

## ABSTRAK

Pertumbuhan pariwisata kapal pesiar di Indonesia saat ini sangat pesat dan berpotensi. Pulau Bali dengan pelabuhan Benoa dan Celukan Bawang menjadi gerbang utama masuknya kapal pesiar ke Indonesia. Departemen Intercruises Shoreside & Port Services, PT. Pacific World Nusantara menjadi salah satu penyedia jasa *shore excursion* di seluruh Indonesia. Dengan meningkatnya pariwisata kapal pesiar, perlu diperhatikan penerapan S.O.P *safety and security* serta peranan *tour guide* dalam menjamin penerapan S.O.P tersebut. Tujuan dilakukannya penelitian dalam tugas akhir ini adalah untuk mengetahui peran *tour guide* terhadap penerapan S.O.P *safety and security* dalam pelaksanaan *shore excursion* di Departemen Intercruises Shoreside & Port Services. Penelitian ini menggunakan metode kualitatif deskriptif. Teknik pengumpulan data yaitu observasi partisipatif, wawancara, dan dokumentasi. Jenis data yang digunakan adalah data primer melalui observasi dan wawancara kepada pihak terkait di Departemen Intercruises Shoreside & Port Services serta data sekunder yang diperoleh dari penelitian sebelumnya. Hasil penelitian menunjukkan bahwa *tour guide* sangat berperan terhadap penerapan S.O.P *safety and security* dalam pelaksanaan *shore excursion* di Departemen Intercruises Shoreside & Port Services. Hal tersebut ditunjukkan dari adanya hubungan langsung antara tamu kapal pesiar dengan *tour guide* sehingga *tour guide* bertanggung jawab atas keselamatan dan kenyamanan tamu selama mengikuti tur. Selain itu, *tour guide* juga diwajibkan memiliki kemampuan komunikasi yang baik terhadap tamu.

**Kata Kunci:** Peran *Tour Guide*, S.O.P *Safety and Security*, *Shore Excursion*, Departemen Intercruises Shoreside & Port Services

## ABSTRACT

*The development of cruise ship tourism in Indonesia is very fast and potential. Bali with Benoa and Celukan Bawang Port becoming the main gate of cruise ship entry to Indonesia. Intercruises Shoreside & Port Services Department of Pacific World Nusantara becoming one of shore excursion service provider in Indonesia. With the increasing of cruise ship tourism, attention should be given to the implementation of safety and security standard operating procedures and role of the tour guide to ensure that the implementation of safety and security standard operating procedures running well. The purpose of this research is to know about tour guide roles in the implementation of safety and security standard operating procedures in shore excursion of Intercruises Shoreside & Port Services Department. This research using qualitative descriptive research methods. Data collection techniques were participatory observation, interviews, and documentation. The types of data used were primer with observation and interview, and also secondary data by previous research. Based on the results of the study indicate tour guide has an important role to ensure the implementation of safety and security standard operating procedures of shore excursion in Intercruises Shoreside & Port Services Department. This is shown by the direct interaction between cruise ship guest and tour guide, that makes the tour guide responsible for the guest safety during the tour. Besides, the tour guide must have good communication skills to the guest.*

**Keywords:** *Tour Guide's Roles, Safety and Security Standard Operating Procedures, Shore Excursion, Intercruises Shoreside & Port Services Department*