

CHAPTER 1. INTRODUCTION

1.1 Background

Batam, an island in the Riau Islands province, is a gateway between Indonesia, Singapore, and Malaysia. This city has great tourism potential, offering beautiful nature, modern facilities, and cultural heritage. Tourism is important for social and economic growth. The hotel sector, including hotels and resorts, plays a key role in attracting visitors (Arif, 2020). One example is Montigo Resorts Nongsa, a five star hotel that offers luxury with beautiful sea views and top class facilities. Its strategic location makes it a popular choice for international tourists looking for a relaxing holiday.

To ensure a smooth and comfortable guest experience, according to Dhabitah (2024), one of the most important departments in the operation of Montigo Resorts Nongsa just like in many other luxury resorts is the front office. The front office at Montigo Resorts Nongsa Batam plays a vital role in creating a strong first impression and ensuring that guests feel welcomed and well assisted from the moment guests arrive. Besides handling check in and check out, the front officer also manages guest pick up services from Nongsapura Ferry Terminal. To maintain consistency and efficient operations, it is important to have clear and structured operational guidelines.

Based on the writer's internship experience in Montigo Resort Nongsa Batam, there are no specific written guidelines for handling the guest arrival and check in process. This includes check in procedure, ferry representative, resort map briefing, and escorting guests after checking in until waiting for the buggy. While current staff already understand their roles, new trainees often make mistakes. Although they receive basic training, there is no clear guidebook that explains each step in detail. This can make trainees confused, especially when the front office is busy, and they may feel afraid to ask questions.

The writer has already asked the front office manager about the existence of Standard Operating Procedures (SOP), and it was confirmed that no detailed SOP

is available yet for these specific duties. The procedures were only given verbally by senior staff or through direct practice. Therefore, the absence of a written SOP became one of the main reasons why this guidebook was created. Because of this, Mr. Musri, the front office supervisor, has supported the idea of creating a printed guidebook. He is the initiator of this guidebook project and has given permission to develop and implement it for the front office team.

Furthermore, this guidebook was fully designed in English, because English is the main language used at Montigo Resort Nongsa. All the front office staff, including new trainees, are required to use English in their daily communication. This is part of the company's standard procedure, especially since the resort often deals with international guests. Even during job interviews, English is used to evaluate communication skills. It is also part of improving their communication skills in hospitality service.

This guidebook was made only in printed form, so that it could be read and used anytime by new trainees or staff. The printed version was chosen because during working hours, front officers are not allowed to use their mobile phones. If the guidebook was made in digital form, they could not access it while working. It helped new front office trainees learn step by step, become more confident, and do their tasks correctly. For experienced staff, this guidebook also served as a reminder to keep following the standard procedures and maintain high service quality.

1.2 Objective

The objective of the final project is creating a guidebook as a learning tool to become a good front officer in Montigo Resort Nongsa Batam.

1.3 Significances

The report and the product can give the benefit for following parties.

1.3.1 For the Writer

This final project allows the writer to apply the knowledge gained during her study in the English Study Program, especially in writing and translating.

Through the process of creating a guidebook, the writer also develops skills in content development and digital design related to front office materials.

1.3.2 For the New Trainees and Staff

This guidebook helps new trainees learn their job step by step. It makes them understand the check in procedure, ferry representative, resort map briefing, and how to escort guests after check in. This helps them feel more confident and avoid mistakes. For front office staff, the guidebook is useful to work faster, stay consistent, and give better service to guests.

1.3.3 For the Owner of Montigo Resort Nongsa

This guidebook helps improve the efficiency and consistency of front office service. All staff will follow the same clear standard, which reduces errors, saves time in training, and makes sure guests get the same high-quality experience. This can increase guest satisfaction and support daily operations.

1.3.4 For the Student of the English Study Program

This guidebook can be a reference for the students of the English Study Program who want to make a similar product. It shows how English is used in the tourism industry and can help students understand front office work better. It may also inspire them to learn more about hospitality.