

ABSTRACT

**ANGELIN
000 000 22860**

THE ROLE OF TELEPHONE SERVICE AT GRAND MERCURE MEDAN ANGKASA HOTEL

In Grand Mercure Medan Angkasa Hotel, front office department is divided into many sections, such as: reservation, reception, guest relation officer, telephone operator, and concierge. One of the section in front office department is telephone operator. Basically, telephone operator is a section of front office department, which has responsibility to handle incoming and outgoing calls. Besides, it still has many duties and responsibilities in hotel. The job cannot go successfully without telephone operator. Therefore, telephone operator must be able to operate the duty quickly, friendly, and politely.

The supreme duty of a telephone operator is that of transferring calls from external the hotel to the suitable guest room. For security measurement, operators have to do this without giving out the room number of a hotel guest. The telephone operator may not often be face-to-face with guests of the hotel, but plays an important role on behalf of the hotel to the guest.

This research was conducted by using qualitative method. The qualitative method used in this research is case studies. Data collection method used in this research is observation and interview. The analysis method consist of data condensation, data display and conclusion drawing.

The research result shows that telephone operators have a very vital role for Grand Mercure Medan Angkasa Hotel with their duties and responsibilities. In carrying out their duties and responsibilities, telephone operators must have the skills to operate telecommunications equipment, skilled in communication, skilled in various languages and able to work together with colleagues or fellow departments and other departments. The duty of telephone operators at Grand Mercure Medan Angkasa Hotel is not only passively taking calls and connecting, but also carrying out the task of reservation, upselling, and at the same time a guide for certain information that is directed to the occurrence of a transaction.

Some suggestions for this research such as to expedite the telephone service process, telephone operator employees must have special expertise. In serving guests, a telephone operator must use a friendly and polite voice tone. It is highly recommended for the hotel if they are able to place permanent employees as telephone operators so that the telephone operator service standards can be improved.

Keywords: Role, Telephone Service, Grand Mercure Medan Angkasa Hotel

ABSTRAK

**ANGELIN
000 000 22860**

PERANAN TELEPON SERVIS DI HOTEL GRAND MERCURE MEDAN ANGKASA

Di Hotel Grand Mercure Medan Angkasa, departemen front office dibagi menjadi beberapa bagian, seperti: reservasi, resepsionis, petugas hubungan tamu, operator telepon, dan concierge. Salah satu bagian di bagian front office adalah operator telepon. Pada dasarnya, operator telepon adalah bagian dari departemen front office yang bertanggung jawab untuk menangani panggilan masuk dan keluar. Selain itu, masih banyak tugas dan tanggung jawabnya di perhotelan. Pekerjaan tidak akan berhasil tanpa operator telepon. Oleh karena itu, operator telepon harus dapat menjalankan tugasnya dengan cepat, ramah, dan santun.

Tugas terpenting seorang operator telepon adalah mengalihkan panggilan dari hotel ke kamar tamu yang sesuai. Dalam hal keamanan, operator harus melakukan pekerjaan ini tanpa memberikan nomor kamar tamu hotel. Operator telepon mungkin tidak sering bertatap muka dengan tamu hotel, tetapi memainkan peran penting atas nama hotel kepada tamu tersebut.

Penelitian ini dilakukan dengan menggunakan metode kualitatif. Metode kualitatif yang digunakan dalam penelitian ini adalah studi kasus. Metode pengumpulan data yang digunakan adalah observasi dan wawancara. Metode analisis terdiri dari data kondensasi, penyajian data dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa operator telepon memiliki peran yang sangat vital di Hotel Grand Mercure Medan Angkasa. Dalam menjalankan tugas dan tanggung jawabnya, seorang operator telepon harus memiliki keterampilan dalam mengoperasikan perangkat telekomunikasi, terampil dalam komunikasi, terampil dalam berbagai bahasa serta mampu bekerja sama dengan rekan kerja atau sesama departemen dan departemen lain. Tugas operator telepon di Hotel Grand Mercure Medan Angkasa tidak hanya pasif menerima panggilan dan menghubungkan, tetapi juga menjalankan tugas reservasi, upselling, dan sekaligus memandu informasi tertentu yang diarahkan pada terjadinya transaksi.

Beberapa saran untuk penelitian ini seperti untuk memperlancar proses pelayanan telepon, pegawai operator telepon harus mempunyai keahlian khusus. Dalam melayani tamu, seorang operator telepon harus menggunakan nada suara yang bersahabat dan sopan. Sangat disarankan bagi pihak hotel jika mampu menempatkan pegawai tetap sebagai operator telepon sehingga standar pelayanan operator telepon dapat ditingkatkan.

Kata Kunci: Peranan, Telepon Servis, Grand Mercure Medan Angkasa Hotel