

ABSTRACT

Sheraton Bandung Hotel & Towers is one of the hotels located in the city of Bandung. The current competition in the hotel industry, makes every company strive in implementing strategies to increase hotel revenue. One of the departments that is the main revenue for hotels is the Food and Beverage department. This makes the management, especially the Food and Beverage Sales Executive at the Sheraton Bandung Hotel & Towers make various strategic efforts aimed at increasing sales results. The strategy undertaken is still focused on the target to be achieved in each month. The purpose of this study is to analyze the role and strategy of the Food and Beverage Sales Executive in increasing revenue at the Sheraton Bandung Hotel & Towers. Data collection was carried out by interviewing the Sheraton Bandung Hotel & Towers Food and Beverage Sales Executive, direct observations, and documentation studies to strengthen the data obtained from interviews and observations. The research method used in this research is descriptive qualitative research method. From several data collection methods used it can be seen that the Food and Beverage department of the Sheraton Bandung Hotel & Towers successfully carried out the previously designed strategy and the Food and Beverage Sales Executive successfully performed its role well, this can be proven by the achievement of revenue generated based on a target of 148, 2%. The benefit of this research is to analyze the duties and responsibilities of the Food and Beverage Sales Executive at Sheraton Bandung Hotel & Towers.

Keyword : Food and Beverage Sales Executive, Revenue, Sheraton Bandung Hotel&Towers.