CHAPTER I
INTRODUCTION

1.1 Background

There are a number of ways tourism can be defined, according to Intosh, et.al (1992) defines tourism as the sum of the phenomena and relationship arising from interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourist and other visitors. Tourism has several elements, according to Pendit (1994) elements of tourism are restaurant, transportation, tourism attraction, souvenir, travel agent, and accomodation.

Accomodation is one of the basic needs for any tourism activities because travelers and tourists need lodging to rest while they are on a tour. Accomodation is divided into several types, one of them is hotel. Hotel is the most popular accomodation in this era. Hotel is classified into five categories; one star hotel, two stars hotel, three stars hotel, four stars hotel, and five stars hotel. Each hotel has different department based on which category it is. The higher the star clapssification of the hotel, the more departments it has. One of the departments which definitely belongs to a hotel is Front Office Department.

There are ten sections in Front Office Department. They are front office manager, assistant front office manager, reservation section, reception section, telephone operator section, front office cashering section, uniformed section, information section, night duty manager and guest relation.

Front office department is one of the departments that has a big role in serving the guests, because front office staffs are the first one that meet the guests, especially receptionists. Receptionists have tasks to greet the guests as they enter the building, answer the phone in a professional and courteous manner and assist the hotel when it comes to basic clerical tasks. Receptionists will effectively be the 'face' of a hotel as receptionists provide guests with a first impression of the hotel. If the guests meet the receptionists and get bad impression, the image of the hotel will be bad in the first contact. But if receptionists show and give good impression, the guests will have good image of the hotel.

According to Agusnawar (2004) " *Baik dan buruknya suatu hotel, akan terlibat/ dirasakan oleh para tamu pada saat disambut, diterima dan layani oleh para karayawan Front Desk tersebut* . It means good or bad the image of a hotel that is given by the guest, it depends on how Front Office Staff treats and serves them. It shows how important performance of receptionist. To choose a receptionist, the hotel has some criterias. Such as, skill, knowledge, good personality and appearance. Appearance is one of most important things for good receptionists. Because the guests will feel more comfortable to ask about information when the receptionists look fresh, neat and good looking, starting from hair to what kind of shoes that have to be worn.

Good looking is one of the important things for receptionists. Good looking in this contex does not mean distinguishing a woman's beauty. But in this case, good looking means that receptionists aware to their clothes, hair and etc. Good looking can be aided with the use of the right *makeup*. Receprionists have to aware to their *make up*, their *make up* should not be offhanded. Receptionists should have looks fresh in their *make up*. They have to use bright but soft colors of lipstick and blusher. However, if they use warm colors in their makeup they will look like a tired and pale person. And they can not use lipgloss because it is too stirking on their lips. They have to use bold eyebrows but not too much to make them look assertive. On the other hand, using make up makes receptionists are looked ready to serve the customers.

In interview with receptionists of Amaris Hotel, Batiqa Hotel and Horison Ultima Hotel, the writer found there are no regulation of *make up* in Standard Operational Procedur of receptionists. But they should use *make up* to complete their appearance. They have not gotten the train on makeup standard yet. The result of these interviews are that the receptionists of those hotels do not get educations about receptionist make up from the hotel. However, they sould learn it by themselves by reading a book of make up or watching make up turorial videos.

However, receptionists need education about how to use make up. Therefore, as the student of Tourism and Hospitality Industry in English Department, the writer is interested in designing script of receptionist's hotel *make*

up tutorial video for achieving the goal in order to fulfill the requirement for the final report at English Department State Polytechnic of Sriwijaya and take the title "Designing Script of Hotel Receptionist's Make Up Tutorial Video".

1.2 Problem Formulation

Based on the background above, the final report is formulated to find: How to Design Script of Hotel Receptionist Make Up Tutorial Video?

1.3 Purpose

Based on the problem formulation above, the main purpose of the final report is to find out How to Design Script of Hotel Receptionist Hotel Make Up Tutorial Video.

1.4 Benefit

Through this final report, the readers especially English Department student that will compete in the world of work and one of the areas of work that is related to this hospitality can know receptionist's makeup.