

## INTISARI

Tujuan dari penulisan tugas akhir ini yang berjudul “*Pekerjaan dan Tanggung Jawab Sales Secretary di The Alana Hotel and Convention Center Yogyakarta*” adalah untuk menelaah profil The Alana Hotel Yogyakarta and Convention Center Yogyakarta yang terdiri dari sejarah, visi, misi, logo, fasilitas, struktur organisasi. Selain itu, saya juga tertarik untuk mengetahui tentang pekerjaan dan tanggung jawab sekretaris penjualan di The Alana Hotel Yogyakarta and Convention Center Yogyakarta.

Penulisan Tugas Akhir ini merupakan hasil pengumpulan dari magang selama 1 Februari 2016 sampai dengan 29 April 2016. Magang berlangsung di The Alana Hotel and Convention Center Yogyakarta. Metode pengumpulan data yang digunakan adalah observasi secara langsung, wawancara narasumber, serta mengambil dokumentasi. Untuk studi pustaka, saya mengambil ide dari Sutarto (1997), Agus M. Hardjana (1998), Bambang Sujatno (2008), Foster, Dennis (1997) dan untuk mengetahui informasi lebih saya mengambil beberapa ide artikel dari internet.

Berdasarkan data dan informasi yang diperoleh, The Alana Hotel and Convention Center Yogyakarta adalah hotel berbintang 4 yang memiliki convention hall yang sangat memadai, yang diresmikan pada tanggal 26 Februari 2015. Berdasarkan hasil dari magang di The Alana Hotel dan rujukan dengan studi pustaka, terdapat beberapa persamaan peran yang dilakukan oleh Sales Secretary di The Alana Hotel seperti Sales Secretary membantu kepala departemen dan staff yang ada di Sales and Marketing Department, dan juga Sales Secretary yang mengurus surat menyurat yang ada di Sales and Marketing Department.

**Kata Kunci:** pekerjaan sekretaris, surat menyurat, peran dan tanggung jawab sekretaris penjualan, sekretaris penjualan di The Alana Hotel.

## ABSTRACT

The purpose of this final paper, titled “*Sales Secretary Duties and Responsibilities at Sales Marketing Department of The Alana Hotel and Convention Center Yogyakarta*” is to introduce the profile of The Alana Hotel and Convention Center Yogyakarta which consists of history, vision, mission, logo, facilities, organization structure. Moreover, I want to know more about sales secretary duties and responsibilities at the Sales and Marketing Department of The Alana Hotel and Convention Center Yogyakarta.

This graduating paper is a result of data collecting from the internship from 1 February 2016 until 29 April 2016. The internship program was conducted at The Alana Hotel and Convention Center Yogyakarta. The methods of collecting the data are the usage of direct observation, interview informant to get more information about The Alana Hotel and Convention Center Yogyakarta, and also taking documentation. For the library research, I employ the idea of Sutarto (1997), Agus M. Hardjana (1998), Bambang Sujatno (2008), Foster, Dennis (1997) and some articles internet research for more information about The Alana Hotel and Convention Center Yogyakarta.

Based on the result data and information that have been collected, I got some information that The Alana Hotel and Convention Center Yogyakarta is a four-star hotel with big convention hall which was established on February 26, 2015. The Alana Hotel and Convention Center is located in Palagan Tentara Pelajar Street Km. 7, Yogyakarta 55581. Based on internship at The Alana Hotel and Convention Center Yogyakarta that have been done and the results of the comparison with theories, there are similiar roles implemented by Sales Secretary in The Alana Hotel and Convention Center Yogyakarta, such as: Sales Secretary has to assist the head of department and staff at The Alana Hotel and Convention Center Yogyakarta and does the corresponde.

**Keywords: secretarial duties, correspondence, roles and responsibilities, sales secretary at The Alana Hotel and Convention Center Yogyakarta**