

THE WAITER AT PRINCESS RESTAURANT ALWAYS SMILES IN SERVING THEIR GUEST IN ASEAN ECONOMY COMMUNITY (AEC) ERA

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Abstract: In running a restaurant business, “always SMILES” is a must for waiter in Princess Restaurant. There is a magic meaning in the word smile, The inner meaning of SMILE is “**I Would be your friend**”. The position as a waiter, should have a strong commitment to be a **smiling waiter**, in whatever situation and condition it is. Although in a high temper, or in the forced situation after getting a complain by boss, as a waiter must be always SMILES. Every guest will feel safe and friendly if he is received by a warm-welcome when he enters our restaurant, accompanied by a warm SMILE. Smile plays an important role in running a restaurant bussines, especially in ASEAN Economy Community (AEC) era. Smile is a key for success in running a restaurant business. By showing your wide smile as a waiter, it can invite the guest to come over to your restaurant to have meal, such as for breakfast, lunch or dinner. The guest will feel himself to be staying in a home, away from home, because all waiters are considered to be their friends.

Keywords : waiter, princess restaurant, always smiles, AEC era, serving their guest, be the winner.

INTRODUCTION

Indonesian tourism has a good motto “SAPTA PESONA” which means “Seven Interesting”. One of them is “*Senyum*” (Smile), which means **I Would be your friend**. The princess restaurant management always pushes all his staffs to smile whenever he serves the guest in his restaurant. This commitment is reasonable because by showing their wide smile, it seems that most guests who having meal there such as breakfast, lunch or dinner are having satisfaction.

Rarely guest complaining of their service during the guest meal time. The management of Princess Restaurant believe that “SMILE” is used as a weapon to persuade their guest who having meal in his restaurant. There is another smart technique which is practiced by Princess Restaurant management, it is : “**TEAM WORK**”.

The word TEAM, has an abbreviation of together, Everybody, Achieve, more. All Princess Restaurant staffs always do the job in serving their clients in restaurant as a team. They believe that **together they can**.

A waiter with the other waiter has a close relationship to each-other, vise-versa (vv). They believe that they don’t work alone. They work as a team. They work together. They do their job in harmony situation. Never cruel to each other. They are calm. There is no rudely in doing their job. They love PEACE.

RESEARCH MOTHODOLOGY

The research was done last year starting from March to June 2015 for three months full. In other to do the research, the researcher come there to the Princess Restaurant to have breakfast, lunch, or dinner, similar as a regular guest.

I do the research in various time, such as on regular day, on public holiday, in the morning for having breakfast, in the lunch time while having lunch, in the evening for having dinner, and also in the week end, in the morning, in the afternoon, and in the evening too. The researcher want to know if all staffs of the Princess Restaurant always smile every time, all the days?

The result of this research will be taught to the student of tourism school, especially in

Polytechnic State of Bali, at Tourism department. The researcher will give a refreshment training to all students in all level, or in all semester because this technique is very valuable for those student who will look for a job in tourism sector, especially as a waiter in any restaurant.

RESULT AND DISCUSSION

This year, 2016 is said to be Asean Economy Community era. The competition among restaurant business is tighter and tighter all the time. What is the solution to be the winner in running a restaurant business?. Most of people, especially in the hotelier will say the answer for that question is "Service".

Service has a wide meaning. Every steps which is done by a waiter is service. So, what kind of service is needed for it ? One among the service is "SMILE". Smile is a "Magic Word", magic action which can influence the inner heart of guest. Smile is so special in tourism field, wherever he work.

The restaurant management, when doing a staff recruitment, must be axtra carefully to choose a candidate who can show his smile, nice looking, friendly, smart, and well grooming.

The restaurant management, especially the Princess Restaurant should have a commitment to force their all staffs to keep smiling whenever serving the guest in the restaurant.

Reward and punishment rule must be applied there in Princess Restaurant. Those staffs who don't show their smile while serving guest in the restaurant should be given a certain kind of punishment, as an exercise.

While Staff who always showing his wide smile must be given a certain kind of reward, whatever it is, to make him glad and motivation.

IN A FORCE SITUATION, A WAITER IS ALWAYS SMILES

Sometimes there is a restaurant guest complaining about his meal is served cool. I noticed it, as a researcher, the food was fried noodle. Usually, the fried noodle is served **hot**. If it is served in the opposite, cool, exactly the guest would be complaining. I'm as a researcher, observed it from a distance to

know about what kind of solution will be taken by the Princess Staff and management.

I noticed that all staff of princess Restaurant smiling constanly. The staff don't want to do cruel. They always smile. The waiter do apologize to the guest to bring the fried noodle back to the kitchen to have it warmed again.

It needs not so long time to have the food warmed by the cook in the kitchen. Soon, the food is served again to the owner. The quest who own that fried noodle looks happy and satisfied.

It is proved that SMILE is a magic term. This good term is very-very important to be taught for tourism student, especially in polytechnic State of Bali and also in the cruise academy.

GUEST COMPLAINING BECAUSE HE FOUND A BLACK ANT CORPS MIXING IN THE CAP-CAY

One day when I was doing a research there in Princess Restaurant in the evening, a guest was complaining about an ant corps was mixing inside the cap-cay.

The guest was so angry and saying that he doesn't want to pay for it. The waiter is always smiles, and doesn't want to be rudely facing that complaining guest. The waiter excuse the guest to change it with the new one, and informed the guest to pay just one portion. I noticed that guest agree with this solution. Not long after it, the same food was coming and served directly to that guest. The situation was changed into harmony. That's the power of "SMILE".

"SMILE" Plays an important role in a restaurant business

One day on week-end, in the evening, I did a research in Princess Restaurant. There was a well-grooming waitress standing in front of the restaurant as a greeter. That waitress greets every guest who is passing by in front of her restaurant. The waitress invites everyone who is passing by there. By showing her wide smiles, and warm welcome, the guest have a desire to enter the restaurant. The waitress accompanied the guest to a vacant table, while asking "Where would you like to sit Sir / Madam ?, near the window, close to the pool, or in the corner ?". Smile is a magic word; smile is powerfull. By showing your smile

widely, could affect the guest to feel warm welcome.

The guest is confusing to choose a menu

When the guest was confusing to choose a menu, a waitress comes over asking “could I help you?”, then suggesting the special menu today. “Would you like to try our “Ayam Betutu”?, it is a typical Balinese cuisine. It is delicious and mild, madam; and for your drink I would like to suggest you to have **white wine**”.

“SMILE” means I WOULD BE YOUR FRIEND

When the guest come towards restaurant, all restaurant staff stand by, ready to show their wide smiles. Starting from the greeter who stand-by in front of the Princess Restaurant, greets her guest by showing their wide smile, accompanied by warm welcome. The guest feels himself to be staying in his home away from home, because the guest feel that all restaurant staffs are recognized to be his friends.

When the waitress serving the guest in Princess Restaurant, most waiter and waitress always keeps smiling. By keeping their smiles, the guest feel a peace atmosphere, calm, and safe.

The guest of princess Restaurant feel intimate to all staffs there, often occure a deep conversation between waiter and guest in a harmony atmosphere.

CONCLUSION

In running a restaurant business in Indonesia, especially in Denpasar Bali, in AEC era is not easy. There are hundreds of good restaurants spreading out in all over Denpasar, Kuta, Sanur, Nusa Dua, Jimbaran, New Kuta Resort, Dream-land, etc.

How to be the winner in winning a restaurant business competition in this AEC era?. It is not sufficient to offer cheap price to the restaurant guest, because it could be said “Tariff war”.

Indonesian tourism has a specific motto, i.e, “Sapta Pesona” (Seven Interesting) of

Indonesia such as : clean, safe, friendly, smile, memorable, cheap, beauty.

Smile is such a magic word which is so powerful to persuade guest to come over to your restaurant to have meal all the time.

By showing your wide-smile as the restaurant staff, the guest will feel himself to be staying in his home away from home.

Because of SMILE has a deep meaning as “ **I Would be your friend**”, so that, the guest feel himself to enjoy the peace atmosphere when he enter the Princess Restaurant.

SUGGESTIONS

Nothing is perfect on all over the world. Although we’ve done our best, but still, there is a small thing left behind.

That’s similar with what have been done by all staffs and management of the Princess Restaurant nowadays.

On this good opportunities, I’am as a researcher would like to express my suggestions in order to develop the staff’s services to their guest while serving their guest.

First of all, I would be glad to see the management always consistent in supervising his staffs and always stressing to respect the house-rule of the Princess Restaurant, it is “always be smiling waiter”.

The rule of “reward and punishment” must be constantly be applied to all staff, whoever he is, although he is a member of the owner family, must be applied the same strength.

It is advisable for the management to do inspection incidentally to his staff, if all staffs have practiced the restaurant house-rule regularly and smartly.

As for reward, it is advisable for the Princess Restaurant management to promote those staff to get a higher position and higher salary too, to make him happy.

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