

SISTEM RESERVASI ONLINE DI PURI SARON BARUNA BEACH & COTTAGES

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ABSTRAK

Penelitian ini memiliki tujuan untuk mengetahui (1) peran reservasi online dan (2) menjelaskan kendala yang dijumpai selama penerapan system reservasi online di Puri Saron Baruna Beach Cottages. Penelitian ini menggunakan metode analisis deskriptif dan kualitatif yang dimana Puri Saron Baruna Beach Cottages merupakan objek dari penelitian ini. Sedangkan, subjek penelitian ini ialah Staff dan Supervisor Front Office. Seluruh data yang diuraikan pada penelitian ini didapat dan dikumpulkan melalui wawancara, observasi, serta dokumentasi, dan juga pengalaman penulis selama praktik kerja lapangan selama 6 (enam) bulan di Puri Saron Baruna Beach Cottages Lovina. Dengan demikian, didapat hasil penelitian yaitu (1) Sistem reservasi online memiliki peran yang sangat penting bagi Puri Saron Baruna Beach Cottages (2) Penerapan system reservasi online berdampak pada kebutuhan tenaga kerja dan keterampilan kerja karyawan.

Kata Kunci : Peran Sistem Reservasi Online, Kendala Sistem Reservasi Online, Sistem Online

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ABSTRACT

This study aims to determine (1) the role of online reservation sistem and (2) to explain the obstacles encountered in implementing the online reservation system at Puri Saron Baruna Beach Cottages. This study uses a qualitative descriptive analysis method in which Puri Saron Lovina Hotel is the object of this research. Meanwhile, the subject of this research is the Staff and the Front Office Supervisor. All data describe in this study were obtained and collected through interviews, observations, and documentation, as well as the author's experience during field work practice for 6 (six) months at the Puri Saron Baruna Beach Cottages. Thus, the result obtained are (1) the online reservation system has a very important role for Puri Saron Baruna Beach Cottages, (2) Online reservation system have an impact on the workforce needs and employee work skills.

Keywords: The Role of Online Reservation , Obtacles of the Online System Reservation, Online System