

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia's tourism has grown rapidly in recent years, along with the existence of new tourist attractions. The level of visits to tourist attractions in Indonesia continues year after year. This proves the Tourism industry is a market-driven industry and will continue to grow over time. Tourism has even developed into one of the largest industries in the world, which is marked by the growth in the number of visits by local and foreign tourists. Apart from being used for the tourism sector, tourism also contributes to job creation and infrastructure development. Tourism also has the potential to encourage an increase in state revenue from taxes, especially indirect taxes (Victoria et al, 2018).

Tourism has a close relationship with accommodation. Accommodation is needed for the sector to complement the needs of tourists, the absence of accommodation will prevent the tourism sector from developing. Accommodation can be a place where a tourist can stay, rest, eat, drink, and bathe (Sulastiyono, 2011). Tourism and accommodation have a mutually beneficial reciprocal relationship, if tourism doesn't develop or is declared quiet by visitors, the hotel occupancy rate will also have an impact on the number of visitors staying overnight, and vice versa that tourism also really needs accommodation. Therefore, most hotels are located in tourist areas (Setzer, 2009).

Emilia (2020) stated that the hotel industry in Indonesia has grown from year to year due to increased consumer needs for lodging. Hotels are one of the tourist accommodations that play an important role in tourist areas. They provide a place to rest or lodging for people who want to rest because of long trips or just want to enjoy facilities and services. The hotel industry operates 24 hours a day to serve guests who come to stay and enjoy the facilities. In Indonesia, hotels have several types, which are resort hotels, floating hotels, capsule hotels, city hotels, and mountain resorts. The classification of star hotels starts from 1-star to 5-star hotels. Of course, each hotel has the quality and standards of a star hotel that must be met, starting with the number of rooms, facilities, and good services

(Lackermair et al, 2013). The higher the star in a hotel, the more rooms there are and the better the quality of service. In Batu, there are luxury hotels, one of which is the Golden Tulip Holland Resort Batu, is one of the 5-star resort hotel types that offers views of Panderman Mountain or Batu. That hotel, which is located in Batu, already has a 5-star rating because it has met the standards of a 5-star hotel.

Komang and Putu (2020) stated that the stars in a hotel simply concern the facilities and services in the hotel. Golden Tulip Holland Resort Batu is a five-star resort hotel that offers views of Mount Panderman or the City. Located between the green expanse and the cool mountain air, the hotel is very close to the tourist attractions in Batu (Lackermair et al, 2013). From local tourists to foreign tourists visiting and staying because this hotel is located in a tourist area, most guests who travel want to relax and enjoy the natural scenery of the Golden Tulip hotel. In addition, the Golden Tulip Holland Resort Batu facilities certainly meet five-star hotel standards, starting with the swimming pool, gym, restaurant, spa and sauna, cycling in the hotel area, and ballroom. Not only does the Golden Tulip Hotel provide excellent facilities, but it also provides excellent service to guests who visit and stay. The service starts from check-in check-out because the Golden Tulip Hotel upholds customer satisfaction.

Regarding five-star hotels, one of which is the Golden Tulip Holland Resort Batu hotel, every company or industry has standard operating procedures that are followed. Standard Operating Procedures are formed as a work reference in order to become professional, consistent, and reliable hotel resources so that operational activities will run well and efficiently. Kotel & Armstrong (2004) state that activities related to the first service will be addressed by guests. Almost all activities in the front office are directly related to guests. The most prominent thing in the front office is grooming, commonly referred to as appearance and service to guests. From the results of the preliminary study with the front office manager, these problems often occur, such as hairstyles not being standard, facial make-up not being on point, and how to handle guest complaints.

From the results of the preliminary study with the front office manager, the writer made a tutorial video with the aim of creating a reference or example for

new front office staff. In addition, to minimize errors that occur repeatedly while on duty. Therefore, the tutorial video can be a learning tool especially for new front office staff by providing a clear picture of how to be a front office staff.

1.2 Objective

The objective of this final project is to create a tutorial video as a medium of understanding for new front office staff. Thus, they better understand what rules must be followed in accordance with standard operating procedures in the front office.

1.3 Significances

This final project can provide benefits to the following parties:

1.3.1 For Writer

This final project can increase her knowledge of the importance of being a good staff in the future when she works. The writer was also able to apply her abilities to speak, research, create scripts, translate scripts, apply camera equipment, editing, and conduct final project reports.

1.3.2 For Human Resources Golden Tulip Holland Resort Batu

This final project, as a tutorial video, can be used as a reference for front office staff at Golden Tulip Holland Resort Batu.

1.3.3 For Students of English Study Program

A tutorial video can be used as a reference for English students when creating tutorial video products because this product selection is rarely used by students during their final project.