

202210100311016
Sekar Kinanti Wulandari
Prodi Pendidikan Bahasa Inggris

**THE ETIQUETTE ASPECT OF FRONT OFFICE HOSPITALITY IN
KAPAL GARDEN HOTEL MALANG**

THESIS



By :

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ENGLISH LANGUAGE EDUCATION DEPARTMENT

FACULTY OF TEACHER TRAINING AND EDUCATION

UNIVERSITY OF MUHAMMADIYAH MALANG

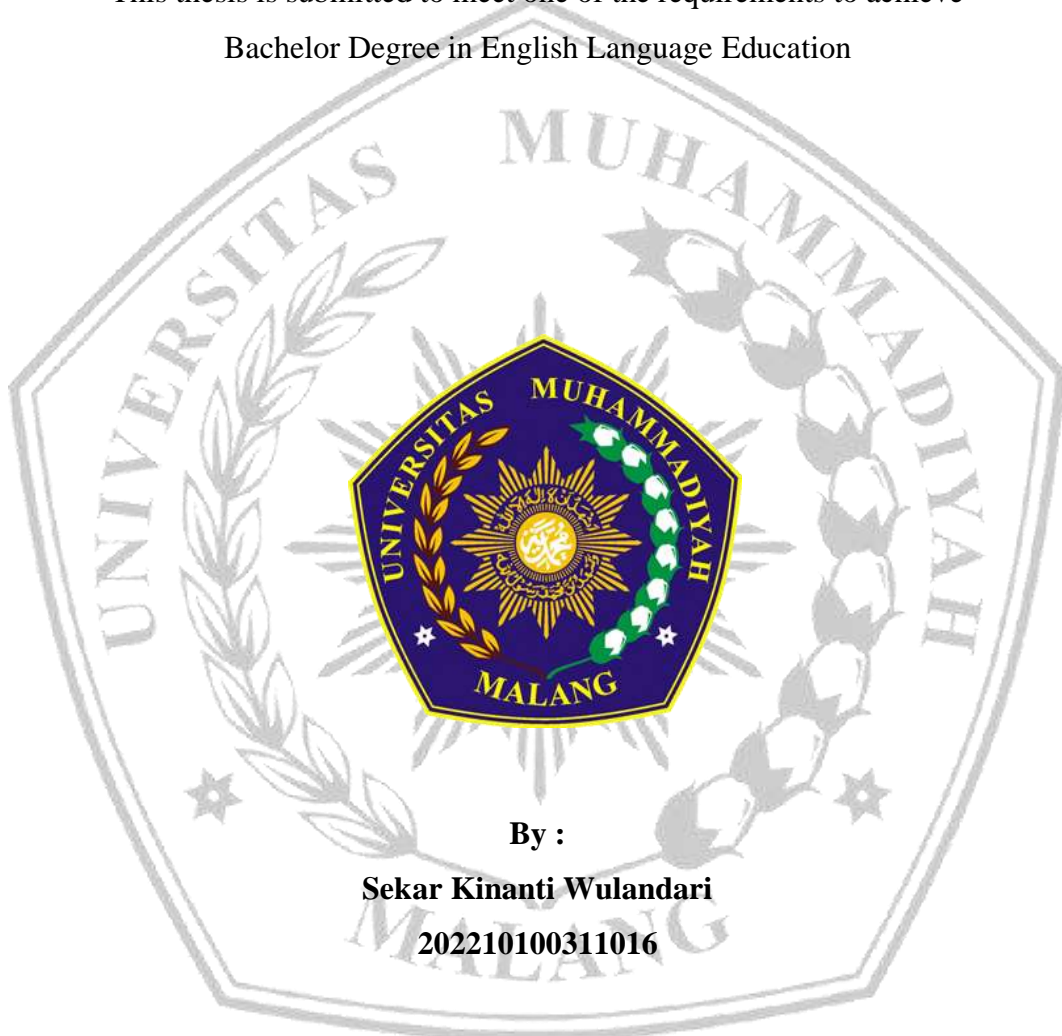
2026

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**THE ETIQUETTE ASPECT OF FRONT OFFICE HOSPITALITY IN
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THESIS

This thesis is submitted to meet one of the requirements to achieve
Bachelor Degree in English Language Education



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MOTTOS AND DEDICATION

MOTTOS

“I may be different, but I’m not wrong. I’m just walking my own path.”



DEDICATION:

**This thesis is dedicated to my beloved family who have always supported me,
to my friends, and to myself for successfully completing my education.**

AUTHOR'S DECLARATION OF ORIGINALITY

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I hereby declare that

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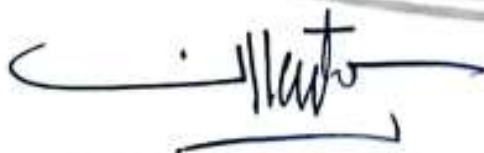
ABSTRACT

Front office etiquette plays an important role in shaping guest satisfaction and service quality in the hospitality industry. This study aims to identify the types of front office etiquette implemented at Kapal Garden Hotel Malang and to examine how these practices influence service quality. A qualitative descriptive research design was employed. The research objects consisted of written documents from the Front Office Standard Operating Procedures (SOP), while the research subjects were front office leaders directly involved in guest services. Data were collected through document analysis and semi-structured interviews. The findings reveal the implementation of four main etiquette aspects: polite and adaptive communication, professional appearance, courteous and inclusive service, and the protection of guest data confidentiality. These practices are consistently applied in accordance with the hotel's SOP and are reinforced by emotional intelligence and cultural sensitivity, contributing to improved guest interactions and overall service quality.

Key Terms: *Front Office Etiquette, Etiquette Implementation, Hotel Service Quality*

Advisor

The Researcher



Dr. Sri Hartiningsih, M.M.



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ACKNOWLEDGEMENTS

First of all, In the name of Allah SWT, the most merciful and also the most gracious, who has given grace and guidance to the researcher, so that the researcher can write this thesis entitled “The Etiquette Aspect of Front Office Hospitality in Kapal Garden Hotel Malang”. Sholawat and salam to the prophet Muhammad SAW who was shown us from darkness to lightness.

In writing this thesis, the researcher received support and help from people to complete this thesis. Therefore, the researcher would take this opportunity to thank to:

1. The researcher would like to express her deepest appreciation to her thesis advisor, Ma'am Harti, for her guidance, patience, and invaluable insights throughout the process of completing this thesis. Her constructive feedback, academic direction, and continuous support have played a significant role in shaping this research and refining the researcher's academic writing.
2. The researcher dedicates her sincere appreciation to her beloved parents, Mommy Lilis and Mr. Yanto, who have been the foundation of her strength throughout this academic journey. Her father's unwavering support, patience, and silent sacrifices have continuously guided her forward, while the love, values, and prayers of her mother remain alive within every step she takes. Though her mother is no longer physically present, her presence endures as a source of motivation, resilience, and inner strength that has carried the researcher through this journey.

3. The researcher extends her special and heartfelt gratitude to her brother, Bimo, whose support, encouragement, and understanding have provided comfort and stability during both the most challenging and the most meaningful moments of this journey. His presence has been a reminder that perseverance becomes lighter when accompanied by genuine care and encouragement.
4. The researcher sincerely thanks her friends, Salam Kebajikan, and Majelis Taklim Bululawang, whose companionship, prayers, spiritual guidance, and moral support have strengthened her not only academically but also personally. Their presence has provided warmth, encouragement, and balance during moments of doubt and exhaustion. With respect, this thesis is also dedicated to the researcher's beloved late sister, Karin, whose memories continue to inspire strength, courage, and determination. Her presence remains deeply rooted in the researcher's heart, reminding her to keep moving forward with resilience and sincerity.
5. The researcher would also like to acknowledge Windah Basudara, Hitzeed Ch, Dzawin Nur, Majelis Lucu Indonesia, and Tretan Universe, her favorite YouTubers and Comica, whose content offered moments of motivation, inspiration, and emotional relief amidst the demanding process of thesis writing. Their work became a small yet meaningful source of joy and renewed energy during challenging times.
6. The researcher also expresses her appreciation to Tenxi, Naykilla, Jemsi, and Antinormal, whose music became a constant companion throughout the

thesis-writing process. Their songs provided energy, comfort, and renewed motivation, transforming moments of fatigue into moments of perseverance and helping the researcher remain focused and enthusiastic in completing this work.

7. The researcher's appreciation is extended to her Vario motorcycle, which faithfully accompanied her through countless journeys, whether for campus visits, research preparation, consultations, or moments of quiet reflection. Its reliability symbolizes the consistency and persistence required throughout this academic process.
8. Lastly, the researcher would like to acknowledge herself, Sekar Kinanti Wulandari, for enduring uncertainties, embracing struggles, and continuing to move forward despite moments of doubt and fatigue. This thesis stands as a testament to perseverance, growth, and the courage to believe in one's own ability to reach the end of a long and challenging journey. May Allah bless and always be beside her. Amen.

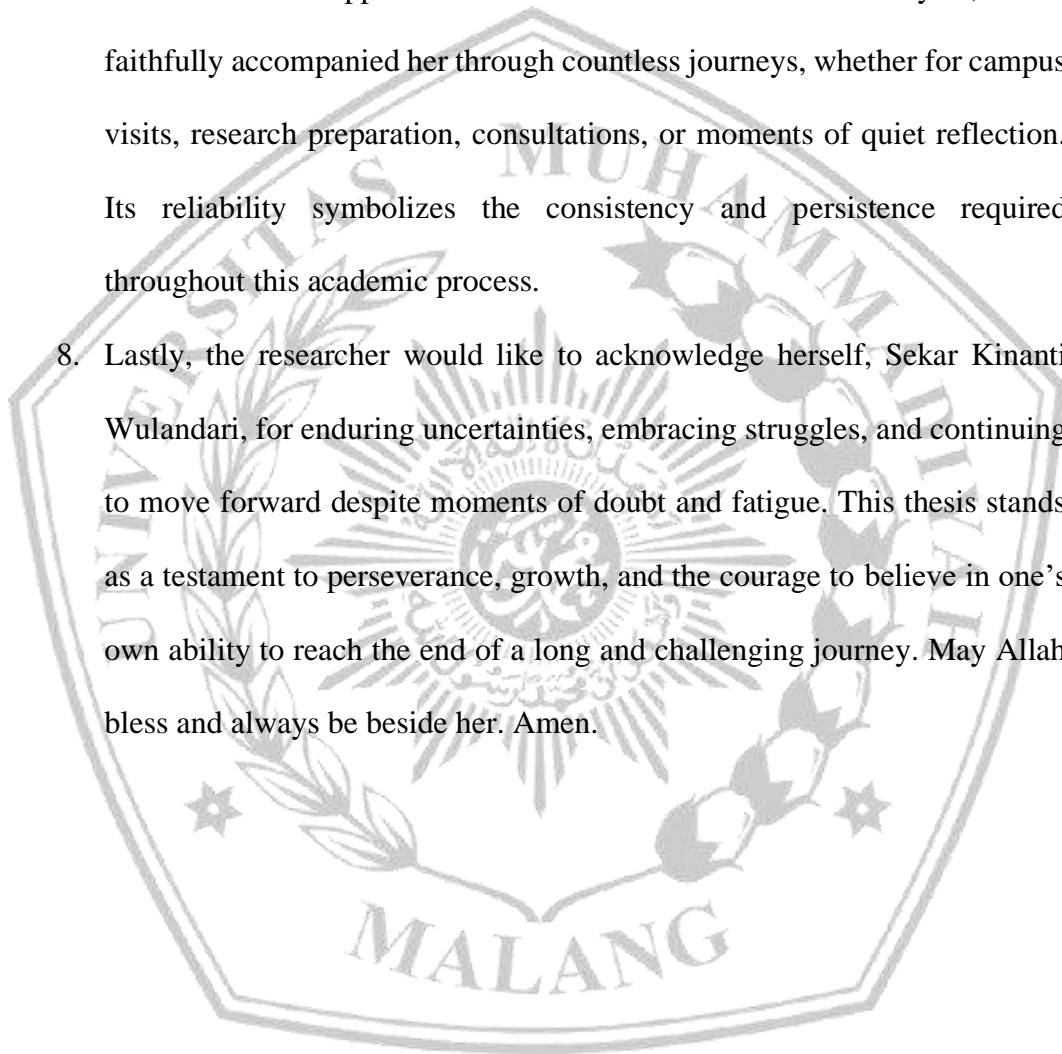


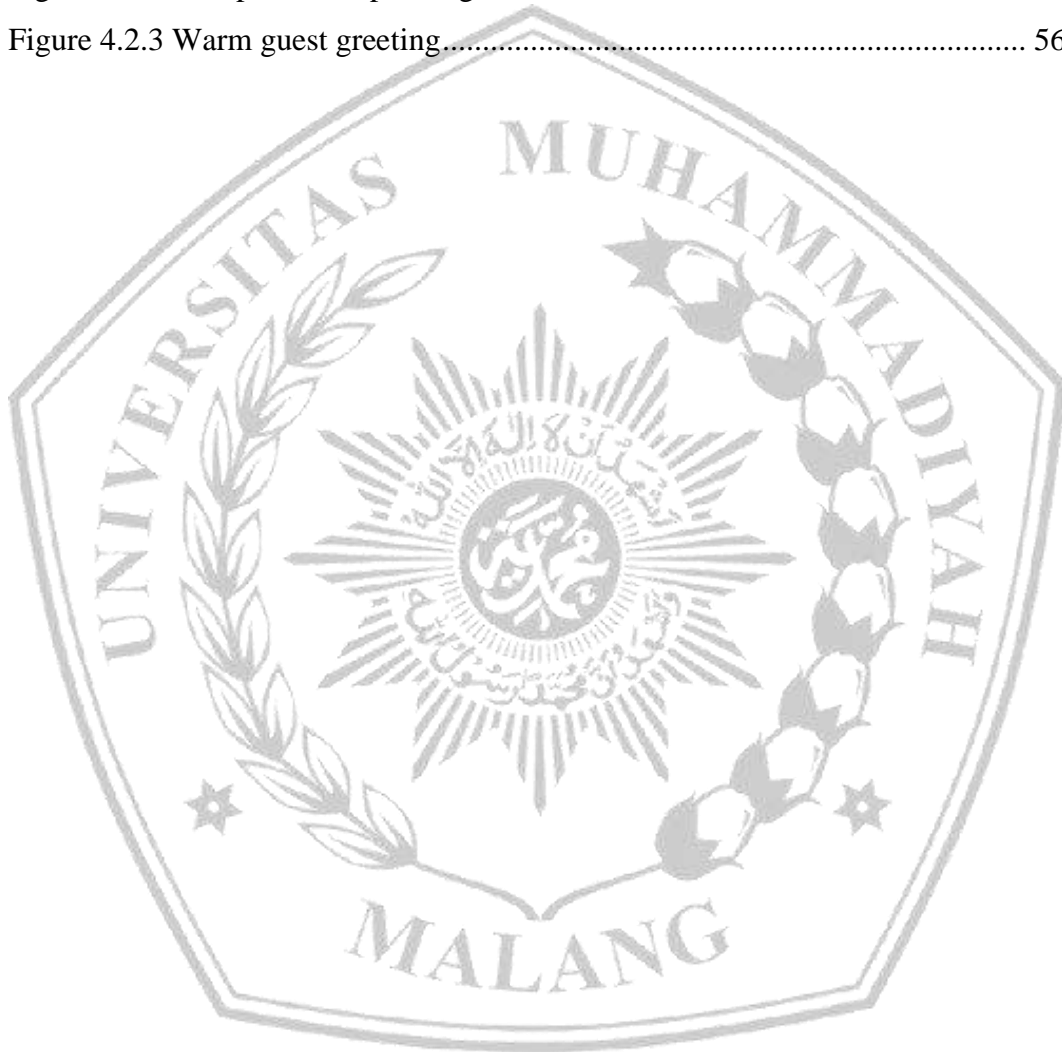
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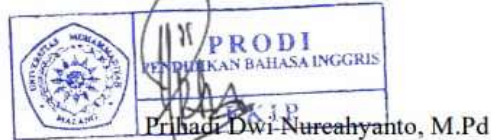
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