

ABSTRACT

Reception is generally tasked to handle the guest registration process from check in, in house to check out, but unlike other hotels that have their own Ferry Ticketing Agent, Bintan Lagoon Reception also acts as a Ferry Ticketing Agent for in house guests who want to book a return ticket headed to Singapore. In accordance with the applicable Standard Operational Procedure (SOP), after the payment process by the guest, Reception will provide a copy of the passport containing a handwritten ferry reservation details to the Reservation Office to the Reservation Office which has a considerable distance from the Ferry Ticketing Counter to the Reservation Office. With this service, there is no valid data in the system for the ferry reservation details and requires time and staff to deliver the booking details to the reservation office. So when there is a difference in the order request by Reception to the Reservation, there is no valid data in the system to adjust the order. The method that the writer will do is descriptive qualitative. The author uses data collection by observation, interview and literature study. The results of the study and interviews will be conducted to five speakers, namely Receptionist Supervisor, Assistant Front Office Manager, two Reservation Staff, Reservation Supervisor indicating that SOPs for booking tickets for in-house guests are less effective and the role of Reception Staff is very important for Bintan Lagoon Resort Front Office Operations.

Keywords: Reception, Standard Operational Procedure, Role, Effective, Bintan Lagoon Resort