

**JOB DESCRIPTION OF TELEPHONE OPERATOR IN  
FRONT OFFICE DEPARTMENT AT HORISON  
ULTIMA HOTEL BEKASI**

**A PAPER**

This scientific paper is submitted to the School of Foreign Language – JIA to fulfill one of requirements for taking Diploma III program



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# **THE IMPROVEMENT SHEET**

## **JOB DESCRIPTION OF TELEPHONE OPERATOR IN FRONT OFFICE DEPARTMENT AT HORISON ULTIMA HOTEL BEKASI**

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## **MOTTO AND DEDICATION**

### **MOTTO :**

“Work hard, be humble, kind, and thoughtful about others around us.”

“Obstacles are what you see when you take your eyes off the goal.”

### **DEDICATION :**

This paper is dedicated to my late father and grandfather, my grandmother, my beloved big family, and my friends.

***JOB DESCRIPTION OF TELEPHONE OPERATOR IN FRONT OFFICE  
DEPARTMENT AT HORISON ULTIMA HOTEL BEKASI***

**NETHANIA RUTH VALDIVIA SIMANJUNTAK**

***ABSTRACT***

The paper is aimed to know how the work system and the job description of telephone operator at Horison Ultima Hotel Bekasi which located at KH. Noer Ali street, Kayuringin Jaya, Bekasi. In this research, the writer has directly observed on each job in front office department such as telephone operator staff. This research starts from 29th January 2018 to 29th March 2018. The techniques of getting data are : (1) observation directly on the field, (2) determining how telephone operator's jobs, (3) descriptiong the data. The method of the research is qualitative descriptive by observing what each job do during 2 months. The writer faced ten obstacles, they are : (1) Obstacles the writer faced is nervous and afraid when it came to speak or to serve incoming and outgoing call. (2) Answering the telephone from guest and the writer don't know the information. (3) Guest complained that they didn't hear the wake-up call setting. (4) Caller did not give a purpose for calling. (5) Hard to remember telephone numbers from staff, company, government etc. (6) Inputing incomplete guest data on registration form. (7) Miscommunication and problem between departments toward operator. (8) Fill guest comment but the guest don't give enough reason. (9) Asking occupancy hotel to another hotel in the region. (10) Joining kids activity, although on that day it was their day off.

Key words : job description, hotel, telephone operator

**DESKRIPSI PEKERJAAN TELEPON OPERATOR DI BAGIAN  
DEPARTEMEN FRONT OFFICE DI HOTEL HORIZON ULTIMA BEKASI**

**NETHANIA RUTH VALDIVIA SIMANJUNTAK**

**ABSTRAK**

*Penelitian ini bertujuan untuk mengetahui bagaimana cara kerja dan pekerjaan apa saja yang dilakukan oleh staf operator telepon di Hotel Horizon Ultima Bekasi yang ber-alamat di Jalan KH. Noer Ali, Kayuringin Jaya, Bekasi. Dalam penelitian ini penulis meneliti tentang pekerjaan yang dikerjakan oleh staf operator telepon. Penelitian ini dimulai sejak 29 Januari 2018 sampai dengan 29 Maret 2018. Teknik pengumpulan data adalah: (1) meneliti langsung ke lapangan, (2) meneliti apa saja pekerjaan sebagai seorang staff telepon operator, (3) mendeskripsikan hasil kerja. Metode penelitian ini adalah metode kualitatif dengan cara mengamati pekerjaan yang dilakukan selama 2 bulan. Penulis menemukan sepuluh masalah, mereka adalah : (1) Kendala yang dihadapi penulis adalah gugup dan takut saat berbicara atau memberikan layanan panggilan masuk dan keluar. (2) Hambatan yang dihadapi penulis adalah menjawab telepon dari tamu dan tidak tahu keterangan yang akan diberikan. (3) Adanya keluhan tamu merasa tidak mendengar pengaturan wake-up call. (4) Menghadapi tamu yang tidak memberikan alasan mengapa bertelepon. (5) Adanya kendala untuk mengingat semua nomor telepon dari staf hotel, perusahaan, dan pemerintahan. (6) Melengkapi data tamu yang tidak lengkap di daftar formulir. (7) Adanya kesalahpahaman dalam komunikasi antara departemen yang lain dengan telepon operator. (8) Mengisi komentar dari tamu tetapi tamu tidak memberikan alasan yang jelas. (9) Membuat dan menanyakan occupancy hotel dari hotel lain. (10) Mengikuti aktivitas anak-anak, meskipun saat hari libur.*

*Kata kunci : deskripsi kerja, hotel, telepon operator*

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This paper writing is to fulfil one of requirements for taking diploma program (D3) of English Department of School of Foreign Languages JIA. In this paper, the writer explains about the job description as telephone operator of Horison Ultima Hotel Bekasi.

During the research, the writer uncounted a lot of hardship and difficulties both finding the data and arranging it into an accepted scientific paper. Therefore, the writer would like to take this opportunity to express her thankfulness to all the following people who have advised and supported data and information to finish this paper, especially to :

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9. Last but not least, she also gives his deep gratefulness to some others who can not be mentioned for their concerns.

Finally, the writer hopes this paper will be useful especially for her and generally for everyone who reads it.

Bekasi, 13 August 2018

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# CHAPTER I

## INTRODUCTION

### A. Background of the Research

Information technology has become a part of everyday life for most people in modern society. The increasing use of information technology is changing the way of industries do business. It presents a great possibility for industries to sell and market their services online. The development from it also had a major impact on the tourism industry.

Tourism is one of the largest and fastest growing industries in the world. For a decade tourism has been a major contributor to increase economic activity throughout the world. It has created jobs in both large and small communities. Clearly, tourism activities cover a variety of sectors, including attractions, travel trade, transport, and accomodation.

Accommodation is the fundamental element of the tourism product, not only is it the largest and most ubiquitous sub-sector within the tourism economy. It is generally the case that accommodation facilities are provided, usually on a commercial basis (although private tourism facilities, including second homes, timeshare and visiting friends and relatives, represent an important sub-sector of tourist accomodation) which usually called a hotel.

Hotel is a service industry that offers guests a full range of accommodation, food and beverage and other services to the visitors. A

hotel must be able to give a good service and hospitality to tourists as its guests. In order to make the guests feel comfortable and satisfied by the services, it needs corporation from every departments.

Departments that involved are front office department, food and beverages department, sales and marketing department, accounting, purchasing, house keeping department, laundry department, engineering, security, and human resources department. Each of those departments has an important role in hotel industry. The most important department is Front Office Department.

Front Office Department interacts with the guests directly, starting with check in or registration process and assigning rooms to the the guest, until departure. It is a vital part of the hotel operations because it creates the guest's first impression. Front Office staffs that included are concierge, cashier, reception, reservation, and telephone operator.

Telephone Operator is a link between the prospective guests and the hotel itself who represents the hotel. The operator has to communicate or speak clearly, distinctly, with a friendly and courteous tone as represents the competency of the hotel in the market while speaking with the customers. When the customers call the hotel, the call first arrives at the telephone operator.

Based on background of the research above, the writer interested doing the research about Telephone Operator. The writer also had to do the job training as a telephone operator staff at Horison Ultima Hotel Bekasi to

know the system there. Therefore, the writer really interested in choosing the title of this scientific paper as *“The Job Description of Telephone Operator in Front Office Department at Horison Ultima Hotel Bekasi”*.

## **B. Research questions and Scope**

### **1. The research question**

Tourism has been an effective mean of developing socio and economic aspects in the destination areas from country to country. All countries, more or less, have historic and cultural resources, natural beauties and local traditions, and these resources have been a success to attract domestic and international visitor to particular places. Tourism, in a broad sense, is dependent on the quality and quantity of accommodation facilities available. It is a very vital factor of tourism development. Based on the background of the research, the writer purposes some questions of the research, as follow :

- (1) What are the obstacles faced by the writer at Telephone Operator staff in Horison Ultima Hotel Bekasi?
- (2) What are the solutions found by the writer to solve the obstacles at Horison Ultima Hotel Bekasi?

### **2. The Scope of the Research**

In this study, the limitation of the problem used is to discuss and focuses only in Telephone Operator performs at Horison Ultima Hotel Bekasi. This is due to the fact that to gain broader insights and perspective aswell as deeper insigth about the problem, focus should be

more concentrated rights to the points of object. There are many aspects or main points of Horison Ultima Hotel Bekasi especially in Front Office Department to discuss the Job Description of Telephone Operator.

## **C. The Objectives and Significances of the Research**

### **1. The Objectives of the Research**

Based on the problem of the research mentioned above, the objectives of the research are described as follows.

- i) To identify the obstacles faced by the writer at Telephone Operator staff in Horison Ultima Hotel Bekasi.
- ii) To find the solutions to solve the obstacles at Telephone Operator staff in Horison Ultima Hotel Bekasi.

### **2. The Significances of the Research**

Practically, the writer has to write a paper to full fill his final task in D3 program in English Department at STBA-JIA. The writer could evaluate how much is in importance of Front Office staff in Horison Ultima Hotel Bekasi.

Theoritically, it is expected the readers are able to increase the knowledge, experience, and as a reference for readers to know the roles about of Front Office Department, especially in Telephone Operator Section.

#### **D. The operational definition**

##### 1. Hotel

Hotel is a commercial building to provide lodging services and facilities for public such as lodging, luggage, food and beverage, and laundry.

##### 2. Front Office

Front office department directly meets the guests when the first time guests come to the hotel. The staff receives the guests, handles their requests, and gives the first impression about the hotel into their minds.

##### 3. Telephone Operator

In the hotel, the telephone is the key to support the business. Therefore, the handling of communication systems and services at the hotel is done by a special section known as a telephone operator. A telephone operator must be able to uphold the image of the company and contribute in improving the hotel image with a telephone conversation.

#### **D. Research Methodology**

Research methods are the tools used to gather empirical data. Data and information needed for this research work will be collected with the help of the qualitative research method. Qualitative research method is a qualitative approach of the survey. Interview, text analysis, observation and case study are some examples of the qualitative research method. In order to make this paperwork obtained a good results, the author used the method in two steps:

## **1. Field research**

This method is a direct study in a field work practice (PKL) for three months from January-April in Front Office Department. As a trainee, the writer get a quota of five working days and one day off with the morning shift at 07.00 - 15.00 WIB, and the middle shift at 11.00 - 19.00 WIB. The author made observations in the field by observing all activities from employees in telephone operator section at Horison Ultima Hotel Bekasi as well as practicing itself in the hotel. This is done to obtain information and data required in the preparation of this paper.

## **2. Library research**

Research conducted through the literature by reading and studying scientific books and collect data from other written materials that have to do with the issues to be discussed.

## **E. The Systematization of the Research**

The systematization of the research means to present the research well edited composition. This research is divided into five chapters as follow:

Chapter I: Introduction explains about 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, operational definitions and the systematization of the paper.



Chapter II: Theoretical description consists of the definition of hotel, hotel organization, the definition of front office department, the definition of telephone operator, roles of operator telephone, telephone call procedures and the relevance research.

Chapter III: Company profile consists of company history, organizational structure, and procedure work frame.

Chapter IV: Report of Observation Findings consists of data description, observation obstacles and problem solving.

Chapter V: Conclusion and Suggestion are drawn and proposed because they are deemed necessary according to the problems faced.

## CHAPTER II

### THEORITICAL DESCRIPTION

#### A. Definition of Hotel

Hotel is a part of the hospitality sector and as such are major essential components of tourism. It is a place that offers its facilities and services for sale. The services can vary from one to various combinations that can all be thought of as a part of the total market concept of the hotel.

Soenarno (2006:11) in *Front Office Management*, provides a clear definition of a hotel according to Medlik S: It is the basic function of the hotel, which make it quite distinct from other types of business, and which its other functions are supplementary. Where others provide accomodation, meals and refreshments for those away from home – such as hospitals or boarding schools, or hostels, their primary purpose – whether treatment or education or something else – is different.

According to Tarmoezi and Manurung (2007:1) in *Manajemen Front Office Hotel* stated that hotel is a building that provides the rooms with the supporting facilities such as the food and beverage. Base on the definition, hotel is not only sells the room but hotel is one of accomodation that sell the other facilities.

Bagyono (2016:1) in his book *Teori dan Praktik: Hotel Front Office* explained that hotel business has special characteristics that is a cross between a business selling tangible product such as hotel rooms, food and

drinks with business selling service (intangible product) such as hospitality, courtesy, dexterity, speed, ease and other to achieve success the business manager should always improve the quality of product and presenting services in a balanced way.

Agus Sulastiyono (2010:3) in his book entitled *Teknik dan Prosedur Divisi Kamar Pada Bidang Hotel* explain that the definition of the hotel according to the Decree of the Minister of Tourism, Post and Telecommunications No. KM 37/PW.340/MPPT-86 is Hotel is a type of accommodation that use some or all of the building to provide accommodation, food and beverages as well as other supporting services to the public which are managed commercially.

Ni Wayan Suwithi (2008: 44) in *Akomodasi Perhotelan*, according to The American Hotel and Motel Association (AHMA) as quoted by Steadmon and Kasavana explain the definition of a hotel is an establishment whose primary business is providing lodging facilities for the general public and which furnishes one or more of the following services: food and beverage service, room attendant service, uniformed service, laundering of linens and use of furniture and fixtures.

From some of definitions above, it can be concluded that the hotel is a type of accommodation that is managed commercially, provided lodging services, food and beverage and other services to the public by adjusting the development needs and technology.

## **1. Hotel facilities**

According to Agus Sulastiyono (2010:3-4) in his book entitled *Teknik dan Prosedur Divisi Kamar Pada Bidang Hotel* said that the hotel is an integral part of the tourism business which can be regarded as a business accommodation commercialized by providing the following facilities:

- a) Bedroom (guestroom).
- b) Food and Drink.
- c) Support services include:
  - Recreation areas.
  - Sports facilities, dobi (laundry)

Nowadays in Indonesia hotels are flourishing and growing rapidly with various types and classes are spread across tourism destinations. The hotel is a business management services which is very complex and all its facilities are provided almost 24 hours. Hotels and accommodation are managed and provided to support the activities of the tourists who visit the area attractions.

## **2. Hotel classification**

According to Agus Sulastiyono (2010:3) in his book entitled *Teknik dan Prosedur Divisi Kamar Pada Bidang Hotel* said that to be able to provide information for the tourists or guests who will stay at the hotel about the standard of the facilities owned by each type and the type of

hotel, as set by the Department of Tourism, Post and Telecommunications (now the Department of Culture and Tourism) through the Directorate General of Tourism issued a of hotel business and classification based on:

- Large / small hotel or a number of guest rooms;
- The hotel's location and facilities;
- Equipments;
- The level of education of employees and so on.

With these rules then there is a five-star hotel classification (star hotels 1 to 5) and unclassified hotel (so-called jasmine hotel). Look the increasing flow of tourists both the domestic or foreign tourists who visit the areas tourist destination. So, the quantity and the quality are needed to be improved hospitality business by providing the best possible service.

### **3. Characteristics of accommodation**

According to, Agus Sulastiyono (2010:4) in his book entitled *Teknik dan Prosedur Divisi Kamar Pada Bidang Hotel* said that the hotel is one form of business accommodation, based on the understanding of commercially managed hotel, the hotel in conducting their business activities:

- a) Rental of rooms;
- b) Sales of food and beverages;
- c) The provision of support services for commercial purposes.

The goal of every hotel business is to look for profit by renting out facilities and or sell services to its guests.

#### **4. Types and Facilities Standard Guest Room**

Each building type and facilities the hotel has standard rooms that aren't much different. As what Agus Sulastiyono (2010:4) said in his book entitled *Teknik dan Prosedur Divisi Kamar Pada Bidang Hotel* that as for the kinds of rooms at basically can be divided into:

- a) Single Rooms are equipped with a single-sized.
- b) Twin Rooms are equipped with two beds and each bed single size (size for one person).
- c) Double Rooms are equipped with a double bed size (size for two people).
- d) Double-double rooms are equipped with two beds and each bed double size (for two people).

#### **5. Type of Hotel**

Type of hotel are classified by physical positioning in relation to the customers in the area and to their tangible locale. According to Soenarno (2006:13-30) in his book *Front Office Managment* hotel divided into six types based on location, area, length of guest stay, class and plan, size.

##### **a. Type of hotel based on location**

- 1) City hotel

City hotel is a hotel located in a big city. Most of the guests coming for business, meeting and seminar wear formal uniform.

2) Resort hotel

Resort hotel is a hotel located near tourism attractions. Most of resort hotel are far from city but near with recreation area or tourism object. The hotel guests come to resort hotel for travelling. The examples of resort hotel are Beach hotel, Mountain hotel, Lake hotel, Ravine hotel, Cliff hotel, Forest hotel, Amusement Park hotel and Riverside hotel.

**b. Type of hotel based on area**

1) Downtown hotel

Downtown hotel is a hotel located in central city, far from resident but near office, mall, plaza, and shopping centre. The guests are usually businessmen, employee and merchant. The rate is relatively high.

2) Suburban hotel

Suburban hotel is a hotel located in residential area of a town away from centre. The hotel situation is not quite noisy. The rate is relatively medium. Most of the guests come to attend meeting and training.

3) Country hotel

Country hotel is a hotel located in the countryside, far from city crowded and air pollution. Most of the guests come for refreshing. The rate is relatively low.

4) Airport hotel

Airport hotel is a hotel located near airport. Most of the guests stay for a short period or just for transit. There is a guest called "Stranded Passengers" (a passenger who cannot continue his trip because of problem in the plane).

5) Motel

Motel is the abbreviation of Motor Hotel. Motel having moderate building is located in the side of toll road. The guest vehicle can be parked in front of his room. Most of the guests only stay for one night. Motel does not provide breakfast. For them having a long journey, motel is an alternative for having a rest.

6) Inn

Inn is a small hotel and located in countryside. Inn provides moderate accommodation and meals, not like restaurant in common hotel. Most of the guests are retailer and family. Some people see inn as a combination between Suburban and Country hotel.



**c. Type of hotel based on length of guest stay**

1) Transient hotel

Type of hotel in which the guests stay only for one night or short time.

2) Residential hotel

Type of hotel in which the guests stay for a long period, approximately for a month, or a year.

3) Semi residential hotel

Type of hotel in which the guests stay for more than one night, approximately for two-three days, or a week.

**d. Type of hotel based on class**

Every hotel has a class commonly called star. In Indonesia, the classes for hotels whether resort or city hotel are:

1) Five-star hotel

2) Four-star hotel

3) Three-star hotel

4) Two-star hotel

5) One-star hotel

6) Hotel melati tiga

7) Hotel melati dua

8) Hotel melati satu

**e. Type of hotel based on plan**

1) Full American Plan (FAP)

Full American Plan is also called Full Board. The hotel rate includes accommodation and three meals (breakfast, lunch and dinner).

2) Modified American Plan

The hotel rate includes accommodation and two meals (breakfast and lunch or dinner).

3) Continental Plan

The hotel rate includes accommodation and a meal (breakfast). This plan is also called B&B (Bed and Breakfast).

4) European Plan

The hotel rate includes room only.

**f. Type of hotel based on size**

Hotel classification by size can be determined based on the number of rooms that available. Hotel size is classified into small, average, above average, and large hotel.

In Indonesia, the type of hotel based on size is classified into:

1) Small hotel

Number of rooms available less than 50 rooms.

2) Average hotel

Number of rooms provided between 50-100 rooms.

3) Above average hotel

Number of rooms provided by more than 100 rooms but less than 300 rooms.

4) Large hotel

Number of rooms can consist 300 and more rooms.

In international, the type of hotel based on size is classified into:

1) Small hotel

Number of rooms available less than 70 rooms.

2) Average hotel

Number of rooms provided between 70-200 rooms.

3) Above average hotel

Number of rooms provided by more than 200 rooms but less than 400 rooms.

4) Large hotel

Number of rooms can consist 400 and more rooms.

## **B. Hotel Departments**

For the operational activities, a hotel has many departments. Each department has its own duties. As stated by Murray (2013:84-87) in *Introduction to Hospitality*, the main departments of the hotel are :

### **a. Engineering**

Engineering department is responsible for maintaining the physical plant of the hotel such as electricity, plumbing, air

conditioning, heating and elevator systems; and for overseeing all mechanical and technical conditions of the hotel.

**b. Security**

Security department is responsible for implementing procedures which aim at protecting the safety and security of hotel guests, visitors, hotel employees and the hotel itself.

**c. Human Resources**

Human resources (personnel and training) department is responsible for hiring, orientation, training, wages and benefit administration, labour relations, employee relations, and staff development.

**d. Food and Beverage**

Food and beverage (F&B) department provides food and beverage services to the hotel guests and visitors through a variety of outlets and facilities/services, include lounge, bar, coffee shop, restaurants, banquet service, room service (also called in-room dining) and cake shop.

**e. Sales and Marketing**

The main functions of the sales and marketing department involve generating new businesses for the hotel, coordinating advertising, as well as sales promotions and public relations activities aiming at enhancing the hotel's image.

**f. Accounts**

This department is responsible for monitoring all of the financial activities of a hotel, including overseeing accounts receivable, accounts payable, payroll, cost control systems of the hotel, etc.

**g. Room division**

'Rooms' as the core products of a hotel business are managed by the department of 'rooms division'. Organisation of the rooms division, it has been mentioned that rooms division usually comprises two major departments – front office and housekeeping. Organisation of the room division, can be seen that three more sub-units: reservations, telephone and uniformed service are put under rooms division.

**1. Definition of Front Office Department**

Hotel has several departments that have duties and responsibilities of each. Each department relate to each other and work together to achieve their main goal in achieving guest satisfaction and profits for the hotel. One department is located on the hotel is front office department. The existence of front office department is indispensable existence to support the operations of a hotel.

Bagyono (2016:21) in his book *Teori dan Praktik Hotel Front Office*, explained that the front office is a department at the hotel that is located on the front. Their position not so far from front of door or lobby hotel. This area is the busiest place in the hotel. With it its location in

the front, front office department including the most easily searched and viewed by guests.

Tarmoezi and Manurung (2007:18) in *Professional Hotel Front Liner*, stated that front office is a department that is responsible for the sale of hotel rooms systematically from the reservation until giving the room to the guests and providing information services for the guests during their stay in the hotel.

As stated by Soenarno (2006:2) in his book entitled *Front Office Management*, said that front office itself is the department that handles guests who will use the room, start from the reservation, welcoming guests (receptionist), guests arrive (check-in) until the guests left the hotel (check out).

Based on the explanation above, front office is the department which has responsibility to sell rooms starting from reservation, registration, and then giving the room key to the guest. Front office department reflects the whole hotel from the first impression of the guest when they arrived. The important point is the first impression given to the guest, when the guests are greeted and check-in at front desk to the last impression when the guest check-out and the guest leave the hotel.

## **2. Role of Front Office Department**

The role and the main functions of the front office section besides selling (in terms of rents) in guest rooms that have responsibility for

determinants the hotel image. As what Bagyono (2016: 21) said in his book entitled *Teori dan Praktik Hotel Front Office* that the front office total has some important functions in the administration of the overall hotel. The function includes:

- a) Sell the room (reservation, check-in and check-out).
- b) Handle product or service information and general information outside.
- c) Coordinate guest services (coordinator of another department in the hotel).
- d) Report the status of the room (room status can be updated manually or computerize).
- e) Record the payment guest (guest bill, folio guest or guest account).
- f) Complete the guest payment (upon check out).
- g) Prepare a guest visit history (for the purpose of improving services).
- h) Handle the phone, messaging, fax, and email.
- i) Handling of goods guests and their belongings.

### **3. Front Office Department Section**

To help performance of the front office is divided into several sub-sections which have different functions. In the sub-section's front office job duties implementation process for each of the sub-sections is different. The sub-section contained in the front office as claimed by

Sulastiyono (2010:9-11) in his book entitled *Manajemen Penyelenggaraan Hotel* are:

**a. Reservation section**

Reservation services performed by the reservation section, that section is the first thing will be contacted by the guests before the guests came to stay at hotel. The reservation is first booked by the guests aim to as certain whether the rooms that guests want are still available or not. The scope of operational activities room reservation section includes:

- Serving the entire hotel bookings from a variety of sources and how to order.
- To carry out the process of job reservation including room confirmed.
- Archive room orders in accordance with the date, month of the arrival of guests.
- Checking situation of the number and type of rooms to be sold and unsold.

**b. Receptionist section**

The receptionist is the part that does the registration of all guests who come to stay at the hotel. The scope of work includes the reception desk:

- Serve reception guests arrival individuals, groups and important guests (VIP).



- Implement registration of guests who stay.
- Provide an explanation about the facilities when requested by the guest rooms.
- Handle the guest departure.
- Prepare or create sales reports rooms
- Archiving, including about the joys and sorrows of the guest during the stay at the hotel, which would use as an evaluation feedback, guest records or history.

**c. Uniform section**

Part handling of goods called Uniform Service is one part that has the following duties:

- Handle luggage guest when guests arrive (check-in)
- Handle-luggage or suitcases guests.
- Provide information services requested by guests.
- Pick up and deliver guests at a time coming and departing
- Shows or escort guests to the reception desk (reception) for registration, escort guests headed to the room.

**d. Information section**

Information section has duty to give information about something requires an explanation required by guests, both guests staying at the hotel and who are not staying at the hotel. The explanation is given for example about the facilities available in the hotel; shopping venues and entertainment events in the city and so on.

**e. Telephone section**

Telephone section, especially telephone operator has the following duties:

- Serve local, national, and international telephone connection requests.
- Provide hotel information via telephone from outside, as well as other information about the outside and inside hotel situation.
- Calculate telephone charges, including daily use for the benefit of both hotel and guest.
- Serve guest request wake-up call with information section.

**f. Front office cashier**

This part has the main responsibility to handle payment of all transactions made by guests at the hotel. For example: At the eating time at the restaurant the guest don't have to directly. The receipts (restaurant bill) will be directly sent to the front office cashier merged with receipts room, and then will be charged at the time the guests check out. Similarly, when guests enjoy other facilities that require charge and not paid cash at the time, then the receipt will be sent to the hotel's front office cashier charged to the guests.

#### **4. Definition of Telephone Operator**

Based on Soenarno (2006:89) in *Front Office Management*, explained that telephone operator is responsible to answer phones, transfer to department and executive office, and connect the phone to outside number.

According to Ira Meirina (2017:58) in *Hotel Room Division Management*, stated telephone operator is a hotel clerk that in charge of connecting incoming and outgoing telephone call. Telephone operator must be able to uphold and improving the image of the hotel. Guest first impression came from telephone conversation.

Telephone operator also carry out reservation, upselling, and at the same time providing a variety of specific information directed to the occurrence of a transaction. So, telephone operator job is not just receive call, connect, and become passive.

Communication services provided by the hotel/telephone operator are answer, handle incoming and outgoing call; provide fax, delivery services, internet access services, wake-up call, information services, communication services within the hotel; and handle message, threats, emergency call.

Telephone operator is vital to front office operations, because nearly everything that happens in a hotel affects the front office, and vice versa. All functions of the front office rely in part on clear

communication. Effective communication is a prerequisite to an efficient front office.

From the statement above, it can be concluded that telephone operator is one of the section in front office department that has the responsibility to connect and answer the telephone from incoming calls, staff calls, and guests calls.

## **5. Role of Telephone Operator**

In general, the duties and responsibilities of the telephone operator's are to provide fast, friendly, and courteous in communication services to all parties requiring telephone services both inside and outside the hotel.

As stated by Tarmoezi and Manurung (2007:63) in *Professional Hotel Front Liner*, telephone operator is responsible for serving all telephone conversations from outside to the hotel, from inside the hotel to outside, and from one department to another inside the hotel with kindly, professionally and courteously by following the procedures of hotel management.

Operator must always control whether the computer device is working properly or not. Telephone operator also serve requests for wake-up call from guest and record them on wake-up call sheet, receive messages from a person who wants to talk to guests whom happen to be not in the room, receive messages from guests who are staying, make reports on telephone and fax charges.

Work performed and main responsibilities in telephone operator are:

- a) Handling telephone switchboard.
- b) Answering incoming calls courteously, with a rising cheerful inflection and connect them to the appropriate extensions.
- c) When a caller asks for a certain room or extension, connect him/her correctly. If there is no answer, find out if the caller wants to leave any message.
- d) Assist any guest who has difficulty to make any call from an extension, ask all particulars including the name of the guest, room number, and make records on the sheet prepared.
- e) Screen incoming calls for any guests if requested.
- f) Keep switchboard and all other equipments clean, handle, and use them carefully and properly.
- g) Report all irregularities to Chief Operator.

### **C. Telephone Call Procedures**

The purpose of good manner in telephone is to give a positive impression to the caller that our company is care for the customer. Telephone courtesy is a polite method / manner used in telephone that the telephone operator needs to know to lure customers.

#### **1. Telephone courtesy**

As stated by Ir. Endar Sugiarto, MM (1997:78) in his book *Operasional Kantor Depan Hotel*, here are the right procedures for telephone:

**a) Identity Your Self**

Introduce yourself by mentioning the name of the hotel where you work and say greeting, such as "Wimend Hotel, Good Morning/Afternoon/Evening, How May I help you."

**b) Personal Service**

Provide personalized service to make the caller feel comfortable, respected, and cared for.

**c) Listen Carefully**

Listen carefully and attentively to the guest, do not interrupt the conversation and get the information the guests need.

**d) Take a note**

Record all messages submitted by the guest and deliver to the person concerned.

**e) Giving Magic Word**

Use words that can inspire and touch the guest. For example: please, thank you, I am sorry, with a pleasure.

**2. Telephone technique**

Good communication requires a message that must be delivered to the recipient and the message must be received and understood. A way to find out if the message has been received and whether the recipient

has understood is to identify the response. According to Bagyono (2016:108) in *Teori dan Praktik: Hotel Front Office*, things that must be considered in telephone conversations are:

**a) Inflection**

Don't speak in a monotonous tone. Let your voice rise and lower.

**b) Tone**

The tone is a reflection of your attitude

**c) Speed**

Don't talk too fast. Give the other person a time to think about what you just said.

**d) Pronunciation**

Speak clearly and never talk while there is something in your mouth. Be careful especially with name of people, addresses and others.

**3. Telephone calls priority**

When there are two or more phone calls received in the switchboard at the same time, you need to decide which calls are handled first. Handling priority calls according to Bagyono (2016: 128) are:

**a) Emergency call**

All emergency calls must be treated specifically and become a top priority. The operator will know that the call received in the

switchboard is an emergency when the caller explain their intention. Therefore, all incoming calls must be treated equally. After learning that the call is an emergency call, the operator must give an attention and handle it specifically.

**b) Incoming call**

Incoming call is a call from outside the hotel. This call must be prioritized. Caller from outside the hotel may hold business talks with guests or executives inside the hotel. Never let caller wait for too long.

**c) Staff call**

A staff call is a call that comes from an employee or hotel management. Calls from employees or management are certainly related to work matters. People who have important positions must get telephone priority. Starting from general manager, the executives, and others according to the provisions of the hotel. Business is a major concern in the world of hospitality.

**d) Guest room call**

Guest room calls are calls that come from guest rooms. Calls from guest rooms are also important, as well as other calls. Telephone operators must be able to memorize names of the executives in the hotel. In this case operator must be able to maintain the hotel image to guests.



#### **D. Relevance Research**

Here is the author has found the research of previous paper that similar and relevance with this paper, which entitled “*The Job of Front Office Desk Agent in Front Office Department at Horison Ultima Hotel Bekasi*” created by Esterlita Siahaan student of English in School of Foreign Language-JIA. The author has similar observation in the same department in Front Office and the same hotel but in different division.

Esterlita made observation for three months at Horison Ultima Hotel Bekasi on January 23<sup>rd</sup> 2017 – April 23<sup>rd</sup> 2017. Whereas the author also made observation for three months on January 5<sup>th</sup> 2018 – April 1<sup>st</sup> 2018. The author and Esterlita found the similarity in chapters III & IV, but striking differences in chapters I & II.

## **CHAPTER III**

### **COMPANY PROFILE**

#### **A. Company History**

Since its establishment in 1970, PT. METROPOLITAN DEVELOPMENT has 52 (fifty two) diverse subsidiaries. Currently the business scope of the Metropolitan Group is growing professionally and internationally, where the business sector is involved not only in property but also in industry, tourism, commerce, health and financial management. The key to the success of the Metropolitan Group itself is the Leadership Role (Leadership Round).

The founder of the Metropolitan Group is Ir. P. Ciputra, H. Subagja Prawata, Ir. Budi Brasali, Drs. H. Budiman Kusika, Ir. Soekrisman, Ir. Secakusuma, SE and Ir. Ismail Sofyan. These seven founders are committed to the fact that the Indonesian state has a potentially good potential as an ideal place to visit and a place to live.

The success of the Metropolitan Group at this time is due to the establishment of good cooperation between its subsidiaries, one of which is PT. METROPOLITAN LAND which has business unit in the form of Hotel Horison Bekasi and Metropolitan Mall of Bekasi. In addition the company is also engaged in housing such as Menteng Metropolitan Housing, Plaza Tambun, Metropolitan Permata, Metropolitan Park and Metropolitan Puri. The first hotel built by the Metropolitan Group was the Hotel Horison

Jakarta in 1975. This was the forerunner of Horison's local hotel chain, which was followed by the construction of Hotel Horison Bandung in 1989 and operated in 1991. The next step of this local hotel chain extends its wings to Sumatra by establishing Hotel Horison Bengkulu.

The next shot is to the Special Region of Yogyakarta. However, seen from the level of occupancy of hotels in the region makes the Metropolitan Group delayed his steps. Similarly, the shooting to the island of Bali was canceled because the number of hotels on the island is considered too much.

Then binoculars were directed to the area of Bekasi, West Java. In this region, the Metropolitan Group has built housing and shopping malls. In accordance with the planned superblock concept, later this complex will also be built office buildings and apartments where this complex will be used as a landmark that really is the pride of Bekasi citizens. Another rationale says that Bekasi is felt to be growing rapidly as a large industrial city and is known by other countries. This can be seen from the growth of factories that are increasingly widespread which is a form of economic cooperation between Asian and foreign businessmen.

### **1. The History of Horison Ultima Hotel Bekasi**

Horison Ultima Hotel Bekasi is the first four-star hotel in the Bekasi area that is located directly adjacent to Metropolitan Mall. The 8-storey hotel with a total area of 32,000 M2 operates since May 6, 1994 (Soft Opening), while its grand opening (Opening) was held by President Soeharto on December 6, 1995.

## **2. General Description of Horison Ultima Hotel Bekasi**

Horison Ultima Hotel Bekasi is built as the city of Bekasi grows to meet business and industry needs while increasing tourism. With Master Plan made by Percentjana Djaja, Hotel Horison is designed in a modern and luxurious manner with the facilities and facilities of a classy four-star hotel to pamper the guests. Facilities and facilities include: swimming pool, music club and karaoke, fitness center, coffee shop 24 hours, Metsky restaurant and others.

Here there are 266 rooms with international standards, Krakatau Convention Hall for weddings and meetings with a capacity of up to 2000 people and six rooms for seminars, meetings and more. Its location adjacent to the Metropolitan Mall also further support its convenience.

Since its launch in May 1994, Hotel Horison Bekasi in 1995 has had an average occupancy rate of 60% and increased to 75% in 1996, 82% in 1997. In 2008 with an average occupancy of 78%. And the year 2011 is estimated at over 82%.

## **3. Classification of Horison Ultima Hotel Bekasi**

### **1) Classification**

Classification of a hotel depends on several factors, there are:

#### ***1.1 Selling price***

Hotel Horison Ultima Bekasi is a hotel that has a European pan system, because the price of the room sold does not included the price of the meal number of room.

### ***1.2 Room type***

Because of Horison Ultima Hotel Bekasi has more than 100 rooms, it is categorized as a big Hotel in Indonesia.

### ***1.3 Type of guest***

Hotel Horison Ultima Bekasi so can be categorized into a business hotel, because the guest staying at hotel are businessman.

### ***1.4 Long stay***

Hotel Horison Ultima Bekasi is classified or categorized as Residential Hotel. Because, guest stay for long period of time which is more than one month on average.

### ***1.5 Hotel location***

Hotel Horison Ultima Bekasi is located at Jalan Kalimalang, Bekasi Selatan. Very strategic because it is close government office, business centre, toll, industrial area, and shopping centre.

## **2) Hotel Facilities**

In addition to the facilities or existing in the room, Hotel Horison Ultima Bekasi also provides other facilities, such as:

- a. 24 hours room services
- b. Business centre

Computer rental, photo copy, having fax facility, printing and internet.

- c. Restaurant
  - Malabar coffee shop (2nd floor)
  - Metsky dine and lounge (10th floor)
  - Host coffee (lobby hotel)

- d. Mail service
- e. Laundry and dry cleaning service
- f. Sport facilities

- Fitness centre

Fitness centre is quite large and supported facilities such as Whirlpool, Relaxation room, Sauna, and Massage Aromatherapy.

- Teratai swimming pool

Swimming pool located on the 5th floor, equipped with sunken bar, and club house of Hotel Horison Ultima Bekasi.

- g. Function room

Location of function of room in Hotel Horison Ultima Bekasi, overall is located on the 2nd floor, 3rd floor, 8th floor, and 10th floor. And the number of function room in Hotel Horison Ultima Bekasi with the following specification:

There are the several ballroom from each floor there are:

- On 2nd floor
  1. Dago
  2. Burangrang hall
- On 3rd floor
  1. Ciremai room
  2. Galunggung room
  3. Papandayan room
  4. Tangkuban perahu room

5. Pangrango room

6. Krakatau hall (largest hall)

Measuring 40 x 24 meters, and Krakatau hall can be accommodate up to 2000 people.

- On 8th floor
  1. Executive lounge
  2. Gede halimun
- On 10th floor
  1. Sky ballroom

Each room measure 9.5 x 8 meters and can accommodate up to 50 people.

- h. Airport shuttle bus
- i. In house clinic / doctor keep

#### **4. Types of Room**

Hotel Horison Ultima Bekasi has 5 types of rooms for different guest needs. But standard facilities exist in every room type, such as: telephone, safe deposit box, television, and wardrobe.

##### **a. Deluxe Room**

Deluxe room is standard room of Hotel Horison Ultima Bekasi, located from the 5th to 7th floor. The deluxe room which consists of 156 rooms, consist of 96 rooms using twin size bed and 58 room using king size bed, and 2 queen size bed rooms. The room area is + 28 square meters.

b. Business Suite

The room is 6 units, each of which has one living room and one bed room.

c. Executive Suite

Rooms of this type total is 17 units all of which have dining room. Seven of them have pantry equipped with microwave oven.

d. Horison Suite

Hotel Horison Ultima Bekasi only has 5 rooms of this type with almost the same specification as the executive suite type, only this room is equipped with a gazebo that gives more attractiveness and comfort for the stay.

e. Royal Suite

Total the number of this type there are 7 rooms are all located on the 4th floor. Each room consist of 4 parts of the room is 2 bedroom, 1 living room, and 1 dining room. Besides, this room also has a pantry that is equipped with microwave oven. And this room is suitable for family needs.

**5. Vision, Mission, Quality Policy and Motto Horison Ultima Hotel Bekasi**

Vision, being Hotel Horison Ultima Bekasi as the main choice hotel in Jakarta-Bekasi and surrounding areas. Mission, always committed to delivering high quality products to meet customer expectation thorough word class resource development and management.



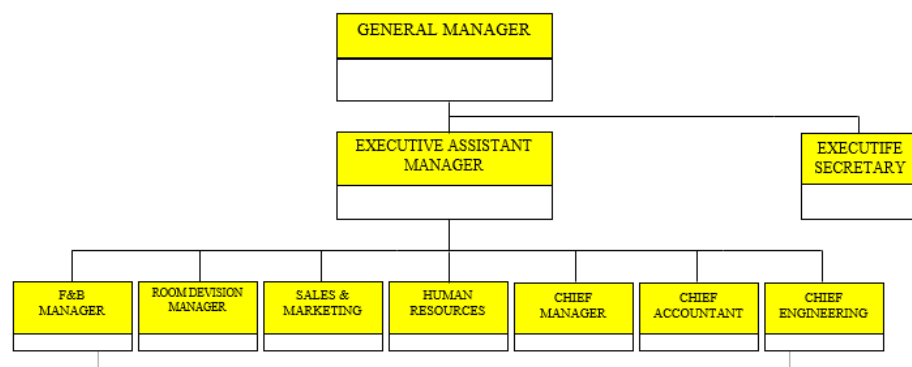
Quality policy, in order to realize the vision and mission of the company, Hotel Horison Ultima Bekasi is determined to provide high quality products with professional, trustworthy and plenary services. To meet customer, employee and owner expectation through:

- a. Developing in ISO 9001: 2000 quality management system on an going basis to meet established requirements.
- b. Through product development and innovation research.
- c. Maintaining and enhancing personal capabilities through the development of education and training.

## B. Organization Structure

Regardless of the size of a hotel, the organizational of hotel structure will be basically the same. The largest the hotel is and the more facilities it offered, the more specialized the department become.

Organization Structure of Horison Ultima Hotel Bekasi:



**Figure 1**

## Organization Structure of Front Office Department



### STRUKTUR ORGANISASI FRONT OFFICE DEPARTMENT

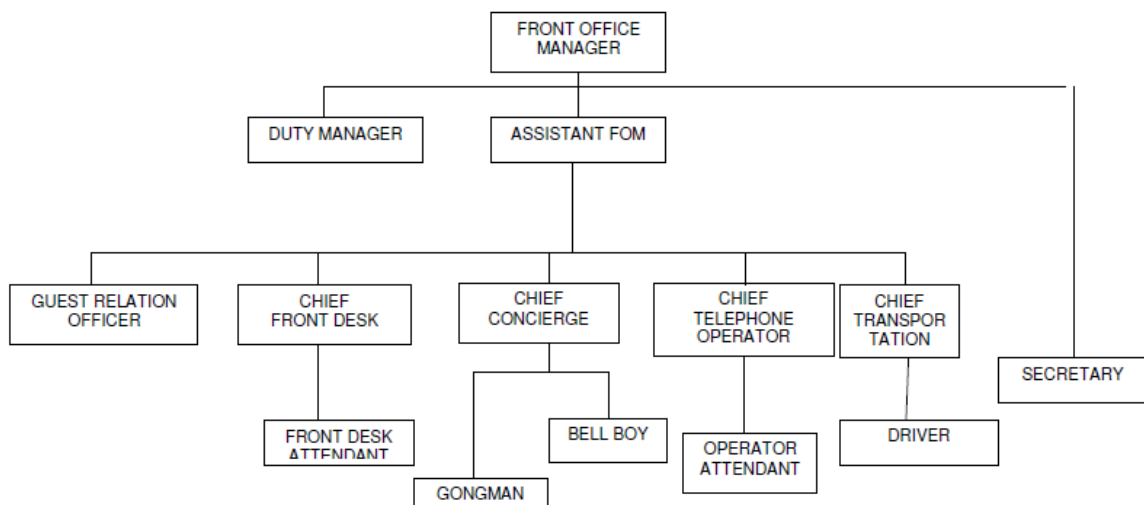


Figure 2

### 1. Function of major hotel department

#### a) Sales and marketing

Function of the sales and marketing department involve generating new business for the hotel, coordinating advertising, as well as promotion and public relations activities at enhancing the hotel's image.

#### b) Engineering

Engineering department is responsible for maintaining the physical plant of the hotel such as electricity, plumbing, air conditioning, hanging and elevator system, and for overseeing all mechanical and technical conditions of the hotel.

c) Food and Beverage

Food and beverage provides services to the hotel guests and visitors through a variety of outlets and facilities/services. For example bar, coffee shop, restaurant, cake shop, bar, room services, and banquet services.

d) Accounts

The accounts department is headed by the financial controller, as a key member of the management team, can guide the hotel to an increasing profitability through better control and asset management. In addition, this department is responsible for monitoring all of the financial activities hotel.

e) Human Resources

Human resources (personnel and training) department is responsible for hiring, training, labor relations, orientation, wage and benefit administration, staff development, and employee relations.

f) Security

Security department is responsible for implementing procedures which aim at protecting the safety and security of guest hotel, visitors, hotel employee and the hotel itself.

2. The duties of key executive

The main responsibilities of the general manager included:

a) Coordinating the work of all departments

b) Providing leadership to the management team

- c) Leading the hotel staff in meeting the financial, environmental and community

### 3. Front Office Department

- a) Front Office Manager

Front office manager performs the following duties:

1. Monitoring reservation status
2. Looking over market mix and preparing occupancy forecasts
3. Reviewing previous night occupancy and average room rate
4. Determining rate structure and supervising implementation of rate policies

- b) Telephone Operator

Telephone operator department is headed by the telephone services manager. The telephone supervisor and telephone operator process all incoming and outgoing calls through the hotel switchboard. Staff in telephone operator generally processes good language and communication skills.

- c) Reservation

Reservation manager takes charge of this section and makes decision on whether room reservation or booking should be accepted when the hotel is fully booked. That's why reservation room stop talking to allow overbooking of rooms.

- d) Front desk supervisor

1. Compiling duty roster

2. Overseeing the smooth running of the front desk
  3. Greeting important guest
- e) Reception (front desk clerk)

Reception is front office area is commonly termed, as it is the places where the guest are received when they arrive at the hotel. Reception is a first point interaction between the hotel and the guest. Being the prime interface between the hotel and the guests, the front office is located near the main entrance of the hotel.

- f) Concierge

The concierge comprises of a large group of uniformed staff, including: airport representative, parking attended, driver, baggage porter, baggage supervisor, door attendant, and driver.

### **C. Procedure and Work Frame**

1. Serving incoming call and outgoing call.
2. Providing information for guests.
3. Setting-up the wake-up call, do not disturb sign, and release room cut based on guests request and info from reception and review it again.
4. Transfer the incoming call from receptionist to be delivered to the guest room.
5. Connecting outgoing telephone calls to department extension and explain the reason for calling.
6. Remembering important telephone numbers from staff, company, government etc.

7. Completing check-in guests data with their ID or passport.
8. Cooperating with other departments (such as Houskeeping, Concierge, Engineering, Banquet, Room Service) of guests needs.
9. Handling guests lost & found.
10. Fill the evening guests comment by calling the room number.
11. List occupancy hotels and check back hotels that have high occupancy with reasons.
12. Monitoring TV channels to keep them in good condition, and report to Engineering if sound / image is damaged.
13. Do not leave the swith board without any person in charge.
14. Must joining kid activity (event for kids on every weekend) on the schedule that has been determined by HRD training.

**CHAPTER IV**  
**REPORT OF OBSERVATION FINDINGS**

**A. Data description**

In the data of the research, they are analyzed from daily activities of one month observation as telephone operator in Horison Ultima Hotel Bekasi. The writer made observation for 2 months from January 29<sup>th</sup> to March 29<sup>th</sup> with 2 different shift times during each month.

**Data one month research**

**1. Data : January 29<sup>th</sup> – February 26<sup>th</sup>**

- a) Monday – Friday : January 29<sup>th</sup> – February 2<sup>nd</sup>
- b) Sunday - Thursday : February 4<sup>th</sup> – February 8<sup>th</sup>
- c) Saturday - Wednesday : February 10<sup>th</sup> – February 14<sup>th</sup>
- d) Friday – Tuesday : February 16<sup>th</sup> – February 20<sup>th</sup>
- e) Thursday - Monday : February 22<sup>th</sup> – February 26<sup>th</sup>

**Data : February 28<sup>th</sup> – March 28<sup>th</sup>**

- a) Wednesday - Sunday : February 28<sup>th</sup> – March 4<sup>th</sup>
- b) Tuesday - Saturday : March 6<sup>th</sup> – March 10<sup>th</sup>
- c) Monday – Friday : March 12<sup>th</sup> – March 16<sup>th</sup>
- d) Sunday – Thursday : March 18<sup>th</sup> – March 22<sup>th</sup>
- e) Saturday – Wednesday : March 24<sup>th</sup> – March 28<sup>th</sup>

**2. Time Observation : 07.00 – 15.00 (Morning Shift)**

- a) 07.00 – 11.00 : Morning reserach
- b) 11.00 – 12.00 : Break
- c) 12.00 – 15.00 : After break research

**Time Observation : 11.00 – 19.00 (Middle Shift)**

- a) 11.00 – 17.00 : Middle research
- b) 17.00 – 18.00 : Break
- c) 18.00 – 19.00 : After break resarch

In this case, the problem of the research will be answered in this chapter. This chapter presents the report of observation finding. The data are taken from telephone operator jobs of Front Office Department in Horison Ultima Hotel Bekasi. There are :

1. Serving incoming and outgoing call.
2. Providing information for guests.
3. Setting-up the wake-up call, do not disturb sign, and release room cut.
4. Transfer the incoming call from receptionist to be delivered to the guest room.
5. Connecting outgoing telephone calls to department extention and explain the reason for calling.
6. Remembering important telephone numbers from staff, company, government etc.
7. Completing check-in guests data with their ID or passport.



8. Cooperating with other departments (such as Houskeeping, Concierge, Engineering, Banquet, Room Service) of guests needs.
9. Handling guests lost & found.
10. Fill the evening guests comment.
11. List occupancy hotels and check back hotels that have high occupancy with reasons.
12. Monitoring TV channels to keep them in good condition.
13. Do not leave the swithboard without any person in charge.
14. Joining kid activity (event for kids on every weekend) on the schedule that has been determined by HRD training.

## **B. Observation Obstacles**

During the research as telephone operator in front office department, the writer did or observed several tasks which have obstacles. There are describes as follows:

### **First week**

#### **a. Time observation obstacles**

This obstacles was done at January 29<sup>th</sup> 2018.

#### **b. Job tasks which were done**

Serving incoming and outgoing call.

#### **c. Obstacles which were found**

In the first week, the writer got to learn the basic knowledge on how a switchboard works, how to speak clearly, how the hotel management

operates, and how to be a good telephone operator by seniors and practice it since the first day. Eventhough the writer had the experiences, the writer sometimes felt nervous and afraid when it came to speak or to answer the telephone.

### **Second week**

#### **a. Time Observation**

This obstacles was done at February 6<sup>th</sup> 2018.

#### **b. Job tasks which were done**

Providing information for guest.

#### **c. Obstacles which were found**

The writer had to know information in the hotel and had to able of giving the explanation based on both outgoing caller and guest's requests. The lack of information is difficult when answering the telephone which happened to the witer many times. Causing the caller concerned about the answers that were given.

### **Third week**

#### **a. Time Observatiom**

This obstacles was done at February 12<sup>th</sup> 2018.

#### **b. Job tasks which were done**

Setting-up the wake-up call, do not disturb sign, and release room cut.

**c. Obstacles which were found**

Waking-up call and do not disturb (DND) sign are a request based on guest. Telephone operator got the information and permission from reception to set them up right away. At one time, operator got a call from guests complaining they almost missed a flight because they didn't hear the wake-up call. From that incident, the writer often felt bewildered if someday that will happen again.

**Fourth week**

**a. Time Observation**

This obstacles was done at February 18<sup>th</sup> 2018.

**b. Job tasks which were done**

Connecting outgoing telephone calls to department extention and explain the reason for calling.

**c. Obstacles which were found**

Telephone operator always connects extention from outgoing caller to department they adressed for any particular purposes and vice versa. Sometimes caller wanted to be transfered immediatly and did not give a purpose for calling. When the operator did the requests, the department that received the calls after that asking why they were transmitted straight away. Which may seem hard for the writer to transfer to the department they wanted.

## **Fifth week**

### **a. Time Observation**

This obstacles was done at February 25<sup>th</sup> 2018.

### **b. Job tasks which were done**

Remembering important telephone numbers from staff, company, government etc.

### **c. Obstacles which were found**

As operator, the writer had to know hotel staff's telephone numbers and extention or any important numbers. It is hard to remember even when it's already equipped with a telephone book. Some numbers in the book were inaccurate and weren't up to date. The writer sometimes did mistakes while pressing the number that caller headed which took them a long time to wait.

## **Sixth week**

### **a. Time Observation**

This obstacles was done at March 3<sup>rd</sup> 2018.

### **b. Job tasks were done**

Completing check-in guests data with their ID or passport.

### **c. Obstacles which were found**

While answering incoming calls, operator can also help reception tasks when they're not busy. As example inputing correct guest data, prepare key bag and card, etc. Inputing data to computer must match the

Registration Form and Guest ID. Sometimes guest do not give complete data on registration form.

### **Seventh week**

#### **a. Time Observation**

This obstacles was done at March 9<sup>th</sup> 2018.

#### **b. Job tasks were done**

Cooperating with other departments (such as Houskeeping, Restaurant, Concierge, Room Service, etc.) of guests needs.

#### **c. Obstacles which were found**

Guests always call telephone operator first to tell what their requests, then operator give the information directly to the department involved. Sometimes there have been miscommunications and problems between departments toward operator. Causing guest complaining about how they have waited long enough for their needs to get it done.

### **Eighth week**

#### **a. Time Observation**

This obstacles was done at March 14<sup>th</sup> 2018.

#### **b. Job tasks were done**

Fill the evening guests comment.

#### **c. Obstacles which were found**

Every evening telephone operator writes comments from guest that have been stayed about 2-or-more days and will depart the other day, by

making a list of guest room numbers and call them by asking stuffs about their satisfaction of the food, hospitality from staffs, and services in the hotel they were staying. Sometimes guest do not give enough reason.

### **Nineth week**

#### **a. Time Observation**

This obstacles was done at March 20<sup>th</sup> 2018.

#### **b. Job tasks were done**

List occupancy hotels along with room sold, forecast, ED, EA, ARR, and room forecast.

#### **c. Obstacles which were found**

As operator it is common to know occupancy, room sold, forecast, ED, EA, ARR, room forecast of the hotel and any other hotel in the region. While completing the data about occupancy, operator also have to call the hotels involved on the list. After that, operator must listen carefully, write down what the other hotel's operator were saying with no mistake. The writer felt scared when it was her time to call.

### **Tenth week**

#### **a. Time Observation**

This obstacles was done at March 25<sup>th</sup> 2018.

#### **b. Job tasks were done**

Joining kids activity (event for kids on every weekend) on the schedule that has been determined by HRD training.

**c. Obstacles which were found**

All the trainers who have been scheduled are required to participate to guide kids to play games, made handcrafts, etc. in this event. Although on that day it was their day off. Unfortunately, this event only utilizes and force the trainers.

**C. Problem Solving**

The writer found many obstacles when she was doing the direct observation in telephone operator section. Those obstacles will be analyzed as follows :

**Step I**

**Serving incoming and outgoing call**

It took a lot of practice to answer the telephone as well as serving the incoming and outgoing call. In order to do that, the writer must learn how to greet, smile while talking, offering help, and understand information that was described. When the writer felt hesitated, she can ask seniors to avoid any doubts and mistakes.

**Step II**

**Providing information for guests**

As well as serving incoming and outgoing call, it took some time to learn and understand for the writer to know all explanation of the hotel. Wrote it all down in a book, observe what's in the hotel to gain sources from other staffs, and asked seniors are the ways for the

writer to feel certain and convinced the guest about the information that will be given.

### **Step III**

#### **Setting-up the wake-up call, do not disturb sign, and release room cut**

Telephone Operator got the information either from guest directly, or from reception based on their requests. After receiving that, we immediately set-up the wake-up and do not disturb sign (sometimes room cut). Before we decided that the guest room have been set, we were aware to check the settings twice in the switchboard and computer to avoid any mistakes.

### **Step IV**

#### **Connecting outgoing telephone calls to department extention and explain the reason for calling**

It's better to ask the reason before directing the call to department extention because it's important to know if they were calling for special/business purpose. If the caller still don't want to give the reason, then they can give their name so that the operator will give their information as a message to department the caller wanted.



## **Step V**

### **Remembering important telephone numbers from staff, company, government etc.**

It's operator duty to know telephone numbers when someone wants to get connected to other numbers. To make it easy, the writer had to write down numbers and extension that got the most called requests and made it alphabetical. There were also numbers with the very important one (such as; police, fire department, hospital, company, government, etc.) and the least called numbers. It's easier to look and read while connecting numbers without a rush.

## **Step VI**

### **Completing check-in guests data with their ID or passport**

While in a free time or when operator is not busy, he/she can assist reception tasks to ease their duty. If guest give incomplete data, the reception can ask guest to fill their data back, such as email address, phone number, etc. It is better to check more carefully before accepting registration form to avoid any undesirable events.

## **Step VII**

### **Cooperating with other departments (such as Houskeeping, Restaurant, Concierge, Room Service, etc.) of guests needs**

Front office have relationship with other departments. To keep that, all department must listen to one another when it comes to guest

necessity. Telephone operator only maintain the progress and remind the department that they still have duties to do. Sometimes operator needs to call guest that a staff will be coming to their room and keep asking the department if they have the stuff that guest needed so they don't have to wait so long than they shouldn't be.

### **Step VIII**

#### **Fill the evening guests comment**

Same as the task of completing check-in guest data with their ID or passport, if guest give blank/incomplete data, the operator can ask the guest nicely to fill their comment and give a reason that someday in future their negative, positive, or short comments and suggestions will help the hotel to manage even better than the usual.

### **Step IX**

#### **List occupancy hotels along with room sold, forecast, ED, EA, ARR, and room forecast**

Occupancy is important for hotels to keep track of data on a daily basis to identify and evaluate the value proposition of hotel's competition. The writer had to watch every step while senior called other hotel so there will be no fault. It took a lot of practice and learning so that one day the writer can do it correctly. Be sure and confident is what senior had taught the writer.

## **Step X**

### **Joining kid activity (event for kids on every weekend) on the schedule that has been determined by HRD training**

Kids activity is held in every holiday. Many activities are done so that requires the power to run this event, especially trainee. The trainee is too obligated to follow this event. There are clowns, guides, balloons, etc. This event should apply to all employees so that everything is balanced and the trainee did not feel disadvantage and could enjoy their proper day off.

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

Based on the explanation and facts shown in the previous chapter, the writer can take some conclusions. In serving guest, telephone operator staff has the activities such as *serving incoming and outgoing call, providing information for guest, setting-up the wake-up call, fill the evening guests comment, list occupancy hotel, cooperating with other departments, etc.* which from the activities the writer found some obstacles.

The writer also give the problems solving from the observation, they are *practice a lot, learning how to be confident, patient as listening to guest complains, ready to listen and provide guest requests, always ask senior if hesitated, gain sources about the hotel to give accurate information to guest, and check everything carefully.*

Most all of telephone operator staff at Horison Ultima Hotel Bekasi do the services with procedure in order to make the guests feel satisfied in the hotel, telephone operator staff needs to be flexible on the procedure in order to adapt with the situation and to create a good service. Although there are differences found between the theory and the fact in serving the guests, telephone operator section staff has served the guests based on the hotel procedures adapting with the condition of the hotel and the guest itself.

## **B. Suggestion**

After finished of the observation in this last paragraph, the writer wants to give suggestions for the hotel and employess. The writer hope this suggestion can to increase ability of the hotel.

### 1. Suggestion for the hotel :

- a) Majority of the customers have come for official visit. So, service providers should be in position to full fill their extra services what they need to carry out their work smoothly.
- b) Since most of the people selecting the hotels through travel agency the hotels have to concentrate on reviews from the customers in various travel agencies. When it comes to improving quality of the services, the hotels need to make sure that their operations and training teams are deeply involved in listening closely to what guests praise and what they complain about in online reviews, therefore the hotels can make operational changes that please the guests and drive more positive reviews.

### 2. Suggestion for the employees & reader :

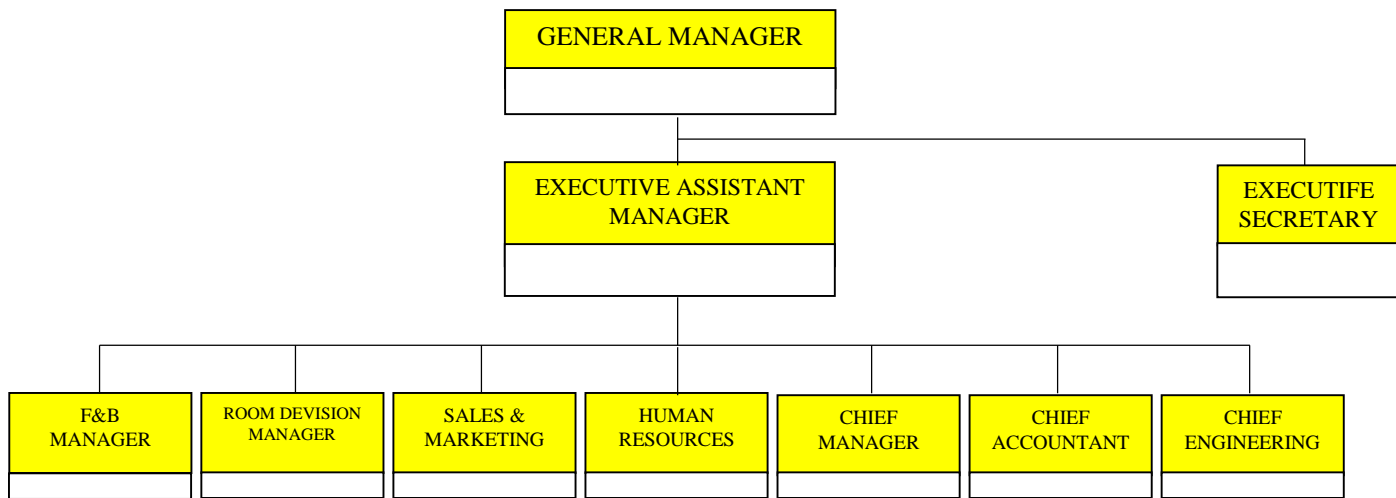
- a) For the reader the writer hopes this paper can be helpful.
- b) For the employees should have better approach with the customers and should realize the importance of the customer and serve for the benefits of customers which provided by the hotels.

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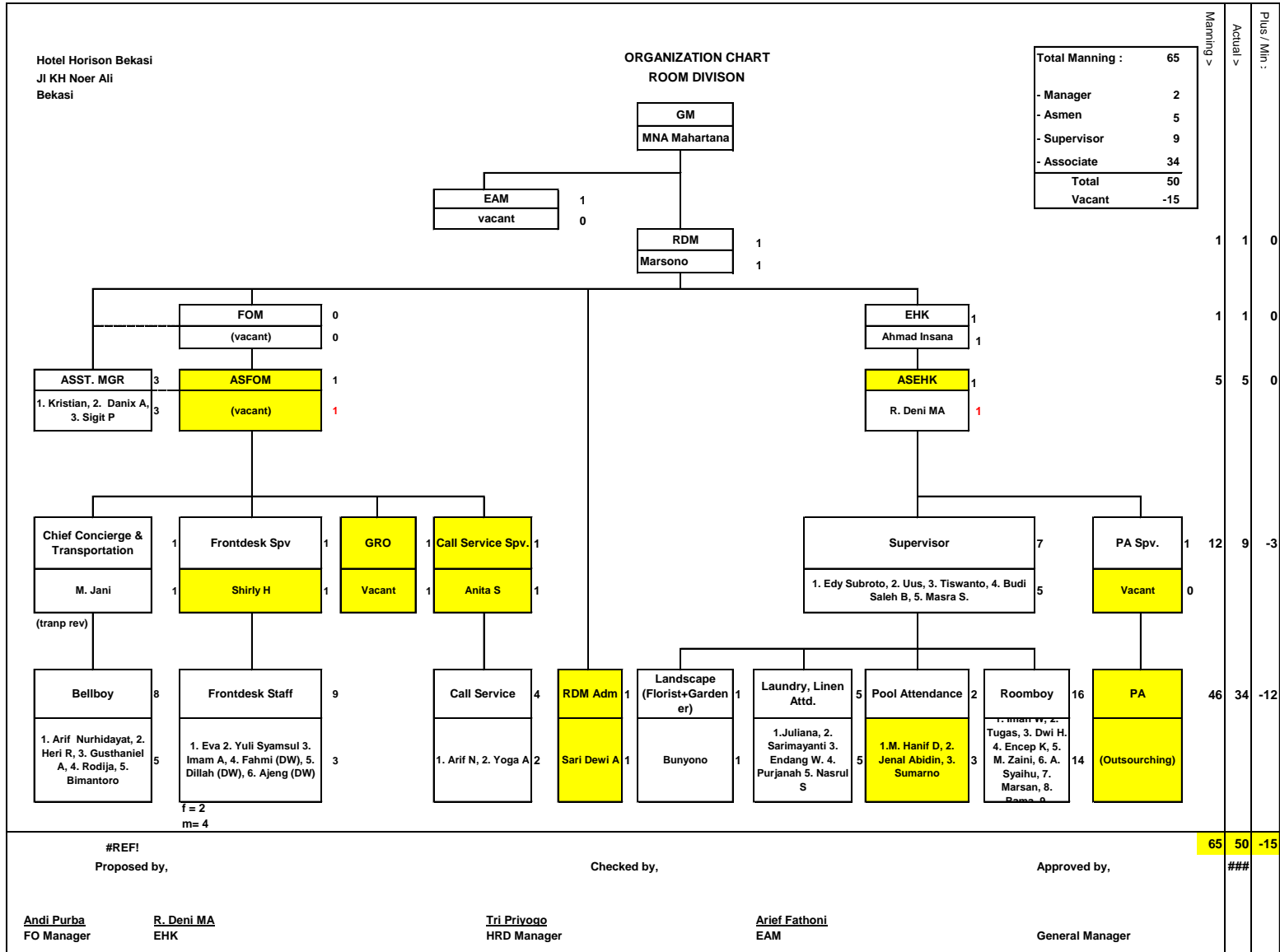
# APPENDICES

## Organization Structure Horison Ultima Hotel Bekasi



# Organization Structure Room Division

## Horison Ultima Hotel Bekasi

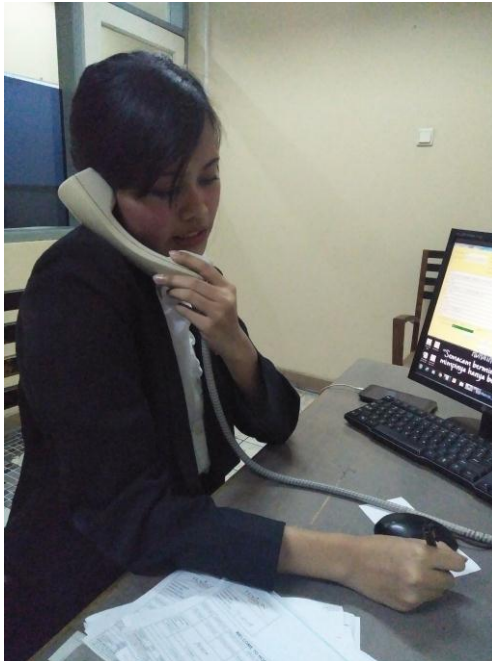


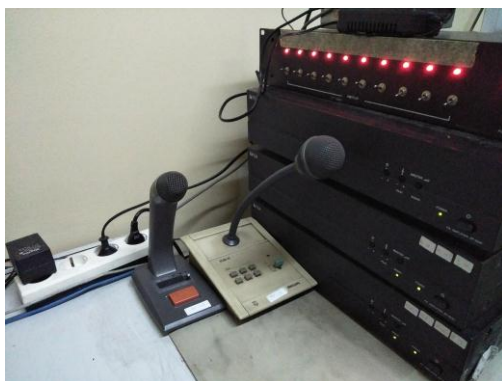
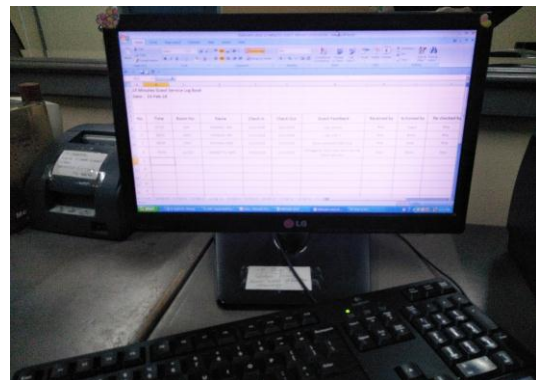
- Plan :
- 1 Feggy/DM      pensiun per 1 jan 2015
  - 2 Didin/DM      promosi asfom
  - 3 Arif Narwan      dirotasi ke Driver
  - 4 Abdillah      dirotasi ke HK
  - 5 Shirly atau Hery P      promosi Supervisor
  - 6 Suryo Lesmono      promosi untuk next hotel
- 7 Marsono      Rotasi sbg EHK

- 1 R Deni MA      promosi Asst. EHK
- 2 Edy Broto      promosi AssMen (DM)



Photos






Certificate from Horison Hotel Ultima Bekasi



### Job Description of Telephone Operator


	<b>INSTRUKSI KERJA</b>		
	<b>PENANGANAN TELEPON MASUK</b>		
	<b>Nomor</b>	<b>IK-FO.07.001</b>	<b>Disetujui :  ( Fainy Muchfida )</b>
	<b>Revisi</b>	<b>01</b>	
	<b>Tanggal</b>	<b>01 Juli 2009</b>	
<b>Bagian</b>	<b>FRONT OFFICE</b>		
NO.	LANGKAH	SASARAN	
1	Periksa console/switchboard dan saluran telepon, pastikan dalam keadaan siap digunakan.	Berfungsi baik	
2	Menyiapkan alat tulis, kertas catatan, Log book, dan lain-lain.	Siap digunakan	
3	Periksa buku telepon, buku daftar telepon perusahaan, data nomor kode negara, buku daftar telepon pribadi, catatan dan form lain berada di tempatnya.	Lengkap, rapi	
4	Nada masuk diangkat sebelum tiga kali berbunyi dan dijawab sesuai dengan prosedur.	Maksimal 3 (tiga) kali dering	
5	Dengarkan dengan seksama, minta lawan bicara untuk lebih mengeraskan suara jika penerimaan suara kurang jelas dan setelah suara dari penelpon jelas terdengar, catat : <ul style="list-style-type: none"> <li>- Tujuan penelpon (kamar / pesawat)</li> <li>- Nomor kamar.</li> <li>- Nomor ext.</li> <li>- Nama dan alamat penelpon.</li> <li>- Keperluan dinas / pribadi</li> </ul>	Jelas, nada bicara ramah	
6	Jawab dengan ramah dan yakinkan penelpon bahwa keperluannya dilayani dengan baik dan dapat segera disambungkan ke nomor yang diinginkan.	Ucapan jelas dimengerti	
7	Jika nada terima kembali ke operator, segera angkat dan beri penjelasan bahwa nomor yang dituju tidak di angkat, tawarkan ke penelpon bahwa ada alternatif pesawat lain dan segera disambungkan.	Tawaran diterima	
8	Jika nada terima kembali lagi ke operator, jelaskan bahwa orang yang dituju sedang tidak ada, tawarkan ke penelpon untuk menunggu atau dapat meninggalkan pesan.	- Tawaran diterima - Pesan diterima dengan baik	
9	Akhiri pembicaraan dengan mengucapkan terima kasih	Jelas dan sopan	
10	Mencatat di log book untuk setiap kejadian yang penting untuk diketahui.	Lengkap, terperinci	

	INSTRUKSI KERJA		
	PENANGANAN TELEPON KELUAR		
	<b>Nomor</b>	<b>IK-FO.07.002</b>	<b>Disetujui :</b>  <b>(Fainy Muchfida)</b>
	<b>Revisi</b>	<b>01</b>	
	<b>Tanggal</b>	<b>01 Juli 2009</b>	
<b>Bagian</b>	<b>FRONT OFFICE</b>		

NO.	LANGKAH	SASARAN
1	Periksa console dan saluran telepon, pastikan dalam keadaan siap digunakan.	Berfungsi, Siap digunakan
2	Menyiapkan alat tulis, kertas catatan, Log book, dan lain-lain.	Lengkap, Siap digunakan
3	Periksa buku telepon, buku daftar telepon perusahaan, buku daftar telepon pribadi, catatan dan form lain berada di tempatnya.	Lengkap, Siap digunakan
4	Nada masuk diangkat sebelum tiga kali berbunyi dan dijawab sesuai dengan prosedur.	Cepat, ramah
5	Dengarkan dengan seksama, lakukan permintaan untuk lebih mengeraskan suara jika yakin tidak terdengar dengan jelas dan setelah suara dari penelpon jelas terdengar, catat : <ul style="list-style-type: none"> <li>- Tujuan penelpon.</li> <li>- Ingin bicara dengan siapa.</li> <li>- Nomor telephone</li> <li>- Lakukan sekali lagi jika kurang jelas.</li> </ul> Jangan melakukan langkah selanjutnya jika masih terdapat data yang belum lengkap.	Cermat
6	Untuk tujuan lokal : (lihat manual operation)	Sesuai aturan
7	Untuk tujuan inter lokal : (lihat manual operation)	Sesuai aturan
8	Untuk permintaan sambungan langsung oleh tamu / dept.head, wajib dilayani sampai terjadi pembicaraan (minimal dijawab oleh penerima telepon).	Sesuai aturan
9	Untuk permintaan sambungan langsung oleh sekertaris, wajib dilayani sampai nada tersambung.	Sesuai aturan
10	Jika nada terima tidak di angkat , segera beri penjelasan bahwa nomor yang dituju tidak di angkat, tawarkan ke penelpon kemungkinan nomor alternatif lain dan segera disambungkan.	Pelayanan baik
11	Jika nada terima tidak di angkat , segera beri penjelasan bahwa nomor yang dituju tidak di angkat, tawarkan ke penelpon untuk menutup telephone dan akan disambungkan kembali jika sudah tersambung oleh operator.	Pelayanan maksimal
12	Akhiri pembicaraan dengan ucapan terima kasih	Jelas dan sopan
13	Mencatat di log book untuk setiap kejadian yang penting untuk diketahui.	Sesuai aturan

	<b>INSTRUKSI KERJA</b>	
	<b>PENANGANAN WAKE UP CALL</b>	
	<b>Nomor</b>	<b>IK-FO.07.007</b>
	<b>Revisi</b>	<b>01</b>
	<b>Tanggal</b>	<b>01 Juli 2009</b>
<b>Bagian</b>	<b>FRONT OFFICE</b>	<b>Disetujui :</b>  <b>(Fainy Muchfida)</b>

<b>NO.</b>	<b>LANGKAH</b>	<b>SASARAN</b>
1	Menerima permintaan untuk dibangunkan / wake up calls dari guest, reception, dan lain-lain	Nama tamu dan nomor kamar jelas
2	Mencatat di log book nama tamu, nomer kamar, dan waktu yang diminta	Tercatat jelas dan lengkap
3	Melakukan pemrograman lewat mesin console (lihat manual operation)	Terprogram
4	Melakukan pengecekan wake up call pada jam yang dikehendaki lewat mesin console sudah terjawab atau belum	Tamu mendapatkan wake up call sesuai pesanan

	INSTRUKSI KERJA		
	STANDART COURTESY		
	<b>Nomor</b>	<b>IK-FO.07.010</b>	<b>Disetujui :</b>  <b>(Fainy Muchfida)</b>
	<b>Revisi</b>	<b>01</b>	
	<b>Tanggal</b>	<b>01 Juli 2009</b>	
<b>Bagian</b>	<b>FRONT OFFICE</b>		

NO.	LANGKAH	SASARAN
1	Mempersiapkan alat tulis, kertas dan memeriksa hand set dan consul.	Siap digunakan
2	Posisi duduk benar, badan tegap tidak kaku, kedua kaki rileks menyentuh lantai dan mata kearah consul	Menghasilkan nada dan warna suara yang maksimal serta mengetahui dari siapa telephone yang masuk.
3	Standart courtesy staff dalam ; <ul style="list-style-type: none"> <li>a. Menjawab telephone dari luar : <ul style="list-style-type: none"> <li>- Good morning, good afternoon, good evening,</li> <li>- Horison Bekasi, How may I assist you ?</li> </ul> </li> <li>b. Menjawab telephone dari tamu : <ul style="list-style-type: none"> <li>- Good morning, good afternoon, good evening,</li> <li>- Mr/Mdm, operator speaking, How may I assist you?</li> </ul> </li> <li>c. Menjawab telephone dari administrasi : <ul style="list-style-type: none"> <li>- Good morning, good afternoon, good evening,</li> <li>- operator speaking, How may I assist you ?</li> </ul> </li> <li>d. Pelanggan minta disambungkan : <ul style="list-style-type: none"> <li>- Hold on the line, please</li> <li>- Mohon ditunggu</li> </ul> </li> <li>e. Menjawab telephone sedang on-line : <ul style="list-style-type: none"> <li>- We are sorry, Sir/Madam, the line is busy</li> <li>- Do you want to leave a message at front desk ?</li> </ul> </li> <li>f. Mengakhiri pembicaraan : <ul style="list-style-type: none"> <li>- Thank you very much</li> <li>- You are welcome</li> </ul> </li> </ul>	<p>Pelanggan diperkenalkan dengan keramah-tamahan horison bekasi.</p> <p>Pelanggan mendapat pelayanan yang cepat.</p> <p>Pelanggan mendapat pelayanan yang cepat.</p> <p>Pelanggan mendapat pelayanan yang cepat.</p> <p>Pelanggan diberi pilihan yang tepat.</p> <p>Pelanggan mendapat respon yang baik</p>
4	Tekan tombol di consul untuk mengakhiri pembicaraan, kemudian letakkan hand set secara perlahan.	Tidak menimbulkan suara





## BIOGRAPHY



The writer was born in Bekasi on 12 December 1997, her mother is Leila Tobing and father is Ronald Simanjuntak. She is the first daughter of three children. She educated at BPK Penabur Kota Jababeka Elementary School in 2003-2009. She continued studying to BPK Penabur Kota Jababeka Junior High School in 2009-2012. The writer took Social Department when she was in Anglo Christian High School, Lippo Cikarang in 2012-2015.

Besides her formal education, the writer also took a piano private course at Jababeka when she was in elementary school in 2006 and mathematic when she was in junior high school in 2009. After graduating, the writer decided to work and continue her study of English and joined the School of Foreign Languages-JIA Bekasi at English Department in 2015. After studied 3 years at Foreign of Languages-JIA, the writer hope will graduated this year.