

TABLE OF CONTENTS

| | |
|---|------|
| Abstrak | ii |
| Abstract | iii |
| Intellectual Property Statement Form | iv |
| The Approval Sheet | v |
| The Improvement Sheet | vi |
| Motto and Dedication | vii |
| Acknowledgements | viii |
| Table of Content | x |
| List of Figures | xi |
| CHAPTER I INTRODUCTION | |
| A. The Background of the Research | 1 |
| B. Research Questions and Scope | 2 |
| C. The Objectives and the Significances of the Research | 2 |
| D. The Operational Definition | 3 |
| E. Research Methodology | 3 |
| F. The Systematization of the Research | 4 |
| CHAPTER II THEORITICAL DESCRIPTION | |
| A. The Definition of Hotel | 5 |
| B. Types of Hotel | 6 |
| C. Hotel Management | 13 |
| D. Hotel Marketing Management | 14 |

| | |
|----------------------------|----|
| E. Hotel Departments | 16 |
|----------------------------|----|

| | |
|-----------------------------|----|
| F. Relevance Research | 28 |
|-----------------------------|----|

CHAPTER III COMPANY PROFILE

| | |
|--------------------------|----|
| A. Company History | 29 |
|--------------------------|----|

| | |
|---------------------------------|----|
| B. Organization Structure | 31 |
|---------------------------------|----|

| | |
|-----------------------------------|----|
| C. Procedure and Work Frame | 32 |
|-----------------------------------|----|

| | |
|--|----|
| D. Job Description of Concierge in Antero Jababeka Hotel by Prasanthi | 34 |
|--|----|

CHAPTER IV REPORT OF OBSERVATION FINDINGS

| | |
|------------------------------------|----|
| A. Background of Observation | 36 |
|------------------------------------|----|

| | |
|--|----|
| B. Problem Identification and Solution | 36 |
|--|----|

| | |
|---------------------------------|----|
| C. Purpose of Observation | 40 |
|---------------------------------|----|

| | |
|-----------------------------|----|
| D. Use of Observation | 41 |
|-----------------------------|----|

CHAPTER V CONCLUSION AND SUGGESTION

| | |
|---------------------|----|
| A. Conclusion | 43 |
|---------------------|----|

| | |
|---------------------|----|
| B. Suggestion | 44 |
|---------------------|----|

BIBLIOGRAPHY

APPENDICES