

CHAPTER I

INTRODUCTION

A. Background of the Study

Working in a travel agent is one of the choices that is available in Bandung. It is stated in Merriam Webster dictionary that, "Travel agent is an agency engaged in selling and arranging transportation, accommodations, tours and trips for traveler" (par. 1). In Bandung, tourism industry has been developing from year to year. In an article posted by PT. Bandung Media Televisi Indonesia, I notice that based on PHRI (Perhimpunan Hotel dan Restoran Indonesia) Bandung city survey, it is stated that the contribution to PAD (Pendapatan Asli Daerah) Bandung from tourism industry is almost 67% (par. 2). Bandung has become one of popular destinations for domestic and foreign tourists. Therefore, using the service of a travel agent is important to arrange the trip. In addition, people in Bandung also go to a travel agent to buy tickets for travelling to other cities in Indonesia by trains or airplanes. As a result, the staff of a travel agent have to be ready to help the travelers get the best and various services.

One of travel agents in Bandung is TiKi Wisata (henceforth, TW). The office is located in Buah Batu Regency Blok A-1 No 6/7 Bandung. It opens from 9:00 AM to 5:00 PM from Monday to Friday, and on Saturday it opens from 9:00 AM to 1:00PM. I choose TW as the place of my internship because this travel agent is still new and developing. This situation gives me more chances to learn about travel agency. Besides, TW has a good reputation as one of the travel agents in Bandung that gives services in ticketing, hotel voucher, and tour packages. There are five employees working at TW Travel.

During my internship, I worked as a junior ticketing staff to help my senior ticketing staff. Ticketing staff is a staff employed by a tours and travel agency to give services related to tickets arrangement for the travelers. Widjaja states that a ticketing staff should know things such as “time schedule” (airplane, train, etc) (32), “ticket reservation” (32), “types of tickets” (domestic and international) and “kinds of tickets available” (first, business or economy class) (38), “tickets validity” (39), and “ticket issuing” (40). I believe that a ticketing staff at travel agent is a truly important job to support the existence of the travel agent.

TW Travel has cooperations with several airlines and PT. KAI (*Kereta Api Indonesia*) for issuing the ticket directly without the customers' having to queue to buy the tickets. Besides, when the customers are running out of the ticket in the airport or in the train station, they will be able to buy tickets in travel agents.

Before I continue to discuss the problem that I found, I would like to explain several terms. Based on my observation and interview with the ticketing staff at TW travel, ticket issuing means the process from ticket reservation/ booking until the ticket is being issued (Nesya).

It is also stated that ticket issuance means “actual purchase of ticket for flights previously reserved” (Ticket Issuance, par 1) and ticket reservation means “an arrangement by which accommodations are secured in advance, as in a hotel or on an airplane” (The American Heritage Dictionary, par 1).

During my internship from June to August 2011, I was working as a junior ticketing staff for eight hours a day and three times a week. My job was collecting the data needed from the customers for the ticket issuing process, handling customers who came to TW by giving them information, and telephoning the customers for getting their confirmation about the reservation or booking and the payment. I checked the online flight or time schedule that consisted of the names of the airplane and train, the flight or train codes, the arrival and departure time, availability of the seats, types of classes and the prices. I had to ask the customers whether the ticket will be one way or return ticket. In addition, I needed to ask for information from the customers, such as the name of the passenger, the departure time and the arrival time. I wrote the information down in a piece of paper, handed it over to the senior ticketing staff to be processed in the computer for ticket

reservation and issuance. After the customers agreed to pay the tickets, I filled the invoice.

As a junior ticketing staff at TW, I am allowed to do the following activities :

1. Collecting data of the customers
 - a. Asking and writing the data on a piece of paper, such as the name of the passenger, types and classes of airlines, time schedule, and others
 - b. Checking the schedule of airplanes in the computer using MOVEL System

The processes of issuing tickets that I am not being allowed to do at TW are as follow :

1. Booking process
 - a. Choosing the schedule flight and fare details in the computer using MOVEL System
 - b. Inserting the customer's information
 - c. Saving the booking reference
 - d. Asking for the confirmation and the payment from the customers
 - e. Choosing the menu 'Airline Ticket' and clicking 'Issue Ticket'
2. Issuing the tickets
 - a. Retyping the booking reference on the menu of 'Issue Ticket' using MOVEL System
 - b. Clicking 'Submit'

- c. Checking the issued list containing flight date and schedules, booking reference, passenger's name and phone number, ticket price and fee
- d. Printing the ticket

During my internship, I was allowed to collect the data from the customers. I asked them by phone, met them face to face or had online chatting with them. Then, I wrote down the data needed for booking and issuing tickets on a piece of paper. Orelse, I read the information for the ticketing staff while she was doing the booking and issuing process in the computer using MOVEEL System.

During my internship, I was not allowed to do the process of booking and issuing the tickets by myself because the other ticketing staff was afraid if I made mistakes in such processes, and if that happens the consequence is TW Travel would have to pay 25% of the ticket price.

Based on the above explanation, I would like to analyze my problem of not being allowed to book and issue tickets by myself. Furthermore, I also would like to find the best solutions to overcome my problem.

B. Identification of the Problem

After having had an internship at TW Travel, I found a problem related to my work. The problem is formulated in the following questions:

1. Why was I not allowed to book and issue the tickets for the customers at TW Travel Bandung?
2. How could I learn to be able to book and issue the tickets properly as a ticketing staff at TW?

C. Objectives and Benefits of the Study

The objective of the study is to find out the causes and the effects of the problem. Besides, I would like to find the best solution to overcome the problem that I was not allowed to book and issue tickets by myself during my internship.

This study has benefits for some people. The first is for TW staff, they will gain some useful information about assisting the new ticketing staff (training new staff) effectively. The second is for the readers of the term paper, it is expected that they could have new and useful insights about ticketing staff at the travel agent. And the last objective is for me to learn how to book and issue the tickets properly, to handle the problem and also to find solutions for handling the problem.

D. Description of the Institution

PT. TW Bandung is one of the institutions from TiKi Group Company that focuses on ticket sales, hotel voucher, tour packages and other travel related services. It has five employees which have one director, one supervisor, one business development staff, one tour

staff, and one ticketing staff. It was established in March, 2010 by Mr. Witono Saputra. TW is located in Buah Batu Regency Blok A-1 No 6/7, Bandung. It opens from 9:00 AM to 5:00 PM from Monday to Friday, and 9:00 AM to 1:00 PM on Saturday.

E. Method of the Study

The primary data are based on my internship experience and my internship journal. I also read several books in my library research which are related to ticketing process. I also search on the Internet for information related to the problem; the data are used to analyze the problem and to find solutions.

F. Limitation of the Study

The subject of the research is I myself as a junior ticketing staff who focuses on the activity of a ticketing staff especially in booking and issuing tickets at TW Travel Bandung. The period of my internship is from June to August 2011.

G. Organization of the Term Paper

This term paper consists of Abstract, Declaration of Originality, Acknowledgements, Table of Contents and four chapters. Chapter one is the Introduction. It explains Background of the Study, Identification of the Problem, Objectives and Benefits of the Study, Description of the Institution, Method and Limitation of the Study, and the last one is

Organization of the Term Paper. Chapter Two presents the Problem Analysis. It analyzes the causes and effects of the problem. Chapter Three consists of potential solutions along with the positive and negative effects. Chapter Four is Conclusion; it consists of the best solutions that I choose supported by logical reasons. Bibliography and appendices are also included in the last part of this term paper.