

ABSTRAK

“Penerapan *Mobile Check-In* dalam Rangka Meningkatkan Pelayanan di Masa Pandemi Covid-19 di Hotel JW. Marriott Surabaya” merupakan penelitian yang fokus untuk menjawab pertanyaan-pertanyaan tentang bagaimana proses penerapan *mobile check-in*, kegiatan operasional serta tugas dan tanggung jawab pada departemen *front office* terutama seksi *guest relation officer*. Tujuan dari penelitian ini adalah untuk memahami penerapan *mobile check-in* dan pengaruhnya terhadap pelayanan di masa pandemi, serta untuk mengetahui kegiatan operasional serta tugas dan tanggung jawab *guest relation officer* pada departemen *front office*. Penelitian ini merupakan penelitian deskriptif kualitatif. Metode pengumpulan data yang digunakan adalah kepustakaan, observasi atau pengamatan, dan dokumentasi yang kemudian diolah menggunakan analisis deskriptif dan analisis SWOT. Hasil dari penelitian ini adalah penerapan *mobile check-in* di Hotel JW. Marriott Surabaya telah berjalan dengan baik, serta memberikan pengaruh terhadap meningkatnya pelayanan di departemen *front office* dimana pandemi. Dalam penerapannya, *mobile check-in* masih memiliki kekurangan dan menghadapi beberapa kendala yang mana berpengaruh pada kualitas pelayanannya. Seperti terjadinya keterlambatan dalam memproses *mobile check-in* yang diakibatkan oleh kurangnya staf *guest relation officer*. Namun hal itu dapat diselesaikan dengan cara mengatur *job description* para staf agar selalu melakukan pemeriksaan terhadap *mobile application*. Selain itu, dalam penerapannya ini juga ditemukan kekuatan, kelemahan, peluang dan ancaman yang telah disusun dalam tabel analisis SWOT.

Kata kunci: *mobile check-in*, pelayanan *front office department*, *guest relation officer*



ABSTRACT

“Mobile Check-In Implementation in Improving Services during the Pandemic Covid-19 at JW. Marriott Hotel Surabaya” is a research that focused to answer the questions about how the implementation of mobile check-in, operational activities and jobs and responsibilities at front office department, especially at guest relation officer section. The purposes of this research is to understand the implementation of mobile check-in and the effects on services during the pandemic. Also to know the operational activities and jobs and responsibilities as guest relation officer at front office department. This research is a qualitative descriptive research. The methods of collecting data that used are literatures, observation and documentation which then processed using descriptive analysis and SWOT analysis. The result of this research is the implementation of mobile check-in at JW. Marriott Hotel Surabaya has been working well and giving an impact on improving services at the front office department during the pandemic. In the implementation, mobile check-in still have weaknesses and encounter some problem which effects the quality of service. Such as, delaying in processing mobile check-in caused by the lack of guest relation officer. But that problem could be handled by setting the job check list for staf to always check the mobile application. Other than that, on the implementation also found strengths, weaknesses, opportunities and threats which arranged in SWOT analysis table.

Keywords: mobile check-in, front office department service, guest relation officer

