

ABSTRAK

Front Office Department memiliki peran utama sebagai penjual kamar yang merupakan sumber pendapatan utama hotel. Penjualan kamar yang dilakukan oleh *Front Office Department* dapat dilakukan secara langsung pada saat tamu tiba di hotel (*walk-in guest*) atau melalui reservasi terlebih dahulu sebelum tamu tiba di hotel. Reservasi kamar di hotel yang diterima oleh *reservation section* bisa berasal dari berbagai macam sumber reservasi yaitu orang ataupun pihak-pihak yang menjadi sumber datangnya reservasi, antara lain : FIT (*Free Individual Traveler*), perusahaan, lembaga pemerintahan, dan *travel agent*.

Tujuan penulisan ini untuk mengetahui *source of booking* di HARRIS Hotel and Conventions Bundaran Satelit Surabaya. Penulis saat ini bekerja sebagai *Reservation Agent* di HARRIS Hotel and Conventions Bundaran Satelit Surabaya melakukan pengamatan terhadap *source of booking* yang ada di HARRIS Hotel and Conventions Bundaran Satelit Surabaya. Penulis dapat mengambil kesimpulan bahwa *source of booking* di HARRIS Hotel and Conventions Bundaran Satelit Surabaya yaitu *Free Individual Traveler*, *Company*, *Government*, *Offline Travel Agent*, dan *Online Travel Agent*. *Source of booking* terbesar di HARRIS Hotel and Conventions Bundaran Satelit Surabaya yaitu *Online Travel Agent* yang mencapai hingga 30% per bulan.

Kata kunci: *Front Office Department, source of booking*

ABSTRACT

Front Office Department has the primary role as a room seller, which is the main source of hotel income. Room sales made by Front Office Department can be done directly when the guest arrives at the hotel (walk in guest) or through a reservation before the guest arrives at the hotel. Room reservations at the hotel that received by reservation staff can come from a variety of source of booking, such as: Free Individual Traveler, Company, Government, and Travel Agent.

The purpose of this paper is to find out the source of booking at HARRIS Hotel and Conventions Bundaran Satelit Surabaya. The author currently works as a Reservation Agent at HARRIS Hotel and Conventions Bundaran Satelit Surabaya observing the source of booking at HARRIS Hotel and Conventions Bundaran Satelit Surabaya. The author can conclude that the source of bookings at HARRIS Hotel and Conventions Bundaran Satelit Surabaya come from Free Individual Traveler, Company, Government, Offline Travel Agent, and Online Travel Agent. The biggest source of booking at HARRIS Hotel and Conventions Bundaran Satelit Surabaya is Online Travel Agent.

Keywords: *Front Office Department, source of booking*