

**THE COMMUNICATION TECHNIQUES USED BY TELEPHONE
OPERATOR IN HANDLING GUEST COMPLAINT AT LE GRANDE
BALI**

By

Dewa Made Yoga Wirayana, NIM. 2252015004

**English For Business and Profesional Communication Study Program,
Ganesha University of Education, Singaraja**

Email : yoga.wirayana@undiksha.ac.id

ABSTRACT

Hotel Le Grande Bali is one of the five-star hotels located in Pecatu, South Kuta, Bali. Hotel Le Grande Bali's operational services are currently classified as good, including the service of guest complaints. One of the methods used to serve guest complaints is by using telephone operators. The purpose of this research is to find out all types of guest complaints and identify communication techniques by Le Grande Bali telephone operator staff. Through this research, the benefits obtained are an understanding of new phenomena regarding the types of complaints and communication techniques in handling guest complaints using telephone operators based on a case study at Le Grande Bali. The research method used is a descriptive study. Through descriptive studies, the steps taken to identify phenomena include observation, data collection, and data analysis. Based on the stages carried out, the results obtained are the findings of the types of guest complaints and communication techniques used by the four telephone operator staff of Le Grande Bali. The types of complaints that occur through Le Grande Bali's telephone operators include mechanical complaints, service problem complaints, and unusual complaints. Then, the communication techniques used are informative techniques and persuasive techniques.

Keywords: *Hotel Le Grande Bali, Telephone Operator, Types of Guest Complaints, Communication Techniques*

**THE COMMUNICATION TECHNIQUES USED BY TELEPHONE
OPERATOR IN HANDLING GUEST COMPLAINT AT LE GRANDE
BALI**

Oleh:

Dewa Made Yoga Wirayana, NIM. 2252015004

**English For Business and Profesional Communication Study Program,
Ganesha University of Education, Singaraja**

Email : yoga.wirayana@undiksha.ac.id

ABSTRAK

Hotel Le Grande Bali merupakan salah satu hotel berbintang lima yang berlokasi di Pecatu, Kuta Selatan, Bali. Salah satu cara yang digunakan untuk melayani keluhan tamu dengan menggunakan operator telepon. Tujuan dari penelitian ini adalah untuk mengetahui jenis-jenis keluhan tamu dan mengidentifikasi teknik komunikasi yang dilakukan oleh staf operator telepon Le Grande Bali. Melalui penelitian ini, dapat memberikan pemahaman mengenai fenomena baru mengenai jenis-jenis keluhan dan teknik komunikasi dalam menangani keluhan tamu dengan menggunakan operator telepon berdasarkan studi kasus di Le Grande Bali. Metode penelitian yang digunakan adalah studi deskriptif. Melalui studi deskriptif, langkah-langkah yang dilakukan untuk mengidentifikasi fenomena meliputi observasi, pengumpulan data, dan analisis data. Berdasarkan tahapan yang dilakukan, hasil yang diperoleh adalah temuan jenis-jenis keluhan tamu dan teknik komunikasi yang digunakan oleh keempat staf operator telepon Le Grande Bali. Jenis-jenis keluhan yang terjadi melalui telepon operator Le Grande Bali antara lain keluhan mekanik, keluhan masalah pelayanan, dan keluhan yang tidak biasa. Kemudian, teknik komunikasi yang digunakan adalah teknik informatif dan teknik persuasif.

Kata Kunci : *Hotel Le Grande Bali, Telephone Operator, Types of Guest Complaints, Communication Techniques.*