

CHAPTER I

INTRODUCTION

A. Background of The Research

There are many companies in Indonesia with various fields, one of which is a company engaged in accommodation and hospitality. The hospitality industry is one of the important sectors in the economy because the hospitality sector can grow rapidly so it has an important role in the global economy, especially in Indonesia. The more the hospitality industry expands, the more competitors there are.

Hospitality is included in one of the jobs that operate in the field of accommodation and it is a hotel. It can grow rapidly due to the many needs of the surrounding society ranging from the strategic location of hotels because they are close to tourist attractions or close to industrial areas which are usually occupied by domestic and foreign tourists. The more hotels can grow rapidly this certainly makes the hotel feel the need to build brand awareness so that their hotel continue to be recognized by the general public. In addition to establishing brand awareness, they also continue to provide superior facilities that may only be found in certain hotels to give the hotel an advantage over other hotels.

A hotel is a commercially operated lodging establishment that uses all or part of its facility to serve the public with food, beverages, and other amenities. (Wisnawa, 2019: 1). As stated above, the hotel certainly not only focuses on providing lodging but also includes other supporting facilities that can be reached by the general public. The success of a hotel in establishing brand awareness does not escape the many parties who contribute in terms of promoting the hotel, especially in the sales and marketing departments. In addition to promotion, the hotel can also establish brand awareness by providing good and impressive service to guests. This is of course being carried out by a front desk agent.

A front desk agent can help to establish brand awareness and create a better image of the hotel which can make the hotel outstanding and able to attract guests to stay at the hotel. One of the most important parts of a hotel that functions as a room reseller is the front office department. The first and last thing guests will see about a hotel is the front desk agent, which is a reflection of the quality of the hotel. The availability, responsiveness, precision, and ability of each worker at the front desk are crucial (Wisnawa, 2019: 1). As the statement above, it can be summarized a front desk agent can develop brand awareness and create a better image of the hotel because they are the people who are at the front line of the hotel.

Grande Valore Hotel is one of the hotels that is strategically located because it is in the industrial area. Therefore, international visitors or international employees can easily find this hotel. In addition, this hotel also

has several excellent facilities that can make visitors feel comfortable staying at Grande Valore Hotel.

The research was conducted during an internship at the hotel for a period of three months starting in February to May. The writer aims to find out more about the work that is the responsibility of a front desk agent and learn more deeply about how the work system in the field of hotels particularly in the front office department. Therefore, the writer reports this scientific paper after completing observations during the internship at the Grande Valore Hotel which is entitled, **“FRONT DESK AGENT RESPONSIBILITY AT GRANDE VALORE HOTEL”**.

B. The Question and Scope of The Research

Based on the background that the writer has described above, this scientific paper aims to answer the research question, namely:

1. What are the responsibilities of a front desk agent internship at Grande Valore Hotel?
2. What are the obstacles when becoming a front desk agent intern at Grande Valore Hotel?
3. How to solve these obstacles during an internship as a front desk agent at Grande Valore Hotel?

The scope of the research is to elaborate responsibilities of the front desk agent at Grande Valore Hotel. It was conducted based on what the writer has done as an intern. Then the writer will explain the main responsibilities, obstacles, and problem-solving of a front desk agent at Grande Valore Hotel.

C. The Objective and Significance of The Research

The objective of the research is an answer to the question of the research:

1. To know the responsibilities of a front desk agent at Grande Valore Hotel.
2. To describe the obstacles as a front desk agent at Grande Valore Hotel.
3. To find the strategy to solve the obstacles as a front desk agent at Grande Valore Hotel.

The significance of this research in aspects of theory aims as a requirement for completing the Diploma study program at STBA JIA for the writer. In addition, this research can be a reference for readers and for STBA JIA students about how English becomes an important role in the workplace, particularly in the field of hospitality. As for the Grande Valore Hotel, this research is intended to be a reference to bring better improvements to the quality of service at the hotel.

Besides that, there is also the significance of research in aspects of practice for this writer to gain knowledge about the hospitality industry and also implement English in the workplace. As for the readers and STBA JIA students, it can be useful as an overview of the duties and responsibilities of a front desk agent in a hotel and the implementation of English in the hospitality industry. In addition, hopefully, this scientific paper can be considered to further improve the quality of performance of a front desk agent at the hotel.

D. The Operational Definition

1. Hotel

A hotel is a building that consists of many rooms of various types. The hotel is also an accommodation for local and interlocal guests as a provider of accommodation services, food, and drinks. The hotel also has other complementary facilities such as a swimming pool, gym, library, and kids playground, as well as providing other services for the general public such as meeting rooms, etc.

2. Front Desk Agent

A person who has an important role and becomes the center of information in the hotel. A front desk agent stands in the lobby, where they will directly face guests and become an intermediary between all departments to determine the hotel's reputation. In addition, a front desk agent has responsibilities including greeting guests, receiving guest complaints, and assisting guests during the reservation, check-in, and check-out process.

3. Responsibility

Responsibility is an obligation or thing that a person must do towards a certain task or role and accept the consequences of things or their treatments and actions. In some contexts, responsibility is an ability where a person acts correctly and reliably and is concerned about the impact of their actions on themselves others, and even the surrounding environment.

E. Research Methodology

(Creswell & Creswell, 2018: 287) defined that qualitative approaches use different designs and different stages of data processing, including text and image data. Qualitative research proposals and studies should include a methods section that discusses the following topics namely, the purpose of the study, the specific design proposed, the role of the intentional researcher in the study, data from a variety of evolving sources, protocols used to capture data, data analysis through different stages of analysis, and methods to document the methodological integrity, accuracy, or validity of the data collected.

In this scientific paper, the writer will use a qualitative research method because the writer will write the data by elaborating on the data. The data that will be elaborated on are the results of research conducted using observation techniques during the time as a front desk agent. As well as documentation as a supporting appendix of the data that has been taken during the three-month internship process at the Grande Valore Hotel.

F. The Systematization of The Paper

The following is a systematic writing that is made to make it easier for the writer to understand the contents of this scientific paper. The writer has divided it into five chapters. The purpose is to make it more organized, and clear for readers to read:

Chapter I is the introduction. This chapter contains a few parts. There will be the background of the research, the scope of the problem, the question of the research, the objective of the research, the significance of the research, the operational definition, the research methodology, and the systematization of the paper.

Chapter II will be a theoretical description. This chapter describes the definition of the hotel, the front desk agent, and the responsibility of the front desk agent. Then this chapter also will consist of relevant research.

Chapter III is the company profile. This chapter explains the profile and organizational structure of the Grande Valore Hotel. Besides that, it will explain the procedure and work flame at the Hotel.

Chapter IV will report on observation findings. This chapter will show the data description. In addition, this chapter explains the observation results, obstacles, and problem-solving.

Chapter V consists of the conclusion and suggestion. This chapter explains the conclusion of the discussion. Therefore, there will be suggestions for the research.