

INTISARI

Bagian *Reservation* yang tergabung dengan *Telephone Operator* di Departemen *Front Office* Hotel Cavinton Yogyakarta memiliki tugas utama dalam menangani proses reservasi kamar tamu. Reservations tentunya memiliki prosedur yang dijadikan panduan dalam melayani reservasi kamar tamu. Maka dari itu, penulis tertarik untuk meneliti prosedur yang digunakan oleh reservations dalam melayani reservasi kamar tamu di Hotel Cavinton Yogyakarta.

Penelitian ini bertujuan untuk menganalisis prosedur yang digunakan oleh reservations di Hotel Cavinton Yogyakarta dalam melayani reservasi kamar tamu. Dalam hal ini, penulis terjun langsung dalam Praktik Kerja Lapangan di Bagian *Telephone Operator and Reservation*. Penulis mengumpulkan data melalui observasi secara langsung, melakukan wawancara terhadap senior, dokumentasi, dan studi pustaka untuk mempelajari operasional bagian *Reservation* dan prosedur pelayanan reservasi kamar tamu oleh reservations.

Dari hasil analisis, dapat disimpulkan bahwa bagian *Reservation* tidak bertemu langsung dengan tamu ketika melayani permintaan reservasi kamar, melainkan melalui beberapa perantara seperti telepon, *travel agent*, *online travel agent*, hingga *Sales Marketing* di hotel. Masing-masing reservasi membutuhkan prosedur yang benar dan mengutamakan keramah-tamahan sebagai ciri utama industri perhotelan.

Kata kunci : Pelayanan, reservasi, reservations, *front office*

ABSTRACT

Front Office Reservation Section which is incorporated with Telephone Operator Section at Hotel Cavinton Yogyakarta has the main responsibility in handling guest room reservation process. Reservationist has the procedures as a guide in processing room reservations. The author is interested to examine the procedures used by the reservasionist in handling guest room reservation at Hotel Cavinton Yogyakarta.

This study aims to analyze the procedures used by the reservationsis at Hotel Cavinton Yogyakarta in handling the guest room reservation. In this case, the author goes directly to the Field Work Practice in the Telephone Operator and Reservation Section. The author collected data through direct observation, interview session, documentation, and literature study to learn the operation of the Reservation section and the guest room reservation procedure.

From the analysis result, it can be concluded that the Reservation Section does not meet directly with the guest when handling room reservation request. There are some reservation intermediaries such as telephone, travel agent, online travel agent, and Sales Marketing in the hotel. Each reservation requires the correct procedure based on its intermediaries and prioritizes hospitality as a hallmark of the hotel industry.

Keywords : Service, reservation, reservationist, front office