

# CHAPTER I

## INTRODUCTION

### 1.1. Background

Nowadays, people becoming busier by anykind of activities though it is business, traveling, holiday and many other. Where do they stay if someday they have to go far from home? Hotel is the best place for them to inn. That is why many hotels race by making advertisement to attract customer. Not just making advertisement, hotels race to improving service and adding facilities or even they offered big sale. Those are some trick use to get visitors as much as they could. Imagine if hotel have no those persistence, it will be nothing and just going to stuck.

Front Office is the key of a hotel, because it creates the guest first impression that will lead the guest to stay there or to make up their mind and choose to stay in other hotels. This first impression create by the service of employee, how they treat the guest, how they greet guest, how they act would be deep valued by guest. So professionalism of Front Officer need to be the priority of all.

To have the profesionalism, people who work in the Front Office must have skill of serving guest, this skill is got from education where the people school and what he or she had learned. All the theories which learned will then applied in the working world and develop it. This is why

things like observation, interview, field study becoming so important for student so that student can learn and have some experience before entering the real work.

### **1.2.Purpose**

This observation is done for the aim of :

- One of the requirement to graduate and get professional degree.
- Applying theory which is got during the class especially in office administration and secretary.
- Have some experiences of work.

### **1.3. Advantages**

- Student can apply theories that had been learn during the class room.
- Student know and understand well the situation in the working world.
- Student know difficulties and barriers in the working world.
- Student can learn something new through the experience.

#### **1.4. Company Profile**

Company Name : HOTEL SURYA INDAH

Address : Jl. Diponegoro no. 110 A Salatiga

Exist year : 1982

Employee total : 20

Working Hour :

1. Shift 1 08.00 – 16.00
2. Shift 2 16.00 – 12.00
3. Shift 3 12.00 - 08.00

#### **1.5. Interviewee profile**

The interviewee name is Joko susilo, he is 53 years old, and had been work at Surya Hotel Indah for 23 years.

## **THEORETICAL REVIEW**

### **2.1 Hotel**

Hotel is a building used to inn for the commercial and equip services professionally to the guests (Herdin Manurung, 2001). Similarry (Sri Endar, 1996) describe hotel as a commercial bulding that is managed to provide lodging fasilities to the general public such as acommodation services, services luggage, food and beverage service, used facilities furnishings and ornaments is in it as well as clothes washing services

### **2.2 Hotel Classification:**

Hotel can be differred by : (Heidin Manurung & Trizno Tarmoezi,2004)

#### **a. Hotel Target market**

- Commercial Hotel
- Airport Hotel
- Suite Hotel
- Residential Hotel
- Resort Hotel
- Bed and Breakfast Hotel
- Time-share Hotel
- Casino Hotel
- Conference Center

#### **b. Levels of Service**

- Itangibility of Service
- Quality Assurance :
  - World-class Service
  - Mid Range Service
  - Economy/Limited service.

c. Ownership

- Independent hotel
- Parent company
- Management contract
- Franchise and referral group

## 2.3 Front Office

a. Definition

Before focusing on the Doorman, it is important to understand Front Office because the Doorman is part of the Front Office Department, and the work has to collaborate one another. Front Office Departments is one of the departments in a hotel that is located in front of the gate part of the hotel itself so easily known and in contact guests are operational directly connected with guests. (Oka.A Yoeti,1999)

## b. Strategy of Hotel

The strategy of Front Office is supporting mission of the hotel. Increasing room occupancy percentage. It needs to give the best service in walk in guest so they will make reservation and not walking out to search for another hotel. Developing capability of the Front Officer is the most important strategy to reach targets.

## c. The Front Office divisions :

The Front Office can be divided into (Gabriel Wantah 1998)

- Reservation

Someone in charge in handling reservation and make it to be a guest list according to guest arrival.

- Telephone operator

Handling the internal and external transferring call request.

- Concierge/ uniform service

Responsible to the arrival and departure baggage of the guest.

- Guest relation officer

Someone who has the main job to make sure the contented service. Bellboy/bell man and Doorman/doorgirl are include here.

- Reception

This division hold some responsibility of accepting/rejecting request. Receptionist in charge of receive guest and serve them.

As an Hotel employee, everytime will meet various kind of people. Usually guests wish to be served well and ordered. These are some services wanted by guests : (Oka A. Yoeti, 1999)

- Warm welcoming arrival

Do not let the guests feel ignored without being greet.

- Friendly services

Friendly does not mean to make a long conversation with the guests. Friendly is cared the guest gives them some necessary help, such as caring the baggage, finding a sit and showing refreshing place to the guest which just arrive. Having a good sense humor will be better as long as it is not boring.

- Helpfull service

Guest with various characteristic bear their own problems and wish to be help by the employee of the hotel. This things need to be considered immadiately, if not then will damage the guests.

- Be efficient

Sometimes the services is gave too much, and not to the point whereas the guest is having no much time, remember that guests need to take rest after their own journey or activity. In this case, employee is demanded to serve the point needed immadiately.

- Be profesional

Employee need to know their own responsibilities. Without waiting the instruction he / she can handled all jobs and finish problem well. Impressed guest that the services is adept.

#### **2.4 Doorman**

The Doorman or Doorgirl is under the coordination of the Ministry of the Front Office. They have the main task of opening the door Lobby for guests who will go and who will come out of the hotel. The Doorman should run courtesy and animates his ministry with a vengeance. Every hotel usually has a special procedure welcoming guests for this Doorman.

The Guest Cycle of four phases: (Tarmoezi Trisno & Manurunf Heldin)

- Arrival

Stage where datign to stay. Reception, recording / registration to get into room to be handled by the Doorman. Bellboy, Guest Relation Officer, Receptionist al of which have to do with the attitude of an elegant, accurate, and warm according to the precedure.

- Occupancy during a guest's stay, Front Office serve as an information center for guests who need.
- Departure the final stage of the guest stay, when guests in the process to leave the hotel.

## 2.5 Job List:

These are main jobs of Doorman : (Gabriel Wantah,1998)

- Open and shut the guest door car.

Most of guests arrive at hotel by car, and there is a very limited number of guests who arrive on foot. And as to provide convenience to the guests, the Doorman is responsible for opening car door for the guests and assure that the guest will easily get off from the car.

- Collaborate with bellboy to load or unload baggage.

Inform the guest that he will be taking care of their luggage ask them for any further order and offer further assistance such as to take care of the car parking. Unload the baggage and write down the police number. Confirm the guest the total amount of pieces and if there is any fragile item that needs special care. Do not forget to chain them up together.

- Watch over the traffic around the lobby door.

Make sure that the traffic is well, so the guest will not be confuse.

- To set up transportation (driver or taxi) if needed by the guest.

Listen to the guest order carefully, repeat the information to check accuracy, check the available transportation and confirm booking, prepare transportation debit voucher and

write down the guest name, room number and total amount, ask the guest to sign the voucher.

- Help guest to solve problem in the taxi bill or baggage problem.

#### **2.6 Requirements:** (Oka Yoeti, 1999)

- Neat and interesting

Doorman is the first people who served the guests, make sure that the guest is convenience with the performance.

- Friendly

Greet and welcome the guest warmly, smile to the guest.

- Well mannered

Guests will feel well serviced if the employee showing good manner. Consider when receiving a foreign guests their manner would be different with the company manner.

- Willing to help

Doorman main's job is helping guests, help anything related to the need of guests.