

# **STRATEGI PELAYANAN *FRONT OFFICE DEPARTEMENT* DI HOTEL *FOURTEEN ROSES BOUTIQUE***

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## **ABSTRAK**

Penelitian ini merupakan penelitian deskriptif kualitatif dengan mengumpulkan data dilakukan dengan cara observasi, wawancara kepada *staff Front Office* dan dokumentasi. Tujuan dari penelitian ini yaitu untuk menganalisa strategi layanan yang dilakukan oleh *Front Office Departement* di Hotel *Fourteen Roses Boutique*. Proses pengumpulan data dilakukan 6 bulan, di Hotel *Fourteen Roses* melakukan berbagai strategi agar tamu yang datang merasa nyaman stay di Hotel, dari baru datang tamu sudah disuguhkan dengan *welcome drink*, dan selama tamu menginap di hotel setiap Hari Senin sampai Sabtu ada kegiatan activity untuk para tamu *Inhouse* seperti ada *Arak activity*, *Jamu activity*, *Coctail night*, *Canangsari activity*, *Sushi night*, dan ada *Steak and coctail night*. Selain itu, pada saat tamu *check-out* juga diberikan pelayanan dengan memberikan snack berupa risol dan untuk tamu *VIP* yang *check-out* diberikan *Cookies*.

**Kata Kunci : Strategi, *Front Office*, Activity, *Fourteen Roses Hotel*.**

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***ABSTRACT***

*This research is a qualitative descriptive research where data is collected by observation, interviews with Front Office staff and documentation. The purpose of this research is to analyze the service strategy carried out by the Front Office Department at the Fourteen Roses Boutique Hotel. The data collection process was carried out for 6 months, at the Fourteen Roses Hotel various strategies were carried out so that guests who came felt comfortable staying at the Hotel, from the moment the guest arrived. served with a welcome drink, and while guests stay at the hotel every Monday to Saturday there are activities for in-house guests such as Arak activity, Jamu activity, Cocktail night, Canangsari activity, Sushi night, and Steak and cocktail night. Apart from that, when guests check-out they are also provided with snacks in the form of resolution and VIP guests who check-out are given cookies.*

***Keywords: Strategy, Front Office, Activity, Fourteen Roses Hotel.***