

ABSTRACT

Amelya Citra Ardiasari, 213106056, 2024. *Front Office Department Communication Strategy in Handling Complaints at The Sun Hotel Madiun. English Diploma Three Program, Business Administration Department, State Polytechnic of Madiun.*

The tourism and hospitality industry is one of the sectors experiencing rapid growth in the global economy, thus placing communication management as an important aspect in ensuring guest satisfaction. This research focuses on the communication strategy practices carried out by the Front Office in handling complaints at The Sun Hotel, a 3-star hotel located in Madiun. This research uses qualitative methods to document and analyze the communication strategies implemented by the Front Office in handling guest complaints effectively. Interviews were conducted with the head of the front office manager and front office staff of The Sun Hotel Madiun using a semi-structured format. The Sun Hotel Madiun front office staff has tasks that they carry out every day. However, in front office activities only 14 types of activities were implemented and 2 activities carried out by the front office were not implemented. The Front Office in handling guests uses a communication strategy abbreviated as REACH, namely Respect, Empathy, Audible, Clarity, and Humble. The writer concludes that the Front Office at The Sun Hotel Madiun has an important role in the hotel.

Keywords: Communication Strategy, Front Office, Handling Complaints, The Sun Hotel, Hotel.

ABSTRAK

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Industri pariwisata dan perhotelan merupakan salah satu sektor yang mengalami pertumbuhan pesat dalam perekonomian global, sehingga menempatkan manajemen komunikasi sebagai aspek penting dalam menjamin kepuasan tamu. Penelitian ini fokus pada praktik strategi komunikasi yang dilakukan Front Office dalam menangani pengaduan di The Sun Hotel, hotel bintang 3 yang berlokasi di Madiun. Penelitian ini menggunakan metode kualitatif untuk mendokumentasikan dan menganalisis strategi komunikasi yang diterapkan Front Office dalam menangani keluhan tamu secara efektif. Wawancara dilakukan terhadap kepala manajer front office dan staf front office The Sun Hotel Madiun dengan menggunakan format semi terstruktur. Staf front office The Sun Hotel Madiun mempunyai tugas yang dijalankan setiap hari. Namun dalam aktifitas front office yang hanya diimplementasikan hanya 14 jenis aktifitas dan 2 aktifitas yang dilakukan front office tidak diimplementasikan. Front Office dalam menangani tamu dengan menggunakan strategi komunikasi yang disingkat REACH yaitu Respect, Empathy, Audible, Clarity, dan Humble. Penulis menyimpulkan bahwa Front Office di The Sun Hotel Madiun mempunyai peranan penting dalam hotel tersebut.

Kata kunci: Strategi Komunikasi, Front Office, Menangani Komplain, The Sun Hotel, Hotel.