

## ABSTRACT

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*This study aims to determine the Standard Operating Procedures of the Front Office of the Hotel which is related to the provision of reservation services, reception of guests, room allocation Online Travel Agent is a travel agent who acts as a medium for promotion and online sales through the Front Office website is the Front Office. In accordance with its meaning, this department or section is in front or lobby of a hotel so that it is easy to be seen and met by guests. It is at this front office that guests will be welcomed upon arrival (check-in) and said welcome and welcome to part when guests are about to depart (check-out) SOP (Standard Operating Procedure) basically the implementation of which contains standard operating procedures in Le Dian Hotel and Cottages which are used to ensure that all decisions and actions of Standard Operating Procedures Reservations at Le Dian Hotel and Cottage can be suggested several things to Le Dian Hotel and Cottage, especially in handling Online Travel Agent Reservations, of course, in the importance of carrying out applicable SOPs because it is related to the satisfaction and comfort of departments that carry out SOPs well, it is expected to maintain the conditions that have been achieved as an effort to improve service quality efforts*

*Keywords : Standard Operational Procedure,Reservation,Online Travel Agent*