

ABSTRAK

Dalam melakukan kegiatan manajerial dan operasionalnya, Departemen Sales Garuda Wisnu Kencana tentunya menemui berbagai kendala. Penelitian ini bertujuan untuk mengetahui ragam kendala yang dijumpai Departemen Sales dalam menjalankan perannya di GWK. Selain itu, penelitian ini juga bertujuan untuk mengetahui strategi Departemen Sales dalam mengatasi kendala dalam menjaga hubungan bisnis dengan *existing client travel agent* di Garuda Wisnu Kencana Cultural Park Bali. Penelitian ini menggunakan metode deskriptif kualitatif dengan melakukan kegiatan pengamatan langsung di lapangan selama 3 bulan. Penulis juga melakukan wawancara secara terstruktur dengan beberapa narasumber, mengumpulkan dokumentasi perusahaan maupun dokumentasi pribadi dan melakukan studi pustaka untuk mendukung penelitian ini. Hasil dari penelitian ini menunjukkan bahwa dalam melakukan hubungan dengan *existing client travel agent*, Departemen Sales Garuda Wisnu Kencana Cultural Park memiliki suatu *standard operating procedure* (SOP). Dalam menjalankan SOP tersebut departemen sales memiliki kendala dalam menjaga hubungan bisnis seperti miskomunikasi dengan *travel agent* dan kurangnya koordinasi dengan departemen lain. Sebagai langkah menghadapi kendala tersebut, departemen sales memiliki strategi yang diterapkan untuk menjaga hubungan bisnis dengan *existing client travel agent* seperti *follow up* tamu dan *sales call*.

Kata kunci : Strategi, Departemen Sales, Garuda Wisnu Kencana, *Travel Agent*

ABSTRACT

In conducting the managerial and operational activity, Sales Department of Garuda Wisnu Kencana Cultural Park Bali certainly encounters various obstacles. This research aims to determine the variety of obstacles encountered by the Sales Department in carrying out its role in Garuda Wisnu Kencana. In addition, this research also aims to determine the strategy of Sales Department in overcoming obstacle in maintaining business relationship with the existing client travel agent at Garuda Wisnu Kencana Cultural Park Bali. This research use descriptive qualitative method by conducting direct observation in the field for 3 months. The author also conducts structured interviews with several speaker, collects company documentation as well as personal documentation conducted by the author and conducts literature studies to support this research. The results of this study indicate that in engaging with existing client travel agent, Sales Department Garuda Wisnu Kencana has the standard operating procedure as known as SOP. In running those SOP, Sales Department Garuda Wisnu Kencana have problems in maintaining business relationship such as misscommunication with travel agent and lack of coordination with other departments. As the step towards dealing with those obstacles, Sales Department have the strategy that is implemented to maintain business relationship with the existing client travel agent such as guest follow ups and sales call.

Keywords : *Strategy, Sales Department, Garuda Wisnu Kencana, Travel Agent*