

ABSTRAK

Hotel Atrium Premiere Yogyakarta merupakan Hotel Bintang Tiga yang berada di pusat Kota Yogyakarta. Hotel Atrium Premiere Yogyakarta menyediakan fasilitas seperti kamar tidur, *meeting room*, makanan dan minuman, serta pelayanan penunjang seperti fasilitas *wi-fi* area dan fasilitas *laundry*. Mereka berusaha memperbaiki pelayanan jasa yang mereka tawarkan kepada pelanggan untuk menarik konsumen. Alasan penulis melakukan penelitian di Hotel Atrium Premiere Yogyakarta, dikarenakan tidak adanya Divisi khusus Public Relations sebagai pihak terdepan dalam menangani setiap permasalahan baik internal maupun eksternal perusahaan. Tujuan penelitian ini untuk mengetahui pola komunikasi *customer service* dalam memberikan pelayanan prima sehingga dapat menarik perhatian konsumen. Penelitian ini menggunakan metode kualitatif dengan menggunakan teori Osgood and schramm *circular model*. Data penelitian diperoleh dengan cara melakukan wawancara, observasi dan dokumentasi. Wawancara kepada HRD, *Marketing*, *Customer Service* Hotel Atrium Premiere Yogyakarta dan pelanggan. Hasil penelitian memperlihatkan pola komunikasi antarpribadi *customer service* dengan pelanggan yang berjalan dengan baik dalam memberikan kualitas pelayanan pada Hotel Atrium Premiere Yogyakarta sangat baik yang ditunjukkan pada rating 8.53/10 yang di dapatkan oleh Hotel Atrium Premiere Yogyakarta dari data pelanggan selama penelitian, data pelanggan tersebut terdapat dari Traveloka.com. Penilaian dari pelanggan tersebut meliputi dari Kebersihan, Kenyamanan, Pelayanan, Makanan dan Lokasi. Memberikan apa yang dibutuhkan oleh konsumen dengan fasilitas terbaik untuk menunjang kenyamanan, serta keramahtamahan dari setiap karyawan hotel. Tersedianya minuman selamat datang bagi pelanggan dan juga di Hotel Atrium Premiere Yogyakarta memiliki salah satu menu unggulan yaitu Soto Tangkar yang menjadi daya tarik pelanggan atau tamu. Pelayanan terbaik akan membangun citra baik di benak konsumen.

Kata kunci : Pola komunikasi, Pelayanan kepada pelanggan

ABSTRACT

Atrium Premiere Hotel of Yogyakarta is a three-star hotel, located in the center of Yogyakarta. Atrium Premiere Hotel of Yogyakarta provides a facilities such as bedrooms, meeting rooms, food and drinks, as well as support services wi-fi area and laundry facilities. They are trying to improve the services what they offer to attract costumers. The reason of the author conducted research at Atrium Premiere Hotel of Yogyakarta, due to the absence a special Division of Public Relations as the leading party in dealing with any problems both internally and externally. The purpose of this study was to determine the communication patterns of customer service in providing excellent service to attract the attention of costumers. This study uses a qualitative method by using the theory of Osgood and Schramm, circular models. Data was obtained by interviewing, observation and documentation. Interview with HRD, Marketing, Customer Service of Atrium Premiere Hotel of Yogyakarta and customers. The results showed a pattern of interpersonal communication customer service with customers that goes well in providing quality services at Hotel Atrium Premiere of Yogyakarta, it is shown as in the rating 8,53/10 which were made by Hotel Atrium Premiere of Yogyakarta by the customers data in research, the customers data is present of Traveloka.com. Assessment of these customers include of cleanliness, comfortable, services, food and location itself. Provide what is needed by the costumers with the best facilities to support the comfort and hospitality of any hotel employees. The availability of a welcome drink for customers and also in the Atrium Premiere Hotel of Yogyakarta has one of the featured menu that Soto Tangkar the appeal of the customers or guests. The best services will build up a good image in the minds of consumers.

Keywords: Patterns of communication, service to customers