

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 The Definition of Hotel

Hotel is a type of accommodation commercially managed by its owner that provides various services, such as lodging, food and beverages, and other facilities to meet guests' needs. According to the Kamus Besar Bahasa Indonesia (KBBI), a hotel is a building with many rooms that are rented out as a place to stay and eat for people who are travelling. Thus, a hotel serves not only as a place to rest but also as a provider of services that support guests' comfort and needs during their stay.

The building design, interior and exterior of the rooms, the hotel atmosphere, the restaurant, and the food and beverages served, including all available facilities, are examples of products offered by a hotel. Meanwhile, the services provided by a hotel include hospitality and the staff's skills in serving guests (Satwika, Anggreni, & Dewi, 2023). Kotler and Amstrong in Satwika, Anggreni, and Dewi (2023), define a service as an activity or benefit offered by one party to another that is essentially intangible and does not result in any ownership.

According to Regulation of the Minister of Tourism and Creative Economy No. 5 (2022), on the Implementation of the Indonesian National Qualifications Framework for the Hospitality Sector, Article 1, Paragraph 5, hotel is a business that provides accommodation in the form of rooms within a building, equipped with food and beverage services, entertainment, and other facilities for the purpose of generating profit. Meanwhile, according to the American Hotel and Motel Association (AHMA), as cited in Kasavana, Brooks, and Steadmon, in Ferdianyah and Ocatvy, (2023), a hotel is an establishment whose primary business is providing lodging facilities for the general public while offering one or more supporting services, such as food and beverage service, room attendant service, uniformed service, laundering of linens, and the use of furniture and fixtures.

A hotel consists of various departments, each with its own functions and responsibilities. These departments include Front Office, Housekeeping, Food and Beverage, Accounting, Engineering, Sales and Marketing, and Human Resources. Each of these departments works closely together to support the hotel's operations. Without coordination and contributions from every department, the hotel's operations would not be able to function optimally in providing service to guests.

As a commercially managed business, hotels are expected to meet guests' needs and expectations by providing optimal service. Guest satisfaction with the services provided will encourage them to return and use the hotel's services and facilities, thereby fostering loyalty that benefits the company. Additionally, satisfied guests are more likely to share their positive experiences with others, which can indirectly attract new guests and increase the company's profits (Diah in Satwika, Anggreni, & Dewi, 2023).

2.1.2 The Definition of Front Office Department

The Front Office Department is a department in a hotel that plays a crucial role as the "face of the hotel" or is commonly referred to as the Frontline Department. The Front Office Department, which is one of the hotel departments considered the "first and last impression" for guests, must be able to provide high-quality service (Sanjang, Wenas, & Towoliu, 2016). This department is responsible for serving as the information center, handling reservations, managing check-on and check-out, addressing guest complaints, and ensuring a positive guest experience.

According to Darsono as cited in Wachidiah (2017), the Front Office is one of the hotel departments that interacts directly with guests on an operational level. The Front Office Department is the department located at the very front of the hotel and is the first-place guests will go. Almost all activities in the Front Office Department are directly related to guests, starting from before the guests' arrival upon arrival, during the guests' stay at the hotel, until the guests leave the hotel.

Meanwhile, according to Soenarno as cited in Wachidiah (2017), the Front Office is the department responsible for handling guests who will be staying in rooms, from reservations and reception (receptionist) to guest arrival (check-in) and departure (check-

out). Thus, the Front Office Department is not only responsible for guest reception and registration, but for all activities related to the interests of hotel guests, starting from the room booking process, welcoming guests upon arrival, during their stay, and the process when guests are about to leave the hotel. Therefore, the Front Office Department plays a vital role in the operations of a hotel.

The Front Office Department is led by the Front Office Manager and supported by the Assistant Front Office Manager, who is responsible for assisting the Front Office Manager. Under the managerial staff, there is a Front Office Supervisor who oversees Front Desk Agents (FDA) to ensure their duties are performed in accordance with Standard Operating Procedures (SOP). The Front Office Supervisor works with Front Desk Agents (FDA) and Guest Relation Officers (GRO). Additionally, the Concierge is also part of the Front Office Department and is responsible for delivering guests' luggage to their rooms upon check-in and assisting with unloading luggage from rooms when guests' check-out. The example of Front Office Department organizational structure is shown in Figure 2.1 below.

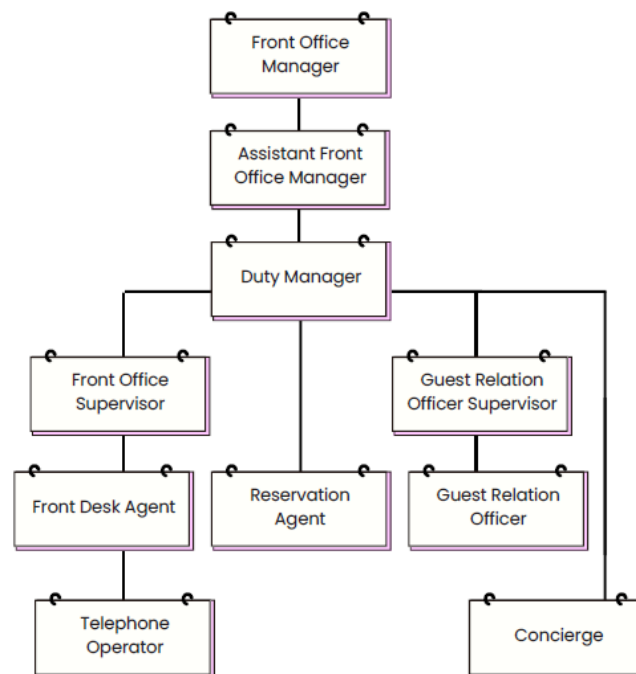


Figure 2.1 Front Office Department Organizational Structure

2.1.3 The Definition of Guest Relation Officer (GRO)

Guest Relation Officer (GRO) is the spearhead of service in four-star hotels and above, a section within the hotel's Front Office Department responsible for welcoming and serving guests, as well as ensuring their needs are met (Sari, Wardani, & Yulianto, 2025). A GRO typically also assists with handling guests' accommodation reservations and addressing any complaints that may arise. As a result, GRO is often recognized for their expertise in maintaining positive relationships with guests, particularly the hotel's VIP guests. In practice, GRO also plays a role in upholding the hotel's brand, which is the most important selling point in the hospitality industry.

A GRO serves as a representative of the Front Office Department management, with the primary responsibility of welcoming hotel guests, particularly Very Important Person (VIP). Additionally, a GRO acts as an information source for guests, providing explanations about various hotel facilities, and assisting with guests' needs from check-in through check-out. GRO must also pay attention to all feedback, complaints, suggestions, comments, and criticism from guests as material for evaluation, the basis for innovation, and planning aimed at improving guest satisfaction (Suarka, Pertiwi, and Setiawan, in Rawindati & Wulandari, 2025).

2.1.3.1 Job Description of Guest Relation Officer (GRO)

Guest Relation Officer (GRO) is primarily responsible for welcoming hotel guests, particularly Very Important Person (VIP). In addition, GRO serves as a source of information for guests, provides explanations about various hotel facilities, and assists in meeting guests' needs from check-in through check-out. GRO must also pay attention to all feedback, complaints, suggestions, comments, and criticism from guests as material for evaluation, the basis for innovation, and planning aimed at improving guest satisfaction (Suarka, Pertiwi, & Setiawan, in Rawindati & Wulandari, 2025).

Not only responsible for welcoming VIP guests and arranging special services for them, a GRO must also possess a strong commitment to service and a high degree of empathy, be able to understand what guests need and want, and have a solid understanding of the products to ensure that guests' expectations are met.

A GRO also plays a role in enhancing guest satisfaction; their duties extend beyond simply welcoming general guests and VIP. A GRO must maintain a professional demeanor to create a positive impression on guests, as every small detail significantly impacts the hotel's rating. A GRO typically creates this positive impression by providing a welcome cake for VIP guests and a welcoming card in the room prior to the guests' arrival (Rawindati & Wulandari, 2025). Additionally, a GRO usually prepares for special requests made by guests before their arrival at the hotel, such as decoration for birthday celebrations, anniversaries, weddings, and stays.

These findings are consistent with previous research conducted by Sari, Wardani, and Yulianto, in Rawindati and Wulandari (2025), which suggests that the role of GRO in enhancing guest satisfaction is quite effective. Various efforts are made to improve guest satisfaction, including demonstrating a friendly and professional attitude while serving guests so that they are satisfied with the service received; maintaining effective communication to minimize the possibility of complaints; and possessing the skills to handle guest complaints so that they remain satisfied with the service provided.

As stated by Rawindati and Wulandari (2025), as a GRO, it is important to play an active role in helping to improve service quality and guest satisfaction at the hotel. In addition to helping to maintain the hotel's positive image, there are several other key responsibilities. Here are the other roles of a GRO as described by Rawindati and Wulandari (2025):

- a. Greeting guests warmly to create a positive impression and provide a personalized experience.
- b. Providing a welcome cake and welcome card in VIP guest rooms before the guest arrives.
- c. Preparing for special guest requests such as birthday celebrations, anniversaries, weddings, and staycations.
- d. Processing guest registration by requesting an ID card (identity card, driver's license, or passport) as a requirement for check-in.
- e. Issuing keys and explaining the facilities available during the guest's stay at the hotel.

- f. Assisting with guest luggage by providing luggage tags and storing items in the luggage storage area.
- g. Answering incoming and outgoing calls.
- h. Making a courtesy call to in-house guests 15-30 minutes after check-in to ensure the room is in perfect condition and no issues have arisen.

2.1.4 Student Interns

Internships and job experiences are broadly recognized as helping to prepare students for entry into the workforce (Margaryan, Saniter, Schumman, & Sielder, 2022). Some students may choose to seek employment at the university in the form of a formal internship, that is a work experience with a defined start and end date, learning outcomes associated with the position, or clear performance metrics or standards that guide the intern's learning and development in that role (Avleeva, Byrd, Pratt, & Gonzalez, 2025).

According to Zopiatis (2007), an internship is defined as “a short-term practical work experience in which students receive training and gain experience in a specific field or career area of their interest” and are integral components of hospitality and tourism programs in educational institutions. Internships facilitate the acquisition of practical skills through direct involvement in tasks and immersion in work processes or corporate culture (Zopiatis, Papadopoulos, & Theofanous, 2021). Additionally, internships allow students to develop supervisory and managerial competencies through hands-on practice and observational learning. Consequently, internships are viewed as a valuable component of the learning cycle that benefits students, colleges and departments, and employers.

Meanwhile, according to Singh and Jaykumar (2019), soft or employable skills for the hospitality sector offer insightful information from employers and help the graduates to acquire those abilities during their degree programs. The significance of soft skills is acknowledged and emphasized as highly important by employers and students. Students report positive implications on their career development and social interactions as a result of possessing soft skills (Shah, Bano, Abdelwahed, & Soomro, 2023). Through their academic and professional experiences, students are exposed to the differences in their

development and career journeys when soft skills have been effectively utilized (Avleeva, Byrd, Pratt, & Gonzalez, 2025).

It is clear that internships are beneficial to both students and higher education institutions alike. For students, internships have positive effects on their teamwork, interpersonal communication, and problem-solving development and have been linked to an increase in overall student satisfaction with their college experience (Routon & Walker, 2019). When the internship is a specific, relevant, or even personalized experience, it decreases the likelihood of skill mismatch in the future between the intern and employer (Passaretta & Triventi, 2015). Employers, now more than ever, are emphasizing soft skills as just as important, if not more valuable, than hard skills (Börner et al., 2018; Franco-Ángel, Carabali, & Velasco, 2023; Succi & Canovi, 2020). Soft skills include elements like teamwork, communication, problem-solving, collaboration, professionalism, and work ethic (Avleeva, Byrd, Pratt, & Gonzalez, 2025).

In this study, student interns refer specifically to students from SMK Tjendekia Puruhita and students from Applied Foreign Language Study Program, Universitas Diponegoro, who undertake internships in the hospitality industry and are assigned to the Guest Relation Officer (GRO) position. SMK Tjendekia Puruhita is a vocational high school specializing in hospitality. Meanwhile, the Applied Foreign Languages Study Program at Universitas Diponegoro prepares students for careers in the hospitality and tourism industries. During the internship, they will be expected to perform their duties under the supervision of experienced hotel staff. Their responsibilities may include welcoming guests, providing information, handling guest requests and complaints, assisting with guest relations, and delivering excellent customer service. As they are required to interact directly with both domestic and international guests, they are expected to possess effective communication skills, particularly in English, as well as a good understanding of hospitality service standards.

2.1.5 Guidebook

A book is one of the most fundamental forms of learning media. It is used to convey information and knowledge. As a learning resource, book plays a central role in the educational process by providing organized learning materials and accessible information that learners can engage with independently or as part of formal instruction (Nurmanuel, 2017). According to the Kamus Besar Bahasa Indonesia (KBBI), a book is defined as a collection of bound sheets of paper containing written content or blank pages.

According to Cambridge Dictionary, a guidebook is a book that provides information or instructions to help readers understand a particular topic. Meanwhile, Kharismawati (2021) defined as guidebook as a book containing guidelines or step-by-step instructions for carrying out a particular activity. Meanwhile, Kartz as cited in Febrianti, Setyawati, and Atrup (2022), states that a guidebook is a book containing various kinds of information related to a particular issue or subject. A guidebook contains information such as principles, procedures, descriptions, and instructional models that can be used by educators or learners as guidance in carrying out specific activities (Febrianti, Setyawati, & Atrup, 2022).

2.1.6 E-Guidebook

In the digital era, information can be accessed through the internet. The use of gadgets has become increasingly common in the field of education, as they enable students to access knowledge and learning materials more effectively and efficiently. An e-guidebook is an electronic or digital learning medium that presents information and guidance in a structured manner, enabling users to access learning materials more easily in both classroom and out-of-classroom learning processes (Anas, Soebagio, & Sonhaji, 2025). An e-guidebook is considered an effective medium for delivering important information because it is not only portable and flexible but can also incorporate visual elements, audio, and interactive features that are not available in traditional printed media. (Prabowo and Heriyanto in Anas, Soebagio, & Sonhaji, 2025).

2.1.7 Bilingual Guidebook

Bilingual guidebook is an educational learning media that presents content in two languages and is designed to make it easier to understand, improve accessibility to information, and support language learning. This type of e-guidebook combines the characteristics of a guidebook as a concise learning media with the use of bilingual content to help users understand information more effectively.

According to Nuranisa in Chumairoh, Safitri, and Suyono (2024), a bilingual guidebook is a guidebook presented in two different languages written either on the same page or facing pages. Hadaway and Young as cited in Chumairoh, Safitri, and Suyono (2024), explain that bilingual guidebooks are publications available in two languages across various genres and age groups, including both classic and picture books, whether fiction or nonfiction. According to Wrigth and Baker (2025), bilingualism refers to the ability to use two or more languages in different communicative contexts. They also emphasize that bilingual individuals are not required to possess equal proficiency in each language, as language use depends on their communicative needs and social contexts.

As a learning resource, a bilingual guidebook helps facilitate understanding of the material by presenting information in both the first and the second languages. This dual-language presentation not only enhances comprehension of the material but also supports second-language acquisition. In addition, its attractive design and concise presentation of information can increase learners' motivation and engagement. Moreover, bilingual guidebooks help enrich learners' vocabulary and improve their communication skills in both languages, particularly in English.

2.2 Previous Studies

Previous studies play an important role in providing theoretical and empirical foundations for a research project. They help identify research gaps, support the development of the research framework, and demonstrate the relevance of the topic being investigated. Although there has been limited research on a Guest Relation Officer (GRO) bilingual e-guidebook for student interns in the hospitality industry, several previous studies are closely related to this research and can serve as valuable references.

In the study titled “The Internship Experience: Students’ Self-Evaluations of Soft Skill Development” by Avleeva, Byrd, Pratt, and Gonzalez (2025), discuss how internships in the hospitality industry play a crucial role in developing students’ soft skills, such as communication skills, teamwork, problem-solving, adaptability, and professionalism. Students who participate in internships feel better prepared for the workforce because they are accustomed to interacting directly with guests and working in a professional environment.

Another relevant study by Rawindati and Wulandari (2025), entitled “Optimizing the Role of the Guest Relations Officer (GRO) in Improving Hotel Guest Satisfaction”, emphasizes the importance of the Guest Relations Officer (GRO)’s role within the Front Office Department’s operations in enhancing guest satisfaction through effective communication, providing service to both VIP and regular guests, handling guest complaints, and serving as a liaison between guests and hotel management. Additionally, the GRO contributes to creating high-quality service and a positive first impression of the hotel.

In addition, the study entitled “Developing a Bilingual Guidebook for Istana Gebang Blitar” by Chumairoh, Safitri, and Suyono (2024), focused on the development of a bilingual guidebook as learning resources. The findings revealed that a bilingual guidebook is effective in delivering information comprehensively and is considered practical for use as self-directed learning material. These findings support the development of a bilingual e-guidebook in the present study, as such a resource can assist hospitality student interns in understanding their roles and responsibilities more effectively in both Indonesian and English.

Based on the previous discussed above, there have been numerous studies on learning media, soft skills development, and the role of the Front Office in the hospitality industry. However, research specifically addressing the design of educational media in the form of a bilingual e-guidebook on the role of the Guest Relations Officer (GRO) for student interns in the hospitality industry remains limited. Therefore, this study seeks to address this research gap by designing a Guest Relations Officer (GRO) Bilingual E-Guidebook for Student Interns in the Hospitality Industry. The proposed bilingual e-

guidebook is expected to serve as a self-learning resource for student interns from SMK Tjendekia Puruhita and the Applied Foreign Languages Study Program, enabling them to study the materials independently before and throughout their internship period. As a result, they are expected to improve their confidence and communication skills in English, particularly in handling guest complaints, which is one of the primary responsibilities of a Guest Relation Officer (GRO).