

ABSTRACT

The Stones Hotel Legian is a five star hotel which is one of the Autograph Collection of Marriott International. The official opening of The Stones Hotel Bali was held on December 12, 2012, and at the same time made The Stones Hotel one of the first collection of Autograph Hotels that opened in the Asia Pacific region.

Located in the area of Jl. Raya Pantai Kuta, Bali, The Stones Hotel Legian has complete facilities to pamper guests who stay. The facilities provided are: 307 stylish guest rooms, 2 restaurants, 8 Versatile Meeting and Function Rooms, 3,000 sqm outdoor pool, Celestine Spa, GAIA Gym, Jasper Kids Club.

As one of the departments in the hotel, the Front Office Department has a great responsibility in making a good impression. The receptionist is part of the Front Office department who has the duty to handle the needs of guests by providing good service. For that reason, how to create an image on the reception desk so that it has a good image in front of guests. The research method used is qualitative research with data collection techniques through observation, interviews and documentation studies.

This research will explain how the receptionist plays an important role in serving guests and has a major influence in building a positive image at The Stones Hotel Legian Bali. However, there are still receptionists who have not carried out their duties and responsibilities to the maximum and behave badly when serving guests. As a result, guests feel under-served and this can affect the image of hotels at The Stones Hotel Legian Bali.

Keywords: Front Office, Receptionist, Positive Image, Service, Qualitative Research