

## ABSTRACT

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*The development of the tourism industry with a variety of strategies that have succeeded in making investors and business people strengthen their businesses in the field of tourism accommodation, ranging from the travel agent business, restaurants, to the construction of Hotels. The Hotel is one of the accommodations that tourists need as a temporary place to stay during a tour. Various attempts are made by each Hotel due to increasingly fierce competition. Such as adding facilities, repairing buildings, increasing the list of food menus, and improving the quality of service of each employee to Hotel guests starting from the Front Office department, the Food and Beverage department, and the Housekeeping department. Guest Relations Officer is a part of the Front Office department that has the responsibility to provide services to guests. In addition, the Guest Relations Officer also has the duty to provide all the information that guests need. Guest Relations Officer is demanded to always do the best and provide comfort to Hotel guests. The method used is descriptive qualitative method. Descriptive qualitative research methods are research that intends to understand what is experienced by the research subjects, for example behavior, motivation, perception, actions and others in a descriptive way in the form of words and language. Data collection techniques in this study used interview, observation and documentation techniques. The study was conducted at the Hotel Grand Tjokro Premiere Bandung for six months. The observation result of this study is that Guest Relatin Officer has a very important role in a Hotel to provide comfort, safety, and good service for guests. Guest Relations Officer must also have a high sense of concern because when talking with guests, it can make guests feel cared for.*

**Keyword:** *Guest relation officer, service strategy, Hotel.*