

**ANALISIS PENERAPAN STANDAR OPERASIONAL PROSEDUR (SOP)
TERHADAP KINERJA GUEST SERVICE ASSISTANT DALAM ERA NEW
NORMAL SAAT PANDEMI COVID-19 DI MENJANGAN DYNASTY
RESORT**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui (1) penerapan SOP Guest Service Assistant dalam era *new normal* saat pandemi covid-19, (2) strategi meningkatkan kualitas pelayanan dalam era *new normal*. Penelitian ini menggunakan rancangan deskriptif kualitatif. Subjek penelitian ini adalah Guest Service Assistant dan untuk objek penelitiannya adalah Menjangan Dynasty Resort dalam menerapkan SOP *new normal* dan merancang strategi dalam era *new normal* saat pandemi covid-19. Data dikumpulkan melalui analisis yaitu dengan proses wawancara, observasi, dan dokumentasi yang dilakukan peneliti dengan pihak resort. Hasil penelitian menunjukkan bahwa (1) ada pengaruh dengan diterapkannya sop *new normal* terhadap kinerja karyawan mengakibatkan sulit untuk beradaptasi di awal. (2) ada pengaruh dalam strategi yang diterapkan oleh pihak manajemen terhadap evaluasi kinerja kerja karyawan.

Kata Kunci : *Guest Service Assistant, Standar Operional Prosedur, Kinerja, New Normal*

ABSTRACT

This study aims to determine (1) the application of the Guest Service Assistant SOP in the new normal era during the covid-19 pandemic, (2) strategies to improve service quality in the new normal era. This study used a qualitative descriptive design. The subject of this research is the Guest Service Assistant and the object of the research is Menjangan Dynasty Resort in implementing the new normal SOP and designing strategies in the new normal era during the covid-19 pandemic. Data were collected through analysis, namely the interview, observation, and documentation process carried out by researchers with the resort. The results showed that (1) there was an effect with the implementation of the new normal soup on employee performance resulting in difficulty in adapting at the beginning. (2) there is an influence in the strategy applied by the management on the evaluation of employee work performance.

Keywords : *Guest Service Assistant, Standard Operating Procedure, performance, New Normal.*

