

ABSTRAK

Standard Operational Procedure merupakan suatu pedoman atau acuan untuk melaksanakan tugas pekerjaan sesuai dengan fungsinya. Staff customer service PT.TWCB dituntut untuk berpedoman pada SOP dalam melakukan tugasnya dalam memberikan pelayanan kepada wisatawan. Penerapan SOP yang baik oleh staff customer service akan berdampak positive bagi perusahaan dalam memberikan kepuasan kepada wisatawan. Tujuan penulisan ini adalah mengetahui SOP *Customer service* Taman Wisata Candi Borobudur (TWCB) dan mengetahui bagaimana penerapan SOP serta kendala apa saja yang terdapat didalam penerapan SOP *Customer service* wisarawan mancanegara TWCB. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data meliputi observasi dan wawancara. Hasil penelitian ini adalah bahwa pengunjung merasa puas dan petugas dinilai sudah baik dalam memberikan pelayanannya. Ada beberapa kendala-kendala dalam menerapkan SOP oleh *staff customer service*, yaitu kurangnya kemampuan bahasa mancanegara, tidak adanya peraturan atau kebijakan yang jelas tentang penggunaan kartu pelajar wisatawan mancanegara untuk mendapatkan harga pelajar oleh wisatawan mancanegara yang berstatus pelajar dan kurangnya pengetahuan *hospitality* oleh *staff customer service*.

Kata kunci: SOP, *customer service* mancanegara, borobudur.

ABSTRACT

Standard Operational Procedure is a guideline or reference for carrying out work tasks in accordance with their functions. PT.TWCB's customer service staff are required to be guided by the SOP in carrying out their duties in providing services to tourists. Good implementation of SOPs by customer service staff will have a positive impact on companies in providing satisfaction to tourists. The purpose of this paper is to know the SOP of Borobudur Tourism Park (TWCB)'s Customer Service and to know how the SOP is applied as well as what obstacles are in the application of TWCB foreign service Customer Service SOP. This research uses a qualitative descriptive method with data collection techniques including observation, interviews, and documentation. The results of this study were that visitors were satisfied and officers were considered good at providing services. There are several obstacles in implementing SOPs by customer service staff, namely the lack of foreign language skills, the absence of clear rules or policies regarding the use of foreign tourist student cards to obtain student prices by foreign tourists with student status and lack of hospitality knowledge by customer service staff .

Keywords: SOP, international customer service, borobudur