

## ABSTRAK

Principal task Guest Relation Officer at the Royal Ambarrukmo is preparing for the arrival of guest and VIPs. Duties include preparing the guest room and special VIP treatment room keys and provided in the room along with the welcome letter. That service to VIP guest can walk smoothly needed a good standard operating procedures. On the basis of these authors are interested to analyze the implementation of standard operating procedures exist for guest relation officer at the hotel Royal Ambarrukmo Yogyakarta.

The purpose of this thesis was to determine how important the influence of standard operating procedures for the performance of guest relation officer to facilitate better service to guest. The method of the data collection is by interview, literature, and direct observation to study and see real how to guest relation officer doing service for guests.

Of the results of the analysis proved that the change in the standard operating procedures at Royal Ambarrukmo Jogjakarta is very important to support good service for guest. The absence of renewal of standard operating procedures will also have major implications for the performance of guest relations officer.

***Kata kunci : Service, Front Office, Guest Relation Officer***

## **INTISARI**

Tugas pokok GRO di RAY adalah mempersiapkan dan menerima kedatangan tamu VIP. Tugasnya meliputi mempersiapkan kamar tamu VIP, kunci kamar, dan spesial treatmen yang disediakan di dalam kamar beserta welcome letternya. Agar pelayanan kepada tamu VIP dapat berjalan dengan lancar diperlukan SOP yang baik. Atas dasar inilah, penulis tertarik untuk menganalisa Penerapan Standar Operasional Prosedur yang ada untuk Guest Relation Officer di Hotel Royal Ambarrukmo Yogyakarta.

Tujuan penulisan Tugas Akhir ini adalah untuk mengetahui seberapa penting pembaharuan Standar Operasional Prosedur bagi kinerja Guest Relation Officer untuk memudahkan pelayanan yang baik bagi tamu. Metode pengumpulan data adalah melalui wawancara, studi pustaka dan obserfasi secara langsung guna mempelajari dan melihat secara nyata bgaimana GRO melakukan pelayanan bagi para tamu.

Dari hasil analisis terbukti bahwa pembaharuan Standar Operasional Prosedur di Hotel Royal Ambarrukmo Yogyakarta sangatlah penting, guna menunjang pelayanan yang baik bagi para tamu. Tidak adanya pembaharuan Standar Operasional Prosedur juga akan berdampak besar bagi kinerja Guest relation Officer.

**Kata kunci : pelayanan, Front Office, Guest Relation Officer**