

PROFESSIONALISM AND ENTREPRENEURIAL ACTION HOUSEKEEPER HOTEL

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Abstract: The purpose of this study is to determine the performance of hotel housekeeper professionalism and entrepreneurial action. The research method used a qualitative approach. Data were collected using interviews and observations. For data analysis, the present study used the technique of Miles and Huberman (1994). This study found that entrepreneurial action from hotel housekeepers was identified by a number of attributes such as passion, open mindedness to change, team-oriented attitude, competence and ability towards housekeeping, interpersonal skills, ability to control personal emotions, professional ethics, leadership spirit and perfectionist.

Keywords: professionalism, entrepreneurial action, housekeeper hotel

Introduction

As a professional worker, hotel housekeepers are required to be able to maintain their professionalism through the quality of hotel room cleanliness. Based on observations during internship, the housekeeping department is always a role model for other departments. This is because the hotel housekeepers always maintain their professionalism. They learned from how to become a good hotel housekeeper from the Hotel Executive Housekeeper, Harsono, who always gets awards as hotel housekeepers such as the 2017 SBI Best Housekeeper Hotel of the Year Award.

Some factors from the assessment of housekeeper's professionalism are skill and time in cleaning the room. Handayani (2009: 32) says that skills are divided into two, namely soft skills and hard skills. However, the hotel housekeepers are not fluent in communicating in English. These skills are classified as soft skills that they are required to have. In technical

terms, a hotel housekeeper must be able to maintain the professionalism of both low occupancy and high occupancy. During low occupancy, they usually work in detail and for a longer time. But, if the hotel experiences high occupancy they don't have much time to clean the room. However, they are required to maintain the cleanliness of the room quickly. This tends to result in decreased quality of work.

The purpose of this study is to study how housekeepers are able to carry out hotel housekeeper professionalism and entrepreneurial action so they are able to produce perfect service. Cheng and Wong (2015) conducted research on the professionalism of contemporary interpretations in the context of the hospitality industry. The results of his research show that several factors influencing the professionalism of employees in the hospitality world are passion, openness of mind to new things, team-oriented attitude, competencies and industry-specific skills, self-control/emotions, and professional ethics. These factors are considered as factors related to professionalism. Team-oriented and self-control are factors that characterize the hospitality industry's professionalism.

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Sukmana (2017) examines the professionalism of houseman in the mastery of machine tools in the public area of the Grand Central Hotel Pekanbaru. His research is related to the housekeeping department. He found that technically, the understanding and expertise of employees in using machine tools can be seen from the way they work and carry out responsibilities when cleaning in public areas. Houseman has a good conceptual in treating machine tools according to SOP. The fair distribution of tasks performed by supervisors is felt to affect the quality of work of the houseman. Professionalism is very much needed in the housekeeping department when doing her job as a houseman.

Widyaningsih (2018) examined efforts to increase employee professionalism so that the quality of employee services at the Abadi Hotel Jogja could be improved. The efforts can only be applied at Abadi Hotel Jogja. The form of these efforts is in terms of education, the management of Abadi Hotel Jogja provides scholarships to employees for all departments that excel to continue on to study D3/D4/S1, there is training on the ability of employees in English and the ability to operate social media and online reservations .

The previous studies examined professionalism in several departments (Sukmana, 2017). This topic was investigated by Sukamana (2017) who examined the public area housekeeping section department. To increase professionalism, Widyaningsih (2018) said that there is professionalism that can be applied in certain hotels but they cannot be implemented in other hotels. This also depends on the hotel policy itself. Cheng and Wong (2015) discuss indicators from the perspective of professionalism. That is a contemporary interpretation that can change according to the times and subsequently

gives rise to another of professionalism in the hospitality industry.

Method

This study uses qualitative methods. This research was conducted in the housekeeping department of Ciputra World Hotel Surabaya. The study focused on professionalism and entrepreneurial action hotel housekeepers at Ciputra World Hotel Surabaya. Data collection techniques are done by interview and observation. Informants are the permanent staff of the housekeeping section room at Ciputra World Surabaya Hotel from top level to bottom level, including the Hotel Executive Housekeeper, Hotel Supervisor Housekeeper, Room Attendant, and Human Resources Manager/Training manager. Data analysis techniques refer to Miles and Huberman (1994) which consists of data reduction, data presentation, and drawing conclusions.

Results and Discussion

Some of the main aspects of hotel housekeeper professionalism and entrepreneurial action are people must have passion, an open mind to change, team-oriented attitude, competence and ability, interpersonal skills, personal emotional control, professional ethics, leadership and perfectionist. Hotel housekeepers maintain their passion with rewards for employees. At the morning briefing, the Hotel Executive Housekeeper always thanks the team and always gives constructive words. After that, they get the latest news or information. In addition, they also did the following: learning from a number of online travel agent media, morning briefings, visiting competitor hotels, reading C-Onews or bulletin boards HRD made,

and learning from housekeeping organizations whose members are from various hotels in Surabaya.

The housekeeping team always emphasizes the target or goal. Hotel housekeepers improve their competency and capabilities through Room Attendant Competence Tests per quarter, tests conducted by the Government for Room Attendants who have a KTP Surabaya, refreshment training (every morning briefing), weekly training (every week), special training brought in by vendors from vendors Ecolab or from its own vacuum vendor, Ciputra Audit and Swiss-Belhotel International Audit. The training enables hotel housekeepers to maintain interpersonal skills in communicating with guests or colleagues both within the department and outside the department.

Providing positive emotions, artistic touch, makes them not only work but do their work with their hearts. In this way, they produce a better job. While working, they use their pro-

fessional ethics by complying with all the rules: cleaning rooms, paying attention to completeness in accordance with hotel standards. In addition, they also anticipate during cleaning the room while paying attention to guests' belongings. This must be done especially in problem rooms such as DND status rooms for days.

In maintaining leadership and perfectionist roles, hotel housekeepers uphold the principles of C3 (Commitment, Consistency, Consequences) and S3 (Sense of Belonging, Sense of Sensitive, Sense of Responsibility). They are committed and try to be consistent. S3 means that they have a sense of belonging. In addition, they have sensitivity in carrying out tasks (cleaning rooms according to standards). They are also responsible for working on rooms according to standards. They carry out their work by carrying out a pattern of planning, organizing, training, and evaluating to achieve targets. They also prioritize teamwork to become the best housekeeper of the hotel.

Table 1 Presentation of the Results of the Interview and Observation

Interview	Observation	The meaning obtained refers to Cheng and Wong (2015: 128)
A reward in the form of gratitude and various events such as Associate of the Month, Supervisor of the Quarter by filling out the nomination form provided by HRD. During the morning briefing, the Executive Housekeeper Hotel always thanks the team and always gives advice so that the hotel housekeepers can be enthusiastic.	The hotel housekeeper passion was seen when they worked hard for the room and the guest comments from online travel agents who were satisfied to see that the room was always clean.	Passion (enthusiastic, likes his job, appreciates his work, does not take into account whether he gets a reward and how much he sacrifices for his job).
Having the means to know news updates and trends through Conews, General Staff Meetings, HOD Meetings, Supervisors and Manager Meetings, establish relationships with competitors so that they can compare between competing hotels and our hotels as a way to improve and improve what is lacking.	The hotel housekeeper is always updated through morning briefings from the Executive Housekeeper Hotel, then through meetings, reviews through online travel agent media. They always share information not only with colleagues or trainees, but also with guest requests that are always updated about additional amenities from the system or from the Front Office department so that guest requests can be fulfilled.	

<p>The most important thing is daily communication via HT, telephone, and meet in person during morning briefings and meetings. Then it is inseparable from the name of team work where there are yearly objective goals that are used as a basis for the team to achieve the same target.</p>		<p>An open mind to change (pay attention to changes or trends, pay attention to competitors/ market, industry/environment, open minded to accept new things, able to adapt to new things).</p>
<p>In the housekeeping department, there are 15 minute training, weekly training, and special training that is brought from vendors so that it applies to all permanent, casual and trainee employees. For English they learn through foreign guests who stay. Hotel housekeepers go around first to check the room status in the room attendant worksheet so they know which rooms need to be cleaned first.</p>	<p>During this time they emphasize team work in which they show their solidarity through if one has not finished working on the room then they help, between leaders and subordinates communicate with each other in operational as well as with other departments.</p>	
<p>During this time, hotel housekeepers are able to communicate and can provide the best service in serving guests, then also understand product knowledge so as to provide confidence for hotel housekeepers when serving guests.</p>	<p>The hotel housekeepers have the ability to communicate not only with guests but also with their colleagues within the department and outside the department.</p>	<p>Team oriented attitude</p>
<p>The hotel housekeepers use their positive emotions to work on the room because it produces good work and there is a touch of art (artistic).</p>	<p>Hotel housekeepers use their positive emotions to work on rooms but hotel housekeepers keep negative emotions when rooms are being worked on quickly.</p>	<p>Controlling emotions personally (controlling yourself, controlling emotions personally, not showing negative emotions to the customer).</p>
<p>Hotel housekeepers who have an attitude, are honest, and have an anticipatory attitude when working on rooms where they pay attention to whether guests carry dangerous items such as rooms with DND status for days, carry stoves, and comply with all hotel regulations by never carrying items that have nothing to do with his work.</p>		
<p>C3 (Komitmen, Konsisten, Konsekuensi) dan S3 (<i>Sense of Belonging, Sense of Sensitive, Sense of Responsibility</i>) di mana ketika berkomitmen dan konsisten dalam akan menimbulkan konsekuensi atau hasil kerja yang bagus, S3 artinya ada rasa memiliki, rasa sensitif ketika mengerjakan kamar tidak sesuai dengan standard serta ada rasa bertanggung jawab dalam mengerjakan kamar sesuai dengan target kamar yang sudah diberikan, seorang juga dinilai kemampuannya dari <i>planning, organizing, training, dan evaluating</i> untuk mencapai target.</p>	<p>Having a good attitude and personality as well as when interacting with guests and employees are also polite and always take care of the words. Hotel housekeepers always pay attention to suspicious guest items such as not allowed to bring the stove in the room. If someone brings a stove, the hotel housekeeper will report to the order taker to be followed up because it is very dangerous. Then while the hotel housekeepers are at work, they do not carry cellphones</p>	<p>Professional Ethics (having moral standards, work ethics, knowing what is right and what is wrong, does not create chaos in the company and company finances).</p>

The role of perfectionist is only as an addition to the work of a hotel housekeeper because humans never escape error. Having a passion is the key to the best hotel housekeeper so that hotel housekeepers work passionately to work together with the team to achieve good work according to hotel standards.	So far, the hotel housekeepers always do their best to be the best housekeeper of the hotel but not have a perfect soul but they have a passion.	Perfectionist (strive for the best, the desire for perfection, persistent attitude in working continuously).
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The hotel housekeeper professionalism and entrepreneurial action in this study are as follows.

- The Executive Housekeeper of the Hotel always thanks the team and always gives constructive words. This is intended to motivate hotel housekeepers and maintain their passion with rewards for employees and during the briefing in the morning. The hotel housekeeper's passion is always visible when they work hard for the room. Guests commented on the travel agent's online media and said that they were satisfied with the cleanliness of the room.
- The hotel housekeeper does not refuse and always has positive thinking. They learn from the latest news or information. In this way they know things that need to be improved and addressed. In addition, they also learned from online travel agent media, morning briefings, visits to competing hotels, C-Onews or mading made by AHRD, and housekeeping organizations whose members are from various hotels in Surabaya.
- Other important aspects are that they have goals, regular meetings (General Staff Meeting, Manager and Supervisor Meeting, HOD Meeting, Briefing Manager), team communication lines every day (HT, telephone, and meet in person). This is all aimed at maintaining a team-oriented attitude. Team solidarity occurs when they help each other clean up other unfinished rooms. They can go home

together. They use media meetings to share important and latest information across departments.

- Room Attendant Competence Tests per quarter, tests conducted by the government for Room Attendants who have a KTP Surabaya, refreshment training (every morning briefing), weekly training (every week), special training brought in such as vendors from Ecolab or from vacuum vendors themselves, Ciputra Audit and Swiss-Belhotel International Audit to be inspected one by one room cleaned by the Room Attendant to improve the competency and capabilities of the hotel housekeeper as supporting experience (skill) and potential for promotion.
- Hotel housekeepers maintain interpersonal skills through training and new insights from reading motivational books and aphorisms. This can be seen when the hotel housekeeper gives a typical hotel greetings to guests and offering services (offering assistance) so that makes guests feel satisfied and comfortable. Then the positive comments of guests in the online travel agent media that impact the hotel can be known to the wider community both within the city, outside the city, and abroad. In addition, between colleagues (both inside and outside the department) always in a relationship with greeting, giving a happy birthday even in other departments, and always exchanging information with polite speech.

- When working on a room, there is a positive emotion that is a touch of art (artistic) so that not only work but with a heart that results in a better job with a strategy of having a good personal ethic (attitude) that has been seen when at the interview, honest when find Lost and Found, and be sincere in serving guests so that these positive emotions can be seen and make the work better.
- Regulations in the hotel must be obeyed: clean the room, pay attention to cleanliness to the completeness in accordance with hotel standards, anticipate work when they clean the room. They should pay attention to guest items, especially if the room has problems such as rooms with DND status for days. This is all done by paying attention to professional ethics. Values must radiate during the work. The hotel housekeeper must comply with everything, including paying attention to suspicious guest items such as if someone is carrying a stove. The hotel housekeeper needs to report to the order taker to be followed up because it is very dangerous. Then the hotel housekeeper does not carry cellphones and any items except equipment used for work purposes.
- The hotel housekeeper shows leadership skills by being an example among other departments in terms of discipline and responsibility: using hotel-specific greetings when meeting guests to offer help, working earnestly without making fatal mistakes that affect the hotel Mr. Harsono as Executive Housekeeper Hotels always shows good ethics and set an example for housekeeping and other departments.

When cleaning the room, they must focus, detail, check and recheck. The role of the perfectionist is to maintain standards to achieve good work results. This is done through an assessment of the hotel auditor regarding the hotel house-

keeper's performance in accordance with hotel standards both from Ciputra Audit and from Swiss-Belhotel International Audit. That's all thanks to the hard work of the spirit of cooperation and solidarity of the housekeeping department team (the best housekeeper of the hotel).

The results of this study can be used as a reference professionalism and entrepreneurial action hotel housekeeper. It is hoped that the results of this study enables hotel housekeepers to be able to know what needs to be done. Hence, they become a professional hotel housekeeper. They are increasingly developing in a positive direction in providing services to guests. In addition, the results of this study can be used as a reference for further research leading to the effectiveness and efficiency of professionalism and entrepreneurial action of the hotel housekeepers.

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