

CHAPTER I

INTRODUCTION

A. The Background of the Research

In this modern era, English is increasingly widespread in the world, especially Indonesia. There are still a lot of statements that say English is an International Language. It is hard to deny that we cannot avoid the chasing of technology. Unfortunately, technologies are always evolving and most of all are using English.

A desire to learn English is getting higher and always will be. Absolutely, this would increase the entrepreneur expectations. The higher the demand, the more opportunities to provide and open English Courses. In fact, we are easily to find and decide, where and how we learn English. Some people decided to take English Courses for their learning intermediary. They prefer to using face to face methods with teacher in the class in order to reach the best way to learn English.

Many courses nowadays is probably felt by a few people and think that this may be a difficult things due to a lot of choices they got. A lot of new English courses who already starts their carrier are usually located in a small house in every area. Most of English courses provide many kind of program to learn English quickly. However, these should be supported by a good hospitality.

Giving a good hospitality would give big opportunities to be chosen. In this case, surely a customer will decide which courses is the most appropriate with their needs. A good hospitality must gives a detail information about how to make it worth. Definitely, these things require a related skill to their informant – someone who give the information. After all, the customer will know the quality of the english course itself based on how the informant gives the information.

This informant often known as a front desk office. Their job description surely is giving information what customer need on the whole. Indirectly, first impression from the cutomer to english course depend on that front desk office itself. Besides providing an hospitalities and being an informant, front desk officer also have a role of administration.

Based on the background descriptions above, the writer focused the research on front desk office department. Therefore, the writer conducted this research by becoming internship staff as front desk officer at Cambridge School of English for six months. With all of skills and experiences that the writer got, the writer conducted research titled “The Job Description of Front Desk Office at Cambridge School of English Bekasi”

B. Research Questions and Scope

Generally, to understand everyone's characters is not an easy thing. The front desk officer will find so many kind of people with their own characters and personalities. Being front desk officer surely needs an intense mentality. In a few cases, the writer already found the formulation of the obstacles that will be explained as below:

1. Research Questions

- a. What are the job description done by the writer as a front desk officer at Cambridge School of English?
- b. What are the obstacles faced by the writer at front desk office department in Cambridge School of English?
- c. What are the solutions found by the writer to solve the obstacles at Cambridge School of English?

2. The Scope of the Research

Commonly, there are lot of job description's front desk officer. In this paper, the writer will focus on front desk office's job as informant and administrator in order to make shorter and detail what the main job of the writer during the internship at Cambridge School of English is.

C. The Objectives and the Significances of the Research

1. Objectives

Based on the material above, the objectives of the research are described as follows:

- a. To find the job descriptions done by the writer as a front desk officer at Cambridge School of English.
- b. To find out the obstacles faced by the writer as front desk officer at Cambridge School of English.
- c. To find the solutions got by the writer as front desk officer at Cambridge School of English.

2. Significances

In addition to the main aim of the writer to fulfill the final task of the Diploma program in STBA JIA, the writer also hopes that this paper is useful for fellow front desk officers. In short, readers are expected to understand and know how the front desk office is going. Also, the readers are expected to understand some of the problems and solutions that the writer has written and researched.

Most of people might think that front desk office is one of the very common jobs sought at this moment, hopefully this paper can enhance more insight, enthusiasm, and reference for job seeker that interested in front desk office department.

D. The Operational Definition

1. Cambridge School of English

Cambridge School of English which is CSE stands for, is an english course in Jakarta and Bekasi. Based on company profile, it has 5 branches office, which located in:

- a. Pamulang, Jl. Raya Pamulang E-6. South Tangerang
- b. Agus Salim, Jl. Agus Salim, 183. Bekasi
- c. Pondok Gede, Jl. Raya Hankam, 27. Bekasi
- d. Taman Wisma Asri, Jl. Perjuangan K-8. Bekasi.
- e. Pondok Kelapa, Jl. Raya Kalimalang A-21 Pondok Kelapa Indah, East Jakarta.

2. Front Desk Office

Front desk office is a department who is in charge for customer at the first time they come to the office. Front desk officer needs an ability to serve and respond customer's request. It directly appears customer's first and last impression about the office. Generally, two of its job descriptions is as an informant and administrator.

a. Informant

A customer who come to the office, surely need some informations. Becoming an informant is the main job of front desk office.

b. Administrator

One of job description from front desk officer is administrator. They organise start from handling income and expenditure. From income and expenditure, administrator need to make some report daily, weekly, monthly, and even annual.

E. Research Methodology

In this research, all of the data should be supported by the actual and accurate data. The writer used some methods below:

1. Observation

The writer is directly retrieve the data by working as an internship staff at Cambridge School of English branch office at Taman Wisma Asri Bekasi. Start from 8 am – 2.30 pm every Monday to Saturday, the writer is placed in front desk office department for six months.

2. Interview

The writer also took an interview method in order to reach the data needed by the writer to prepare this paper research. The related people are Mrs. Rindi Arie Khadafi as a fellow front desk officer and Mrs. Tri Rini H as a branch coordinator.

F. The Systematization of the Research

To make it easier to understand, the writer make an outline systematically as below:

1. **Chapter I** : In this chapter, the writer explained about the background of the research, research question and scope, the objectives and the significances of the research, the operational definition, research methodology, and the systematization of the research.
2. **Chapter II** : In this chapter, the writer explained about concept of description about English Course, front desk office, informant, administrator and relevance research.
3. **Chapter III** : In this chapter, the writer illustrated about company history, organization structural, procedure and work frame of the company.
4. **Chapter IV** : In this chapter, the writer clarified about data description, observation obstacles, and problem solving of the research.
5. **Chapter V** : In this chapter, the writer made clear about conclusion and suggestions of this paper.