



INTISARI

Dunia pariwisata tidak dapat dipisahkan dari aktivitas pelayanan. Pelayanan diberikan dari pihak pengelola kepada wisatawan agar wisatawan merasa puas. Penelitian ini bertujuan untuk mengetahui sistem pelayanan penjualan tiket yang diberikan oleh PT. TWC unit Ratu Boko di Locket Delapan *Shuttle* Prambanan kepada wisatawan. Penelitian ini dilakukan dengan metode kualitatif dengan teknik pengumpulan data wawancara dan observasi. Wawancara dilakukan dengan narasumber staf yang terkait dengan pengelolaan di Locket Delapan *Shuttle* Prambanan, sedangkan observasi dilakukan pada saat peneliti melakukan praktik kerja lapangan. Hasil penelitian ini menunjukkan bahwa sistem pelayanan penjualan tiket yang dilakukan PT. TWC unit Ratu Boko di Locket Delapan *Shuttle* Prambanan dilakukan oleh dua staf yaitu staf di depan loket yang disebut Staf Promosi, dan staf di dalam loket yang disebut Staf Tiket. Staf Promosi bertugas memberikan pelayanan berupa pemberian informasi tentang paket wisata Prambanan-Ratu Boko sekaligus mempromosikannya, sedangkan Staf Tiket bertugas memberikan pelayanan pembelian tiket kepada wisatawan. Aktivitas pelayanan yang diberikan dari Staf Promosi dan Staf Tiket didasari oleh aturan dari PT. TWC unit Ratu Boko dengan tahapan-tahapan yang membentuk sebuah sistem, akan tetapi dalam pelaksanaannya masih terdapat kendala dikarenakan terdapat staf yang melanggar aturan saat menjalankan pekerjaannya.

Kata kunci : Pelayanan, Sistem pelayanan, Locket Delapan *Shuttle* Prambanan, PT. TWC unit Ratu Boko



ABSTRACT

The world of tourism cannot be separated from service activities. Services are provided from the manager to tourists so that tourists feel satisfied. This research aims to determine the ticket sales service system provided by PT. TWC Ratu Boko unit at the Eight Prambanan Shuttle Counters to tourists. This research was conducted using qualitative methods with interview and observation data collection techniques. Interviews were conducted with staff speakers related to management at the eight Prambanan Shuttle counters, while observations were made when the researcher was doing field work practices. The results of this study indicate that the ticket sales service system conducted by PT. TWC Ratu Boko unit at the Prambanan Shuttle Counters Eight is carried out by two staff, namely the staff in front of the counter called the promotion staff, and the staff inside the counter called the ticket staff. The promotion staff is in charge of providing services in the form of providing information about the Prambanan-Ratu Boko tour package as well as promoting it, while the ticket staff is in charge of providing ticket purchase services to tourists. Service activities provided by promotional staff and ticket staff are based on regulations from PT. TWC Ratu Boko unit with the stages that form a system, but in its implementation there are still obstacles because there are staff who violate the rules while carrying out their work.

Keywords: *Service, Service system, Prambanan Eight Shuttle Counters, PT. TWC Ratu Boko unit*