

## DAFTAR ISI

<b>HALAMAN JUDUL .....</b>	<b>i</b>
<b>PERNYATAAN BEBAS PLAGIASI .....</b>	<b>ii</b>
<b>LEMBAR PERSETUJUAN .....</b>	<b>iii</b>
<b>HALAMAN PENGESAHAN .....</b>	<b>iv</b>
<b>ABSTRAK .....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b>KATA PENGANTAR .....</b>	<b>vii</b>
<b>DAFTAR ISI .....</b>	<b>ix</b>
<b>DAFTAR ISTILAH .....</b>	<b>xii</b>
<b>DAFTAR TABEL .....</b>	<b>xiii</b>
<b>DAFTAR GAMBAR.....</b>	<b>xiv</b>
<b>DAFTAR LAMPIRAN .....</b>	<b>xv</b>
<b>BAB I PENDAHULUAN .....</b>	<b>1</b>
1.1 Latar Belakang .....	1
1.2 Perumusan Masalah .....	4
1.3 Pertanyaan Penelitian .....	4
1.4 Tujuan Penelitian .....	5
1.5 Manfaat Penelitian .....	5
1.6 Tinjauan Pustaka .....	6
1.7 Landasan Teori .....	10
1.7.1 Hotel .....	10
1.7.2 <i>Human Resources Department</i> (HRD) .....	13

1.7.3 <i>Standard Operational Procedure (SOP)</i> .....	14
1.7.4 <i>Front Office Department</i> .....	15
1.7.5 <i>Personal Grooming</i> .....	17
1.7.6 <i>Kebersihan Diri</i> .....	20
1.7.7 <i>Sikap / Attitude</i> .....	21
1.8 <i>Metode Penelitian</i> .....	22
1.8.1 <i>Jenis Penelitian</i> .....	22
1.8.2 <i>Waktu &amp; Tempat Penelitian</i> .....	22
1.8.3 <i>Alat Penelitian</i> .....	23
1.8.4 <i>Teknik Pengumpulan Data</i> .....	23
1.8.5 <i>Jenis Data</i> .....	25
1.8.6 <i>Analisa Data</i> .....	25
<b>BAB II DESKRIPSI OBJEK PENELITIAN</b> .....	<b>26</b>
2.1 <i>Lokasi Objek Penelitian</i> .....	26
2.2 <i>Gambaran Umum</i> .....	27
2.2.1 <i>Profil Hotel</i> .....	27
2.2.2 <i>Visi Hotel</i> .....	28
2.2.3 <i>Misi Hotel</i> .....	29
2.3 <i>Struktur Organisasi</i> .....	29
2.4 <i>Jumlah Karyawan Perusahaan</i> .....	29
2.5 <i>Produk Objek Penelitian</i> .....	30
2.5.1 <i>Tipe Kamar</i> .....	30
2.5.2 <i>Meeting Room</i> .....	34

2.5.3 Fasilitas Pendukung dan Pelayanan .....	36
<b>BAB III PEMBAHASAN .....</b>	<b>37</b>
3.1 <i>Standard Operational Procedure Personal Grooming</i> .....	37
3.2 Penerapan <i>Standard Operational Procedure Personal Grooming</i> .....	45
3.1 Kendala Dalam Penerapan <i>Standard Operational Procedure Personal Grooming</i> .....	49
<b>BAB IV PENUTUP .....</b>	<b>52</b>
4.1 Kesimpulan .....	52
4.2 Saran .....	53
<b>DAFTAR PUSTAKA .....</b>	<b>55</b>
<b>DAFTAR NARASUMBER .....</b>	<b>56</b>
<b>LAMPIRAN.....</b>	<b>57</b>

## DAFTAR ISTILAH

1. *Personal Grooming* : Penampilan diri
2. *Talent & Culture Department* : Departemen sumber daya manusia
3. *Front Office* : Kantor depan
4. *Combo Hotel* : Dua hotel dengan satu manajemen
5. *Tangible Product* : Produk yang nyata
6. *Intangible Product* : Produk yang tidak teraba
7. *Cultural Heritage* : Warisan kebudayaan
8. *Local Java Arts* : Kesenian daerah Jawa
9. *First Impression* : Kesan Pertama
10. *Courtesy* : Aturan-aturan
11. *Back of The House* : Kantor bagian belakang
12. *Front of The House* : Kantor bagian depan
13. *Hospitality* : Keramah-tamahan
14. *Personal Hygiene* : Kebersihan diri
15. *Heritage Authentic* : Warisan asli

## DAFTAR TABEL

Tabel 1.1 Hasil Tinjauan Pustaka.....	8
Tabel 2.1 Meeting Room Grand Mercure & ibis .....	35
Tabel 3.1 <i>Standard Operational Procedure Personal Grooming</i> Grand Mercure & ibis.....	38
Tabel 3.2 Perbedaan <i>Personal Grooming</i> Grand Mercure & ibis.....	44

## DAFTAR GAMBAR

Gambar 2.1 Peta Grand Mercure & ibis Yogyakarta Adi Sucipto.....	26
Gambar 2.2 Logo Hotel.....	28
Gambar 2.3 Kamar <i>Superior</i> .....	30
Gambar 2.4 Kamar <i>Premium Superior</i> .....	31
Gambar 2.5 Kamar <i>Premium Superior Balcony</i> .....	31
Gambar 2.6 Kamar <i>Deluxe</i> .....	32
Gambar 2.7 Kamar <i>Premium Deluxe</i> .....	32
Gambar 2.8 Kamar <i>Executive</i> .....	33
Gambar 2.9 Kamar <i>Deluxe Suite</i> .....	33
Gambar 2.10 Kamar ibis .....	34
Gambar 3.1 Seragam <i>Front Desk Agent</i> Grand Mercure ( <i>Female</i> ).....	39
Gambar 3.2 Seragam <i>Guest Relation Officer</i> Grand Mercure .....	40
Gambar 3.3 Seragam <i>Front Desk Agent</i> Grand Mercure ( <i>Male</i> ).....	41
Gambar 3.4 Seragam <i>Concierge</i> Grand Mercure .....	41
Gambar 3.5 Seragam Front Desk Agent ibis ( <i>Female</i> ).....	42
Gambar 3.6 Seragam Front Desk Agent ( <i>Male</i> ) .....	43

## DAFTAR LAMPIRAN

Lampiran 1. Personal Grooming Hotel .....	57
Lampiran 2. Pedoman Wawancara .....	57