

ABSTRACT

The purpose of writing this Final Project is to describe the determination of Room Rate at the Great Diponegoro Hotel in Surabaya.

In writing this Final Project, the author made observations while working as a Front Desk Agent at Great Diponegoro Hotel, Surabaya.

The author can conclude that the determination of the room rate at Great Diponegoro Hotel Surabaya is in accordance with the theory put forward by Sugiarto regarding Room Rates and Types of Special Room Rates. Determination of room rates at Great Diponegoro Hotel Surabaya is distinguished based on the type of guests who will stay, the type of room for sale, and adjusted to the selling plan of the Great Diponegoro Hotel Surabaya.

Keywords: room rate, selling plan.

ABSTRAK

Tujuan dalam penulisan Tugas Akhir ini adalah untuk mendeskripsikan penetapan *Room Rate* di Hotel Great Diponegoro Surabaya.

Dalam penulisan Tugas Akhir ini, penulis melakukan pengamatan selama bekerja sebagai *Front Desk Agent* di Hotel Great Diponegoro Surabaya.

Penulis dapat menyimpulkan bahwa penetapan *room rate* di Hotel Great Diponegoro Surabaya sesuai dengan teori yang dikemukakan oleh Sugiarto tentang Tarif Kamar dan Jenis Tarif Kamar Khusus. Penetapan *room rate* di Hotel Great Diponegoro Surabaya dibedakan berdasarkan tipe tamu yang akan menginap, tipe kamar yang dijual, dan disesuaikan dengan *selling plan* Hotel Great Diponegoro Surabaya.

Kata kunci : *room rate, selling plan.*