



**THE FRONT DESK AGENT'S TASKS AT *JAVA VILLAS BOUTIQUE*
HOTEL AND RESTO**

FINAL ASSIGNMENT

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Written By:

DIAH SULISTYANINGTYAS

40020118060022

THE ENGLISH DIPLOMA III PROGRAM

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APPROVAL

Approved by

Academic Supervisor:

A handwritten signature in black ink, appearing to read 'Ariya Jati', is centered on a light gray rectangular background.

(AriyaJati, S.S.,MA)

NIP. 197802282005021001

ACCEPTANCE

Accepted by

Board of Examiners

English Diploma III Program

Vocational School Diponegoro University

Day:

Date:

Chairman:



Dwi Wulandari, S.S, M.A,

NIP. 197610042001122001

Member:



(AriyaJati, S.S., MA)

NIP. 197802282005021001

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ABSTRACT

A front desk agent is a person who plays a vital role in the operation of the hotel and as the face or representative of the hotel itself. As someone who serves and greets guests who come, a front desk also carries out other essential tasks that must be done every day. This study discusses reporting the front desk agent tasks at Java Villas Boutique Hotel & Resto with aims to describe the hotel profile and the tasks also the role of a front desk at Java Villas Boutique Hotel & Resto. The methods of data collection used in this study were observation, interview, and document study. The final result of the report is to know the tasks and the role of the front desk at Java Villas Boutique Hotel & Resto and what things a front desk must pay attention to when serving guests.

Keywords : *Front desk, Java Villas Boutique Hotel & Resto, Tasks.*

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The front desk or also known as the front office or the receptionist is one of the departments which is in the hotel structure. The front desk is the main place for the guest visiting a hotel as it is located at the front of the hotel, near the entrance and the lobby of a the hotel. The front desk plays an important role in the hotel because it is the first place for everyone who wants to ask about anything related to the hotel, ranging from a guest who wants to confirm a booking, to even a guest complaining about the service at the hotel and still many other things. Therefore, since a lot of actions which happen in the hotel, the front desk should manage the activities in the best way to satisfy the guest as one sector of hospitality.

Java Villas Boutique Hotel and Resto is a Javanese style hotel which combines with a colonial elegance, and it is located in the middle of Yogyakarta, at the centre of tourist village, Prawirotaman, (www.javavillahotel.com). Since it is the type of a boutique hotel, *Java Villas* serves a peaceful atmosphere and unique interior with spacious rooms. So, this hotel perfectly fits for any guest who needs to compose herself/himself.

Each front desk agent is the main holder of the hotel's guests, so she/he should be gracious to the guests, especially to typical guests who like to chat with the hotel agents as one front desk agent, she/he has to be more sociable and friendly to the guests. That is the matter which makes this hotel more pleasant for the guests, especially foreigners served with friendliness.

The information above is the result of the internship programs for more than two months as a front desk agent at *Java Villas* Boutique Hotel and Resto. Overall the tasks of the front desk agent here is the same as those at other hotels. The main point that should be underlined is that this hotel prioritizes hospitality to the guests. What must be understood is how the front desk agent faces the various

kinds of guests, and how to deal with all of the kinds of them. The front desk agent needs to be more sociable and talkative to the guests, so the guests will feel like they are really served with the best service. That makes the guests enjoy to stay, and they will feel like the agent could be a friend to the guests. So, it makes the guests satisfied, and they will enjoy staying at the hotel. Hopefully they will recommend to others, and make the hotel a choice for a place to stay.

1.2 Scope of the Study

The front desk agent is the foremost person in the hotel because she/he plays an important role for the image and operation of the hotel. As an information center for the guests who come, the front desk agent must be able to provide the best hospitality service for the guests, including manage other tasks at the front desk which must be done. So, she/he must be a multitasking person. Therefore, this study is going to discuss the front desk agent, the tasks, and the role of the front desk agent at *Java Villas Boutique Hotel & Resto*

1.3 Aims and Advantages of the Study

There are three objectives of the study, which are the following:

1. To describe the profile of the front desk agent at *Java Villas Boutique Hotel and Resto*;
2. To describe the tasks of the front desk agent at *Java Villas Boutique Hotel and Resto*;
3. To describe the role of the front desk agent at *Java Villas Boutique Hotel and Resto*.

There are three advantages of the study which are the following:

1. To implement the knowledge gained on campus to the hotel.
2. To share the experiences at the hotel back to campus.
3. To establish a relationship between the hotel and the campus.

1.4 Methods of Data Collection

1. Observation

According to Widoyoko (2014: 46), observation is "a systematic surveillance and recording of the elements which appear in a symptom on the

object of research." According to Sugiyono (2014: 145), "Observation is a complex process composed of various kinds of biological and psychological processes." According to Riyanto (2010: 96), "Observation is a method of collecting data using direct or indirect sighting.

From the definition above, it can be concluded that observation is research conducted by observing and also recording the elements contained in an object of research through biological and psychological processes, either directly or indirectly. The observation was carried out in an internship at *Java Villas Boutique Hotel & Resto* from December 25, 2020 - February 25, 2021. The observation activities are carried out directly by performing duties as a front desk agent, observing the staff who work there, also observing how the guests come to the hotel with various backgrounds.

Under the research method carried out, the data obtained are; how the front desk agent performs their tasks every day, how the front desk agent cooperates with all of the departments, how the front desk agent serves guests, handles complaints, and communicates with many different kinds of guests, and what things should be done and avoid while working as a front desk agent at a hotel.

2. Interview

According to Riyanto (2010: 82), an interview is a data collection method which requires direct communication between the investigator and the respondent. According to Afifuddin (2009: 131) Interview is a method of collecting data by asking something to someone who is an informant or respondent.

From the definition above, it can be concluded that the interview is a method of collecting data in the form of direct communication with respondents or interviewees by asking questions related to the data to be obtained.

This interview method is used to obtain information about ; how was the history of java villas, and the things that usually happen at the front office department before the internship are carried out, so it can be a lesson for the front desk on the next occasion about what should be done in handling certain situations. This interview method is done when the internship is still in progress.

3. Document Study

According to Herdiansyah (2010:43), "document study is one-way qualitative researchers can get a description from the subject's point of view through a written medium and other documents written or made directly by the subject concerned."

Corbin & Strauss (2008) states that document analysis is a systematic procedure used to review and evaluate both printed and electronic documents. In qualitative research, document analysis requires data to be examined and interpreted to gain meaning, understanding, and develop empirical knowledge like other analytical methods.

According to Bowen (2009), document analysis is a qualitative research method that uses documents that researchers have interpreted to give voice and meaning to the topic of the assessment. Analyzing documents and combining coding content into a theme is almost the same as analyzing a discussion research method that focuses on a group discussing something or an interview.

Based on the explanation above, it can be concluded that document studies are included in the qualitative research method which uses documents as research media, both in the form of printed and electronic documents that have been previously examined and interpreted in order to gain meaning and understanding regarding the subject in question.

Under the research method carried out, the data obtained is how were the established rules and policies set by *Java Villas Boutique Hotel & Resto* about the way to welcome guests, and what things which should do and should not do in serving guests based on the official guidelines. In the research method of this document study, the SOP (Standard Operating Procedure) owned by *Java Villas Boutique Hotel & Resto* is used to complete this final assignment.

1.5 Organization of the Report

CHAPTER 1 : INTRODUCTION

This chapter consists of Background of the Study, Scope of the Study, Aims and Advantages of the Study, Methods of Data Collection, and Organization of the Report.

CHAPTER 2 : LITERATURE REVIEW

This chapter consists of The Definition of Boutique Hotel, The Definition of Front Office Department, The Definition of Front Desk Agent, and The Standard Tasks of a Front Desk at Hotel.

CHAPTER 3 : DISCUSSION

This chapter consists of Company Profile of *Java Villas* Boutique Hotel & Resto, Company Scope of *Java Villas* Boutique Hotel & Resto, *Java Villas* Boutique Hotel & Resto's Organization Structure, Departments which Cooperate with Front Desk Agent, The Tasks of a Front Desk Agent, and The Roles of a Front Desk Agent at *Java Villas* Boutique Hotel & Resto.

CHAPTER 4 : CONCLUSION

This chapter will discuss about Summary of the Report and Suggestion.

CHAPTER 2

LITERATURE REVIEW

This chapter will discuss the definition of the boutique hotel, the definition of the front desk agent, and the standard task of a front desk agent.

2.1 The Definition of Boutique Hotel

According to Lucienne Anhar, the definition of a boutique hotel is divided into five aspects; the first is capacity. Boutique hotels usually have a small capacity. Usually, it has 50 rooms (in suburban areas) or 150 rooms (in urban areas). The second is originality. Most boutique hotels have a very distant concept which is different from the other five-star hotels. A boutique hotel has a strong identity, such as the hotel decorations is designed to look like galleries, antiques, and even something that decorates like a village, so it has villages vibes but is equipped with modern facilities. The third is the sustainable architectural works, materials used in boutique hotels are varied, and most fundamental concepts are in harmony with nature and cultural developments. Also, pay more attention to managing the disposal and efficient use of energy. The fourth is the luxuries; a boutique hotel has a leading guide that reads "Quality, Whatever the Price," but this is not applied in selecting materials. However, it is applied in terms of service and friendliness. The last is low profile. Boutique hotels do not advertise themselves. They believe that the tourists will seek their whereabouts.

A boutique hotel is not a large-scale hotel. Boutique hotels are not a part of other hotels because it has designed an emphasis on a different theme from other hotels, namely with a unique, unusual, and special atmosphere. Boutique hotels do not sound old-fashioned a traditional themed hotels take a more textbook approach to branding, but hotels have a different definition. Modernist and 21st-century interpretations are common in the city's boutique hotels. In boutique hotels, the concept of ran is not only limited to events such as live music performances; the concept of entertainment in boutique hotels is more on the hotel, using unusual and different decorations.

Moreover, boutique hotels are stylish for their style, difference, warmth, and intimacy are the primary keys of boutique hotels, which attract hotel guests who seek architectural uniqueness and distinction. The location of the selected boutique hotel plays an important role, and if you are in an urban area, location is a top priority that hotel guests consider. Boutique hotels offer a cosmopolitan atmosphere with a local touch, and the ambiance is an essential factor in designing a boutique hotel. Boutique hotels staffed by service education academy graduates, and the last is, boutique hotels are hotels for the upper-middle class. At this time, tourists are more looking for lodging that does not just offer comfort and convenience. With the frequent increase in the number of tourists, they customize the look and feel.

2.2 The Definition of Front Office Department

As stated by Agusnawar (2002:3) front office is *kantor depan*. According to its meaning, this department is in front or lobby of a hotel to be easily visible and found by guests. Here, in the front office where guests are greeted upon arrival (check-in) and farewell when guests depart (check out).

According to Sihite (2000:58), the front office is the department which is responsible for selling hotel rooms either through prior bookings or without reservations, followed by registration and appointment of rooms for guests. The front office is one of the departments in the hotel that operationally deals directly with guests who come to the hotel.

Based on the definition above, it can be concluded that the front office is one of the departments in a hotel that deals directly with guests and is located in the front lobby, so it is easier to see and be met by guests who come. The staff who work in the front office department are always required to greet guests who come to the hotel during check-in and check-out and are responsible for selling rooms to registration for room reservations by guests.

2.3 The Definition of Front Desk Agent

According to Sujatno in his book entitled *Front Office Operations* (2007:29), the receptionist is part of the hotel's Front Office Department, who

interacts a lot and appears most often in the guests' eyes. The receptionist is not an ordinary clergyman; it means a receptionist is not just a reliable room seller, but they are the second key after management who has a vital role in the hotel's progress.

As stated by Robert J. Martin (2004) , it is clear that whatever term is used to refer to the receptionist, they are someone who works in front of the hotel. The desk clerk is the person or officer who first welcomes guests and greets each guest who comes to the hotel. The registers guests look for rooms ready to be occupied by guests either on their advice or at the guest's request and give room keys. They also must provide information to guests regarding the services or facilities available at the hotel and other information outside the hotel.

According to Bagyono (2006) receptionist is a hotel clerk whose main task is to serve guests who will check-in and process them to get the desired room pleasantly. Cited from Richard Sihite (2000:96) in his book Kantor Depan (Front Office), several things must be owned by the receptionist who works at the hotel, that is: should be able to smile at every guest that comes in, well dressed, always taking care of personal hygiene, having self-confidence, having a good communication skills, having diplomacy skills, could create and maintain calm in every situation, have good manners, maintain endurance in all conditions, and have a good memory.

Based on the explanations of the experts above, it can be concluded that the definition of a receptionist or can also be referred to as a front desk agent is someone who works at the front of a hotel, as the first person to meet and greet the guests who come, and as one of the leading information centers for guests. Aside from welcoming, greeting, and as an information center, a front desk agent or receptionist is also responsible for registration, room sales, serving all guest questions and requests, also providing room keys with friendly service as the primary key from a receptionist.

In addition to the explanation above regarding the vital role of a front desk agent in guest satisfaction, there are several things that a front desk agent must be owned to support their daily work, which is always meeting people, starting from looking neat and attractive, always maintaining self-cleaning, self-confident,

proficient in communication, and can maintain calm and solving problems in any situation. The things mentioned above are essential things that must be considered and applied to every front desk agent in their daily work because they will be known as the hotel's face.

2.4 The Standard Tasks of a Front Desk Agent at Hotel

As Hall & Schulz (2010:56) state, a front office staff works in the front area of a hotel, which consists of the receptionist and doorman. In big hotels, the receptionist and the doorman are divided into two divisions, but they do any 'hospitality' activity for the guests. The reception staff has the task of checking incoming and outgoing guests, keeping records of guest rooms staying, making and confirming room reservations, and other information related to registration and information related to guest rooms on the computer system or written in a notebook and so on. The doorman staff also often helps guests with questions and requests for services and information such as facilities, events, attractions, arrange transportation for guests, and so forth. In small hotels like mini-hotel or one-two stars hotels, for example, the receptionist staff can cover the duties of the doorman staff.

According to Agusnawar (2014:12), the duties and responsibilities of a receptionist are :

1. Maintaining room shelf accuracy. (if it is manually operated)
2. Checking carefully and thoroughly for guests who check-in today.
3. Counting the number of rooms available. (if the occupancy rate is high)
4. Making VIP and group guest preparations.
5. Receiving guests who come by a walk-in guest.
6. Accepting individual guests by reservation.
7. Welcoming and receiving VIP and group guests.
8. Compile room sales recapitulation, guests staying, and room details report.
9. Prepare reports of guests who are expected to check out.
10. Handling guest check-out, changing rooms, and guest complaints.

According to Bagyono (2006:30), the main tasks of the receptionist or front desk agent (FDA) are :

1. Greeting the guest politely, friendly, happy, and smile.
2. Checking the log book before started to work and if there is a note and instructions from the last shift to be done by the next shift.
3. Answering incoming calls both from inside and outside the hotel.
4. Provides information clearly and concisely.
5. Checking all bookings for the day.
6. Checking rooms for regular guests, VIP guests, and group guests.
7. Handling guest check-in and check-out and changing room.
8. Making and reporting daily reports.
9. Handling room keys.
10. Checking the room reports.

Based on the several definitions mentioned above, it can be concluded that the tasks of a front desk agent in each hotel are different because it depends on what the hotel itself is like. There are those whose hotel duties are divided into two divisions: the front desk agent and the doorman, usually in large hotels. However, for small hotels, the two divisions can work concurrently.

However, in general, a front desk agent is tasked with checking guests which check-in and check out, writing down recordings of guest rooms staying, selling rooms and confirming room reservations, preparing rooms if there are VIP guests or groups, handling complaints, receiving calls from inside and outside hotels, checking daily reports, and others related to room reservations.

In addition, the main tasks that must be carried out during the work, a front desk agent must also pay attention to the things that must be prepared before starting work, significantly when changing to the previous shift. They must communicate with each other regarding what information must be explained and

carried out from the previous shift. Usually, it will be written in the logbook at the receptionist's desk if there is a note. Therefore, before starting work, a front desk agent must check the logbook to make sure some things need attention. After that, they must always smile in the face of guests and not forget to always greet the guests in the hotel.

CHAPTER 3

DISCUSSION

3.1 Company Profile of Java Villas Boutique Hotel & Resto

Java Villas Boutique Hotel & Resto was built in 2016 and started operating in 2017 located in Prawirotaman, which is known as a tourist village, precisely at Jalan Gerilya No. 460, Brontokusuman, Kec. Mergangsan, Yogyakarta City, Special Region of Yogyakarta. *Java Villas* Boutique Hotel & Resto consists of two floors with 17 rooms with four different rooms: deluxe double, deluxe twin, executive, and junior suite as rooms with complete facilities. In addition, *Java Villas* Boutique Hotel & Resto is also equipped with a lobby, restaurant, swimming pool, and bar.

Java Villas Boutique Hotel & Resto is a hotel with a traditional Javanese style interior but with modern and elegant facilities, also a calm and peaceful ambiance. Before the covid-19 pandemic, most guests staying here were foreign tourists, especially Europeans, as the target market for this hotel. However, due to the covid-19 pandemic, foreign tourists were unable to travel on vacation to Indonesia, so now most guests staying overnight are domestic tourists, but there are still some foreign tourists who stay here.

The main target of *Java Villas* Boutique Hotel & Resto are foreign tourists, but it does not close the access for local tourists to come. Foreign tourists prefer this hotel's uniqueness because its concept is different from the usual hotel, and they rarely find it in their country. In contrast, Indonesians are commonly known, so it is an ordinary thing for Indonesians. However, since the pandemic and PSBB, the foreigners cannot come to Indonesia because of lockdown, closing the access for the foreign tourist to visit the hotel. The reality is that the guests come from local tourists, but a few foreign tourists come to the hotel.

3.1.1 Hotel Facilities

A. Room Type:

1. Deluxe double room 1st floor; 6 rooms

2. Deluxe double room 2nd floor; 5 rooms
3. Deluxe twin room four rooms
4. Executive room one room
5. Junior suite one bedroom

B. Room Facilities:

1. Spacious and comfortable room
2. Internet
3. Television
4. Shower (bath up & hairdryer in a junior suite)
5. Coffee and Tea Maker
6. Safe
7. Minibar
8. Hot and cold water
9. Plane telephone
10. Air Conditioner
11. Hand dryer

C. Hotel Facilities:

1. 17 hotel rooms
2. Breakfast
3. 24 hours Security
4. Bars and Restaurants
5. Wifi
6. Tour Desk
7. English speaking staff
8. Swimming pool
9. 24 hours Room Service
10. Laundry and Valet
11. Call the doctor
12. Car/motorcycle rental and Taxi Service
13. Spa

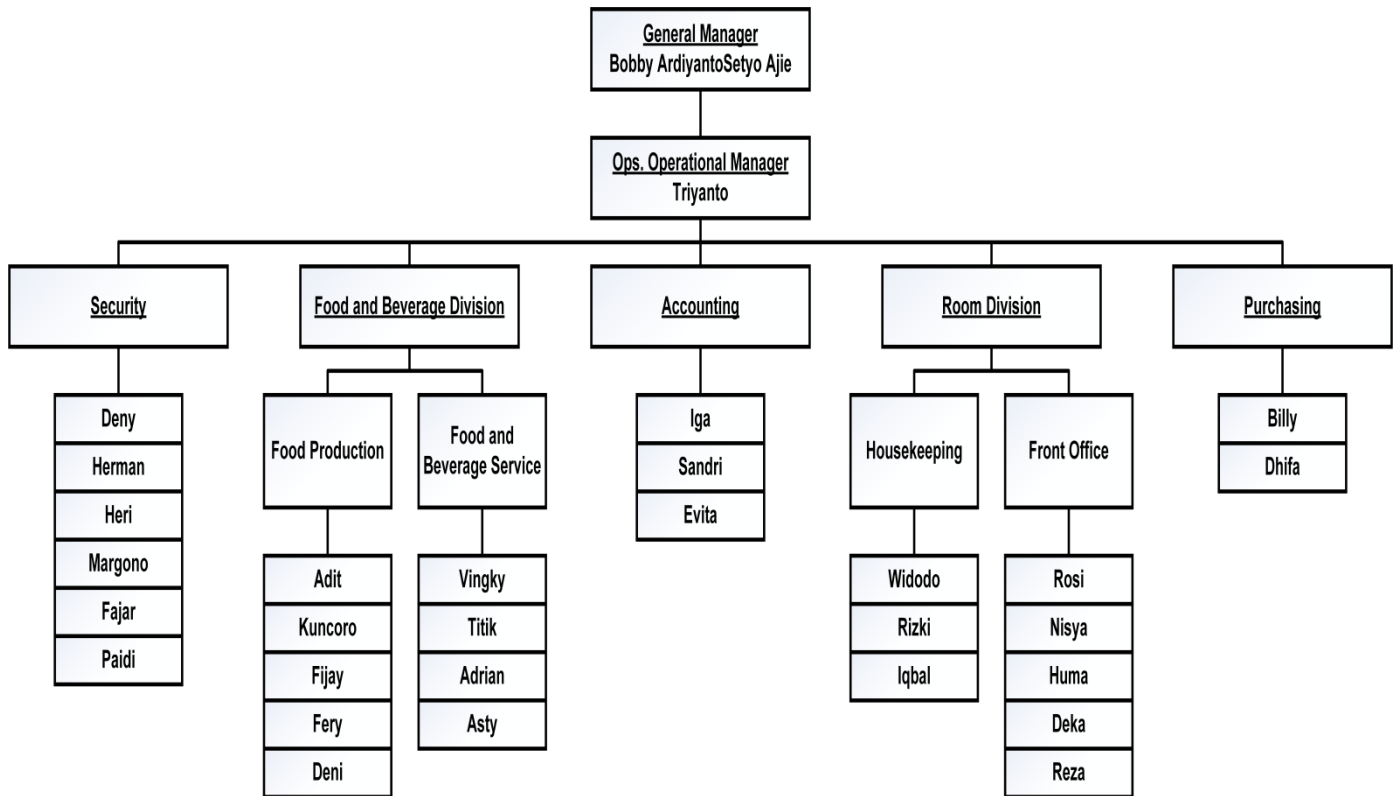
3.2 Company Scope of Java Villas Boutique Hotel & Resto

Java Villas Boutique Hotel & Resto is a three-star hotel whose sole ownership is by Mr. Bobby as the owner of *Java Villas* Boutique Hotel & Resto and *Joglo Mandapa* Boutique Hotel & Resto, which is another property owned by Mr. Bobby located in Bantul, precisely in Kembaran Village RT . 01, Tamantirto, Kec. Kasihan, Bantul, Special Region of Yogyakarta. Both are hotels with the same concept but different building designs, but the two locations are not too far apart, about five kilometers. *Java Villas* Boutique Hotel & Resto is located in the city center, while *Joglo Mandapa* Boutique Hotel & Resto is located near the countryside but not a remote village but the edge of the city.

Starting from February 2021, both *Java Villas* and *Joglo Mandapa* staff will roll out their workplace for the next three months. The departments which carry out the rolling are; Front Office Department, Housekeeping Department, and Food and Beverages Department. This is done with the aim that all staff at the two properties can get to know each other and know how to work in both properties, even though there are only slight differences in their tasks.

Apart from being an accommodation provider, *Java Villas* Boutique Hotel & Resto also offers several products such as floating breakfast, honeymoon packages, and packages for every celebration event on specific days such as; Valentine's, Chinese new year, Ramadan, and others. In addition, when there is a celebration event, it also offers a promo to stay at a hotel at a lower price. There are also vouchers that guests can take during Chinese new year celebrations. The food and beverages department also issued a new menu, namely mentai, as one of the renewals in the restaurant menu, which has been through the food tasting by all hotel staff and managers. Then, *Java Villas* Boutique Hotel & Resto also offers snack products that are offered in each guest room complete with an explanation of snacks and prices, which are considered more effective to make the snack products to sell because guests can immediately eat their snacks and then the payment will be paid at the reception while checkout.

3.3 Java Villas Boutique Hotel & Resto's Organization Structure



Java Villas Boutique Hotel & Resto has approximately 29 employees, including the operational manager. However, those employees work in *Java Villas* Boutique Hotel & Resto. However, they also work in the other properties owned by the general manager named *Joglo Mandapa* Boutique Hotel & Resto, located in Bantul, around five kilometers from *Java Villas* Boutique Hotel & Resto. As mentioned before, the staff are rolling out their workplace, so the staff mentioned on the chart above are work in two properties, and the operations manager manages both properties.

As mentioned on the chart above, the hotel is owned by the general manager Mr. Bobby as a sole proprietor and Mr. Triyanto as the operational manager. Furthermore, the security department is filled with six people, food production filled with five people, food beverage service filled with four people, accounting department filled with three people, housekeeping department filled

with three people, front office department filled with five people, and purchasing department filled with two people.

3.4 Departments which Cooperate with Front Desk Agent at *Java Villas Boutique Hotel & Resto*

As the person who works on the front office departments, a front desk agent must be facing many questions, requests, and explaining many pieces of information about the hotel itself. Moreover, when there is some information from the other departments that should be delivered to the guests of the hotel staff, frequently this information is conveyed through the front desk agent because the front desk is a place where people look for information and pass by, plus there is a telephone at the front office that can receive and make calls to other departments so that information will be easier to convey.

1. Housekeeping Department

The housekeeping department is usually cooperating with the front desk agent because they have to inform about the room that must be clean up after the guest checking out or there is a guest that will be using the room. Furthermore, sometimes some guests request to make up their room, and usually, the guest asked their request at the front desk, so as the front desk agent, we have to tell the housekeeping to make up and clean up the room. We can deliver the message by call or directly to the housekeeping staff because they often come to the front desk to ask for the recent information or tasks they have to work on.

Besides the room tasks, the housekeeping is also concurrently working as the bellboy in *Java Villas Boutique Hotel & Resto*, the front desk agent will inform the housekeeping to help guests carry their baggage. Moreover, if there is something that has to clean up or needs to be fixed, for example, if there is a spilled water due to leakage and it will disrupt and harm the guest also the people at the hotel, the front desk agent will inform the housekeeping to fix it. The housekeeping staff is also asking for information from the front desk agent about the items for their needs, is the items have arrived or not. They usually reach the front desk agent by call or directly come into the front desk to ask for the information.

2. Food and Beverage Department

The food and beverage department is divided into two divisions, the FnB product and FnB service. The FnB product is usually connected with the front desk agent to ask about the items for their needs, the housekeeping department, and offer their promos or latest menu. Sometimes, when the FnB department has a new offer or menu, they inform the front desk agent to promote it to the guest. For example, if there is a new menu, valentines offer Ramadan offer, floating breakfast offer, etc. So the front desk agent will promote their offer to the guest while checking in. We will be promoting the FnB department's offer as the front desk is the central place to be addressed by guests and as the person who is directly communicating with. So it will ease the promotion and make the guest interest and would like to order.

Furthermore, for the FnB service, they are also asking for the items as their needs and connected to the front desk to inform the guest bills. In the FnB service area, they sell foods and drinks, so if the guest buys something there, the FnB service staff will give the front desk the bills, and the guest will pay it at the front desk.

3. Security Department

The security department is usually connected with the front desk to inform about the guest who will come and delivering some information they have received by people at the security post. The security usually comes directly to the front desk and informs the information, for example, about the parking or an online *ojek* ordered by the guest. Furthermore, as the front desk agent, she/he frequently asks the security to manage the parking area and carry the guest's goods to their rooms if no housekeeping staff could ask for or if the baggage needs to be carried by two-persons.

4. Accounting Department

The accounting department usually connected with the front desk agent to asks about the daily form or notes about the cash in and out. So every day, the front desk agent must write out the cash which comes in and out, then she/he has to report it to the accounting staff. She/he usually reports it directly or send it by

email to them. Furthermore, if the front desk agent is having some problems about confirming the room order or handling the payment for hotel needs, we usually ask the accounting staff to fix it up so she/he are always cooperating every time and the accounting staff office is located behind the front desk. Hence, it makes us easier to communicate.

5. Purchasing Department

The purchasing department is connected with the front desk agent by informing when the items that every department needs will come. They often call the front desk agent, informing that the items are already on the way to the hotel, so the staff there should be notified if the items have arrived and they have to pick them up, and the front desk agent should pay for the driver. The purchasing staff is located in a different place from the other hotel departments, which work on the hotel itself. They inform us about the items that the hotel needs by phone, or sometimes they come to the hotel to bring the items about hotel needs.

The front desk has the form of the requested items from all departments, so we have to check all the requested items when the items have arrived, is it complete or not. The purchasing staff always ask the front desk agent about the hotel's needs, stock availability, and the items that will be delivered to the hotel and inform us if some items are left out or mistaken.

3.5 The Tasks of a Front Desk Agent at *Java Villas Boutique Hotel & Resto*

During the implementation of the PSBB, the work shift at *Java Villas Boutique Hotel & Resto* was only two shifts, morning and evening. The morning shift starts at 07.00 AM - 03.00 PM, and the evening shift starts at 03.00 PM - 11.00 PM. This regulation applies to all departments except the security department, which still applies night shifts starting at 11.00 PM – 07.00 AM.

The tasks carried out as a front desk agent at *Java Villas Boutique Hotel & Resto* are :

Morning shifts:

1. Checking incoming email.

As the morning shift, checking the inbox email is the first thing to do when arriving at the desk. The email contents can be in the form of room reservations, room cancellations, or hotel-related information.

2. Confirming incoming orders.

If there is a room reservation from a guest that has been accepted, then the front desk must immediately confirm the order and print the voucher of the guest order booked via OTA (Online Travel Agent). Then the data must be entered into the daily form and a folder according to the room number. The front desk has the right to put guests in any room but still according to orders. Next is checking the payment status, whether the order has been paid previously or will only be paid when the guest checks in. In addition, if there is an incoming and confirmed booking confirmation, the front desk must immediately check the OTA regarding room availability to avoid conceding, updating the room rate from time to time depending on availability, competitors, and the number of requests.

3. Checking the logbook.

A *logbook* is a book that contains notes related to what has been done or must be done by the next shift. Each shift usually writes its message through a logbook to be read for the next shift.

4. Fill out daily reports.

In the front office department, the front desk agent must fill out some daily forms, which must be reported by email every day to the accounting staff and the owner. The daily forms contain; cash income and expenditure, competitor rates, catering reports, room reports, and others.

5. Helping other departments.

If there is free time and not serving guests or doing chores, the front desk is usually deployed to assist staff in other departments, such as helping to prepare rooms, cleaning hotel areas, checking incoming goods, and so on.

6. Guest check-out.

Guests staying overnight should immediately check out before noon because a fine will be imposed if they exceed these hours. If the guest has come to the front desk and handed over the key to check out, the front desk will notify the housekeeping staff to check the room whether there are items left behind, carried away, or consumed in the minibar. In addition, the front desk agent will check the guest's bill, and if there is a consumption bill or something else, the guest will be asked to pay the additional bill. While waiting for the rooms to be checked, the front desk will allow guests to wait and being directed to wait in the lobby. After everything is clear, guests are welcome to leave the hotel.

7. Guest check-in.

Check-in starts at 02.00 PM; there is two hours gap from the check-out time, which is used to clean and prepare rooms that previous guests have used. At the time of check-in, guests will be invited to fill in the registration form and show their booking voucher.

Guests who will check-in can book rooms through OTA (Online Travel Agent), WIG (Walk-In Guest), or PA. If the guest booked a room through OTA, they should show his voucher, and if the guest booked through WIG, it means the guest will only book a room at the front office desk at that time. Furthermore, for PA, the guests booked a room by phone. Moreover, of course, those three methods have different price rates. After filling in the registration form, guests will be asked to submit their ID cards and make payments.

8. Setting room rate and availability.

The rate and availability of rooms promoted on OTA must be considered and updated at any time if the registration chart form has started to fill up. The determination of the room price rate depends on competitors, room availability, the holiday season, and the level of visitor density.

Evening shifts:

When entering the evening shift, there was a changing staff in the front office. Before started to work, the front desk in the previous shift will tell you

what things to take notes and do. It is related to requests or messages from guests that must be conveyed or carried out, or there is work to be done and followed up, and if there is a message from managers or staff in other departments.

Generally, the main task carried out in the evening shift is the same as the morning shift. It is only the amount of guests checking in on the evening shift, which is much more than the morning shift since it is time for guests to check-in and otherwise, the morning shift handling the guests checking out more than the evening shift.

The following are some verbal tasks that the front desk agent must perform:

1. Handling complaints.

Often guests were coming or calling the front office department to file a complaint. The complaints received are also various, ranging from amenities, service, or other problems. The front desk agent must be able to respond to all these complaints calmly and adequately. Not infrequently, the guest who makes the complaint speaks in a high tone or mad, but it must be faced with patience and maintain a calm and conducive situation. When the guests submitted the complaints, the front desk should provide solutions to these problems as soon as possible, so the guests do not feel disappointed with the services provided. Moreover, the front desk handling the complaint should act professionally even though sometimes the guests are impatient or in bad condition. As the person who is engaged in hospitality and is the foremost person who deals directly with guests, the front desk agent must remain professional in every situation.

Guests submit some problems to the front desk, and frequently it is about the hotel facilities. For example, the guest found out that the bathroom amenities are not filled yet, or a room has a water leak behind the bed, so it interferes with the comfort. So we, as the front desk agent, will ask the housekeeping to fill the bathroom amenities and fix the water leaked. Then we ask the guest to move to a better room to provide the guest satisfaction.

Next, there is a guest complaining because the food that she/he ordered is late. Then she/he called the front office asking about the food she/he ordered. Is it still take more time or not? While at that time, the kitchen was busy serving many orders, so there was a delay. Then the guest calling the front office again two times asking for the food, and then the guest yelled at the front desk because she/he was disappointed. So how to handle the guest's disappointment is by apologizing to the guest and offering a portion of free food as a request from the hotel for the disappointing service.

2. Answering questions.

Often, the guests ask some things to the front desk. Due to the hotel's location in Yogyakarta City, guests usually ask about tourist attractions in Yogyakarta. Furthermore, sometimes the guests asking questions related to hotel facilities and others.

3. Receiving calls.

Although currently most of the guests are using OTA to make room reservations, several guests sometimes booked a room via hotel phones. Incoming calls usually ask about room availability, room rate per night, or others related to the hotel. Alternatively, sometimes there are calls from the back office(the accounting and purchasing departments which are not located at the hotel) calling the front office department to ask or provide information. While the incoming calls from within are usually from guests or other departments.

3. 5. 1 Things which must be considered by the Front Desk agent in serving guests

According to the *Java Villas* Boutique Hotel & Resto's SOP (Standard Operating Procedure), several things must pay attention to by the front desk while serving the guest. Those several things are :

1. The front desk agent is one of the most responsible for the reputation earned by the hotel as no other department has as good a chance as them to create that final good impression to guests, which is vital to the hotel's business success.

2. The front desk agent is the last person to communicate with the guest before his/her return, so he/she must ensure that the guest leaves the hotel with a positive and willing image or remains a regular guest.
3. Front desk agents have to deal with guests and other divisions and departments, such as Housekeeping, Security, Food & Beverage, Accounting, Purchasing, etc., so staff must always show a polite attitude.
4. The front desk agent must handle all inquiries involving guests politely and effectively and handle daily tasks such as collecting money, credit cards, balance sheet audits, special billing, handling cash flows, and so on.
5. The front desk agent is not allowed to say "I do not know," "I do not have any information about that," or any question asked by the guest.
6. Always show an attitude of wanting to help. Say: "Let me find the information you need, Madam/Sir... Once I have it, I will contact you immediately."
7. Quite a lot of information must be prepared in the workspace.
8. All returning guests should be given a farewell accompanied by a warm smile and the following words: "Goodbye Sir/Madam... Thank you for staying with us, and we hope you will come again in the future. Have a nice trip."
9. All complaints submitted by guests must be followed up properly, and solutions are found to feel satisfied by asking what the complaints were received and conveying apologies.
10. When guests check-in, give a smile and greet guests correctly, such as, for example, good morning/afternoon/evening/night, and wish guests enjoy their stay at the hotel.
11. When a guest comes to the front office, greet the guest and ask, "Is there anything we can help you with?"
12. If a guest is sick, provide treatment by calling the doctor and providing support to the guest.
13. If there are groups of guests who come, the front desk must prepare room blocking, welcome drinks, and room keys that are already available.
14. Make sure every guest whom check-in pays off the payment in advance to avoid unwanted things.

The English use as a front desk agent at java villas boutique hotel & resto sometimes used while serving guests at the front office desk. Before the covid 19 pandemic and PSBB enforced, the main target of java villas are foreign tourist, but the reality since its pandemic and the psbb phase so mostly foreigners cant come to Indonesia because of lockdown and then the prominent guests who come are local tourists. So the daily conversation used by the front desk is Indonesian. However, sometimes the front desk uses English as the primary language to communicate with foreign tourists because some tourists still came to java villas to stay.

And then, besides the use of English to communicate with foreigners, the front desk also uses English as a greeting while the guests come to the front office desk and answer calls. Usually, when the guest comes to the front office desk, the front desk will greet the guest by saying "good morning/afternoon/ evening." While answering calls, the front desk will great with:

"Hello, good morning/afternoon/ evening. "

"(The front desk name) is speaking."

"How may I help you?"

Overall, the whole things such as; signpost, menu, registration form, website, brochure are already using English. So it facilitates the guests who can not understand Indonesian.

3.6 The Roles of a Front Desk Agent at Java Villas Boutique Hotel & Resto

According to Endar Sugiarto (2004) on Hotel Front Office Operations, there are eight crucial roles of the Front Office Department :

1. Management representative
2. Salesperson
3. Information giver
4. Record keeper
5. Diplomatic agent
6. Problem solver

7. As a public relations agent
8. Service coordinator

As described above, several roles must be owned by the front desk. When it comes to the role of the front desk agent in *Java Villas Boutique Hotel & Resto*, the points above have a very similar correlation with the roles that front desk agents usually carry out in *Java Villas Boutique Hotel & Resto*.

1. Management representative

Occasionally if there is a problem related to the hotel, whether it is a problem from guests or about the hotel facilities and others, the front office is the number one department that knowing the problem it was and as a reference for existing problems. As explained in the previous sub-chapter, if guests complain about the hotel's problem, the front desk is the place to ask questions and solutions in dealing with the problem as soon as possible.

When the manager is not at the hotel because he is busy outside, if there is a problem that must be resolved immediately and the solution is sought, the front desk should think about how to get the problem resolved quickly without discussing it right away with the manager. Here in the front office, a supervisor is considered a more experienced senior than the others. The front office supervisor as the forefront when there is a problem that must be resolved by the front desk immediately.

2. Salesperson

Every front desk is undoubtedly required to have salesmanship skills. In *Java Villas Boutique Hotel & Resto*, the front desk agent will update the room rates on OTA according to what the traffic is like. A front desk should comprehend when it is time to increase and decrease room rates on OTA so the rooms can be sold continuously. Moreover, the location of *Java Villas Boutique Hotel & Resto* is on the same line as the competitors with the same type of boutique hotel. Therefore as a front desk, it is required to understand how to keep attracting guests to book a reservation at the hotel.

This salesmanship is not just about selling rooms, but it is offering the facilities of the hotel. While checking in, the front desk at *Java Villas Boutique Hotel & Resto* will offer several offers such as floating breakfast or events on certain big days. Sometimes there is also repeater guest who like to bargain for the room price when ordering right away at the front office desk. Furthermore, the front desk agent must be able to understand the character of guests in giving discounts.

3. Information giver

All of the front desks must be able to provide information to every guest who comes. As explained in the previous sub-chapter, most guests will come to the front office desk and ask about hotels, facilities, or tourist attractions. Therefore a front desk has to keep updated about the latest information related to tourist attractions or events. In addition, do not forget to remember and keep updated on every change in the hotel, whether it is related to the latest offer or something else.

4. Record keeper

On the work desk of the front office department, there are all data of guests who stay overnight and also other data which is essential. In *Java Villas Boutique Hotel & Resto*, the data on the front office desk is very large and varied, starting from guests' data, daily reports, all departments' data, also information related to hotel cooperation with stakeholders. Therefore a front desk agent must be keeping the data stored and not lost or misused by anyone.

5. Diplomatic agent

As mentioned in the previous sub-chapter, while handling the complaint Alternatively, facing any situation while working, a front desk agent must maintain the situation calm and conducive. Dealing with the guests or everyone there or facing the commotion is sometimes happening while working. Therefore to avoid disturbing the other guests there and make the situation becomes worse, then as soon as possible, a front desk must be able to keep the situation safe, conducive, and remain professional.

6. Problem solver

As described in the previous point, the front desk as a problem-solver means that she/he has to be ready and always be professional in dealing with problems and keeping the situation calm. Moreover, indeed the problems are conveyed by guests such as complaints and the problems that occurred in other departments.

7. As a public relations agent

The front office is the first place for guests to go before they book a reservation, so it is the first place for asking for information related to the hotel. As a front desk how the information she/he deliver to the guest should be clear and attract the guest's desire to book a room. Therefore, the way for delivering information is an essential thing that a front desk must do.

Secondly, because the *Java Villas Boutique Hotel & Resto*'s guests are primarily foreigners so the front desk should be able to speak in English, some foreigners cannot speak Indonesian, so how they deliver information uses English as the primary language to communicate with the foreigners.

Thirdly, sometimes some people or clients did a meeting in the hotel, and definitely, the client will come to the front office desk to ask for some information related to the scheduled meeting. As the front desk, she/he should deliver the information by choosing the right and polite words and not confusing. So it will leave a good impression for the clients and provide good value for the services provided by the staff who work in it, therefore why the front desk agent has a vital role in a hotel.

8. Service coordinator

If an impromptu meeting or while communicating information regarding guests is being held and known by all departments, all staff will usually be gathered at the front office desk. The manager will explain what things must be done regarding the guest. Mostly this is related to entourage or distinguished guests.

The roles of a front desk agent above are encountered while working as a front desk agent at *Java Villas Boutique Hotel & Resto*. Even those eight points are not happening in a day, but It must happen while working. Also, some problem exists while doing the roles of a front desk agent at *Java Villas Boutique Hotel & Resto*. For example, if the front desk facing a problem while discussing a quick solution needed at that time or facing guests, which is a bad condition so we as a front desk will ask the other front desk agent, other staff, or the manager for the best solution to solve the problem. We can reach the others by call or asks them to come directly to help the front desk.

Alternatively, when the front desk is confused with setting the hotel rate because of competing with competitors around, or being asked a strange question from guest related to tourist attraction or place around, or find difficulty in understanding words spoken by guests due to language differences, so the way to solve is searching for any information related to it. Furthermore, ask the guest to wait for a while. We are helping them to find the information.

CHAPTER 4 CONCLUSION

4.1 Summary of the Report

A front office department is a place for the front desk agents to work daily in serving guests at the hotel, which is located at the front of a hotel as a face and a representative of the hotel itself. As the foremost destination for every guest who comes to the hotel, every service, and hospitality provided by the front desk will give the guest a first impression regarding the assessment of the hotel itself. Therefore, the importance of the first impression given by the front desk to guests who come is the main thing that must be considered.

In addition to the importance above, indeed, a front desk should not be spared from other tasks carried out while doing their job. Not only as a person who welcomes and provides hospitality to guests but behind that the duties of a front desk are varying and covers all the interests of the departments in the hotel, starting from having to work together with all departments every day, doing main tasks with a working period eight hours per day such as; managing incoming emails, serving guests who come in and out, handling complaints and questions from guests, also receiving incoming calls. Besides the tasks above, many things must be considered by the front desk in serving guests, such as how to behave, how to speak, and what things should not be done or said when serving guests.

Assuredly the role of a front desk cannot be separated from the daily tasks that are carried out. The front office department, especially a front desk agent as the person who performs the tasks, plays a crucial role in the hotel's operation. The specialty of the front office department that the other departments do not own is that the front office is the leading destination for every guest who comes. Surely it will leave the first impression on guests who come, and it is a big responsibility. The role of the front desk in the operation of the hotel is starting from as a management representative, salesperson, information giver, record keeper, diplomatic agent, problem solver, public relations agent, and as service coordinator. From all of the above, it can be concluded that being a front desk is not only greeting guests but, behind it all, many tasks must be done and the magnitude of the role they carry.

4.2 Suggestion

In this part, some suggestions that can be given for *Java Villas* Boutique Hotel & Resto are;

First, the front desk agent on duty sometimes wears a different uniform. Some are using black uniforms, and some are using batik. So the uniforms worn by the front desk are not the same. In addition, the nametag is often seen unworn by the front desk. These things seem small and trivial, but it can be confusing for guests and may ask why the uniforms worn by the front desk are not the same, and some use nametags, and some do not. Uniforms are indeed made to make the guests can quickly identify the hotel staff who are in it and name tags that will make it easier for guests to recognize and know the names of the staff who are on duty. This applies to the front office department and all employees at *Java Villas* Boutique Hotel & Resto.

The second problem is in writing guest bills. The guests often ordered additional consumption in restaurants and bars and the minibar consumption in the room. The consumption bill ordered by the guest is made by the food and beverage department (FNB), specifically the food and beverage service (FBS) division, so if there is consumption from a guest, the FBS will provide the guest bill to the front desk. However, the problem here is, sometimes the bill is not directly given to the front desk or vice versa. The front desk does not follow up regarding the additional bills from guests. Often the bill will only be processed and given or taken from FBS when the guest will checking out. This makes the check-out process take more time and makes guests wait for more, and the front desk who inputs the bill will also be in a hurry because it does not want to make guests wait longer. Therefore, the impact that is feared is that mistakes and inaccuracies can occur in filling out the guest bill, harming the hotel and guests.

The third is the logbook. The front desks who work often do not fill in the logbook at the desk. Even though in terms of benefits, the logbook is very useful for front desk workers who will change work shifts because that is where important information is written. If the information for each shift is written down in the logbook, it will make it easier for the front desks who work during shift

changes, and they do not forget what they are mandated to do or what things have to be done.

The points above are some suggestions that can be conveyed to the staff at *Java Villas* Boutique Hotel & Resto, especially the front office department, which is expected to be even better.

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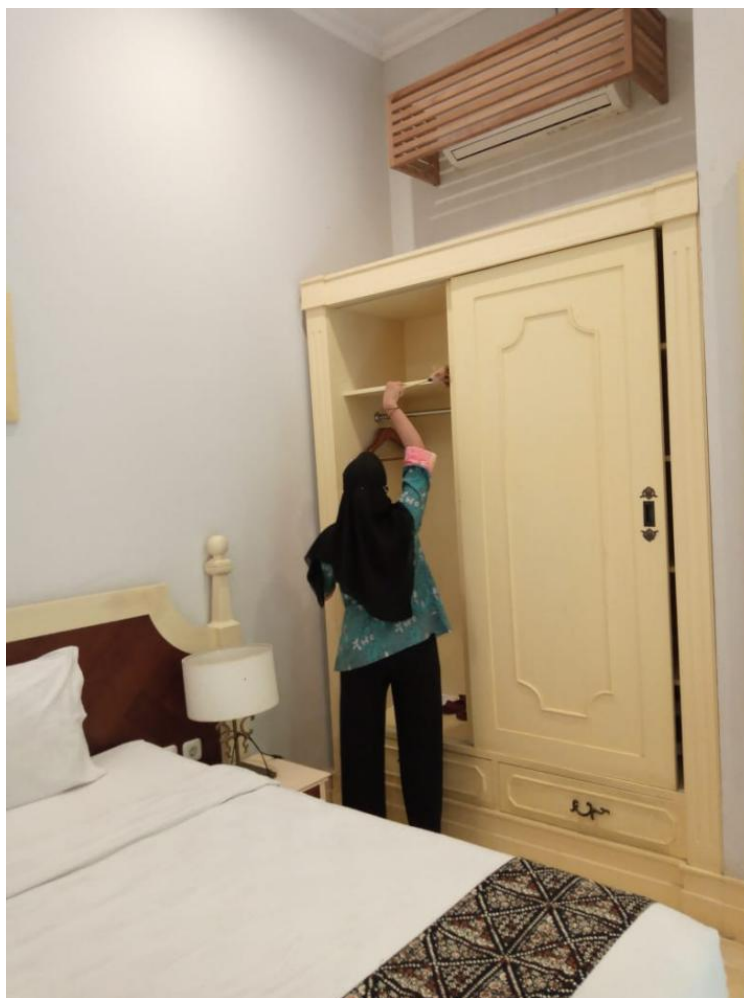
ATTACHMENT



Picture 1 : Welcoming guest at the lobby



Picture 2 : The front office department



Picture 3 : Clean up room