ABSTRACT

SKYLIFT SERVICE IN TAMAN MINI "INDONESIA INDAH" THROUGH THE SMILES OF SKYLIFT AS THE NEW IDENTITY

(A Descriptive About Skylift Service In Taman Mini "Indonesia Indah" Through The Smiles Of Skylift service By The Employees To The Visitors)

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This Research Under The Guidance,
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This research intends to find out the skylift service in Taman Mini "Indonesia Indah" Through the smiles of skylift service by the employees to the visitors. The purpose of the research is to observe the activities of the employees the message of employees, and hope of Taman Mini "Indonesia Indah" through the smiles by the employees to the visitors.

This research used a qualitative approach with descriptive methods with 6 (six) informants. Data obtained through interviews, observations, documentations, literatures, internet searching. The data analysis technique used were the selection of data, classification data, formulating research result, and analyze the results.

*The results showed the sylift smiles **activities** such as training employees skylift smiles activities such as training employees to improve the team work, with the **message** delivered by employees skylift Taman Mini "Indonesia Indah" refers to principles of skylift smile, safety, comport, trust, friendly, caring, helpful, properly. The giving of an excellent **service** to the visitors, the company's **expectations** in crease profits and increase the income of the already played in accordance with the values skylift smile, but the need to increase hospitality and facilities that exist in the skylift rider.*

From the result of this research can be conclude that the skylift service employees skylift in Taman Mini "Indonesia Indah" to the visitors through skylift smile already took in the values of the service, especially hospitality and facilities that exist in the area of skylift.

Suggestion that researcher can give to the companies is to make better than optimize convincing service to the visitors, to every employees provide direction and clues if there is trouble or when the electricity's problem happen or when it's rain, so the visitors would be truly safety guaranteed with companies insurance.