Fine Arts in giving a chance to me to study in this faculty.
2. Mr. Yusuf Kurniawan, SS, M.A. as the Head of English Diploma Program for giving the opportunity to finish this final project.
3. Dra. Susilorini, M.A. as the Final Project supervisor who gave direction to the writer. Your support and patience help me finish this final project.
4. Fitria Akhmerti P, S.S, M.A. as the academic supervisor and all lecturers, thanks for your guidance during my study for three years.
5. Mr. Purwanto, S.E, M.Par. a General Manager, Mrs. Dinny Maysah as Trainee Manager in Sahid Jaya Hotel Solo who have given me opportunity to do the job training.
6. Mr. Suraji as Front Office Manager of Sahid Jaya Hotel Solo, thanks for helping me during the job training.
7. All of Front Office Department staffs, Bu Lilik in reservation thanks for your patience and for your kindness during my job training. Reception clerk Mba' Desy, Mba' Tari, Mba' Maya (GRO), Mas Yuan, Mas Devy, Mas Hary, Mas Cibro, Mas Rudy, Pak Sidik and other staffs that I can't mention here one by one thanks for your kindness, patience and your guidance for helping me.

8. My parents, my sister Aqsha, my brother Avand and my auntie Anita, thanks for your support and for your prayer as motivation to me to finish my final project. I love u all...
9. My lovely Andi Setiawan, person who always give me motivation and love. Thanks for your time, motivation, patience, and love... thanks for everything... love u...
10. For all my friends who have wasted their time only to say "Finish your Final Project Yan..." thanks guys...
11. And for my best friends Putri, Lia (Kajol), Ryan, Nana, Novel, thanks for our togetherness. I would never forget every tears, laugh, and joke we shared together. Thanks for being my best friends guys...
12. Rina, Tia & Nur TO thanks for being my friend and for your kindness during our job training, we were a good partner right...
13. My friends Lilik, Dina, Shely, Angger, Anna, Erna, Handa trainee OT; Dhiera trainee HRD; Anang, Hendra, Yudha trainee Bell boy; and Mamik trainee Accounting thanks for our togetherness and thanks for making my days during the job training more beautiful...
14. My friends Chintia, Catur, Nurul, Via, Ismi and Mahda thanks for your support and advice me anytime...
15. For all my friends in English Diploma Program especially C Class, thanks for being my friends.

Finally, I would only say thanks for all people who have not been mentioned here that help and support me in finishing this report. I realize that this report is far from being perfect.

However, I expect this report will be able to give beneficial for all of the readers.

Surakarta, May 10th 2010

Diandra Marsya Namira

PREFACE

From the early sixties to the nineties, tourism became the biggest income for Indonesia. It is a shame, because in the late of nineties, the economic crises happened in Indonesia and it was followed by the crises of norms and values. Therefore, the income from tourism industry is extremely reduced and it makes

the competition of hospitality industry in Solo begin unhealthy. Therefore, Sahid Jaya Hotel Solo as one of the big hotel in Solo makes a various strategy to make this hotel survive in the hospitality industry. One of the factors contributing to the success of Sahid Jaya Hotel Solo in surviving in the hospitality industry is Front Office Department.

This final project, offer us a various concrete forms of the duties and activities of Front Office Department employees in Sahid Jaya Hotel Solo. Those duties and activities are completed with several explanations in order to give clear information for the reader. Through this Final Project, the readers can also know about the important roles and activities of Front Office Department in Sahid Jaya Hotel Solo.

This report is relatively far from being perfect. So, the writer needs suggestions from many parties in order to improve this final project. Hopefully, this Final Project is able to give a beneficial information for the readers. Finally, the writer would like to say thanks to all parties that given a lot of assistance from the beginning until the completion of this Final Project.

ABSTRACT

Diandra Marsya Namira. 2010. The Important Roles and Activities of Front Office Department at Sahid Jaya Hotel Solo. English Diploma Program. Faculty of Letters and Fine Arts, Sebelas Maret Univeristy.

This report is based on the job training in Sahid Jaya Hotel Solo for 3 months, from February 18th, 2010 to May 21th, 2010 especially in the Front Office Department. Front Office Department as one of the main departments that is

directly related to the guest has to keep service quality to the guest. The writer found that Front Office Department has important role in supporting the hotel operational. In order to perform the Front Office functions, the Front Office has to work and make a good communication with the other departments. The writer also found some problems faced by the Front Office Department at Sahid Jaya Hotel Solo.

The objectives of this final project are to describe the roles of Front Office Department and to describe the activities of Front Office Department in Sahid Jaya Hotel Solo. The methods of collecting data are interview (interviewing manager and hotel's staffs), observation, library study and hotel document.

In this report, it can be concluded that Front Office Department plays the important roles in supporting the hotel operational and Front Office Department has the main activities in the Reception Section. The way they perform their duties and responsibilities are good enough, but there are some problems faced by them in performing the roles. Therefore, the writer proposes several solutions to overcome the problems.

TABLE OF CONTENTS

TITLE.....	i
APPROVAL OF CONSULTANT.....	ii
APPROVAL OF THE BOARD OF EXAMINERS.....	iii
MOTTO.....	iv

DEDICATION.....	v
ACKNOWLEDGEMENT.....	vi
PREFACE.....	ix
ABSTRACT.....	
... x	
TABLE OF CONTENTS.....	xi
CHAPTER I : INTRODUCTION.....	1
A. Background.....	1
B. Objectives.....	2
C. Benefits.....	3
CHAPTER II : LITERATURE REVIEW.....	4
A. Definition of a Hotel.....	4
B. The Types of Hotel.....	4
C. Hotel Services.....	5
D. Structural Organization of Hotel.....	6
CHAPTER III : DISCUSSION.....	9
A. Sahid Jaya Hotel Solo.....	9
A.1 The Brief History of Sahid Jaya Hotel Solo.....	
9	
A.2 The Location of Sahid Jaya Hotel Solo.....	
10	
A.3 The Facilities at Sahid Jaya Hotel Solo.....	
10	

	A.4 Organizational structure of Sahid Jaya Hotel	
Solo....	14	
	B. Front Office Department in Sahid Jaya Hotel Solo.....	15
	B.1 Definition of Front Office Department.....	15
	B.2 Organizational Structure of Front Office Department in Sahid Jaya Hotel Solo.....	15
	B.3 The Roles of Front Office Department in Sahid Jaya Hotel Solo.....	16
	C. The Activities in Reception Section.....	17
	C.1 Preparing for Receiving the Guests.....	18
	C.2 Handling Check In Guest.....	21
	C.3 Handling Messages.....	24
	C.4 Giving Information.....	25

	C.5 Handling Moving Room.....	
25		
	C.6 Handling Guest's	
Complaint.....	25	
	C.7 Giving Complimentary.....	
28		
	C.8. Answering the Phone.....	
28		
	D. The Problem Faced by Front Office Department in Sahid	
	Jaya Hotel	
	Solo.....	29
CHAPTER IV : CONCLUSION AND SUGGESTION.....		30
A. Conclusion.....		30
B. Suggestion.....		31

BIBLIOGRAPHY

APPENDICES

CHAPTER I

INTRODUCTION

A. Background

Surakarta, known as Solo City, is located in fertile plain along Bengawan Solo River. Solo is famous as the centre of Javanese culture and tradition. There are two palaces in the city: Kasunanan Surakarta and Mangkunegaran Palace. Solo is also one of centre of batik and other Javanese souvenirs. It is also famous of its tourism destination such as Klewer Market, Radya Pustaka Museum, Tawangmangu Waterfall, Sangiran Archeological Site and some other tourism destinations.

Tourism industry must be supported by many other facilities. Hotel is one of the most important parts in tourism industry. It has an important role in supporting the development of tourism industry. Hotel not only provides accommodation for travelers and tourists but also offers the guests sport facilities, entertainment services, laundry, dry cleaning, food and beverages etc. There are 150 hotels in Solo and 16 among them are stared hotel.

Sahid Jaya Hotel Solo is one of five stared hotel in Solo. It is owned by Sahid Group which has fifteen hotels spreading around Indonesia. Sahid Jaya Hotel Solo is located on Gajah Mada street number 82 in the central of Solo City. The hotel adopts both modern and Javanese decoration. Javanese decoration is signed with a set of traditional instrument which is called Gamelan. That instrument is played every evening or to welcome the important guest. Sahid Jaya

Hotel Solo also provides sport facilities such as fitness centre, gymnasium and swimming pool. The hotel is also completed with Sekar Jagad Pub to enjoy live music or karaoke TV.

This report is based on the job training in Sahid Jaya Hotel Solo for 3 months, from February 18th, 2010 to May 21th, 2010 especially in Front Office Department. The purpose of this writing is to report the Important Roles and Activities of Front Office Department in Sahid Jaya Hotel Solo.

B. Objectives

The objectives of this final project are:

1. To describe the roles of Front Office Department in Sahid Jaya Hotel Solo.
2. To describe the activities of Front Office Department in Sahid Jaya Hotel Solo.

C. Benefits

The writer hopes that this report is beneficial for:

1. The Writer
 - a. The writer can give information about the important roles of Front Office Department at Sahid Jaya Hotel Solo.
 - b. The writer can get knowledge about the activities of Front Office Department at Sahid Jaya Hotel Solo.
2. To the hotel

It can be useful information for Front Office Department of a hotel in Sahid Jaya Hotel Solo, especially for the Receptionist and for hotel's staffs generally, from this report they can make a review of their role and activities.

3. To the readers

- a. The readers know about the roles of Reception section in a hotel especially in Sahid Jaya Hotel Solo.
- b. The readers know about the activities in Reception at Sahid Jaya Hotel Solo.
- c. It can be additional information to the omit.

CHAPTER II

LITERATURE REVIEW

A. Definition of a Hotel

The word hotel according to Yayuk Sri Purwani, came from the France's word '*hostel*', which means a lodging for people who make a trip. In the development of this word, people prefer call hotel to hostel. The word hotel was introduced to the public in 1979. (Yayuk Sri Purwani, 1993:2)

The definition of hotel according to business dictionary is "*commercial establishment providing lodging, meals, and other guest services.*"(www.businessdictionary.com). The Houskeeping Hotel Book defines hotel as "*the building serving accommodation, food and beverages also the other facilities needed by the guest and managed professionally to get profit.*" (Rumekso, 2002 : 2)

In conclusion, it can be said hotel is commercial establishment providing room, food and beverages and other supporting facilities for the guests during their stay in the hotel.

B. Types of Hotel

Based on International Hotel and Restaurant (IH&RA), hotel is classified into 5 types based on their different amenities, range of facilities and quality of service, they are:

a. *1 Star Hotel*

1 Star Hotel provides a limited range of amenities and services, it has high standard of facility. Cleanliness becomes main attention for the hotel.

b. 2 Star Hotel

2 Star Hotel provides good accommodation equipped good bedrooms. Each room is completed with telephone and private bathroom.

c. 3 Star Hotel

3 Star Hotel has more special rooms with high class decorations and furnishing and color TV. The hotel has one or more bars or lounges.

d. 4 Star Hotel

4 Star Hotel is much more comfortable and larger. It provides table d'hote and a la carte mode of cuisine. The hotel also provides room service and other amenities.

e. 5 Star Hotel

5 Star Hotel offers most luxurious services. It provides many kinds of supporting facilities for the guest, such as, swimming pool also sport and exercise facilities.

C. Hotel Services

a. Selling Food and Beverages

Food and beverages is additional income which is expected by the hotel. The revenue of food and beverages come from restaurant, room service or banquet.

b. Banquet

Banquet is a hotel's part which prepares the guests need when they hold meeting, conference, wedding party, birthday party etc. Banquet prepares food and beverages for the event. Usually the event invites many people, so banquet activities also produce much money. (Rumekso, 2005:6)

D. Structural Organization of Hotel

Hotel is a big company which needs many departments to operate the business. Each department cooperates with each other to reach the goals. The structural organization of hotel according to Rumekso are as follows:

a. General Manager

General Manager is the executive manager responsible for the overall operation of hotel or resort. The General Manager of a hotel always reports directly to a corporate office or hotel owner. General Manager has duty to manage of a management team, create operational budget, set business objectives, respond the issues involving guests, employees, or the facility. General Manager also maintains relations to companies or department, local governments, and many additional duties.

b. Executive Secretary Manager

Executive Secretary has an administrative assistant in business office administration. Executive Secretary is responsible for assisting general manager's activity. Some duties of Executive Secretary are to manage budgets and bookkeeping, maintain websites, and make travel

arrangements. Executive Secretary also arranges meeting minutes and prepares meeting documents.

c. *Front Office Division*

Front office is a division which deals with the guests directly. This department has a duty to handle the guests reservation and provide information about the hotel's facility.

d. *House Keeping Division*

House Keeping division has responsibility for maintaining the condition of hotel area especially hotel room. The duty is keeping the tidiness, cleanliness and beauty of hotel room.

e. *Human Resources Division*

Human Resources division is a framework which helps employees develop their personal and organizational skills, knowledge, and abilities. This department has a duty to provide opportunities such as employee training, employee career development, performance management, coaching, succession planning, salary, employee recruitment and organization development.

f. *Sales and Marketing Division*

Sales and Marketing Division has responsibility to sell hotel room and promote about hotel facility to the customers.

g. *Engineering Division*

Engineering division has responsibility to repair and maintain the hotel's facility, such as electricity.

h. Accounting Division

Accounting Division has responsibility to make note everything related to hotel's financial, such as transaction activities in the hotel.

i. Food and Beverage Division

Food and Beverages Division has duty to prepare food and beverage product. The activities of food and beverage division are usually worked in kitchen, banquet, pastry, bar and lounge, room service and pastry shop. (Rumekso, 2005:6)

CHAPTER III

DISCUSSION

A. Sahid Jaya Hotel Solo

A.1. The Brief History of Sahid Jaya Hotel Solo

Sahid Jaya Hotel Solo was built by Sahid Group. Sahid Jaya Hotel is the first of the fifteen Sahid hotel's groups which spread around of Indonesia. This company is owned by Mr. Dr. H. Sukamdani S. Gitosardjono and his wife Mrs. Juliah Sukamdani. In the beginning, Mr. Sukamdani and his wife started their business by building publishing and printing house named PT. Sahid & Co and authorized on January 13th 1960. Three years later, they built CV. Tema Baru in October 7th 1963.

Mr. Sukamdani, as a printing and publishing businessman, often visited many cities around Indonesia. Then they tried to establish new business in hotel and accommodation. He decided to build his first hotel in Solo named Sahid Sala Hotel on July 8th 1965. At first Sahid Hotel had 26 rooms in a three-story building located on 3.000 m² area.

Sahid Sala Hotel was renovated and changed into Sahid Raya Hotel, a hotel with 140 rooms available for rent and it has been considered as a four star hotel because of the improvement of services' quality from 1993 until 1995. Then, since July 8th 2007 Sahid Raya Hotel Solo has changed into Sahid Jaya Hotel Solo until now, which now falls into five star hotel categorization.

A.2. The Location of Sahid Jaya Hotel Solo

Sahid Jaya Hotel Solo is located at Gajah Mada 82 Solo. It has strategic location in the center of Solo. It has easy access to all of important area in Solo. It is only 3 minutes from Balapan rail way station, 20 minutes or 15, 5 km from Adi Sumarmo air port and 5 minutes or 1 km from Tirtonadi bus station. If the guest wants to go to the business district, it needs only 5 minutes from hotel by car. To visit Mangkunegaran Palace from hotel, it needs only 5 minutes by car. The distance is only 1 km. Another tourist destination is Klewer, the biggest clothes market center in Central Java, which is only needs 15 minutes from hotel by car.

A.3. The Facilities at Sahid Jaya Hotel Solo

Sahid Jaya Hotel Solo is the best hotel as it is the only first five star hotel in Solo. The services and facilities of Sahid Jaya Hotel Solo are as follows:

3.1 Rooms of Sahid Jaya Hotel Solo

Sahid Jaya Hotel Solo has 140 of rooms which are divided into four classes:

a. Superior Room

It is the cheapest room. The room rate is IDR. 700.000,00 per night. There are 95 rooms available and it consists of single bed or double bed, with room amenities of TV set, telephone and private bathroom.

b. Deluxe Room

Deluxe Room is more expensive than Superior room. The room rate is IDR. 1.000.000, 00 per night. The 20 rooms of the Deluxe have individual bathroom and a large bedroom with sofa.

c. Executive Suite Room

Executive Suite room is more expensive than Deluxe room. The room rate is IDR. 1.300.000,00 per night. These 22 rooms offer more luxurious benefit to the customer with its separate living and bedroom and separate shower and bathroom.

d. President Suite

President Suite room is the most expensive room in Sahid Jaya Hotel Solo. The room rate is IDR. 4.500.000, 00 per night. It is like an apartment with several rooms inside. President suite provides a large bedroom, a spacious living room which distinguish room for working and accepting visitors.

3.2 Ratu Ratih Café Shop

Ratu Ratih Café Shop opens for 24 hours. It offers daily special menu: Monday (Rawon Dengkul), a beef bone soup cooked with special spices. Tuesday (Nasi Liwet Sahid), rice cooked with coconut milk and served with vegetables. Wednesday (Sate Buntel), a lamb mince satay, Thursday (Ayam Panggang Taliwang), a roasted chicken cooked with special Balinese spices. Friday (Nasi Timbel), a special rice served in banana leaf accompanied by some fresh vegetables and chilly sauce and Saturday (Ulam Sari), a roasted chicken cooked with special spices ala Sahid Jaya Hotel Solo, Sunday (Sup Konro) a traditional beef soup from Makasar city. Ratu Ratih Café has capacities of 90 seats.

3.3 Sekar Jagad Pub

The guest can enjoy entertainment and live music in Sekar Jagad pub. Sekar Jagad pub opens from 05.00 pm to 01.00 am for karaoke TV. Sekar Jagad Pub also offers a special program, they call it Koes Plus Nite. There is a group band which sings the beautiful songs of Koes Plus brothers. Another program of Sekar Jagad pub is Happy Hours Karaoke every day from 05.00 pm to 01.00 am.

3.4 Pastry Shop

Sahid Jaya Hotel Solo patisserie offers various cakes and pastrie such as, Black Forrest, Cheese Cake, Tiramisu-Cake, Birthday Cake, Mocca Cake, Blue Berry Cake, Ice Cream cake and other cakes.

3.5 Meeting Room

Other facilities in Sahid Jaya Hotel Solo are **Sukoharjo functional room**. This multifunction room has a dimension of 21 m x 11 m x 2,75 m which can be arranged into styles depend on the request, such as class room (130 seats), theatre (200 seats), restaurant (120 seats), cocktail (225 seats).

If the event is big, **Pedan Ball Room** which has a dimension of 18 m x 18 m x 8 m accommodate up to 600 persons depending on the occasion, whether it is a seminar or class room (225 seats), theatre or parties (400 seats), restaurants (225 seats) or cocktail style (600 seats).

Sidomukti Meeting room. This multifunction room has a dimension of 6 m x 11 m x 2,75 m which can be arranged into styles depend on the request, such as class room (40 seats), theatre (50 seats), restaurant (40 seats), cocktail (75 seats).

Sido Drajat Meeting room. This multifunction room has a dimension of 7 m x 11 m x 3 m which can be arranged into styles depend on the request, such as class room (50 seats), theatre (65 seats), restaurant (50 seats), cocktail (100 seats).

3.6 Melati Salon

Melati Salon will provide many services such as cream bath, make up, Massage & treatment, hair arrangement and barbershop.

3.7 Laundry and Dry Cleaning

Laundry and Dry Cleaning service open every day from 06.00 am to 04.00 pm. It can be available for both guests or public. Laundry and Dry Cleaning Service at Sahid Jaya Hotel Solo gives discount 10% for minimum laundry 10 pieces, 15% minimum of 20 pieces and 20% minimum 30 pieces. It provides service to laundry clothes, blanket, curtain, vitrage, bed cover, doll etc.

3.8 Gajah Mungkur Swimming Pool

Gajah Mungkur swimming pool is located in the second floor. The guests or public can enjoy their leisure time in Gajah Mungkur swimming pool. It opens from 06.00 am up to 08.00 pm.

3.9 Fitness Center

Fitness center in Sahid Jaya Solo can be used either by the guests or public. There the guest can enjoy some facilities such as gymnasium, aerobic room, jogging track. The guest can also join various activities such as aerobic, body language, low impact, high impact, individual exercise, tae boo, stretching, weight loss/gain program and fitness.

3.10 Arcade

Sahid Jaya Hotel Solo is also completed with a shopping arcade in the first floor. The guests can find drugstore, souvenir shop, and batik shop there.

3.11 Business Center

The guests can do business activities there. It is completed with computer, printer, facsimile and photocopy machine.

3.12 Parking Area

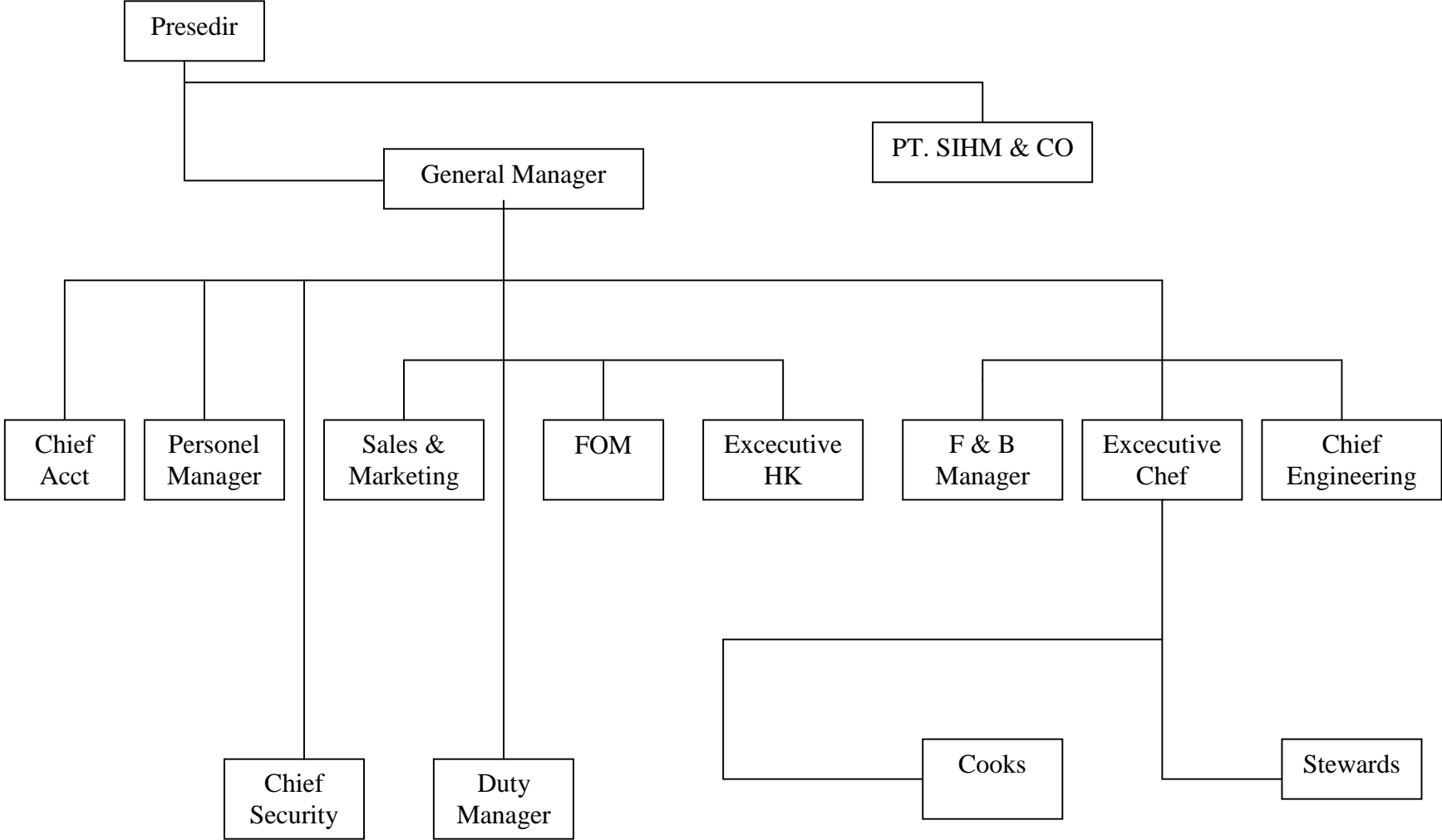
The guests do not need to worry about parking their car or motor cycle because Sahid Jaya Hotel Solo also provides a large parking area in the front of the hotel and basement.

3.13 Money Changer

Sahid Jaya Hotel Solo also provides a money changer center which can be used by the guests to exchange currency.

A.4. Organizational structure of Sahid Jaya Hotel Solo

A.4. Organizational Structure of Sahid Jaya Hotel Solo



B. Front Office Department in Sahid Jaya Hotel Solo

B.1. Definition of Front Office Department

Based on Jerome J Vallen in his book titled *Check In – Check Out, Principles of Effective Front Management*, “Front Office Department is indeed the heart and the hub and the nerve center of guest activity” (in Endar Sugiarto, 2000:2).

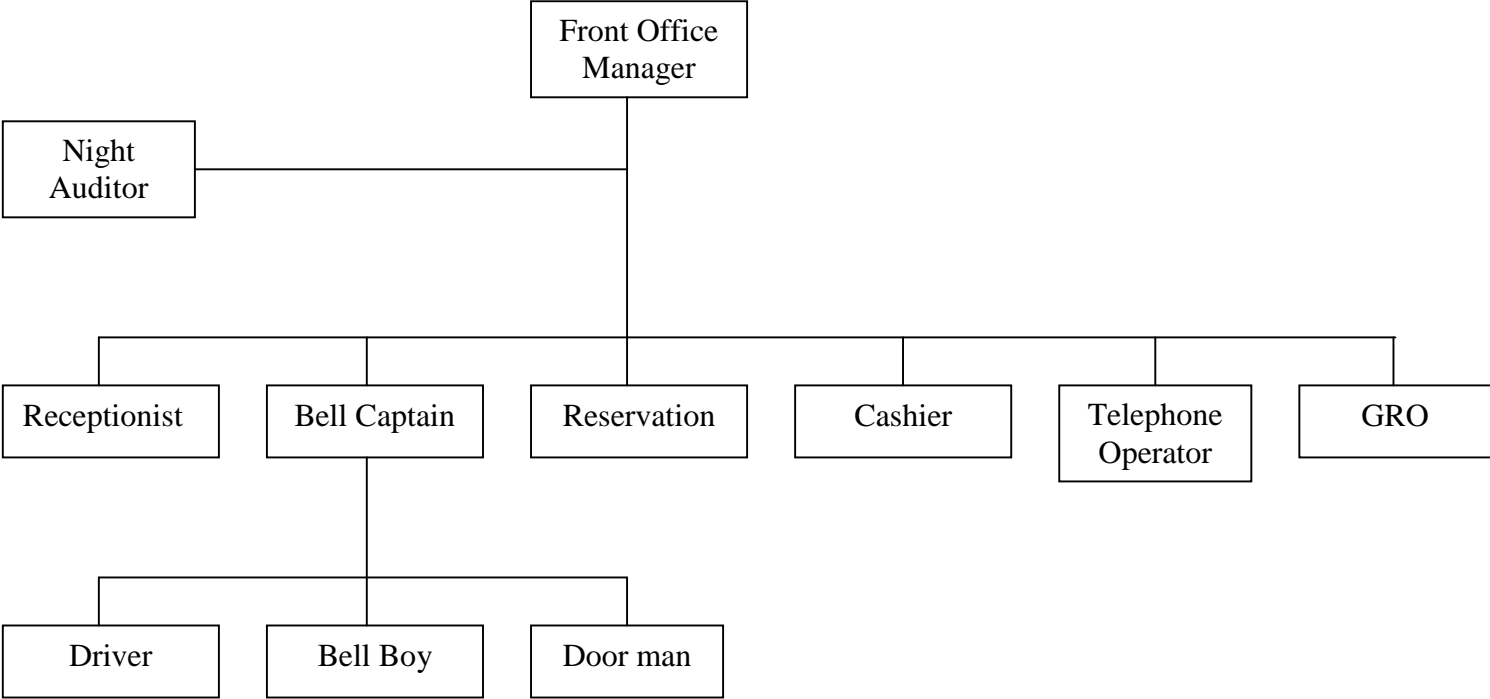
While Agusanwar in his book *Resepsionis Hotel* explains that Front Office is one hotel departments that operationally relates to the guests. “Kantor Depan adalah salah satu kantor departemen di hotel yang secara operasional berhubungan langsung dengan tamu” (Agusanwar, 2004:1).

From those statement above, it can be concluded that Front Office Department is one of departments in hotel having responsibility for greeting guests, managing rooms, and handling complaints. Mostly, the impression of the hotel is based on the service that is given by Front Office staff.

B.2. Organizational Structure of Front Office Department in Sahid Jaya Hotel

Solo

B.2. Organizational Structure of Front Office Department in Sahid Jaya Hotel Solo



B.3. The Roles of Front Office Department in Sahid Jaya Hotel Solo

Front Office Department in the hotel plays an important role. The role includes the following positions:

1. Management Representative: In certain condition, Front Office Department must be able to play a role as the vice as management to face or to solve a certain problem which is usually only can be solved by the management side.
2. Sales Person: Every person in Front Office Department must be capable and has a salesmanship spirit, because an employee in Front Office has more contact with the guests rather than another department.
3. Giving Information: An employee in Front Office Department is expected to be able to give a clear information about the hotel facilities and products, and he or she also has to know the event which happens in hotel and an important event which happens out side of the hotel which has a relation with the guests.
4. Record Keeper: Front Office Department is the source and the centre of a datum keeper in daily activity of a hotel.
5. Diplomatic Agent: An employee in Front Office Department is expected to do a certain thing in diplomatic way on a certain situation and condition. It has a purpose to keep and neutralize the atmosphere of a good relation with another, which has a relation with the hotel.
6. Problem Solver: As the hub of activities, Front Office Department is the place to solve the guests problems, mainly the guests complaint. Therefore, it is a natural thing if an employee in Front Office Department takes a complaint which does

not have a relation with the Front Office Department but the complaining about other things in the hotel.

7. Service Coordination: Front Office Department in the hotel also plays a role as service coordinator for the guest and other department activities, which is communicated through Front Office.

The roles of Front Office Department in giving the safety for the guests in hotel includes:

- Helping watching the guests who are suspicious.
- Helping protecting all of the hotel property.
- Reminding the guests who bring private cars to not leave precious things in the car.
- Keeping the environment working security from the possibility of theft.
- Helping watching the loan deposit box.

From those explanation we can figure out that Front Office Department in Sahid Jaya Hotel Solo plays a very important role in running the hotel and raising the occupancy rate.

C. The Activities in Reception Section

Reception Section in Sahid Jaya Hotel Solo stands by for 24 hours, therefore the Reception Section is divided into 3 (three) shifts. Each shift works for 8 (eight) working hours:

1. Morning Shift, works from 07.00 am - 03.00 pm.
2. Evening Shift, works from 03.00 pm - 11.00 pm.
3. Night Shift, works from 11.00 pm - 07.00 am.

Each shift has to have continuity communication with each staffs in each section in order to get an up-to date of information and the job can be done smoothly and properly.

The Reception Section should be able to give efficient and pleasant services to the guests both coming and leaving the hotel, even during staying in the hotel.

The following are the activities of the Reception section in Sahid Jaya Hotel Solo:

C.1. Preparing for Receiving Guests

The Reception Section needs certain information to help their jobs and serve the guests before registering or assigning the rooms for the guest' arrival.

The information is usually prepared at the night before the arrival of the guests. The hotel uses computer information system, so it will always be up to dated each time of room changing transaction. The Reception Section can give the information about the accuracy of the room status whether the room is ready to be sold (Vacant Clean) to the guests or not.

The following are the activities of Reception Section in preparing for receiving the guests:

1.1 Checking Log Book

Log Book is a book containing daily reports, which need to be followed-up from the previous shift to the next shift. Log Book is usually kept at the front desk to record routine situation such as problems, complaints, or other events in the hotel.

1.2 Checking Room Status

The hotel uses computer system to help the Reception Section in giving the information about the accuracy or the room status both to the guests and to the other section in the hotel.

1.3 Checking EA, ED and GIH

A list of the guests who will come to the hotel is Expected Arrival (EA). EA is usually the list of the guests who have an advance reservation. Whereas, a list of the guests who will check out is Expected Departure (ED). The Reception Section has to check EA and ED. Besides, this section has to know the number of the guests who stay in hotel (Guest In House). The guests who are expected to leave the rooms, they have to confirm to the Reception Section before check out time. If the guests have not left the rooms yet, the Reception Section will contact the guests and ask the guests whether check out or extend the room.

1.4 Blocking Room

Blocking room is an activity to allocate the room for the guests who have reservation before their arrival. It is done by the Reception Section a day before the arrival of the guests. The aim of blocking room is to guarantee that the guests who have reserved the room can get certain room appropriated with their reservation.

Besides, the Reception Section and the other Departments in the hotel can prepare everything for the guests need (special request) before the guests arrive into the hotel. Blocking room is also done to know how many rooms that are stayed by the guests and how many rooms that can be sold by Reception Section for Walk-In Guests.

1.5 Checking Guest History Record

Guest History Record is a list containing information about the guests who have ever stayed in the hotel. The Reception Section has to check the expected Arrival list with the Guest History Record. The aim of checking the Guest History Record is to develop the services to the guests in the hotel. If the guests are Frequent Guests, the hotel can give more services such as extra amenities. Besides, the Reception Section can prepare pre-registering especially for VIPs (Very Important Persons) or for Frequent Guests.

1.6 Checking the Guest with Special Request

The Expected Arrival Guest with the special request is important attention for the reception Section to prepare it before the arrival of the guest. There are the guests who request extra-amenities or additional equipments even additional services as they reserve the rooms. It has to be prepared before the guests arrive at the hotel and Reception Section has to inform it to other Departments in the hotel.

1.7 Making Room Status Report

Room Status Report is to give information about the room status in detail. It is made before the arrival of the guests. Room Status Report indicates about the room status of the guests such as Occupied, Vacant Dirty / Clean, Out of Order and

Blocked Rooms. The Reception Section also informs Room Status Report to other Departments in the hotel.

C.2 Handling Check In Guest

Receiving guests or check in is one of the Reception Section main jobs. This Section greets the guests, helps the guests to register, and releases them to go to their rooms escorted by Porter or Bellboy.

The following are the activities of Reception Section in registering the guests:

2.1 Welcoming the guest

The activity of welcoming the guest includes greeting the guest, welcoming the guest, and offering help to the guest with pleasant and formal communication.

2.2 Checking Reservation

The Reception Section asks the guest whether the guest has an advance reservation or not. There are two categories of check in guest with different procedure of registering the guest:

1) Guest with reservation

Registration processes will be easier and more quick if the guest has an advance reservation. The data of the guest can be obtained from the reservation confirmation letter. The Reception Section can assign the rooms when the guest reserves the room. This section can ask the guest to fill and sign the registration form at the arrival of the guest.

2) Guest without reservation (Walk-In Guest)

The Reception section should check the required room firstly whether the room is available or not before registering the guest. On this opportunity, the Reception Section should have selling technique. If the required room is available, the Reception Section informs about the payment of the room to the guest and asks the guest to fill the registration form.

2.3 Helping the Guest to Register

The Reception Section asks the identification tag of the guest (ID, passport, or drive licence) to the guest formally. The Reception Section will write down the identification tag of the guest on a registration form. Then, the Reception Section helps the guest to fill and sign the registration form.

2.4 Assigning Room and Rate

1) Assigning Room

The hotel uses computer system in assigning the room. It will be screen automatically when the Reception Section input the data about type of room at any period as this section require. Then, it is compared with the reservation requirement and the History Guest Record. After assigning room, the Reception Section will input the guest's data on the empty room status report and the computer will automatically change it into blocked or occupied status. At the same time, room availability will automatically renewed by the computer.

2) Assigning Room Rate

Room Rate is a unit of rental price for a room in one night. Room rate can be determined by type rooms, facilities, location of the rooms, and number of the guest

staying in the room. The assignment of room and rate between Walk In Guest and the Reservation Guest is different. Assigning room and rate for Walk In Guest is usually done after the required room is available by advance payment. Whereas, assigning room and rate is done for the reservation guest during the guest reserves the room by pre-payment or deposit.

2.5 Checking the Method of Payment

There are several categories of payment methods:

1) Non-Guaranteed Reservation

The Reception Section asks pre-payment or credit card imprint to the Walk In Guest who comes to the hotel without guaranteed reservation.

2) Guaranteed Reservation

The guest usually pays the bill directly by own account or credit card if he/she has guaranteed reservation. The Reception Section can asks credit card imprint and authorization credit card to know whether the amount of credit card can pay the bill and whether it is still valid or not.

3) Cash Payment and Foreign Currency

The Reception Section should inform the room rate that has to be paid by the guest and note the method of payment on the registration form. Besides, the Reception Section informs about foreign currency appropriate with prevailing money changing.

4) Cash Payment

The Reception Section asks identification tag to the guest. It can be driver licence or passport if the guest pays by cash.

5) Payment by Company or Travel Agent

If company or travel agent pays the guest, the Reception Section should ensure that the bill has noted accurately. It includes what that must be paid by company or travel agent and what things that must be paid by the guest self. For example, *Company a/c for room only, Agent a/c for room and breakfast.*

2.6 Giving Guest Card, Guest Key and Welcome Drink Card

1) Guest Card

Guest card is an identify card of the guest during staying in the hotel. The function of the Guest Card is the guest can use the facilities such as swimming pool, fitness centre, parking area, and other facilities in the hotel. Guest Card includes name, room number, room rate, arrival date and departure date of the guest.

2) Guest Key

Reception Section gives room key to the guest after assigning the room and filling the registration form. The Reception Section gives the guest key according to the type of rooms. Avoiding the mistake in taking the Guest key that can cause the guest complains.

3) Welcome Drink Card

Welcome Drink Card is a voucher that is given to the guest by the Reception Section. It is an extra service that is given to the guest who stays in the hotel.

2.7 Escorting the Guest

The Reception Section asks Porter or Bellboy to escort the guest to the room. Especially for VIPs, Guest Relation Officer will escort them directly to the room.

C.3 Handling Messages

The Reception section gives full attention in handling the messages both from other people to the guest and the guest to other people. If they leave a message, the Reception Section gives a message note and asks the guest to write it down. In handling a message by phone, the Reception Section takes a note and writes it down than delivers it to the guest.

C.4 Giving Information

The Reception section is the center of information, for the guests, the staffs and for other people who come to the hotel to get information. Thus, the Reception section should have more acknowledgements about both the hotel information and the other information.

C.5 Handling Moving Room

The guest will contact the Reception Section and asks them to give another room if they want to move to another room due to some reasons. The Reception Section asks the Bellboy to help the guest bringing the bags or luggage and moves it another room. Then, the Reception Section makes a moving room report and delivers it to the other section.

C.6 Handling Guest's Complaint

In handling guest's complaint, the Reception Section should be patient and always apologizes. Besides, the Reception Section should be able to give solution of

the problem promptly. So, the guest will feel they are respected. Complaint comes from the guest due to unsatisfying services of hotel's facilities and hotel's staffs.

Guest's complaint is caused by bad services or facilities, even bad attitude of the hotel's staffs. Guest will come to the Reception Section in delivering their complaint. It will not surprise for the Reception Section in the hotel, but it will be serious matter for the Reception Section because guest's complaint determines the image of the hotel. Therefore, the Reception Section should understand any characteristic of the guest to prevent the guests complain. The Reception Section should give an opportunity to the guests to deliver their complaints. If the guests are not given an opportunity to complain, they will probably choose another hotel on their next visit.

6.1 Type of Guest Complaint

Guest complaint can be divided into three types:

1) Mechanical Complaint

Mechanical Complaint is caused by hotel's equipment or hotel's facilities which are not good in function such as broken air conditioner, problem with light, television sets, swimming pool, and so forth.

2) Attitudinal Complaint

Attitudinal Complaint is caused by the hotel's staffs attitudes such as insulting the guest, responding the guest carelessly, overhead conversation and other attitudinal complaint.

3) Service Complaint

Service Complaint is caused by bad services of the hotel's staffs such as a lack of assistance with luggage, telephone difficulties, wake-up call errors, food and beverage delivery quality problems and other service complaints.

6.2 Method of Handling Guest's Complaint

The Reception section has several ways in handling guest complaint as follows:

1) Listening with concern

When the guest come to the Reception Section and deliver her/his complaint, the Reception Section should listen carefully, respectful to the guest and do not interrupt the guest.

2) Staying calm

Isolate the guest if necessary or possible, so that other guests will not be affected. The Reception Section should stay calm and do not argue with the guest when he/she delivers the complaint.

3) Being polite and friendly

When the guest delivers his/her complaint, show the politeness and keep friendly to the guest. Show a personal interest about the guest's problem, it will make the guest feel esteemed.

4) Taking note

The Reception Section should have a guest complaint book to write down the guest's complaint. It will make the guest feel respectful. Thus, Front Office Manager

and Assistance Front Office Manager who are more responsible for guest's complaint know and handle the guest's complaint.

5) Learning and finding solution

The Reception Section should be able to learn the problem and find the solution of the guest's complaint. This section should take a promptly action on what the guest complains. Besides, this section gives an explanation to the guest formally and patiently.

6) Not giving promise and making decision

It will be good if the Reception Section can handle the guest's complaint at the same time when the guest delivers the complaint. But, if the Reception Section can not handle complaint, it is better that the Reception Section do not promise and decide something which is not their authority but keep following up the problem. Having cooperation with other sections is important to solve the problems of what the guest complaints for.

Those are the Reception section ways in handling guest's complaint. On this occasion, the Reception Section should give a good attention and always remember to say apologize to the guest when the guest deliver his/her complaint because that is one of main roles of the Reception Section in the hotel i.e. handling guest's complaint.

C.7 Giving Complimentary

Complimentary order is given to the guest who reserves many rooms. For example, the guest reserves 10 rooms, the Reception Section will give

Complimentary 1 room (free of charge). Besides, complimentary can be in the form of birthday cake, fruit basket, cookies or flower.

C.8. Answering the Phone

Answering the phone is Operator's job. However, sometimes when operator's phone line is busy, the line will run to the Reception Section line and this section should answer the phone quickly and friendly.

Those are the Reception Section activities in Sahid Jaya Hotel Solo, which are daily performed by the Reception Section. The Reception Section in this hotel performs their job properly as possible as they can, being loyal to the hotel, the staffs and to the guests especially.

D. The Problem Faced by Front Office Department in Sahid Jaya Hotel Solo

There are some problems happening in Front Office Department at Sahid Jaya Hotel Solo:

1. Fewer employees that effect to the jobs operational of Front Office Department. A preservationist also holds the position of Telephone Operator.
2. Lack of spoken English master. Although Sahid Jaya Hotel Solo belongs to hotel business, sometimes there are several foreign tourists stay in the hotel for short period time. Some staffs do not have adequate English vocabulary so that the communication will be obstructed. It is a pity, as Sahid Jaya Hotel Solo has been recognized and authorized as five-star hotel in Solo.

3. Limited motivation of employees because they must do almost similar jobs everyday. This case may lead to the decreasing quality of service that is given to the guests.
4. Lack of works supporting equipments such as computer, photocopier and facsimile machine. Almost entire department in hotel uses the limited equipments.

CHAPTER IV

CONCLUSION AND SUGGESTION

A. Conclusion

In this last chapter, the writer can draw some conclusions as follows:

1. Front Office Department has important roles in supporting the hotel operational.

The role of Front Office Department are:

- 1) Front Office Department is the “nerve center” of the hotel.
 - 2) Front Office Department is the means to communicate from all sides.
 - 3) Front Office Department is the motivator center of all activities in the hotel operation.
 - 4) Front Office Department is the first and even the last impression or image that is seen by the guests.
 - 5) Front Office Department has main role considered from the hotel revenue.
 - 6) Front Office Department act as the controlling center of all hotel activities.
 - 7) Front Office Department as the provider of informations needed by the guests.
2. There are some problems faced by Front Office Department at Sahid Jaya Hotel Solo those are:
 - 1) Limited employees.
 - 2) Lack of spoken English master.
 - 3) Limited motivation of employees.
 - 4) Lack of work supporting equipment.

3. The main activities in Front Office Department:

There are several activities of Reception Section in Sahid Jaya Hotel Solo.

They are:

- 1) Preparing for receiving the guests.
- 2) Handling the guests for Check In and Check Out, Messages, Moving Room, and Guest's Complaint.
- 3) Giving information for the guests. It can be done by answering the phone quickly and friendly to give information clearly.

Guest's complaint is commonly found by the Reception Section. The guest usually come to the Reception Section in delivering their complaint. Guest's complaint is caused by services or facilities even bad attitudes of the hotel's staffs. The Reception Section has responsibility to handle the guest's complaint and give solution of the problem promptly.

B. Suggestion

Based on the above conclusion, there are some suggestions that the writer could recommend as follows:

For Hotel Sahid Jaya Solo:

- 1) To increase the hotel revenue from the rooms selling, the hotel has to improve the service, facilities and employees skill to attract more guests. Besides that, the hotel should hold the attractive events especially in holiday season or in special occasion.

- 2) As a business hotel, most of the guests are local businessmen. Less of foreign tourists visiting in Sahid Jaya Hotel Solo make the employees rarely use English to communicate. It causes their English skill, which is actually good, tends to decrease. Practicing English in daily activities is good and tends to refresh their mind in speaking English fluently.
- 3) Giving extra money as salary for the employees who have good achievement as a good motivator, moreover for the workers who have dedicated themselves to the hotel for a long period of time.

For Front Office Department:

- 1) The Front Office Manager should add more employees to handle each section in the Front Office Department.
- 2) It is very important to make a good relation or cooperation between the manager, employees in the Front Office Department and the other departments in supporting the hotel operational.
- 3) Front Office Department has a lack of employees so it is better to recruit new employees.

For English Diploma Program:

- 1) It is crucial to add some equipment in the teaching learning process especially to the hospitality class, such as material books and other facilities to support smoothness of daily operational in the teaching learning process.

BIBLIOGRAPHY

- Agusnawar, A. Md. Par. 2004. *Receptionist Hotel*. Jakarta: PT. Gramedia Pustaka Utama.
- Braham, Bruce. 1993. *Hotel Front Office*. British: Hutchison Education.
- Foster, Dennis L. 1993. *Rooms at the Inn; Front Office Operation and Administration*. California: Mc. Graw-Hill.
- Rumekso, S. 2000. *Hotel Management*. Jakarta: PT. Gramedia Pustaka Utama.
- Rumekso, S. 2005. *Food & Beverages Division*. Jakarta: PT. Gramedia Pustaja Utama.
- Sri Purwani, Yayuk. 1993. *Teori dan Petunjuk Praktek Housekeeping untuk Akademi Perhotelan, Make up Room*. Jakarta: PT. Gramedia Pustaka Utama.
- Sugiarto, Endar. 2000. *Operasional Kantor Depan Hotel*. Jakarta: PT. Gramedia Pustaka Utama.
- “Definition of Hotel.” *business dictionary.com*. 29 October 2008
<<http://www.businessdictionary.com/definition/hotel.html>>.