

ANALISIS PEMULIHAN LAYANAN DENGAN *SERVICE BLUEPRINT* PADA  
*FRONT OFFICE DEPARTMENT* DI ARTOTEL SURABAYA

Nama : Fransisca Amelia Anggraeni  
Jurusan / Program Studi : Manajemen Layanan dan Pariwisata / Manajemen  
Pembimbing :  
Dr. Erna Andajani, S.T., MM., CRM.  
Fitri Novika Widjaja, S.Si., M.MT.

**ABSTRAK**

Artotel Surabaya merupakan salah satu hotel berbintang tiga dengan nuansa seni didalamnya yang didirikan sejak tanggal 7 Juli 2012 di pusat kota Surabaya dan berada dibawah manajemen Artotel Group sendiri. Laporan kerja lapangan ini bertujuan untuk mengetahui analisis pemulihan layanan dengan *service blueprint* pada *front office department* di Artotel Surabaya. Aktivitas pemulihan layanan yang dilakukan yaitu respon, informasi, tindakan dan kompensasi.

Laporan kerja lapangan dapat disusun dengan cara melakukan praktek kerja lapangan di Artotel Surabaya. Praktek kerja lapangan dilakukan selama 3 bulan pada *front office department* di tiga bagian kerja, yaitu resepsionis, operator, dan reservasi. Pengamatan selama melakukan kerja lapangan akan digunakan untuk membahas lebih dalam mengenai analisis pemulihan layanan dengan *service blueprint* pada *front office department* di Artotel Surabaya.

Berdasarkan pengamatan serta pengalaman selama melakukan praktek kerja lapangan, diketahui bahwa *front office department* di Artotel Surabaya sudah memenuhi seluruh aktivitas pemulihan layanan dan untuk meminimalisir terjadinya kegagalan layanan kembali Artotel Surabaya menerapkan *service blueprint*, selain itu juga sebelum *service blueprint* dibuat secara rinci dan lengkap, perlu adanya rangkaian-rangkaian proses aktivitas setiap departemen secara berurutan yang digambarkan melalui *flowchart*.

Kata Kunci : Pemulihan layanan, *flowchart*, *service blueprint*, *front office department*, Artotel Surabaya.

*SERVICE RECOVERY ANALYSIS WITH SERVICE BLUEPRINT IN THE FRONT OFFICE DEPARTMENT AT ARTOTEL SURABAYA*

Name : Fransisca Amelia Anggraeni  
Dicipline / Study Programme : Management Tourism / Management  
Contributor :  
Dr. Erna Andajani, S.T., MM., CRM.  
Fitri Novika Widjaja, S.Si., M.MT.

**ABSTRACT**

*Artotel Surabaya is one of a three star hotel in Surabaya with art which has been standing from July 7<sup>th</sup> 2012 in center of Surabaya, where is managed by Artotel Group. This internship report is aim to know analysis of service recovery with service blueprint on front office department in Artotel Surabaya. The activity of service recovery that used, namely respon, information, action, and compensation.*

*The internship report was done by conducting internship in Artotel Surabaya which is located in Dr.Soetomo no 79-81, Surabaya. This internship was conducted for 3 months on front office department in three division, namely receptionist, operator and reservationist. Observation during internship program will be used to deeply discuss about analysis of service recovery with service blueprint on front office department in Artotel Surabaya.*

*Based on observatin and experience during internship, can be known that front office department in Artotel Surabaya has fulfilled all conditions in every activity of service recovery and to minimize the service failure in Artotel Surabaya to implement a service blueprint, in addition, before the service blueprint is made in full and detail, it is necessary to have a series of process activity for each department described use the flowchart.*

*Keywords :Service recovery, flowchart, service blueprint, front office department, Artotel Surabaya.*