

## **ABSTRACT**

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### **STRATEGY ANALYSIS TO IMPROVE THE SERVICE OF FRONT OFFICE AREA AT SOFITEL BALI NUSA DUA**

(xiii+41 pages; 2 figures; 4 appendixes)

Sofitel Bali Nusa Dua is a luxury 5 stars beachfront resort located at Kawasan Pariwisata ITDC Lot N5, Badung, Bali, Indonesia. The main problem happened in the front office of Sofitel was the dissatisfaction of the guests towards the service at the front office area, while actually for a 5 stars hotel like Sofitel, those problems in the front office should not happen. Thus, researcher is interested to analyze the strategy to improve the service in front office area for foreign guests at Sofitel Bali Nusa Dua.

The research design in this research is qualitative, which uses 2 methods, which are interview and observation method. Researcher did the interview with the front office staff and did the observation for 6 months in the front office area. The data analysis which is being used is SWOT and TOWS analysis.

The result of the research is researcher found that the main complaints in the front office area are the room matters and service quality. For the room readiness matter, it is being advised to use the S-T strategies. For the service quality matter, it is being advised to use the S-T strategies, W-O strategies and W-T strategies.

**Keywords: Service, Strategy, Sofitel Bali Nusa Dua**

References: 25

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*Hotel berbintang 5 seharusnya memiliki kualitas servis yang mencapai standar hotel bintang 5, namun di Sofitel Bali Nusa Dua yang adalah hotel berbintang 5 di Bali, keluhan-keluhan dari tamu asing sering disampaikan kepada staff front office, mencakup kualitas servis di front office area yang tidak memuaskan, sedangkan hal tersebut tidak seharusnya terjadi di hotel berbintang 5 seperti Sofitel Bali Nusa Dua, sehingga peneliti tertarik untuk meneliti strategi-strategi untuk meningkatkan servis di area front office untuk tamu asing di Sofitel Bali Nusa Dua.*

*Metode yang digunakan dalam penelitian ini adalah metode kualitatif dengan teknik wawancara dan observasi. Peneliti melakukan wawancara dengan staff front office dan melakukan observasi selama penelitian disana selama 6 bulan. Analisis data dilakukan dengan SWOT dan TOWS analisis.*

*Hasil penelitian adalah peneliti menemukan bahwa permasalahan utama di front office pada Sofitel Bali Nusa Dua ada 2, yaitu kualitas servis dan permasalahan pada kamar. Pada permasalahan kualitas servis, strategi yang direkomendasi untuk digunakan adalah strategi S-T W-O, dan strategi W-T, sedangkan untuk permasalahan pada kamar, strategi yang direkomendasi adalah strategi S-T.*

***Kata kunci: Servis, Strategi, Sofitel Bali Nusa Dua***

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