

ABSTRAK

Tugas Akhir ini berjudul “Pelayanan Breakfast Buffet Di Aston Jember Hotel & Conference Center Selama Masa Pandemi Covid - 19”. Tujuan penelitian adalah untuk menjelaskan kualitas pelayanan breakfast di Aston Jember Hotel & Conference Center yang sesuai dengan SOP (*Standart Operational Procedure*) dan menerapkan protokol kesehatan. Ini merupakan penelitian deskriptif dan matriks SWOT. Metode pengumpulan data yang digunakan pada penelitian ini adalah dengan observasi dan wawancara dengan narasumber para staff, serta dengan ikut terjun langsung dalam kegiatan operasional di Aston Jember Hotel & Conference Center saat melakukan *On The Job Training II* selama 5 bulan . hasil penelitian yang diperoleh adalah kualitas pelayanan breakfast sesuai SOP dengan menerapkan protocol kesehatan pandemic covid-19 yang diterapkan dengan cukup baik. Kendalanya adalah kurangnya waiter dan waitress. Solusinya adalah lebih meningkatkan peraturan protokol pandemic covid-19, dan waiter/waitress lebih teliti dalam melayani permintaan tamu sehingga dapat meningkatkan kepuasan tamu.

Kata kunci : breakfast, pelayanan, SOP (*Standart Operational Procedure*)



ABSTRACT

This Final Project is entitled “Breakfast Buffet Service at Aston Jember Hotel & Conference Center During the Covid-19 Pandemic Period”. The purpose of the study was to explain the quality of breakfast service at Aston Jember Hotel & Conference Center in accordance with SOP (Standard Operational Procedure) and apply health protocols. This is a descriptive study and a SWOT matrix. The data collection method used in this study was observation and interviews with staff sources, as well as by participating directly in operational activities at Aston Jember Hotel & Conference Center while conducting On The Job Training II for 5 months. The results of the research obtained are the quality of breakfast services according to the SOP by implementing the Covid-19 pandemic health protocol which is implemented quite well. The problem is the lack of waiters and waitresses. The solution is to further improve the regulations for the COVID-19 pandemic protocol, and the waiter/waitress to be more thorough in serving guest requests so as to increase guest satisfaction.

Keywords: breakfast, service, SOP (Standard Operational Procedure)

