

CHAPTER I

INTRODUCTION

1.1 Reason for Choosing the Title

The human resource which give energy ,talent, creativity and effort is very important in an organization . However the other resource must be owned by a business, for example capital, raw material and technology will support effectively and efficiently to reach the purpose of the business.

Development in the service is getting faster, and faster nowadays. It need the employee to their work fast . Beside that the hotel business is a main facility . The facility performs accommodation areas such as receptionist and Food and Beverage service . This accommodation is really needed by guest. Hotel service should give satisfaction to the guests. Welcoming guest and receiving telephone are requirements to increase good service in Spondol Indah Hotel Semarang .

The good ethics of welcoming guests will give satisfaction to the guest . Dissatisfaction of guests will give bad impression .

Based on the reason above the writer give a title “ The Ethics of Front Office Personnel at Spondol Indah Semarang” .

1.2 Statement of the Problem

In arranging this paper to help the reader understand clearly, the writer states the problem on :

What are the ethics of front office personnel at Spondol Indah Hotel Semarang ?

1.3 Objective of the Study

This study aims at describing the ethics of front office at Spondol Indah Hotel Semarang .

1.4 Significance of the Study

The significances of the study are :

1. For the writer

As knowledge especially the ethics of front office at Spondol Indah Hotel Semarang.

2. For Institution (Spondol Indah Hotel)

a. As an input for Spondol Indah Hotel Semarang especially in performing the ethics of front office personnel .

b. To support , modify and develop the knowledge of the study about the ethics of front office personnel.

3. For the university (Dian Nuswantoro University)

As a reference for the student of Dian Nuswantoro University to search the related problem .

1.5 Implementation of the Study

During the study the writer was rotated into three developments such as Front Office, Food and Beverage and House Keeping department. Within four weeks (from 26 January- 26 February 2004)of the study in each department the writer applied the department duties and the work activities. The activities that the writer during did during the study are :

Date	Activities
26 January –3 February	to perform as a receptionist assistant
4 February-5 February	to assist the receptionist to provide bill of service
6 February-9 February	to acquire information of the organizational structure
10 February-12 February	to assist the receptionist in provide bill of service
13 February- 14 February	to serve the guests and take their order
16 February	to make a note the room facilities and to observe the room
17 February	to interview the room boys about their duties
18 February –20 February	to assist the room boy in arranging bed
21 February	to clean the room and keep it

24 February- 25 February	to assist the waitress in serving the guest and take their order
26 February	to serve the guests in restaurant

1.6 Method of Data Collection

In arranging this paper, the writer used some data collection techniques, those are:

1. Observation

According to Keraf (1980:162)" Observasi adalah pengamatan langsung pada suatu objek yang di teliti".(Observation is a direct search in an object).

Using this method, the writer observed receptionist department.

2. Interview

According to Keraf (1980:161)" Suatu cara untuk mengumpulkan data dengan mengadakan pertanyaan langsung kepada informan" (seseorang ahli atau yang berwenang dalam suatu masalah).

"The way to collect the data by performing direct question to the informan (expert someone who have the power in a problem)

3. Library research

According to Marzuki (1977:28) Library Reseach is "Suatu pengumpulan data yang diperoleh dari literatur-literatur atau buku -buku yang berhubungan dengan obyek yang diteliti.(Method of data collection by using of literature or books related to the study/research).

1.7 Paper Organization

To help the reader to understand this paper clearly. This paper is organized into 4 chapters as follows :

CHAPTER I : Introduction. This chapter consists of reason for choosing the title, statement of the problem, objective of the study, significance of the study, implementation of the study, method of data collection and paper organization.

CHAPTER II : Literature review. This chapter consists of ethic significance, ethic principles, ethic of receptionist, service and step to give quality service.

CHAPTER III . This chapters consists of the history of Spondol Indah Hotel Semarang, organizational structure of Spondol Indah Hotel Semarang, job description, the ethic of front office personnel at Spondol Indah Hotel Semarang.

CHAPTER IV .Conclusion and Suggestion. This chapter consist conclusion and suggestion.