

ABSTRAK

Penelitian ini membahas mengenai peran reception dalam operasional Front Office Departemen di Sheraton Hotel & Towers Bandung. Front Office merupakan departemen yang bertugas handle proses check-in dari awal tamu tiba di hotel sampai meninggalkan hotel atau proses check-out. Front office juga merupakan the first and the last impression of the guest. Oleh karena itu peranan reception sangat penting demi kelancaran operasional hotel. Penelitian ini bertujuan untuk mengetahui bagaimana SOP yang ada dan penerapan dari SOP yang berlaku dikarenakan penulis sering menjumpai ketidaksesuaian antara standar operasional prosedur yang telah ditetapkan dan juga standar operasional prosedur yang berlaku. Metode penelitian ini menggunakan metodologi penelitian kualitatif dengan studi deskriptif dan dokumentasi. Hasil penelitian ini menunjukkan bahwa semua pekerjaan yang dilakukan di Front Office Sheraton Hotel & Towers sudah dilakukan sesuai dengan standar operasional prosedur.

Kata Kunci: Front Office, SOP, Sheraton Hotel & Towers Bandung

ABSTRACT

This study discusses the role of reception in Front Office Department operations at Sheraton Hotel & Towers Bandung. Front Office is the department in charge of handling the check-in process from the moment guests arrive at the hotel until they leave the hotel or the check-out process. The front office is also the first and the last impression of the guest. Therefore, the role of reception is very important for the smooth operation of the hotel. This study aims to find out how the existing SOPs and the application of the applicable SOPs are because the authors often encounter discrepancies between the standard operating procedures that have been established and the applicable standard operating procedures. This research method uses a qualitative research methodology with descriptive studies, interviews and documentation. The results of this study indicate that all work carried out at the Front Office of Sheraton Hotel & Towers has been carried out in accordance with standard operating procedures.

Keywords: Front Office, SOP, Sheraton Hotel & Towers Bandung