ANALISIS KOMPETENSI *ROOM ATTENDANT* DALAM *MAKE UP ROOM* BERDASARKAN TUNTUTAN KOMPETENSI ABAD 21

SKRIPSI

diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar
Sarjana Program Studi Pendidikan Kesejahteraan Keluarga
Konsentrasi Akomodasi Perhotelan

oleh

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Sebuah skripsi yang diajukan untuk memenuhi sebagian syarat memperoleh gelar
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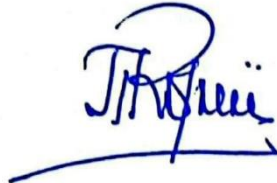
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ABSTRAK

Room attendant adalah petugas *room section* yang menangani keperluan kamar tamu terutama menyangkut *make up room*. Mengingat peran *room attendant* yang berinteraksi langsung dengan tamu, kompetensi yang dimiliki berdampak langsung terhadap kepuasan tamu. Oleh karena itu, diperlukan kompetensi sesuai standar berdasarkan tuntutan abad 21 meliputi kompetensi 4C (*critical thinking*, *communication*, *collaboration*, dan *creativity*). Tujuan penelitian ini adalah menganalisis kompetensi *room attendant* dalam *make up room* berdasarkan tuntutan kompetensi abad 21. Penelitian ini menggunakan metode kualitatif dengan pendekatan *content analysis* dan *systematic literature review* (SLR). Hasil penelitian menunjukkan terkait kompetensi *room attendant* dalam *make up room* sesuai standar hotel di beberapa negara, merujuk pada aspek kompetensi 4C terdapat kompetensi yang menduduki peringkat tertinggi sebagai unit kompetensi yang paling relevan dengan tuntutan pekerjaan *room attendant* saat ini, yaitu evaluasi dan analisis, komunikasi verbal dan non-verbal, kerja sama tim, serta adaptabilitas. Selain itu, berdasarkan temuan penelitian: evaluasi dan analisis, komunikasi verbal dan non-verbal, kerja sama tim, serta penyelesaian masalah kreatif. Kompetensi yang didasarkan pada temuan tersebut dapat disimpulkan bahwa profil kompetensi *room attendant* dalam *make up room* merujuk pada aspek kompetensi 4C menunjukkan kompetensi yang paling relevan dengan tuntutan abad 21, yaitu unit evaluasi dan analisis, komunikasi verbal dan non-verbal, kerja sama tim, serta penyelesaian masalah kreatif. Rekomendasi penelitian ini adalah melakukan penelitian lebih lanjut mengenai metode penilaian kompetensi yang efektif untuk mengukur kompetensi *room attendant* dalam *make up room* di abad 21 sesuai standar hotel.

Kata kunci: *Content Analysis*, Kompetensi, *Make Up Room*, *Room Attendant*, SLR

ANALYSIS OF ROOM ATTENDANT COMPETENCIES IN MAKE UP ROOM BASED ON 21ST CENTURY COMPETENCY DEMANDS

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ABSTRACT

Room attendants are room section officers who handle guest room needs, especially regarding make-up rooms. Given the role of room attendants who interact directly with guests, their competencies have a direct impact on guest satisfaction. Therefore, competencies are needed according to standards based on 21st century demands including 4C competencies (critical thinking, communication, collaboration, and creativity). The purpose of this study is to analyze room attendant competencies in the make up room based on 21st century competency demands. This research uses a qualitative method with a content analysis and SLR. The results showed that related to room attendant competencies in the make up room according to hotel standards in several countries, referring to the 4C competency aspects, there are competencies that rank highest as the most relevant competency units to the current room attendant job demands: evaluation and analysis, verbal and non-verbal communication, teamwork, and adaptability. In addition, based on the research findings: evaluation and analysis, verbal and non-verbal communication, teamwork, and creative problem solving. Competencies based on these findings can be concluded that the competency profile of room attendants in the make up room referring to the 4C competency aspects shows the most relevant competencies to the demands of the 21st century: evaluation and analysis units, verbal and non-verbal communication, teamwork, and creative problem solving. The recommendation of this study is to conduct further research on effective competency assessment methods to measure room attendant competencies in make up room in the 21st century according to hotel standards.

Keywords*: Content Analysis, Competency, Make Up Room, Room Attendant, SLR*

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