

## INTISARI

Yogyakarta sebagai kota wisata mempunyai fasilitas penunjang pariwisata seperti akomodasi bagi para wisatawan. Salah satu hotel bintang lima di Yogyakarta adalah Sheraton Mustika Yogyakarta Resort & Spa. Dalam industri perhotelan terdapat beberapa departemen yang saling berhubungan, salah satunya adalah *Front Office Departement* yang keberadaannya sangat penting dalam melayani tamu, mulai dari tamu biasa hingga *Very Important Person* seperti *Starwood Preferred Guest* yang merupakan member dari properti *Starwood*. Oleh karena itu, perlu adanya *Guest Relation Officer* yang berperan untuk melayani tamu tersebut..

Dalam Tugas Akhir ini Penulis menggunakan metode observasi partisipatoris yaitu Penulis secara langsung ikut serta dalam kegiatan *Front Office Departement* di Sheraton Mustika Yogyakarta Resort & Spa yang mempunyai tujuan yaitu untuk mengetahui peran *Guest Relation Officer* dalam melayani *Starwood Preferred Guest*.

Berdasarkan hasil observasi terbukti bahwa peran *Guest Relation Officer* di Sheraton Mustika Yogyakarta Resort & Spa sangatlah penting dalam melayani *Starwood Preferred Guest* dan berpengaruh terhadap kepuasan tamu tersebut.

Kata kunci : *Guest Relation Officer*, Pelayanan, *Very Important Person*, *Starwood Preferred Guest*, Sheraton Mustika Yogyakarta Resort & Spa

## **ABSTRACT**

*Yogyakarta as a city of tourism has facilities to support the tourism such as accommodation for tourist. One of the five stars hotel in Yogyakarta is Sheraton Mustika Yogyakarta Resort & Spa. In the hospitality industry there are some departments that are interconnected, one of which is Front Office Departement being very important in serving guest, start from ordinary guest to Very Important Person like Starwood Preferred Guest who is the member of Starwood property. Therefore, need for Guest Relation Officer that role to serving that guest.*

*In this final report, the writer used participatory observation that author directly participate in the activities of Front Office Departement of Sheraton Mustika Yogyakarta Resort & Spa whose objective is to determine the role of Guest Relation Officer to serving Starwood Preferred Guest.*

*Based on observations, proved that the role of Guest Relation Officer in Sheraton Mustika Yogyakarta Resort & Spa is important in order to serving Starwood Preferred Guest and take effect to the satisfaction of that guest.*

*Keywords : Guest Relation Officer, Service, Very Important Person, Starwood Preferred Guest, Sheraton Mustika Yogyakarta Resort & Spa*