



## TABLE OF CONTENTS

<b>GRADUATING PAPER FRONT COVER</b> .....	<b>i</b>
<b>GRADUATING PAPER INNER COVER</b> .....	<b>ii</b>
<b>LEMBAR PENGESAHAN</b> .....	<b>iii</b>
<b>LEMBAR BEBAS PLAGIASI</b> .....	<b>iv</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>v</b>
<b>INTISARI</b> .....	<b>vi</b>
<b>ABSTRACT</b> .....	<b>vii</b>
<b>TABLE OF CONTENTS</b> .....	<b>viii</b>
<b>LIST OF IMAGES</b> .....	<b>x</b>
<b>LIST OF CHARTS</b> .....	<b>xi</b>
<b>CHAPTER 1: INTRODUCTION</b> .....	<b>1</b>
1.1 Background of Study.....	1
1.2 Objectives .....	3
1.3 Scope of Study .....	3
1.4 Methods of Study .....	3
1.4.1 Methods of Collecting the Data .....	3
1.4.2 Methods of Analyzing the Data .....	4
1.4.3 Methods of Presenting the Data .....	4
1.5 Presentation.....	4
<b>CHAPTER 2: THE PROFILE OF TAMAN PINTAR YOGYAKARTA</b> .....	<b>5</b>
2.1 The History of Taman Pintar .....	5
2.1.1 The Construction of Taman Pintar Yogyakarta.....	5
2.1.2 The Location of Taman Pintar Yogyakarta.....	6
2.1.3 The Vision of Taman Pintar Yogyakarta .....	6
2.1.4 Missions of Taman Pintar Yogyakarta .....	6
2.1.5 The Motto of Taman Pintar Yogyakarta.....	6
2.1.6 The Philosophy of Taman Pintar Yogyakarta .....	6
2.1.7 The Objectives of Taman Pintar Yogyakarta.....	7
2.1.8 The Logo of Taman Pintar Yogyakarta .....	7
2.1.9 The Mascot of Taman Pintar Yogyakarta.....	8
2.1.10 The Organizational Structure of Taman Pintar Yogyakarta.....	8
2.2 The Buildings and Facilities of Taman Pintar Yogyakarta.....	10
2.2.1 Gedung Oval.....	10
2.2.2 Gedung Kotak.....	10
2.2.3 Planetarium.....	11
2.2.4 Kampung Kerajinan.....	12
2.2.5 Gedung PAUD.....	12
2.2.6 Wahana Bahari .....	13
2.2.7 Lalu Lintas.....	13
2.3 The Public Relations, Cooperation, and Marketing Section of Taman Pintar Yogyakarta .....	14
2.3.1 Organizational Structure and Responsibilities .....	14
2.3.2 Personnel Structure .....	14
2.3.3 The Main Tasks of Public Relation, Cooperation and Marketing Section ..	16



<b>CHAPTER 3: THE ANALYSIS OF COMPLAINTS HANDLING AT TAMAN PINTAR YOGYAKARTA.....</b>	<b>17</b>
3.1 The Theory and Framework.....	17
3.1.1 The Definition of Customers' Complaints .....	17
3.1.2 The Reasons of Why Complaints Occur .....	18
3.1.3 Type of Complaints .....	20
3.1.4 Systems of Handling Complaints .....	21
3.1.5 The Benefits of Handling Complaints Effectively .....	24
3.1.6 Framework of Study .....	25
3.2 The Result and Discussion.....	26
3.2.1 INPUT.....	26
3.2.1.1 Complaints Received .....	26
3.2.1.2 The Facilities of Delivering Complaints .....	30
3.2.2 PROCESS.....	31
3.2.2.1 Standard Operating Procedure (SOP) of Handling Complaints at Taman Pintar Yogyakarta .....	31
3.2.2.2 The Implementation of SOP in Taman Pintar .....	32
3.2.3 OUTPUT.....	36
3.2.3.1 Complaints Handling is Declared as Complete .....	36
<b>CHAPTER 4: CONCLUSIONS AND SUGGESTIONS .....</b>	<b>38</b>
4.1 Conclusions .....	38
4.2 Suggestions .....	38
<b>WORKS CITED.....</b>	<b>xii</b>
<b>APPENDICES .....</b>	<b>xiv</b>