

INTISARI

Standard operating procedure (SOP) merupakan panduan yang digunakan untuk melaksanakan suatu pekerjaan agar pekerjaan berjalan dengan lancar dan sesuai tujuan. Bali Ceria Tours and Travel adalah salah satu biro perjalanan wisata yang ada di Bali yang memiliki SOP dalam melakukan kegiatan *check in* dan *check out* wisatawan Iran. Namun, sejauh ini Bali Ceria Tours and Travel belum memiliki SOP tertulis dalam menjalankan kegiatan *check in* dan *check out* wisatawan Iran. SOP hanya dijelaskan secara lisan oleh operasional manajer kepada karyawan dan *trainee*. Penelitian ini merupakan penelitian kualitatif, yakni dengan mengumpulkan data dan menganalisis data melalui observasi secara langsung di lapangan dan wawancara kepada karyawan serta melakukan studi pustaka untuk melengkapi data yang diperoleh dari observasi maupun wawancara.

Penelitian ini bertujuan untuk mengetahui: (1) Bagaimana SOP *check in* dan *check out* wisatawan Iran di Bali Ceria Tours and Travel, (2) Bagaimana penerapan SOP *check in* dan *check out* wisatawan Iran di Bali Ceria Tours and Travel (3) Kelebihan dan kekurangan SOP *check in* dan *check out* wisatawan Iran di Bali Ceria Tours and Travel.

Hasil penelitian menunjukkan bahwa SOP *check in* dan *check out* wisatawan Iran di Bali Ceria Tours and Travel merupakan penjelasan secara lisan oleh operasional manajer kepada karyawan dan *trainee* tanpa adanya SOP tertulis. Penerapan SOP *check in* dan *check out* di Bali Ceria Tours and Travel hampir semuanya terlaksana dengan baik, hanya ada beberapa bagian SOP yang sering dilupakan oleh karyawan pada penerapan SOP tersebut. Secara umum kelebihan SOP *check in* dan *check out* wisatawan Iran di Bali Ceria Tours and Travel adalah dapat menjadi pedoman sementara dan meringankan pekerjaan ketika di lapangan. Kekurangan SOP *check in* dan *check out* wisatawan Iran di Bali Ceria Tours and Travel adalah tidak adanya SOP tertulis untuk karyawan ketika melaksanakan pekerjaan *check in* dan *check out* wisatawan Iran di lapangan.

Kata Kunci : Bali Ceria Tours and Travel, Penerapan, *Standard Operating Procedure, Check In, Check Out*

ABSTRACT

Standard operational procedure (SOP) is guides used to carry out a job to work smoothly and according to goals. Bali Ceria Tours and Travel is one of the existing travel agency in Bali which has SOP in conducting check in and check out of Iranian tourists. However, so far Bali Ceria Tours and Travel has not had a written SOP in running check in and check out Iranian tourists. SOP is only explained orally by the operational managers to employees and trainees. This research is qualitative research, that is by collecting data and analyzing data through direct observation in the field and interview to employees and do literature study to complete the data obtained from the observation and interview.

This study aims to find out: (1) How is the SOP of check in and check out of Iranian tourists in Bali Ceria Tours and Travel, (2) How is the implementation of SOP check in and check out Iranian tourists in Bali Ceria Tours and Travel (3) The strenght and weakness SOP of check in and check out Iranian tourists in Bali Ceria Tours and Travel.

The result shows that SOP of check in and check out of Iranian tourists of Bali Ceria Tours and Travel is an oral explanation conducted by the operational manager to the staff and trainee without any written SOP. The implementation of SOP of check in and check out of Bali Ceria Tours and Travel has been implemented well generally, only several parts of SOP are not recorded well by the staff in implementing the SOP. Generally, the advantage of SOP of check in and check out of Iranian tourists of Bali Ceria Tours and Travel can become temporary guideline and ease the tasks in the field. The disadvantage of SOP of check in and check out of Iranian tourists of Bali Ceria Tours and Travel is the absence of written SOP for staff when they perform their job of check in and check out of Iranian tourists in the field.

Keywords : Bali Ceria Tours and Travel, Implementation, Standard Operating Procedures, Check In, Check Out