

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

In Bandung, hotel business is developing fast as a result of the influx of people from other cities. Almost every weekend Bandung is crowded with people from Jakarta, Surabaya, and even Malaysia to spend their holiday by shopping in factory outlets because prices are relatively competitive. In order to accommodate those people, hotels must offer an excellent service to their guests. As a result, hotel guests will feel at home at particular hotels and will return to the same hotels.

In order to serve hotel guests better, front liners, such as receptionist staff, guest relation officer, marketing staff, and others, play a very important role in running the business. It is because they are the first people to greet the hotel guests. In addition to receptionists, hotel operators also have first contacts with hotel guests; therefore, they must perform their tasks well. As stated by Darsono, a telephone operator deals

with all in-coming calls smartly, politely, and respectfully. Besides, an operator meets the hotel guests' request of wake up calls by recording them on the wakeup call sheet and make a summary calls report. Furthermore, the operator also records messages for hotel guests who are not available at the hotel, write down messages, makes telephone summary reports, fax summary reports (27). Considering the quotation above, I can understand that the job description of a hotel operator is quite complex. She or he needs to have certain qualifications to support her or his job. Without those qualifications, an operator will find difficulties in doing her job well.

This term paper is based on my internship as an operator at Novotel Hotel (henceforth, NH) in Bandung. I discovered that my job was overloaded because very often I had to work alone and I had to answer two phone calls at the same time; as a consequence, I felt stressful as my job was unbearable. As an operator, I had to do some tasks, namely handling calls from hotel guests who asked for information about online reservation and the rate of the room hotel, answering calls from hotel guests, and making telephone summary reports. Unfortunately, the hotel has only two operators, and naturally we become very busy. As a new operator, I had no experience dealing with official telephone calls. This is because I was not familiar with the equipment such as switchboard, wake up call, and sound system related to the job of an operator. Regarding the above explanations, I decided to analyze how to handle difficulties in handling telephone calls alone when working as an operator at the NH.

## B. Identification of the Problem

Based on my internship as an operator at NH Bandung, I would like to analyze :

1. Why do I have difficulties in handling telephone calls alone as a telephone operator at NH?
2. How should I handle such problem effectively?

## C. Objectives and Benefits of the Study

The objectives of this study are to discover the reasons why I have difficulties in handling telephone calls alone while I was in my internship as an operator at NH. I would also like to find the best solution to the problem on handling telephone calls alone while I was in my internship as an operator at Novotel Hotel, Bandung.

This term paper will be beneficial to other people, namely hotel staff, the readers, and I myself. The hotel staff will get valuable inputs concerning service and satisfaction given to hotel guests. The readers of this term paper will learn that becoming a hotel operator needs certain qualifications. Finally, I myself learn to understand the problem of a hotel operator and know how to solve it.

## D. Description of the Institution

Novotel Hotel is a four-star hotel, located in the heart of Bandung City and established on December 10, 2006. The owners are Mr. Christian Wibowo, Mr. Gunawan, and Mr. Hendrikus. The address is on Cihampelas no. 23-25.

The hotel rooms are equipped with complete facilities. This hotel is not only for holiday makers but also for business people.

Novotel Hotel has 156 rooms with various choices, for example, superior room, premier room, executive room, and suite room. The most luxurious room is the suite room, which is large, and designed beautifully; in addition, it is provided with a living room.

This hotel also offers a number of facilities for the guests to enjoy; such as a restaurant, a bar lounge, a premier lounge, a ballroom, meeting rooms, free WIFI, free shuttle buses from and to the airport or station, Dolfi Kids Club, a massage spa, a swimming pool, and a fitness center.

## E. Method of the Study

The process of collecting data for this term paper was done during my internship as an operator at NH. Besides, I obtained the data from observing how a telephone operator worked when she was on duty. The operator gave me a demonstration of how to answer phone calls politely and how to operate the equipment. Next, I studied my internship journal carefully in order to find accurate information from what I had experienced as a telephone operator. Furthermore, I read some relevant books from Maranatha Christian University library. Finally, I found some theories from the Internet to support the writing of my term paper concerning operators. The data is used to analyze the problem and to find the best solutions of the problem.

## F. Limitation of the Study

My term paper focuses on how to handle telephone calls effectively. The subject of this research is I myself as a telephone operator working at NH, Bandung, starting from January 2011 to March 2011.

## G. Organization of the Term Paper

This term paper starts with the Abstract, a summary of the whole term paper in Indonesian. Then, there is a Declaration of Originality, which contains a statement from myself about the authenticity of the paper. Next is Acknowledgements, which contains the list of people who have supported me during the writing of this term paper. After that is Table of Contents. Then, there are four chapters as follows: Chapter I is the Introduction, Chapter II is Problem Analysis, Chapter III is Potential Solutions, and Chapter IV is