

THE ROLE OF FRONT OFFICE AT DUEG HOSPITALITY AND ENGLISH COURSE SINGARAJA

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ABSTRACT

The purpose of this study was to describe and explain the role of the front office at Dueg Hospitality and English Course Singaraja. The sources of the data written on this final project were from the Standard Operating Procedures (SOP) and Front office staff, seniors, and front office manager of Dueg Hospitality and English Course Singaraja. The writer identified the job descriptions of the front office and the procedures to handle customers/crew in the general office. The results of the study showed that the job descriptions of the front office and procedures of handling customers/crew between hotels and general offices are different. Nevertheless, both hotels and general offices have the same purpose: to make the company have good ratings and a good impression.

Keywords: job descriptions, procedures, general office

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ABSTRAK

Tujuan dari penelitian ini adalah untuk mendeskripsikan dan menjelaskan peran front office pada Dueg Hospitality and English Course Singaraja. Sumber data yang ditulis pada tugas akhir ini berasal dari Standard Operating Procedures (SOP) dan staf Front office, senior, dan manajer front office Dueg Hospitality dan English Course Singaraja. Penulis mengidentifikasi deskripsi pekerjaan front office dan prosedur untuk menangani pelanggan/crew di kantor umum. Hasil penelitian menunjukkan bahwa deskripsi pekerjaan front office dan prosedur penanganan pelanggan/crew antara hotel dan kantor umum berbeda. Namun demikian, baik hotel maupun kantor umum memiliki tujuan yang sama, yaitu membuat perusahaan agar memiliki peringkat dan kesan yang baik.

Kata kunci: uraian tugas, prosedur, kantor umum

