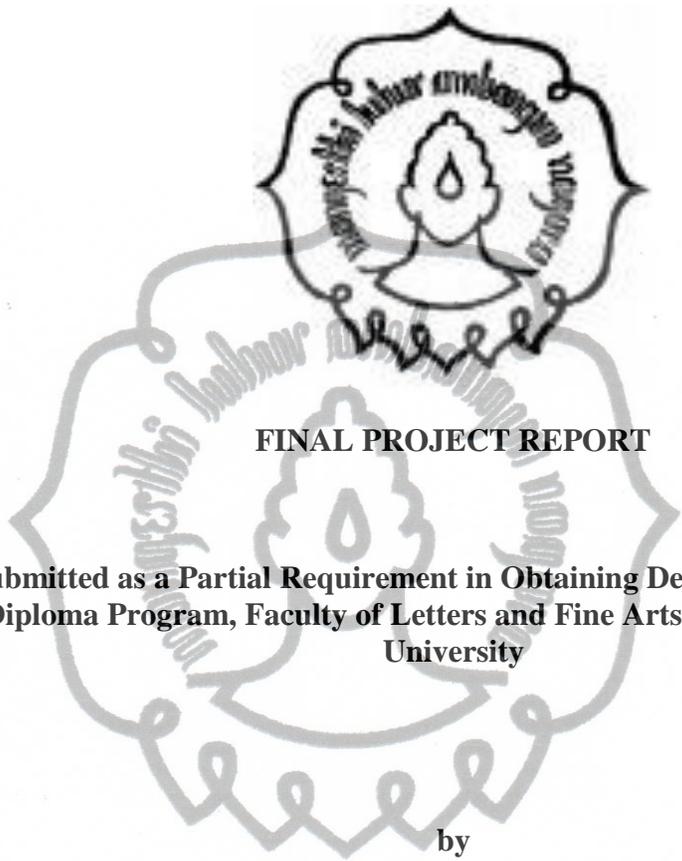


**THE DUTIES OF SALES & MARKETING
DEPARTMENT IN OBTAINING GUESTS AT
NOVOTEL SOLO**

The seal of Sebelas Maret University is a large, faint watermark in the background. It features a central flame-like symbol within a circular frame, surrounded by a decorative border. The text 'UNIVERSITAS SEBELAS MARET SURABAYA' is written around the inner circle, and 'SEBELAS MARET UNIVERSITY' is written around the outer circle.

FINAL PROJECT REPORT

**Submitted as a Partial Requirement in Obtaining Degree in the English
Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret
University**

by

**Novelia Vioreza
C9307138**

**ENGLISH DIPLOMA PROGRAM
FACULTY OF LETTERS AND FINE ARTS
SEBELAS MARET UNIVERSITY
SURAKARTA**

2011

APPROVAL OF CONSULTANT

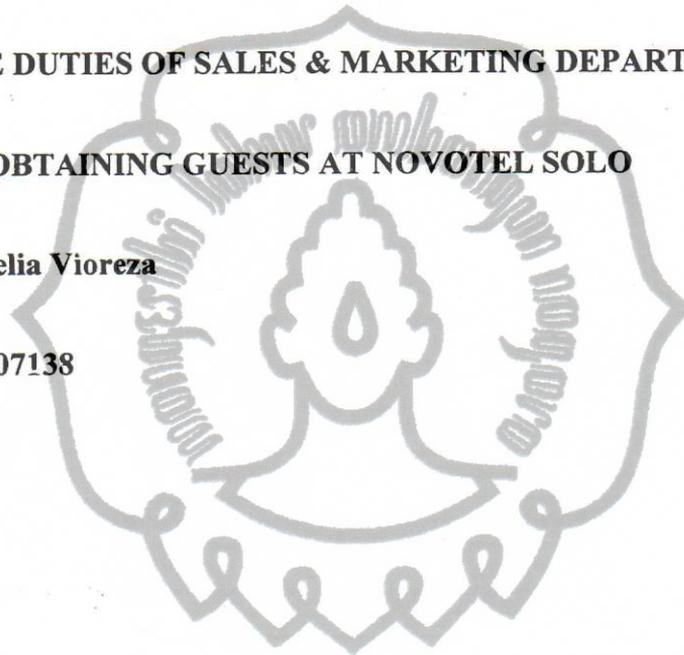
Approved to be examined before the Board of Examiners,
English Diploma Program, Faculty of Letters and Fine arts
Sebelas Maret University

Title : THE DUTIES OF SALES & MARKETING DEPARTMENT

IN OBTAINING GUESTS AT NOVOTEL SOLO

Name : Novelia Vioreza

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Supervisor,

A handwritten signature in black ink, appearing to be 'Hendarto', is written below the supervisor's title.

Drs. Hendarto Rahardjo, M.A.
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APPROVAL OF BOARD EXAMINERS

Report Title : **The Duties of Sales & Marketing Department
in Obtaining Guests at Novotel Solo**

Student's Name : **Novelia Vioreza**

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Examination Date : **January 25th, 2011**

**Accepted and Approved by the Board of Examiners,
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**Faculty of Letters and Fine Arts
Sebelas Maret University**



Dean,

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MOTTO

“Bismillahirrahmanirrahim”



DEDICATION



I dedicate this final report to my beloved Mom,,

I hope you'll always be happy in heaven.

I always love you and you are irreplaceable.

PREFACE

I am sincerely grateful to Allah SWT and The Prophet Muhammad SAW who have given me strength, spirit, and patience so I can finish my final project report.

This final project report is entitled The Duties of Sales & Marketing Department in Obtaining Guests at Novotel Solo. The title was selected because it could completely describe the jobs of the Sales & Marketing Department at Novotel Solo in the effort of obtaining customers.

The Sales & Marketing Department is considered as one the most crucial departments at Novotel Solo. Because of this matter, in this final report, the writer discusses about the importance of its existence and also its job descriptions as well.

The writer realizes that this final project report is still far from perfection. Nevertheless, she had done the optimum efforts to make this final report as best as it could be. By reading this final report, it is expected to give the readers more valuable information and knowledge.

Surakarta, January 2011

Novelia Vioreza

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By the accomplishment of this final report, the writer would like to thank you deeply to those who continuously gave help and support:

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9. My never ending best friends, Meika, Khariz, Lany and family, thanks for being with me in all ups and downs. No matter the distance that keeps us away, our friendship will remain. Your jokes are the best ever.
10. Kepompong Family: Nana Markona, Lia Kajol, Putri Pabrikgas, and Ryan bebz, thanks for being my best friends. Without you guys, college is boring. Keep crazy!



Surakarta, January 2011

Novelia Vioeza

ABSTRACT

Novelia Vioreza. 2011. **THE DUTIES OF SALES & MARKETING DEPARTMENT IN OBTAINING GUESTS AT NOVOTEL SOLO**. English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

This final project report is written based on the job training done at Novotel Solo which was done from March 1, 2010 until June 1, 2010. The objectives of this report are to describe the duties of Sales & Marketing Department in obtaining guests at Novotel Solo, the importance of its existence and its activity relation with the other departments.

Due to the ability to compete with other hotels, the existence of the Sales & Marketing Department is very essential. In the effort of obtaining customers, the Sales & Marketing Department has several duties which need to be done well. Those five main duties are doing personal selling, producing business correspondence, doing publicity, arranging marketing strategy and evaluating the hotel competitors in Solo.

By doing the job training, the writer also knew about the relationship among the Sales & Marketing Department with the other departments. The Sales & Marketing Department has to deal with the Front Office Department in giving complementary Room, while in preparing the banquet reserved the Sales & Marketing Department has to deal with the Food & Beverage Department.

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