



EFFORTS TO INCREASE THE CAPACITY OF RECEIPTING GUESTS AND ROOM CLEANING IN STANDARD HOMESTAY BUSINESS IN MANDALIKA TOURISM VILLAGE, CENTRAL LOMBOK

By

Firman Koma Febdilan

DIII Room Division Study Program, Ministry of Tourism and Creative Economy, Lombok Tourism Polytechnic

Email: firbankomafebdilans@gmail.com

Article Info

Article history:

Received Nov 08, 2022

Revised Dec 14, 2022

Accepted Jan 26, 2022

Keywords:

Business Standards
Homestay, Guest Room
Cleaning,
Reception

ABSTRACT

Efforts to increase business standards in the capacity of cleaning rooms and receiving homestay guests are very important things to always improve in serving guests who stay overnight. Lack of facilities and business standards that have been set become the spearhead of the management in services so that guests who stay overnight are satisfied with the services provided. So, in this case the role of the manager is very much needed in understanding this. The purpose of holding this research is to find out how the role of managers *homestay* Mandalika Tourism Village in providing reception and room cleaning services. Data collection techniques that have been used by the author are observation, interviews, literature studies, and documentation which has been analyzed with interactive communication data analysis models by reducing data, presenting data, and finally drawing conclusions. The results of this study in booking guest rooms, managers still use *system walk-in* and there is no registration form, *list* room prices and less friendly service to guests. This is evidenced by the lack of association relations or cooperation especially *online travel agent* to expand the network in the ordering system so that it has an impact on business standards *homestay* understanding of managers. This is evident from the product aspect of the availability of at least 1 bedroom with adequate air circulation, ventilation, tiled floors, sufficient lighting, trash cans, room keys, lighting, cupboards, mirrors, beds neatly arranged with other amenities.

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



Corresponding Author:

Firman Koma Febdilan

DIII Room Division Study Program, Ministry of Tourism and Creative Economy, Lombok Tourism Polytechnic

Email: firbankomafebdilans@gmail.com

1. INTRODUCTION

Tourism acts as a driver of the economic sector and can be a solution for the government in increasing economic development (Masitah, 2019). Tourism is one of the bridges in national development in the economic sector. Therefore tourism has an important role in increasing the country's economic income, improving people's lives and providing jobs for people's livelihoods.

Tourism development has an important role in increasing state income. In addition, the identity of the nation-state can also be shown through tourism. This is obtained from public awareness to introduce culture, tradition, nature, and art. One of the developments in the tourism sector is the development of tourist villages (Utomo & Satriawan, 2018). A tourist village is a form of integration, between attractions, accommodation and supporting facilities presented in a structure of community life that is integrated with the prevailing procedures and traditions (Nuryanti, 1993).

One of the tourist village areas that needs to be developed is the Mandalika tourism village. This village has many unique cultures that can be developed and has interesting natural characteristics to be enjoyed by foreign and

foreign tourists. Many already have initiatives to develop tourism in Mandalika village, including the people who have become homestay managers to provide facilities for tourists. The potential of the local community must be supported and developed in accordance with existing cultural characteristics and procedures. Things to pay attention to in the development of tourist villages, namely how the community can be encouraged and developed in a sustainable manner, so that the potential of the village and community can be optimally developed (Komariah, Saepudin & Yusup, 2018). Efforts that can be made to achieve this need to hold direction and guidance synergistically from the deficiencies that exist in the homestay. One way is that the community can attend technical training. This must be done because the Mandalika area is one of the tourist villages which is being heavily highlighted by many regional and central governments to always be given technical guidance in theory and practice. This can be seen from the many agencies, schools and local governments that will provide assistance, training, dedication and research on human resources in Mandalika. This was corroborated by the statement by the minister of tourism, Sandiaga Uno, in an online media quote saying:

PRAYA- Minister of Tourism and Creative Economy (Menparekraf) Sandiaga Salahuddin Uno hope the local government to promote homestay programs in all tourist villages in efforts to support the World Superbike and MotoGP events at the Pertamina Mandalika Lombok Circuit. "The standard must be improved, we will hold training so that more and more people will attend participate in the homestay program. Because this will be felt directly by the community," said Sandiaga Uno, when visiting the Bonjeruk Tourism Village, Lombok Regency Central, West Nusa Tenggara in the ADWI 2021 Top 50 series in Praya quoted by Antara, Wednesday, November 3rd. For this reason, the government will prepare training and assistance as well increasing the capacity of human resources (HR) in Tourism Villages in Central Lombok, so that they can maximize the potential of tourism and the creative economy. "Especially in order to be able to give the best service for tourists," he said. Sandiaga said, the people of Central Lombok or NTB in general must be able to maximize the potential to seize opportunities from tourist arrivals to West Nusa Tenggara. One of them is by holding events such as World Superbike 2021 and MotoGP in 2022.

"We will see that there is MotoGP and this year there is World Superbike, people (tourists) for sure need the best service," he said. One of them, said Sandiaga, is what will happen in the future the community can manage homestays according to standardization of services and facilities be improved in order to provide a quality experience for tourists and sustainable. "ADWI 2021 is one of the main programs run by the Ministry of Tourism and Creative Economy and is expected to be able to realize Indonesia's vision as a classy tourism destination country world, competitive, sustainable and able to encourage regional development as well community welfare," he said. Therefore assistance will continue to be carried out in all villages homeland tourism, so that tourism villages from pilot tourism villages develop, progress, also independent. "We will also involve various universities to conduct studies, because each tourist village also has different needs," he said.

It can be seen from the central government's statement that the strong reason for this is the Moto GP Circuit which is in Mandalika. The existence of this circuit does not rule out the possibility that the human resources in Lombok, especially in Kuta, must really be prepared as much as possible to provide the services expected of visitors or guests who come. In serving guests at a homestay, it is very important for managers to understand how to serve guests when they have just arrived and prepare guest rooms to rest comfortably. Because, the two parts are technically inseparable systems in the world of hospitality. However, from the results of discussions with the manager and seeing directly the work system at 10 homestays in Mandalika Village, it turned out that the human resources that were available had not yet been able to understand a good and correct system for managing and receiving guest rooms. Thus, it will also affect the services provided for the development of facilities or *service* tourism in order to attract the interest of tourists to enjoy the tourism that is around. Therefore, based on the results of observations and seeing directly the lack of managers in serving rooms and receiving guests, it is necessary that these human resources be assisted to be given good and correct standards of understanding.



Figure 1. Discussion of homestay operational conditions in Kuta Mandalika, Central Lombok, NTB



Source: Research Documentation, 2022

Figure 2. Discussion of homestay operational conditions in Kuta Mandalika, Central Lombok, NTB



Source: Research Documentation, 2022

Problem Formulation

1. What is the role of the manager *homestay* Mandalika Tourism Village in providing reception services?
2. What is the role of the manager *homestay* Mandalika Tourism Village in providing guest room cleaning services?
3. What is the business standard *homestay* managed in the Mandalika Tourism Village in providing services?

Research Objectives

The aims of the research are as follows;

1. To find out the role of homestay managers in providing reception services.
2. To find out the role of the homestay manager in providing guest room cleaning services.
3. To help improve the standards of managed homestay businesses in providing services.

Research Benefits

For Teaching Staff

Making the basic foundation and reference regarding the expertise that must be owned by homestay managers in implementing what is obtained and being able to increase the ability of managers in understanding reception and preparing guest rooms at the homestay service level.

For Homestay

As a reference and evaluation of the company to improve service quality in the field of reception and guest room service.

For the Lombok Tourism Polytechnic, research can be used as a reference for further research

2. LITERATURE REVIEW

Reception Services.

According to Bagyono (2012: 22), the role of the front office is as a central source of information that has potential for sales and hotel quality in marketing or as a nerve center. Therefore, in his service, a person who receives guests must give a good impression to guests who stay overnight

and in the end. In addition, the main function in reception is to sell rooms as an operational responsibility such as; receiving room orders, handling guest bookings without prior ordering (walk-in), making registrations or reservations, determining room locations and providing information facilities regarding outside and inside services

Guest Room Cleaning Service

According to Komar (2014) in the journal Bloom by Simatupang, Trinaldo, D & Mulyadi. Cleaning guest rooms has steps in work, including:

1. There are several important parts that must be understood when entering a guest room, namely:
 - a. Check the condition (status) of the room.
 - b. Say "housekeeping" when knocking on the bedroom door.
2. Turn on the room lights and check the guest room property tools, if you find damage, immediately record it, and inform the order taker.
3. Check all the parts in the room if there is a room that is check-out, If you find guest items left behind, please inform front office.
4. Open window blinds to let light or lighting in, making it easier during the cleaning process.
5. Open the window if necessary so that there is a change of air from inside and outside, and turn it off air conditioner.
5. If you find the room occupied, then tidy up guest items that are not neatly arranged or scattered about, and if the ashtray and glass are dirty, wash them in the sink bathroom to be washed, then the final step pour chemical bowl cleaner into the toilet seat and then close the closet.
6. Withdrawing linen or sheets, this process is done carefully so that guest items and other objects are not carried away by dirty linen or sheets into laundry, and check linen to make sure there are no stains or stains before washing and check when there are linen the damaged one.
7. Stripping rubbish, dispose of trash in the guest room and bathroom.
8. Making bed, when the process starts making the bed the most important thing to check is to make sure there are no stains on the sheets.
9. If you find stains on clean or damaged linen, replace it immediately with clean and damaged linen.
10. Cleaning bath room including:
 - a. Replace dirty or used towels.
 - b. Clean the table and wash basin bathroom
 - c. Clean the glass of the guest room and bathroom
 - d. Clean toilet seat and bathtub and. Clean the surface of the bathroom floor.
12. Dusting, is the process of cleaning all surfaces of guest room facilities from dust, with a clockwise cleaning process from top to bottom.
13. Vacuuming, Clean floors and carpets using a vacuum cleaner.
14. Checking the guest room:
 - a. Check the placement of amenities according to clockwise so nothing is missed.
 - b. Checking all cleanliness and completeness of guest room facilities and linens.
 - c. Inspect hidden place or corners where dirt or dust hides, such as under tables and under beds.
 - d. Make sure the bedroom door is properly closed and locked.
 - e. Filling in form room attendant control sheet.

Homestay Business Standards

Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 9 of 2014 Concerning Pondok Wisata Business Standards in CHAPTER I Article 1 is a summary of the requirements for a Pondok Wisata Business or Classification of a Pondok Wisata Business which consists of product, service and Management perspectives of Pondok Wisata/Homestay. Therefore, in an accommodation that is occupied by the owner and part of the room can be used for rent with the aim of providing opportunities for tourists to communicate or interact on a daily basis with the owner of the house. Thus, to complement the needs of tourists, they must provide goods/services for the fulfillment of the implementation and tourists.

Homestay

Homestay/tourist cottage is a privately owned house that is partly rented out as a place lodging for tourists with daily payments, owners and tourists live together (Mahadewi, 2018). Homestay is generally a place to live that has the same function as an ordinary house, namely a place stay but are remanent, that is, only temporarily occupied by tourists for overnight stays period of time determined by the landlord and tenant. According to Darsono (2012) there are several uniqueness homestays, namely (1) are more in line with the aims and objectives of a vacation, (2) provide greater freedom in

organizing events, dressing, socializing, and so on, (3) closer to the natural surroundings, (4) more interaction with fellow tourists, local residents and their culture, (5) the rates for staying are relatively higher cheap.



In fact, tourists have a goal to enjoy the natural charm that is owned by each tourist village. Therefore tourists need a place to rest for a while while traveling one of the options for tourism is a homestay as a place to rest. In order to provide comfort to the tourists and guests who stay at homestay facilities really need attention. There are several criteria homestay facilities that must be considered by managers according to the Ministry of Tourism (2019), namely (1) bedrooms with bed facilities, mattresses, pillows, sheets, pillowcases, blankets, tables, wardrobe chairs along with hangers, mirrors, wastebasket, flashlight, room freshener, (2) living room with table, chairs, display objects, photos/paintings wall, clock, ashtray, reading material, wastebasket. (3) dining/drinking room with table, chairs, utensils eating and drinking, tablecloths, tissue paper towels, mirrors. (4) bathroom/toilet with dipper facilities, soap dispensers, clothes hangers, candles and matches, room fresheners, towel racks.

Homestay is one of the supporting assets that must be owned by a tourist village. Homestays also have an important role in providing authentic experiences to visiting tourists. According to the ministry (2019), in homestay management there are several aspects that need attention, namely the following; (1) location easy to reach and free from environmental pollution, noise, bad smell, dust or smoke, (2) physical form which reflects local cultural arts, (3) relatively few rooms (less than 10 bedrooms), (4) available sufficient clean water for 24 hours and 300 liters of clean water available per day for each room, (5) living room quite spacious and a dining room with at least 4 seats, (6) the yard has a garden, and toilets, (7) are available lighting lamps with each room having a power socket, (8) having good air circulation and being available good air ventilation, (9) available fire extinguishers, (10) have proper waste water disposal channels fluent.

In homestay development there are 3 main components that must be considered, namely institutional, actors and products. From an institutional perspective, the existence of Pokdarwis is able to regulate the course of tourism activities in tourist villages, and are able to collaborate so that they can assist in development homestay program. Meanwhile, institutions will not be able to run and develop without actors run this program. Then the product components are products offered by local residents as a tourist attraction in a tourist village (Damanik, 2014).

Tourism Village

Village tourism (rural tourism) is tourism that consists of the whole rural experience, natural attractions, traditions, unique elements that as a whole can attract tourists (Antara & Arida, 2015). If we look at it from the point of view of the life of its people, village tourism is a form of tourism with attractions and objects, namely life in the village and has special characteristics both in society, tradition, culture and panoramic views of the surrounding nature so that it has the opportunity to be used as a commodity for tourists both foreign and foreign tourists. The intensity of activities, location and support from the local community have an important role for the success of the tourism village. This also includes support obtained from the local community, not from a particular group or individual. The community is also required to have the initiative to mobilize business capital, marketing professionalism and have a clear image that must be developed because looking for special things and attractive products is one of the wishes of tourists.

However, we know that not all villages are said to be tourist villages because of course a tourist village must have predetermined components so that it can be said to be a tourist village. According to Nuryanti (1993), there are three main concepts in the tourism village component, namely (1) accommodation part of the residence of local residents and units developing on the concept of residential areas, (2) attractions in the form of all the daily lives of local residents along with the setting the physical location of the village that allows the integration of tourists as active participants, such as dance, language and other specific courses, (3) the natural beauty, uniqueness and scarcity of the tourist village itself. Then According to Priasukmana and Mulyadin (2001), there are several conditions that must be possessed by a tourist village, namely: (1) good accessibility, which refers to easy access to reach and traversed by various types of existing transportation, (2) having interesting objects, in the form of beautiful natural panoramas, cultural arts that are still strong and are still being implemented today, legends or stories that are trusted by the local community, local food, works of art and so on that can be developed to attract tourists, (3) there is support from the community and local village officials, (4) guaranteed comfort in the village, (5) availability of accommodation, good telecommunications and adequate manpower, (6) has cool and cold weather, (7) relates to other well-known tourist objects by the general public. We can conclude from the opinion above that in addition to natural resources, human resources also play an important role in the development of tourist villages so that the sustainability of tourist villages is better and lasts in the long term.

3. METHODS

Types of research

This research uses a qualitative descriptive method. The location of this research was carried out in several homestays in the tourism village area of Central Lombok. The estimated time for this research is eight months, from

April to November. Researchers use data collection techniques such as; interview/questionnaire, observing directly and interacting with homestay managers related to the formulation of the research problem. Regarding interviews and questionnaires, they will be given and asked directly by the researchers to the managers/homestay in the tourist village of Mandalika, Central Lombok. Meanwhile, researchers also need direct observation and interaction in order to understand and study every event that occurs and activities to help process the picture of the research results. Researchers used 10 respondents from 138 homestay managers in the tourist village of Mandalika, Central Lombok. As for the name Homestay which is used as a sample, among others:

1. Join Homestay
2. Edelweiss Homestay
3. Lara Homestay
4. Walls Lodge Homestay
5. The Pondok Homestay
6. Bridge Bungalow
7. Honey bee Homestay
8. Sammy Homestay
9. Robby Homestay
10. Tri Putri Homestay

Research sites

The implementation of this research was located in several homestays in the tourist village of Mandalika, Central Lombok, totaling 10 of them: join homestay, edelweiss homestay, lara homestay, kuta lodge homestay, the pondok homestay, sasak bungalows, honey bee homestay, sammy homestay, robby homestay and tri putri homestay.

3.3. Data source

Source of data is one way to find the data needed to support the object of research. Based on this, we differentiate the data sources in this study into two, namely primary data and secondary data.

3.3.1. Data Primer

Primary data is the type of original data obtained directly by researchers or informants in research. In this study, data were obtained from observations between researchers and homestay managers and several Pokdarwis staff who manage accommodation. In observation activities the researcher informs frankly the activities carried out. So that the information obtained is clearer. Furthermore, interviews by providing a number of questions regarding reception services, cleanliness of guest rooms and what are the business standards that have been carried out and documenting activities carried out at ten homestays that have been sampled in the study.

3.3.2. Data Seconds

Secondary data is data obtained from the second source after the primary data. In this study, twenty secondary data sources were used as references, some of which were taken from previous studies which were similar to the research titles made, hospitality books such as front office and housekeeping, literature, tourism articles and tourism and hotel research journals, this data support or support the results of research discussion. So, from some of these sources can help and review the research.

3.4. Data Collection Techniques

Data collection techniques in this study were observation, interviews, literature studies, and documentation.

3.4.1. Observation

The technique applied by the researcher is to observe ten managers and staff in several locations/homestay directly in the tourist village of Mandalika, Central Lombok. There are several ways to point the researcher in interviews so that the observations are carried out optimally. For example, the researcher wants to know about: The informant's physical appearance (condition), reception service facilities, SOP and guest room cleaning facilities, homestay business standards found and the informant's daily activities in serving guests in general.

3.4.1. Interview

The technique applied by the next researcher is an interview technique which includes direct question and answer between the source and the researcher. The technique used in this question and answer session is the in-depth interview technique, which is an in-depth and thorough question and answer about various matters related to the reception and cleanliness of guest rooms at homestays so far. There are several ways that researchers do to get data in research. Such as: compiling an interview guide using the 5 W 1 H method, namely.

As follows: A. Subject Identity 1. What is your name? 2. How old are you? 3. Where do you live? 4. What is your daily job when you are not working? 5. How long have you been running a homestay? B. Subject's Experience 1. Are guests comfortable staying at the homestay? 2. What is the process for receiving guests and cleaning guest rooms at the homestay? 3. How do guests who stay overnight respond? 4. Where do you serve guests? 5. Why do you have to serve reception and clean guest rooms? 6. When do you do the reception process and clean the guest room? 7.



Who carries out the registration process for receiving guests and cleaning guest rooms. As for other things related to questions from researchers, namely the focus on problems, obstacles, and difficulties that often arise in carrying out homestay management so far in order to obtain data

data and results needed in research so that it can be collected to the maximum. Researchers also used literature and documentation studies in this study, while the elaboration is as follows;a) Literature study is a technique that refers to data collection by taking data from the literature, reading references that refer to the research problem formulation, then recording matters related to the panel and processing the data so that the researcher can obtain the maximum and in-depth data. In this study the authors used a type of literature based on the requested research content, such as literature taken from supporting theories regarding front office and housekeeping which are associated with research content in serving cleaning guest rooms and reception. The stages of the data collection process, in the study of literature, here the author suggests collecting data by requiring three stages of the process, such as:

1. Editing: checking the resulting data, especially in completeness, clarity of meaning and harmony of intent between one and the other.
2. Organizing: organizing or organizing the data obtained according to the framework applied in this research
3. Finding: analyzing the results of organizing data through principles, theories as well as techniques or methods that have been established. So, found it conclusion which is the result of the answer to the problem formulation.

b) Documentation is a technique used to collect and study and view the data needed in research. The documentation is in the form of stored data stored in the form of documentation. The documentation technique used by the author in this study was to collect data and understand sources of information related to research on cleaning guest rooms and reception of guest rooms. Furthermore, the authors process the data collected according to the problems in the research. Both data come from research objects or supporting theories that have been collected.

3.5. Data analysis technique

Data analysis is the process of finding, understanding and structured data obtained from observations, interviews, literature studies, and documentation. Namely by processing it first before it is applied (through recording, typing or editing) this qualitative research literally uses words that are usually arranged in the form of expanded text by sorting and selecting which are important and first to learn, and making conclusions so that they can easily understood by researchers and readers themselves.

In this study the researchers used an interactive data analysis model according to Miles, Huberman & Saldana (2014). The several steps used in analyzing the data are as follows: a) Data reduction namely selecting data and then summarizing and focusing on the things that are important. data that

The reduction will then provide a clear picture making it easier for researchers to carry out further data collection. In this case the authors conducted data reduction, namely: 1. Performed data selection from the results of interviews with the required research variables. 2. Summarize based on the description of the results of the selection of interview data. This description is clearly conveyed by the author based on the needs of the research. 3. Categorizing data from the results of summarizing or brief descriptions according to the research title in cleaning guest rooms and receiving guests.

b) Data Presentation iecan be done with a descriptive statistical approach. Starting from compiling matrices, graphs, pictures, schematics, networks, narrative texts, tables and so on. This will also make it easier for researchers to understand what phenomena are actually happening. In this case the author presents the data using a descriptive approach from the results of data reduction so that it can be done in the form of a brief description so that the information is structured which gives the possibility of drawing conclusions.

Draw Conclusions/Verification namely the follow-up process carried out by researchers, namely drawing initial conclusions but are still temporary, not yet strong, open, skeptical, and could change if there is no strong evidence to support the next stage of data collection. Then the final conclusion will be made after the end of data collection. In this process the authors draw conclusions based on a summary of the results of the research based on the variables that have been determined.

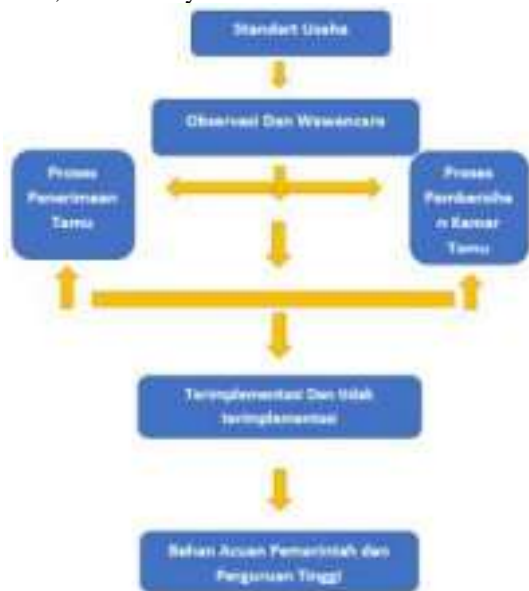
3.6. External Access And Target Access

The output in this study refers to REGULATION OF THE MINISTER OF TOURISM AND CREATIVE ECONOMY/HEAD OF TOURISM AND CREATIVE ECONOMY AGENCY OF THE REPUBLIC OF INDONESIA NUMBER 4 OF 2022 CONCERNING TECHNICAL INSTRUCTIONS ON THE USE OF FUNDS FOR SPECIAL ALLOCATION OF NON-PHYSICAL TOURISM SERVICE FUNDS FOR THE BUDGET YEAR 2022 in Chapter IV Use of the type of training point e, namely ; Homestay/Tourism Cottage Business Management Training. Therefore, later the managers homestay know what are the important parts in business standardshomestay

from a product, service and management perspective. In addition, the thing that really needs to be known is knowing how to record the identity of the arrival of guests who will stay overnight and the standard model for cleaning guest rooms properly. Thus, a form of operational standard is applied. Besides that, the results of this study serve as reference material and reference for Tourism Colleges to carry out community service in Kuta Mandalika Village as a Super Priority Tourism Destination. And most importantly, the output of this research is that it will be disseminated in an accredited national journal.

3.7. Framework of thinking

The framework of thinking is a model and steps in a research to be developed as a systematic writing flow that is made. So, in this study the authors created the following framework:



4. FINDING AND DISCUSSION

Overview of the Research Area

Kuta Mandalika

Kuta is a village in Pujut sub-district, Central Lombok district, West Nusa Tenggara, Indonesia. This village is located in the southern part of Central Lombok. The following are the administrative boundaries of Kuta Village:

1. To the west, namely Prabu Village.
2. To the east, namely Sukadana Village and Sengkol Village.
3. To the south, namely the Indonesian Ocean.
4. To the north, namely Rambitan Village.

Kuta Mandalika from the administrative side has an area of 1,035,67 hectares by population as many as 9.56 thousand souls that have been issued by Directorate General of Population and Civil Registration (Dukcapil) Ministry of Home Affairs. Previously, Kuta village was a part of the Rambitan area Pujut district. After seeing from the breadth of service the reach of the area, then in 1962 Rambitan village is divided into two villages, namely Rambitan and Kuta. So that until now the village of Kuta consists of 20 hamlets include:

1. Hamlet Ebunut
2. Ujung Lauk Hamlet
3. Hamlet of Ujung Daye
4. Dusun Ngolang
5. Dusun Kuta I
6. Heart Section II
7. Heart Section III
8. Ketapang Hamlet
9. Dusun Sekar Kunin
10. Dusun Rangkep I
11. Dusun Rangkep II
12. Mong Lauk Hamlet
13. Give Dusun



14. Merendeng hamlet
15. The village of Pengalung
16. Baturiti Hamlet
17. Dusun Lenser
18. Dusun Mong I
19. Dusun Mong II
20. Mong Village III

The following is a map of the Kuta Mandalika area taken from the Kuta Mandalika Village Tourism Awareness Group, Central Lombok.

Figure 3. Map of Kuta Mandalika



Kuta Mandalika Village itself is a Special Economic Zone since a Government Regulation was issued (PP) Number 52 of 2014 which was stipulated by Former President Soesilo Bambang Yudhoyono for increasing tourism potential in Kuta specifically and Lombok in general

Description of Research Results

Description of Observation and Interview Results in Kuta Mandalika

In the description of the results of observations and interviews conducted by the author, there are three important items that have been compiled and processed by the author based on the practicum module at the Tourism Polytechnic, guidelines *Asean Homestay Standard* and *two reference Module Homestay with Guidelines Homestay* in the CHSE implementation issued by Ministry of Tourism and Creative Economy/Republican Tourism and Creative Economy Agency Indonesia which have been applied as the basis of the instrument in the primary data collection carried out, such as:

The Role of Homestay Managers in Providing Reception Services.

- a. The process of booking guest rooms
- b. Place facilities *registration*
- c. Recording the identity of guests staying overnight
- d. *Price list* room price
- e. System deposit
- f. Friendly in serving guests.

The Role of Homestay Managers in Providing Guest Room Cleaning Services, such as:

- a. Check-in room cleaning
- b. Check-out room cleaning
- c. Periodic cleaning

Homestay Room Service Business Standards

- a. Product Perspective (house building, bedrooms, supporting facilities and kitchen).
- b. Service perspective (simple service method)
- c. Management perspective (administration, security and safety and HR)

As for the results of the description of observations and interviews that the author has found and identified with the manager *homestay* in Kuta Mandalika are:

The Role of Homestay Managers in Providing Reception Services.

Guest Room Booking Process

In booking rooms, the method used by homestay managers in Kuta Mandalika is still using the booking method *walk-in* (come directly), *Direct Reservation* or *individual method*. This is still often done, because relations and cooperation between associations are still lacking. Thus, it has an impact on the level of guest visits staying overnight. In addition, promotion of facilities and rooms that will be sold to the public will also be limited because the manager is only waiting for the arrival of guests who will be staying overnight. On the one hand, the weakness of this method is that if the understanding and service model shown by the manager does not match the expectations seen directly, it will cause the guest not to stay. Others too, generally room rates are more expensive than room rates *homestay* who have collaborated or have a relationship with accommodation. One example is cooperation with OTA. There are also other drawbacks, including *walk-in* cannot guarantee that guests will get a hotel room, especially during the holiday or busy season (*High Season*). However, reservations with this method are also used by a few guests who want to see firsthand the condition of the hotel *homestay* that will be sold such as cleanliness, comfort and service on a regular basis *real*.

Registration Place Facilities

The lack of seating facilities when making reservations causes managers to sometimes not realize that the need for this matter is very important. This is due to a lack of understanding of the method of serving guests is still lacking. Another method commonly used by managers in providing registration facilities is by finding unused seats around the house. This proves that the readiness for the services provided is still not ready. For individual guests, it is possible to accommodate seats, but from several *case*, from the results of interviews when finding family guests or groups of managers, sometimes they are confused about finding a seat because they see the condition of other guests who are standing and need a short break if there is a long communication.

Registration of Staying Guest Identity

Managers *homestay* do not have a guest registration form that will stay overnight. Administratively, the managers only record the name, number of rooms and storage of identity cards in a regular book. When viewed from a security perspective, the homestay manager is lacking. One example of a weakness, namely:

1. Lack of security administration in the event of a crime *criminal* will lose homestay room facilities.
2. Do not know the number of guests staying.
3. Not knowing how long the guests will be staying.
4. Allows the manager to forget the length of stay with a long stay.
5. Don't know the contact number if one of the hotel facilities is carried or tucked in a guest's bag when *check-out*. For example room keys or face towels (*face towel*).
6. Sometimes forget or don't know the type of room ordered.
7. Don't know the payment method. For example cash or account transfer.
8. It is possible to make an error in the nominal amount of the room payment *homestay*.

Price List Room Prices.

The homestay manager does not have a room price list. this does not rule out the possibility of tourists to bid on the price of the room. Thus, the services offered are not optimal and the prices are inconsistent in applying prices with the services provided. This method is not recommended for managers because it will harm tourists regarding information on room prices and the type of room to be selected. **1.1.5. System Deposit.**

The homestay managers around the village of Kuta Mandalika do not apply a deposit or DP system when ordering a room. thus, allowing tourists not to pay for rooms or cancel bookings or cancel bookings. There are several disadvantages if you don't apply the deposit method, including:

1. Harming the homestay manager due to having rejected other orders that would previously stay.
2. Guests who are going to stay overnight underestimate the orders requested because there are no such rules.
3. There is no commitment between the manager and tourists who will come to stay.

Friendly in Serving Guests.

The manager's lack of friendliness in serving guests who will stay overnight makes the image of accommodation sold less or not good. This is proven when the author directly sees the guests who will be staying overnight at the end of the interview process. There are several impacts caused by unfriendly service due to a bad image, namely:

1. Lack of communication between guests and managers
2. The comfort of guests who stay overnight is disturbed.
3. Psychologically guests will be annoyed to stay
4. Allows the occurrence of complaints in the media.



-
5. Decreasing level of stay visits to *homestay*.

The Role of Homestay Managers in Providing Guest Room Cleaning Services in the Guest Room Service Process.

Room Cleaning *Check-in*.

The manager of the Kuta Mandalika Village homestay in cleaning the check-in room always cleans properly according to their understanding and their habits every day in preparing guest rooms. However, in this case there is something lacking in the accuracy of the preparation, including:

- a. The bathroom wall still looks less clean
- b. Bathroom Ceiling and Exhaust Fan are still dirty.
- c. There is dust on the glass and window list in the room.
- d. Condition The floor under the bed is rarely cleaned because it is not very visible.
- e. Facilities in guest rooms are sometimes often forgotten to be equipped because there is no check list for guest facilities *Check-in*
- f. Sheets and blankets show stains that are not removed when washed.
- g. The curtains are still dusty and rarely washed.

Room Cleaning *Check-out*.

In cleaning the room *check-out* the homestay managers immediately opened the room door to make sure that there were no guests in the room. This is very vulnerable when there are relatives or guest friends who will return to the room because something was left behind or something else, causing guest complaints about the procedure for entering the guest room which should knock on the door or state identity. The next stage, the process of cleaning the room *check-out* which is carried out in several stages according to daily habits, such as:

1. Make sure there is no trash left in the guest room
2. Opened the bedroom door and took off the dirty sheets.
3. Cleaning the toilet by flushing then brushing it and drying it.
4. Wipe tables, glass and chairs in guest rooms
5. Arrange the bed (*Making-bed*).
6. Sweep and then mop if needed or very dirty.
7. Complementing the guest room facilities provided.

The following are the stages of the management process *homestay* preparing a check-out room based on the results of the interviews, but in this case from the results of the interviews and direct visits to the storage areas for tools and materials. The author still finds a lack of cleaning tools and materials for managers in cleaning rooms *check out* for sale. it is caused by a lack of understanding of cleaning tools and materials and cleaning methods after further communication. Thus, it has an impact on the unpreparedness of the guest room when the guest is going *check-in*. Another thing that needs to be considered in the process of cleaning the check-out room is the lack of understanding by managers regarding hygiene and sanitation when cleaning it, as follows:

- a. Do not use *handglove* or gloves when working.
- b. Do not open windows or curtains to replace old air with new.
- c. Not Preceding *Making-bed* so it is prone to contamination after cleaning the bathroom and then touching the linen or sheets to be arranged.
- d. Not optimal and thorough in cleaning the room. so there is still a lot of dust that is not cleaned under the bed and on the curtains.

Homestay Room Service Business Standards

Product Perspective (house building, bedrooms, supporting facilities and kitchen).

Manager *Homestay* Mandalika tourism village when viewed from a standard product perspective, has a minimum of 1 room and a maximum of 5 rooms, however, there are still some homestays that have more than 5 rooms. Have sufficient lighting with good air circulation. In addition, they also have clean water facilities, landfills, sewerage, ventilation, floors/tiles, room size and occupancy according to the number of people staying. However, there are still bathrooms that are not clean and do not know how to prevent pests or insects. Furthermore, when viewed from a standard point of view the bedroom already has a room key, dresser mirror, cupboard or place to put clothes, lighting and sleep, trash can, bed neatly arranged with sheets equipped with pillows with covers, drinking water (*complimentary water*) and soap towels neatly arranged in the bathroom. While the standard kitchen already has conditions in a fairly clean condition but lacks cleanliness, has clean kitchen facilities needed by guests, has a sink for washing kitchen utensils, good waste disposal, equipped with closed trash cans and the availability of clean enough water for cleaning kitchen facilities for eating, drinking and cooking.

Service Perspective (simple service method)

Serving guests in this case there are several ways that have been done and have not been implemented by managers according to specified standards, namely:

1. Have a little basic understanding about booking a room
2. Guest identity recording but not complete
3. Cash payments have been made while non-cash payments have not been made. 3.1.2.4. Residential building environment cleaning has been carried out.
4. Guest room cleaning has been done.
5. Providing security and guest comfort services even though they are not optimal administratively
6. Do not understand the procedures for handling guest complaints
7. Provision of information such as room rates, nearby public facilities, tourist attractions and local cultural values.

Management Perspective (administration, security and safety and human resources)

Business standards in its application, seen from the administrative aspects of the managers *homestay* do not yet have a special area for administrative purposes such as the need for data recording and guest identity. Another part of the management standards in security and safety is also the absence of written instructions for avoiding fires or emergencies. However, they already have First Aid Equipment (P3K) for Accidents.

5. DISCUSSION

In the chapter on the discussion of the results of this study. The author refers based on the formulation of the problem that has been written in the previous chapter.

The Role of Homestay Managers in Receiving Guest Rooms.

Based on the results of observations and interviews that the author has conducted in several *homestay* in the Kuta Mandalika Tourism Village; **the author concludes that some *homestay* have not implemented or do not know the guest room reception process properly.** This of course happens because the human resources that are owned do not have knowledge about it. **Referring to the shortcomings of the managers, of course, to increase competency capacity, it is necessary to provide an understanding of the standard of reception,** that is:

1. Managers must master a good reception system, such as working with or joining an online travel agent to find out about the booking system. Thus, relations and communication become widespread and you don't have to wait for guests who may not necessarily come.
2. Managers must know the standard registration seat facilities for guests who will stay overnight so that the guest registration seats are not moved because they are specifically for overnight guests so that they can be accommodated.
3. The need to understand and have a registration form for guest history which contains about; Full name, address (city/country), telephone number, email, selected room type, arrival date (check-in date), check-out date (*check-out*) or length of stay, method of payment (debit/credit/cash) and signatures of guests and managers *homestay*.
4. Required that the manager include *price list* room rates and master facilities and room types provided are based on the price of the rooms sold.
5. There needs to be rules that are applied by the manager for the DP system or *deposit payment* to anticipate when guests *cancel* and not detrimental to the manager *homestay* until there is an agreement and commitment with the guest.
6. Manager *homestay* must know the procedures for serving guests properly and correctly such as; always smile, greet and greet guests, for example good morning/afternoon/guest or good morning, good evening and others. Until finally, good communication was established between guests and managers.

The Role of Homestay Managers in the Room Cleaning Process

This section can be taken into two simple parts in cleaning the room, namely check-in and check-out *homestay* Kuta Mandalika Tourism Village. Based on the results of observations, interviews and referring to the deficiencies found by the author, then; **it can be concluded that it is necessary to teach methods regarding standard preparation of rooms to be sold to increase knowledge capacity by order,** as follows:

1. Preparing tools and materials to be used to clean the room 4.3.2.2. Knock on the door by stating your identity with the aim of making sure whether the guest is still in the room or not.
2. If there is no answer after knocking on the door, then open the door slowly and half to ensure that the guest does not hear a knock or an answer from the manager.
3. Pour cleaning fluid into a sitting or squatting toilet to give the liquid time to work when it will be cleaned later.



4. Open the curtains to provide light or lighting so that the room is not damp and replaces the old air with the new one.
5. Check if there are guest items left behind. If you find items left behind, please contact the owner or guest immediately.
6. Throwing and removing trash throughout the room area. then check all room facilities to ensure completeness.
7. Pulling out linens or sheets(*stripping*) slowly so as not to damage the linen or insert sharp objects.
8. Making-bed or arranging the bed before wiping, sweeping and mopping (*dusting/sweeping dan mopping*) with the aim that there is no contamination of germs or bacteria that settles on the sheets or linen.
9. After making the bed then start wiping all parts of the room from top to bottom such as glass, tables, cupboards and door handles then sweep them out.
10. Clean the bathroom from top to bottom by spraying or washing it with the available water. Then, brush the walls, toilet seat, floor and wipe it down until there is really no dirt and it's dry.
11. After drying, put guest bathroom amenities such as; soap, toothbrush, bath mat/foot cloth.
12. After finishing from the bathroom then complete the bedroom facilities such as; drinking water, prayer facilities and others.
13. Before leaving, make sure that the completeness of the room is complete, whether it is complete or is there still something missing by looking at the check list form for room completeness.

Homestay Management Business Standards (products, services and management)

Standard business management services *homestay* Kuta Mandalika, of course, has maximally implemented the necessary facilities and business standards and can be said to be quite good after being observed and seen directly by the author. This is evidenced by the required business standards available at the accommodation. However, limited knowledge and human resources make there are still deficiencies in the required business standards. In this case, based on the results of observations and interviews with the author with reference to the deficiencies found, **then it can be concluded that from the perspective of product, service and management, managers must know and learn, namely:**

1. It is necessary to know the general cleaning procedures for the kitchen area so that the facilities and kitchen area are neat and clean
2. Understand the importance of hygiene and sanitation in the kitchen area.
3. Handling and knowledge of waste so that it is always covered properly, so as to minimize the spread of bacteria that are delivered through pests or flies and others.
4. Learn the basics of booking a room to make it look more professional and standard, a simple example is recording the identity of guests staying overnight
5. Homestay managers need training and guidance regarding emergency evacuation procedures. For example; fire training and simulation and fire instruction methods. 4.3.3.6. Need to be trained and given an understanding of service methods *complain* guest with a simple example. Such as: being calm without emotion, listening and listening to guest complaints, how to provide solutions, giving bonuses to cover disappointment, don't forget to always apologize even if the guest is in the wrong position.

6. CONCLUSION

Based on the results of the discussion which refers to the formulation of the problem that has been described in the previous chapter, it can be concluded, namely:

1. In serving guest room reservations, the managing actor *homestay* Mandalika Tourism Village still uses its *system walk-in*. thus, resulting in a lack of relations or cooperation between associations in particular *online travel agent* to expand the network in ordering systems such as *booking* via *network telephone*, *email* *fax* and others. In addition, the lack of facilities such as; seating when guest registration, no registration form, do not have *list* room rates and less friendly service to guests are benchmarks for the services provided that are not optimal. For this reason, it is necessary to provide training and guidance regarding the deficiencies found, such as collaboration with OTAs and guest room reception standards.
2. The cleanliness of the guest rooms that have been carried out by homestay managers in the Mandalika Tourism Village has not been maximized. This is evidenced by the discovery of dust under the bed, still there *spot* or stains on sheets after washing and cleaning procedures *check-in* and *check-out* which are not sequential. So, therefore it is necessary to have technical guidance from practitioners and academics regarding guest room cleaning procedures.

3. Business standards *homestay* the understanding of the managers is good. It is evident from the product aspect that there is at least 1 bedroom with adequate air circulation, ventilation, tile floors, sufficient lighting, trash bins, room keys, lighting, cupboards, dresser mirrors, neatly arranged beds with amenities, smooth drains, clean water for bathrooms and their reservoirs as well as available kitchens. However, the existing business standards are of course an important note regarding the procedures for managing them.

7. SUGGESTION

Based on the conclusions above, it can be suggested that related parties can work together, as follows:

1. Homestay managers must frequently communicate with communities or associations regarding future homestay capacity building.
2. Homestay managers are advised to make *guest satisfaction* or a guest satisfaction form staying overnight so that managers know their deficiencies.
3. Homestay managers are advised to do *sobenchmarking* to see directly the procedures for booking guest rooms, room cleanliness and homestay business standards that have developed and advanced.

REFERENCES

- [1] Antara, Made & Arida, Sukma, Nyiman, I. (2015). *Local-Based Tourism Village Management Guidelines*. Denpasar.
- [2] Storm. (2012). *Theory and Practice: Hotel Front Office*. Bandung: CV. Alfabeta.
- [3] Damanik, Fitharia Khairina. (2014). *Homestay as Kandri Tourism Village Development Business*. PWK Engineering Journal, 3, 1060-1071.
- [4] Darsono, Soewarno. (2012). *Tourism Ecology Management of Tourism Objects and Attractions*. Bandung. Space.
- [5] Ferdinand, (2021, November 3). Sandiaga Encourages Homestay Program in Central Lombok Supports World Superbike and MotoGP at the Mandalika Circuit [https://voi.id/]. <https://voi.id/berita/100739/sandiaga-dorong-program-homestay-di-lombok-tengah-support-world-superbike-dan-motogp-di-sirkuit-mandalika> accessed June 14, 2022.
- [6] Herwina, Wiwin. (2021). *Analysis of Training Models*. ISBN: 978-623-96657-3-9. Madison.
- [7] Kamil, M. (2010). *Education and Training Models: Concept and Application*. Bandung: CV Alfabeta.
- [8] Komariah, Neng. Saepudin, Encang. & Yusup, M. Pawit. (2018). *Based Tourism Village Development Local culture*. Volume 03 No 2, Desember 2018: p 158-174 Print ISSN: 1410-7252 | Online ISSN: 2541-5859.
- [9] Nuryanti, W. (1993). *Concept, Perspective and Challenges, paper part of the Report of the International Conference on Cultural Tourism*. Yogyakarta: Gadjah Mada University Press.
- [10] Mahadeva. (2018). *Homestay Mozaik Community-Based Tourism*. Bali: Center for Research and Community Service. Nusa Dua Bali Tourism College.
- [11] Masitah, Itah. (2019). *Tourism Village Development by the Government of Babakan Village, Pangandaran District, Pangandaran Regency*. Dynamics: Scientific Journal of State Administration e-ISSN 2614-2945 Volume 6 Number 3, September 2019.
- [12] Mangkunegara, Anwar Prabu. (2009). *Human Resources Performance Evaluation*. Bandung: Aritama.
- [13] Miles, B, Matthew. Huberman, Michael, A. & Saldana, Johnny. (2014). *Qualitative Data Analysis*. Arizona State University.
- [14] Government of Indonesia. (2014). *Regulation of the Minister of Tourism and Creative Economy No. 9 of 2014 concerning Standards for Tourism Cottage Business*. Ministry of Tourism and Creative Economy. Jakarta.
- [15] Priasukmana, S, & Mulyadin, R. M. (2001). *Wiasata Village Development: Implementation of the Regional Autonomy Law*. *Social Economic Info*, 2(1), 34-37. Accessed from <https://biizaa.com/wp-content/uploads/2019/08/6-Panduan-Desa-Wisata.pdf>.
- [16] Rivai, Veithzal (2009). *HRM For Companies*, Jakarta: PT. King of Grafindo Persada.
- [17] Sedarmayanti and Hidayat Syarifudin. (2013). *Research methodology*. Bandung: Mandar Maju
- [18] Simatupang, Trinaldo, D & Mulyadi. 2022. Implementation of Guest Room Cleaning by Hostess at Hotel Naripan Bandung. *Mekar Journal* Vol.1 No.1 April 2022.
- [19] Utomo, S. J. & Satriawan, B. (2017). *Tourism Village Development Strategy in Karangploso District, Malang Regency*. *Journal of Neo-Bis*, 11(2), 142-153. <http://dx.doi.org/10.21107/nbs.v11i2.3381>