

INTISARI

The Sahid Rich Jogja Hotel merupakan hotel berbintang empat yang memiliki visi menjadi *MICE Hotel* nomor satu di Yogyakarta. Sebagai *MICE Hotel* yang tingkat huniannya tinggi dan memiliki banyak tamu, The Sahid Rich Jogja Hotel perlu membangun hubungan yang baik dengan tamu. *Guest Relation Officer* berperan dalam memberikan pelayanan dan menjaga kepercayaan tamu. Ruang lingkup dari tugas *Guest Relation Officer* sangat luas seiring dengan kebutuhan akan pelayanan tersebut. Dalam pelaksanaan tugasnya, *Guest Relation Officer* mengacu pada *Standart Operational Procedure*. Atas dasar inilah, penulis tertarik untuk menganalisa tentang pelayanan *Guest Relation Officer* sebagai jembatan antara tamu dan pihak manajemen hotel. Tujuan lain dari penelitian ini adalah mengetahui ruang lingkup kerja dan mengetahui dasar seorang *Guest Relation Officer* dalam melaksanakan tugasnya.

Dari hasil penelitian ini, diperoleh hasil bahwa bahwa *Guest Relation Officer* di The Sahid Rich Jogja Hotel bekerja dengan arahan yang jelas sesuai SOP dan memiliki kepekaan akan situasi yang terjadi pada tamu, segala permasalahan diselesaikan dengan cepat. *Guest Relation Officer* juga memberikan atensi kepada tamu, sehingga kepercayaan mereka dapat terjaga.

Kata kunci ; hotel, *Guest Relation Officer*, SOP

ABSTRACT

The Sahid Rich Jogja Hotel is four-star hotel that has a vision to be the first MICE Hotel in Yogyakarta. As the MICE Hotel with high levels of occupancy and has a lot of guests, The Sahid Rich Jogja Hotel need to build warm relationships with the guests. The role of Guest Relation Officer are providing service and also keeping the satisfaction of the guests. The Guest Relation Officer's duties are very broadly, in line with the needs of the service. In the execution of their duty, Guest Relation Officer refers to a Standard Operational Procedure. Based on that, the author are interested to analyze about Guest Relation Officer as a bridge between the guest and the hotel management. Another goal of this research is to know the scope of the work and ensure the basics of a Guest Relation Officer in carrying out their duties.

Based on this research, obtained the results that the Guest Relation Officer works with clear directives according to SOP and has sensibilities on guest situation, all problems are resolved quickly. Guest Relation Officer also gives attention to the guests, so their satisfaction can be maintained.

Keywords ; hotel, GRO, SOP