

ABSTRACT

Guest Relations Officers (GRO) are generally tasked with providing special services for guests Very Important Person (VIP), but at Nirwana Gardens a GRO is assigned to provide pick-up service from the hotel to Bandar Bentan Telani (BBT) port. In addition to providing pick-up services, GRO provides services to help guests of Nirwana Gardens issue ferry tickets for return to Singapore. With this service provided by GRO there has been a recurring complaint caused by Nirwana Gardens guests who cannot pick up the ticket that has been issued at Nirwana Gardens Ticketing Counter. In accordance with the Standard Operating Procedure (SOP) that applies a new ticket is given suddenly, it must be taken at the BBT Port Ticketing and make guests queue to pick up the ticket that has been issued. The method that I do is descriptive qualitative. The author uses data collection techniques by means of observation, interviews and literature studies. The results of the research and interviews conducted on three speakers, namely GRO staff, Front Office Supervisor and Front Office Manager, showed that the SOP in item 12 had resulted in complaints from guests. But GRO has worked in accordance with the job description and has a very important role for guests as well as for Nirwana Gardens. Should the SOP to the 12th item be more flexible so that it will not cause loss to guests and will not hamper the services provided by GRO Nirwana Gardens.

Keywords: Guest Relations Officer, Standard Operational Procedure, Role, Ferry Ticket, Nirwana Gardens Hotel and Resort Bintan