

**CREATING A SERIES OF EDUCATIONAL VIDEOS:  
PRODUCTION OF “ENGLISH CONVERSATION FOR  
CUSTOMER SERVICE OVER THE PHONE”**



**FINAL ASSIGNMENT**

**A Partial Fulfilment of the Requirements for the Applied Foreign  
Language Bachelor Degree**

**by:**

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Semarang, 26<sup>th</sup> August 2024



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## ABSTRACT

In every company there is a reliable and professional customer service profession, especially when today global market competition is getting tougher and there is a lot of competition. This requires every customer service profession to have awareness to improve their service skills not only for domestic customers but also foreign customers, especially for customer service professions in the international scope such as International Airports where they are also required to speak English to serve overseas customers.

Communication skills in English to serve overseas customers for the customer service profession are very important and must be possessed by all customer service professions as basic skills.

Based on the considerations and several reasons above, the purpose of this study is to improve English communication skills in services provided by customer service to customers, especially overseas customers. Research products are packaged in the form of character animation with moving image methods and text box conversations, character animation using Adobe After Effect and Audio Visual applications. By using character animation, the material to be delivered will be more interesting and can be quickly digested because there is an image of how a customer service should serve and communicate in English well and professionally.

**Keywords:** Customer Service, English Skill, Communication, Educational Video, Production Video

## ABSTRAK

Dalam setiap perusahaan terdapat profesi *customer service* yang handal dan profesional, terlebih saat dewasa ini persaingan pasar global semakin berat dan banyak persaingan. Hal ini menuntut setiap profesi *customer service* untuk memiliki kesadaran untuk meningkatkan *skill* pelayanan mereka tidak hanya untuk pelanggan dalam negeri namun juga pelanggan luar negeri, terlebih untuk profesi *customer service* di lingkup internasional seperti Bandara International yang mana mereka juga wajib berbahasa Inggris untuk melayani pelanggan luar negeri.

Keterampilan berkomunikasi dalam berbahasa Inggris untuk melayani pelanggan luar negeri bagi profesi *customer service* adalah hal yang sangat penting dan wajib dimiliki oleh seluruh profesi *customer service* sebagai keterampilan dasar.

Berdasarkan pertimbangan dan beberapa alasan diatas, tujuan penelitian ini adalah untuk meningkatkan keterampilan berkomunikasi berbahasa Inggris dalam pelayanan yang diberikan oleh *customer service* kepada pelanggan khususnya pelanggan luar negeri. Produk penelitian dikemas dalam bentuk animasi karakter dengan metode gambar bergerak dan percakapan *text box*, animasi karakter menggunakan aplikasi *Adobe After Effect* dan *Audio Visual*. Dengan menggunakan animasi karakter maka materi yang akan disampaikan akan lebih menarik dan dapat cepat dicerna karena terdapat gambaran bagaimana seharusnya seorang *customer service* melayani dan berkomunikasi dalam Bahasa Inggris dengan baik dan profesional.

**Kata Kunci:** *Customer Service, English Skill, Komunikasi, Educational Video, Video Produksi*

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