

CHAPTER II THEORETICAL REVIEW

This chapter contains the theories that the writer used to understand deeply and to guide in doing the observation and interview. The theories are about front office, receptionist, and English for receptionist.

2.1. Front Office

According to Tarmoezi dan Manurung (2000), the definition of front office hotel is a department which responds in room selling based on the systematic procedure through reservation until room dropping to the guest and gives information service to them while they are in the hotel. Front office is also called hotel's soul because as the centre of main activities. So, the employee who takes this responsibility must have good knowlegde and good ability when communicating to the guest, know well about hotel's products and also how to sell them.

In addition, front office staffs must know well the guests' face and name who come to hotel. The daily tasks that they are faced are deliver and accompany the guests to the hotel room, explain the hotel's facilities and handle the problems. They must do those tasks willingly and friendly.

As mentioned above that front office is a department who responsive to sell (or to rent) the rooms to the guests, the location of front office must be in the place that can be seen easily and reachable by the guests.

Sugiarto (1998) argues that front office has vital function for hotel. Almost all of front office's tasks is related to the guests directly and indirectly. Therefore, front office has very important role for hotel's operational. It is in line with Vallen's (1985, di Sugiarto 1998) statement about front office hotel is.

2.1.1. The Function of Front Office

According to Darsono (1992), the functions of front office staff are:

a. Renting the rooms

This is the main job of a receptionist. A succes receptionist and his/her ability are can be seen by the quantity of rooms which are successfully sold everyday.

b. Serving Hotel Information

Front office is a main information source for the guest and also as the source of room selling, program and facilities marketing including all the services in hotel. There are two service hotel informations, namely service inside hotel and outside hotel.

c. Coordinating Guest Service

Front office is the only department which is as the link between the guest and the other departments which serve them. Not only that function, this department also handle the guest complains and problems. The guest service coordination is applied as the link between the departments in order to solve the guest complains and problems.

d. Arranging Room Statue Report

Room rack or commonly called *dockel* is the most important equipment in front office. The guest data which is saved in room rack must be accurate.

Below are the examples of room statue report.

- Used room
- Cleaned room
- Repaired room
- Changed room
- Broken room / out of order

e. Finishing the payment

If a hotel has a front office cashier, all of the payment that has signed at receptionist desk are paid to the chashier. After the payment is finished, the cashier will ask the key room from the guest. The tasks in guest payment are are:

- Prepare the guest payment

- Arrange the guest account
- Do the check out procedure

f. Serving the telecommunication service

Communication tools such as telephone and facsimile have so important role in hotel developing. The front office staff should be responsive, perceptive, and workmanlike for those communication tools when:

- Connecting internal telephone (as needed)
- Connecting local, interlocal, and international telephone

2.1.2. The organization of Front Office

There are several hotel experts who give information about hotel organization. Even though it is different, the explanation in every books actually has the same principals. The difference is then only on the hotel desire in managing which is various ways. Besides that, it is because the hotel size, small or large hotel.

Based on Darsono (1992), Tarmuzi dan Manurung (2008) front office department which is leaded by a front office manager are divided by several parts, i.e:

a. Front Desk / Reception

This part is directly leaded by a manager or supervisor who is responsible to them directly too.

b. Reservation

This part is responsible to front office manager. Their responsibility is the run of operation and administration in hotel booked.

c. Information

This part also is responsive to the front office manager. Other than that, he/she is expected to give the light to the guest and also to fulfill the brochure and information book.

d. Front Office Cashier

Front office cashier is blended with the reception part or front desk who is expected not only handle the guest welcoming but also handle the payment and information.

e. Telephone Operator

This part is responsive to co-front office manager. He/She has a task to watch out and coordinat all the activity in telephone operator. In addition, she also watch out and be responsible to the hotel operation and administration.

f. Conciengeri

It is the part who takes care of guest luggage, welcoming the guest in front of the hotel door, distributing the incoming letter, sending the outcoming letter and also the guest booked. This part is leaded by a concierge who is responsible to the front office hotel.

2.1.3. Work System

According to Sugiarto (1998) dan Tarmuzi dan Manurung (2006), the sophisticated technology makes hotel operational system has several choices that can be implemented one by one or together. The system implementation is depend on the hotel demand and needed. There are three kinds of technology for taking note in hotel activity, that is:

a. Manual

From the title above, it is clear enough why named by manual. Almost all of hotel activities use manual stationaries (ballpoint, pencil, and book)

b. Semi automatic

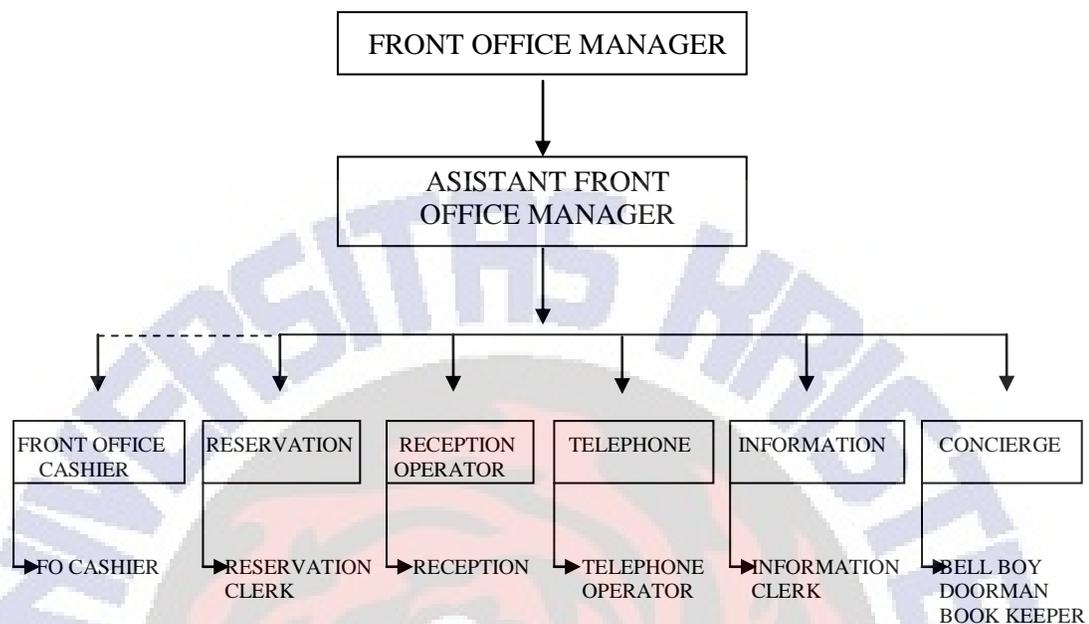
It is the combination between manual and computerize system or other electronic tools. The weakness of this semi automatic system is hard to learn and involutes in operating.

c. Automatic / Computerization

This system called automatic because all guest data entry is done by computer program automatically which has set specificly first to connect one outlet to others.

In order to make the coordination and cooperation from all of departments, a front office is completed with the organization chart. Here is the front office chart according to Darsono (1992).

Figure 1. Front Office Organization Chart



2.2. Receptionist

Sulastiyono (1999) states reception is a department which does the list of all guests who come to hotel. In addition, reception according to Darsono (1992) is a hotel part which is responsible to receive guest when check in and check out. A person who takes this responsibility called receptionist.

2.2.1. The Job Descriptions of a Receptionist

The job descriptions of a receptionist based on Darsono (1992) are:

- a. Greeting to the guest with full of smile, warmly, and politely.

- b. Checking the log book before start to work (if there is a message or instruction to be finished first)
- c. Answering all telephone quickly and warmly.
- d. Giving information sharply and clearly.
- e. Examining all reservations on that day.
- f. Preparing the rooms for the ordinary, VIP, and guest group.
- g. Handling the guest who changes the room.
- h. Handling the guest who check in and check out.
- i. Making daily report.
- j. Handling the key rooms.
- k. Checking the room report.

Moreover, the equipments needed on the receptionist desk based on Tarmoezi and Manurung (2000), are:

- a. Counter (list desk)
- b. Safety deposit box
- c. Key rack (for hotel which uses ordinary key)

Note: for hotel which uses key like a card, key rack is not needed again but a key card machine made in Miwa.

- d. Time and date stamping
- e. Computer
- f. Registration card

- g. Brochure
- h. Receipt
- i. Room rate list
- j. Telephone
- k. Filling cabinet
- l. Calculator and etc.

The time work is divided into two shift as state by Darsono (1992). They are Shift A (07.00 AM – 3.00 PM) and Shift B (3.00 PM – 07.00 AM). One shift with others has a closely relation in doing the job description. The staffs in both shifts has a duty to sell the rooms, whereas on the shift B he/she gets additional task to make house count sheet.

2.2.2. Receptionist's Attitudes and Requierements

As we know that a receptionist is a person who works at the front line of a hotel, he/she must have good attitudes to serve and fulfill the guest need. The attitudes that should be had by a receptionist based on Sujatno (2006) are:

1. Having enterprenour mental

All hotel's staff must have this attitude because what they received is depend on what their effort. There are five basics of enterprenour that should be known well by each hotel staff :

- a. Guest's impact through the works
 - b. Hotel is your business
 - c. Good opinion is the result of a professional work.
 - d. Guest wants the match value
 - e. Guest is the boss
2. Having positive thinking

Positive thinking must be had by not only a receptionist but also everybody. It is because this attitude as the main capital for having enterpenour mental. The common characteristics of positive thinking are:

- a. Having future plan
 - b. Having a desire to learn
 - c. Knowing the goal
 - d. Having self confidence
 - e. Full of willingness
 - f. Always be wary
3. Selling is not telling

As hotel staff, every staff must have full spirit and strong willing to sell all hotel facilities. To gain this goal, they must understand well about:

- a. Faciilities that should be sold.
- b. Understand and can do communication
- c. Understand about the requirement to sell and selling requirements
- d. Know and try to know the guest and costumer

e. Know and aware that all efforts has the ending, that is selling

4. Delevoping self appearence

It also becomes important for a receptionist because the guest at the first will see and pay attention on the hotel staff's appearence, attracted or not.

Thus, they must pay attention more in their appearence. The things that should be aware to develop self appearence are:

- a. Physical appearence, include: self cleaning and healty, tidy, seft threatment, and physical obstacle.
- b. Attitude, include: efisien, attention, respectful, friendly, attractive, mental healthy.

2.3. English for Receptionist

For a receptionist, the ability of english communication is so important because the guests who come to hotel are not only from local area but also come from abroad. According to Zafrialdi (2006), the appropriate language that is used to communicate and serve the guests is formal language. Formal language is a language that is well mannered and place the other speaker (in this case is the guests) in honor position. Motto "Pembeli adalah raja – the buyer is the king" must be implement

seriously when communicating. A friendly and well mannered conversation that they do will give a good impression for the guests.

Based on Zafrialdi (2006), below are some examples of English that used by a receptionist to serve the foreign guest:

- May I have your name sir? *Or* Could I know your name sir?
- How should I spell your name, sir?
- How many rooms would you like to take, sir?
- How long would you like to stay, sir? *Or* How long will you be staying, sir?
- When will you be arriving, sir?
- What time will be arriving, sir?
- How would you like to pay the bill, sir?
- How would you like to settle the bill, sir?
- Would you like to pay in cash or by credit card, sir?
- Would you sign here please?