

Hyatt Regency Yogyakarta adalah hotel bintang lima dari *Hyatt Hotels Corporation* yang berlokasi di Yogyakarta. Beroperasi dengan *brand* Hyatt Regency®, Hyatt Regency Yogyakarta menawarkan dua pilihan kamar dengan dua fasilitas dan layanan yang berbeda; *Standard rooms* dan *Regency Club rooms*. Tujuan dari penulisan tugas akhir ini adalah untuk membahas profil dari Hyatt Regency Yogyakarta dan membandingkan fasilitas dan layanan yang tersedia pada *Standard rooms* dan *Regency Club rooms* di Hyatt Regency Yogyakarta. Tugas akhir ini mendeskripsikan persamaan dan perbedaan mengenai fasilitas dan layanan yang ditawarkan dalam *Standard rooms* dan *Regency Club rooms* di Hyatt Regency Yogyakarta.

Metode yang digunakan dalam penulisan tugas akhir ini adalah dengan melakukan observasi saat melaksanakan program magang di departemen *front office* di Hyatt Regency Yogyakarta dari 2 Januari 2017 hingga 5 Juli 2017. Beberapa wawancara dengan sejumlah karyawan hotel juga dilakukan guna memperoleh data untuk penulisan laporan akhir ini. Studi tambahan dengan mempelajari beberapa buku tentang manajemen perhotelan juga dilakukan dalam pengerjaan laporan akhir ini.

Hasil studi menunjukkan bahwa fasilitas dan layanan yang ditawarkan pada *Standard rooms* dan *Regency Club rooms* di Hyatt Regency Yogyakarta memiliki beberapa kesamaan dan banyak perbedaan satu sama lain. Aspek persamaan antara *Standard rooms* dan *Regency Club rooms* dapat ditemukan pada cara kedua tipe kamar ini dapat dipesan dan pada fasilitas umum yang tersedia kepada para tamu seperti *concierge*, *guest services*, restoran, *bar*, *lounge*, kolam renang, fasilitas golf, dan fasilitas rekreasi lain. Perbedaan fasilitas dan layanan antara kedua tipe kamar ini sepenuhnya terletak pada fasilitas dan layanan eksklusif yang hanya tersedia bagi tamu *Regency Club rooms* seperti area *check-in* khusus, kamar yang lebih luas dan lengkap, layanan *butler* dan asisten personal, serta fasilitas yang ditawarkan dalam Regency Club Lounge seperti *continental breakfast*, *all-day coffee and tea*, *evening cocktail*, dan juga *VIP cocktail*. Studi juga menemukan bahwa beberapa tamu yang terklasifikasi sebagai tamu spesial mendapatkan beberapa keuntungan tambahan saat menginap di hotel.

Kata kunci: Studi Komparasi, *Standard rooms* dan *Regency Club rooms*, Hyatt Regency Yogyakarta.

ABSTRACT

Hyatt Regency Yogyakarta is a five-star hotel from Hyatt Hotels Corporation which is located in Yogyakarta. Operating under Hyatt Regency® brand, Hyatt Regency Yogyakarta offers two choices of rooms with two different facilities and services; Standard rooms and Regency Club rooms. The purpose of this graduating paper is to discuss the profile of Hyatt Regency Yogyakarta and compare the facilities and services that offered in the Standard rooms and Regency Club rooms of Hyatt Regency Yogyakarta. This graduating paper describes the similarities and differences between facilities and services that are offered in the Standard rooms and Regency Club rooms in Hyatt Regency Yogyakarta.

Methods that were used in writing this graduating paper were observation during an internship program in the front office department from January 2nd, 2017 until July 5th, 2017 and some interviews with the hotel staff. The interviews were conducted in order to obtain the data for writing this graduating paper. An additional library study in writing this graduating paper was also conducted by studying some books about hospitality management.

The study found that facilities and services that are offered in the Standard rooms and Regency Club rooms in Hyatt Regency Yogyakarta have some similarities and many differences. The similarities found in the way these two kinds of rooms are booked and in the general facilities that are offered to the guests such as concierge, guests services, restaurant, bar, lounge, swimming pool, golf facilities, and other recreational facilities. The differences of facilities and services between these kinds of rooms are fully located in the exclusive facilities and services that are only offered to the Regency Club guests such as dedicated check-in area, larger and more complete guest rooms, butler service and personal assistance, and also facilities and services that are available in the Regency Club Lounge such as continental breakfast, all-day coffee and tea, evening cocktail, and VIP cocktail. This study also found that some particular guests who are classified as special guests receive additional benefits when they stay in the hotel.

Keywords: Comparative Study, Standard rooms and Regency Club rooms, Hyatt Regency Yogyakarta.