

## INTISARI

Standar operasional prosedur berperan penting dalam kegiatan staff *guest relations officer* The Alana Yogyakarta Hotel & Convention Center karena standar operasional prosedur merupakan sebuah pedoman atau acuan yang menjadi standar dalam menjalankan tugas. Tujuan penelitian tugas akhir ini untuk mengetahui standar operasional prosedur pelayanan serta tugas dan tanggung jawab *guest relations officer* yang dilaksanakan oleh staff *guest relations officer* The Alana Yogyakarta Hotel & Convention Center. Pada penelitian ini menggunakan metode penelitian kualitatif. Teknik pengumpulan data berupa observasi, wawancara dan studi literatur. Jenis data yang digunakan adalah data primer dan data sekunder. Data primer diperoleh dari observasi dan wawancara langsung di The Alana Yogyakarta Hotel & Convention Center. Data sekunder diperoleh dari buku, laporan, dan jurnal yang berhubungan dengan penelitian. Hasil penelitian yang dilakukan menunjukkan bahwa, pelayanan yang dilakukan oleh staff *guest relations officer* telah berjalan dengan baik dan sesuai dengan standar operasional prosedur pelayanan yang telah ditetapkan. Namun masih ada beberapa standar operasional prosedur yang perlu ditingkatkan oleh staff *guest relations officer*.

**Kata Kunci:** Standar Operasional Prosedur, Pelayanan, Tamu, The Alana Yogyakarta Hotel & Convention Center, *Guest Relations Officer*.

## **ABSTRACT**

*Standard operational procedures are important in the activities of the staff of guest relations officers at The Alana Yogyakarta Hotel & Convention Center because standard operating procedures become guidelines or references that become standard in carrying out their duties. The purpose of this final project research is to find out the standard operating procedures for the duties and responsibilities of guest relations officers performed by the staff of guest relations officers at The Alana Yogyakarta Hotel & Convention Center. In this study using qualitative research methods. Data collection techniques consist of observation, interview and literature study. The type of data used is primary data and secondary data. Primary data were obtained from observations and direct interviews conducted at The Alana Yogyakarta Hotel & Convention Center. Secondary data were obtained from books, reports and journals related to research. The results of the research carried out showed that, the services performed by the staff of guest relations officers have been going well and in accordance with the standard operational procedures of services that have been determined. However there are still a number of standard operating procedures that need to be expanded by the guest relations officer staff.*

**Keyword:** *Standard Operational Procedures, Services, Guests, The Alana Yogyakarta Hotel & Convention Center, Guest Relations Officer.*