

## ABSTRACT

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The Front Office Department is an important part of the Hotel, because it is the first place when guest will registration when arrives (check in) and when leaving (check out). This study aims to Standard Operational Procedure Lobby Ambassador at Hotel Hyatt Regency Yogyakarta. The *Lobby Ambassador* is a part of Concierge who becomes “image of hotel” when the guest first steps in the Hotel Hyatt Regency Yogyakarta. *Lobby Ambassador* has the duty as a guest greeter when arrive at Hotel and escorts guest from check in process to entering the room. Furthermore, *Lobby Ambassador* could lift the good image of hotel if does a good service and can satisfying guests. Result study indicate that *Lobby Ambassador* Hotel Hyatt Regency Yogyakarta do not implement the Standard Operating Procedure, which could impact the quality of service to guests at check in. The method will be used in research is Qualitative Technique. And data collection technique in this study using interviews, observations, and library conclusions.

*Keyword: : Front Office, Lobby Ambassador, Standard Operational Procedure*