

PERAN *GUEST RELATIONS OFFICER* SEBAGAI *BRAND AMBASSADOR* DI HOLIDAY INN RESORT BARUNA BALI

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ABSTRAK

Keberadaan *Guest Relations Officer* sangat penting pada hotel karena berfungsi sebagai pusat informasi dan pelayanan tamu di *Front Office*. *Guest Relations Officer* berperan sebagai perwakilan hotel untuk membangun hubungan yang terhadap tamu di hotel. Penelitian ini bertujuan untuk mengetahui peran dan strategi manajemen terkait *Guest Relations Officer* sebagai *Brand Ambassador* di Holiday Inn Resort Baruna Bali. Data yang digunakan pada penelitian ini adalah menggunakan data primer yang melibatkan teknik pengumpulan data melalui kegiatan observasi dan wawancara. Data yang diperoleh kemudian dianalisis menggunakan metode deskriptif kualitatif yang melibatkan tiga tahapan yakni reduksi data, penyajian dan penarikan simpulan hasil penelitian menunjukkan bahwa *Guest Relations Officer* harus mampu memposisikan diri sebagai *Brand Ambassador* ketika menjalankan operasional di hotel melalui pelayanan yang maksimal. Terdapat prosedur pelayanan tamu pada Kantor Depan di Holiday Inn Resort Baruna Bali yang disebut dengan *True Hospitality* dan *ILEAD*. Prosedur ini berfungsi sebagai pedoman karyawan di *Front Office* dalam melayani tamu. Pihak Manajemen Holiday Inn Resort Baruna Bali dalam meningkatkan peran *Guest Relations Officer* sebagai *Brand Ambassador* memberikan program *Training* guna meningkatkan kompetensi *Guest Relations Officer* terkait pelayanan tamu di *Front Office*.

Kata Kunci : *Front Office, Guest Relations Officer, Brand Ambassador*

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ABSTRACT

The existence of Guest Relations Officer at the hotel is used as a guest information and service center at the Front Office. The function of Guest Relations Officer is as a hotel representative to build a relationship with guests at the hotel. This study aims to determine the role and management strategies related to Guest Relations Officer as Brand Ambassador at Holiday Inn Resort Baruna Bali. The data used in this study is to use primary data that involves data collection techniques through direct observation and interviews with predetermined informants. The data obtained were then analyzed using a qualitative descriptive method which involved three stages namely data reduction, presentation and drawing conclusions using the theory of Guest Relations Officer and Brand Ambassador. After being analyzed, the results of the study showed that the Guest Relations Officer must be able to position himself as a Brand Ambassador when running operations in the hotel through maximum service. There is a guest service procedure at the Front Office at Holiday Inn Resort Baruna Bali called True Hospitality and ILEAD. This procedure serves as a guide for employees in the Front Office in serving guests. The Holiday Inn Resort Baruna Bali Management in enhancing the role of the Guest Relations Officer as Brand Ambassador provides a Training program to improve the Guest Relations Officer competence regarding guest services at the Front Office.

Keywords :Front Office, Guest Relations Officer, Brand Ambassador