

ABSTRAKSI

Bagi kaum perempuan, kecantikan dan keindahan tubuh serta wajah merupakan dambaan dan daya tarik tersendiri, sehingga kini usaha dibidang kecantikan berkembang demikian cepat dan sangat pesat. Dalam usaha kecantikan sangat pentingnya suatu pelayanan yang baik dalam menjual produk perawatan sehingga usaha jasa kecantikan ini menggabungkan jasa *hospitality* didalamnya. Tujuan penulisan Tugas Akhir ini adalah untuk mengetahui standar operasional prosedur seorang *Guest Relation Officer* di *ZAP Clinic* Surabaya. Penulis melakukan pengamatan terhadap Standar Operasional Prosedur *Guest Relation Officer*, disamping itu penulis saat ini bekerja sebagai *Guest Relation Officer* yang bertugas sebagai ujung tombak penjualan *ZAP Clinic*. Hasil atau kesimpulan dari penulisan Tugas akhir ini adalah *Guest Relation Officer* di *ZAP Clinic* mempunyai Standar Operasional Prosedur penanganan klien baru yang disebut ZAP 13, Standar Operasional Prosedur penanganan klien lama ZAP TOP 10, yang terakhir Standar Operasioanal Prosedur penanganan klien melalui telephone ZAP *Fantastic 4*

Kata Kunci : Standar Operasional Prosedur, *Guest Relation Officer*, *clinic*

ABSTRACT

For women, the beauty and beauty of the body and face are their own desires and charms, so that now businesses in the field of beauty are developing so rapidly and very rapidly. In the beauty business is very important a good service in selling care products so that the beauty services business combines hospitality services in it. The purpose of writing this Final Project is to find out the operating standards of procedures for a Guest Relations Officer at ZAP Clinic Surabaya. The author makes observations on the Standard Operating Procedure for Guest Relation Officers, besides that the author is currently working as a Guest Relation Officer who served as the spearhead of the sale of the ZAP Clinic. The results or conclusions of the writing This final assignment is a Guest Relation Officer at ZAP Clinic that has Operational Procedure handling procedure called ZAP 13, Operational Standards Procedure for handling old clients ZAP TOP 10, the last Standard Operating Procedures for handling clients via telephone Fantastic ZAP 4

Keywords: Standart Operational Procedure, Guest Relation Officer, clinic