

# CHAPTER 1 INTRODUCTION

## 1.1 Background of Study

Front office department is the front desk of the hotel, such as rooms and sellers which are often referred to as sales rooms. The front office is also known as the first and last impression of guests. This means that this is part of the first and last guest. Guests who come to the hotel will be registered at the front desk and contact the front desk staff at any time.

According to Bagyono (2012) front office is part of the hotel located at the front. It's not so far from the front door or the hotel lobby. This area is the busiest part of the hotels the front office is the department that guests can easily find and see. Some hotels use another term to refer to the front office, namely the customer service area. This is why the head of the department is called the Guest Service Manager.

Officers are called customer service agents. However, the term front office is still often used in the hospitality industry and educational circles. The front office is also known as the first and guest impression, meaning it is the first and last part of the guest. Hotel guests will first arrive at the front desk and checkout; guests must contact the front office staff. The hotel's front office is also an information center with almost all activities.

In the hospitality industry context, the front office role is significant. The front desk attendant carries the image of the entire hotel and is the first to have direct contact with potential visitors through the booking or check-in process. Upon check-in, the front desk staff gives guests a positive and friendly impression. The initial impression of the front desk officer determines whether the guest will stay at the hotel again or not. (Datu dkk, 2020).

As a front office agent, the staff needs to master knowledge and skills to perform their job effectively and efficiently. One knowledge, which should be mastered is understanding the terminology used in Front Office. This is the basic

knowledge that the hoteliers need to know to perform their job very well. This study aims to analyze terminology used in front office area.

## **1.2 Research Questions**

Based on the background of the study, the research questions can be formulated as follows.

- a. What terms are used by the front office staff?

## **1.3 Objective Study**

Based on the research questions above, the purposes of this study are as follows.

- a. Explain terms used by the front office staff.

## **1.4 Significance of the study**

The results of this study are expected to be useful as follows.

- a) For Students

This report can increase students' knowledge about the terminology used by the front office staff in the front office.

- b) For the Institutions

This report can be used as a reference for hospitality students studying in Universitas Pendidikan Ganesha to equip themselves about terminology used by front office staff.

