

**CREATING BILINGUAL CUSTOMER SERVICE
GUIDEBOOK FOR PT ANGKASA PURA I
JENDERAL AHMAD YANI AIRPORT SEMARANG
FIRST FLOOR: EXHIBITION HALL**



FINAL ASSIGNMENT

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

by

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**BACHELOR OF APPLIED FOREIGN LANGUAGE
VOCATIONAL COLLEGE
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2024**

STATEMENT OF ORIGINALITY

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A FINAL ASSIGNMENT
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ABSTRACT

This study, titled "Creating Bilingual Customer Service Guidebook For PT Angkasa Pura I Jenderal Ahmad Yani Airport Semarang First Floor: Exhibition Hall" aims to facilitate customer service staff in assisting passengers, especially those speaking English. Jenderal Ahmad Yani Airport, located in Semarang, is known as a "floating airport" due to its position in a marshland area. Although the customer service team provides quality service, there is a need for improved English language skills. The research applies a Research and Development (R&D) method, based on the Borg and Gall model, which includes stages such as field surveys, data collection, planning, production, and evaluation. A combination of quantitative and qualitative approaches was used to develop the guidebook, titled "Bilingual Guidebook for Airport Customer Service," which contains bilingual conversations between staff and passengers. Practical trials and feedback analysis showed that the R&D approach was effective in producing a relevant, high-quality guidebook, which is expected to enhance customer service quality at Jenderal Ahmad Yani Airport.

Key word: Guidebook, Bilingual, Customer Service, Jenderal Ahmad Yani Airport Semarang

ABSTRAK

Penelitian ini berjudul "Membuat Buku Panduan Pelayanan Pelanggan Multibahasa untuk PT Angkasa Pura I Bandara Jenderal Ahmad Yani Semarang" dan bertujuan untuk mempermudah petugas pelayanan pelanggan dalam melayani penumpang, terutama yang berbahasa Inggris. Bandara Jenderal Ahmad Yani, yang terletak di Semarang, dikenal sebagai "bandara terapung" karena lokasinya di area rawa. Meskipun petugas customer service di bandara ini memberikan pelayanan yang baik, masih diperlukan peningkatan keterampilan bahasa Inggris. Penelitian ini menggunakan metode Research and Development (R&D) berdasarkan model Borg dan Gall, yang melibatkan tahapan seperti survei lapangan, pengumpulan data, perencanaan, produksi, dan evaluasi. Pendekatan kuantitatif dan kualitatif diterapkan dalam pengembangan buku panduan berjudul "Bilingual Guidebook for Airport Customer Service," yang berisi percakapan dua bahasa antara petugas dan penumpang. Evaluasi melalui uji coba dan umpan balik menunjukkan bahwa metode R&D efektif menghasilkan buku panduan berkualitas, diharapkan dapat meningkatkan kualitas pelayanan di Bandara Jenderal Ahmad Yani.

Kata kunci: Buku Panduan, Multibahasa, Pelayanan Pelanggan, Bandara Jenderal Ahmad Yani Semarang

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CHAPTER I

INTRODUCTION

1.1. Research Background

Airports play a very important role in the global transportation system. As the main meeting point for passengers from different parts of the world, the airport serves not only as a transit hub, but also as a representation of a country or city. Even though during the pandemic operational activities at the airport were very limited, currently existing operational and business activities have gradually recovered. According to Airport Economics Report (2023), Global passenger traffic continues a steady recovery after the worst crisis in its history. During 2021, passenger traffic grew 28.4% compared with 2020, the equivalent of 1.0 billion passengers. This trend continued during 2022, with an estimated increase of 42.0% compared with 2021. (p.12). Thus the business and operation on the airport is now more active compared to two or three years before.

Then how about the condition is in Indonesia? The answer is the same, currently airports in Indonesia are still in state of recovery, especially all of the airports under Injourney Indonesia. There are thirty five airports under Injourney Indonesia that are currently operating normally. Passengers are now starting to use air transportation because the terms and conditions are not as strict as when the pandemic and it gives them time efficiency in traveling.

In relation to that, one of the airport that is under the Injourney Indonesia is Jenderal Ahmad Yani Airport. Located in Semarang, the capital of Central Java Province. This airport can accommodate at least twenty thousand passengers every day. first used for civil aviation in 1995 and still use to this day with a change of location from being initially located on Jenderal Sudirman Street and now located on Bandara Ahmad Yani Street. The airport has general activities in form of aeronautical and non-aeronautical.

The Airport is currently handles two thousands passengers every day. Given the increasing number of passengers and operational complexities, the challenge

of providing high-quality service has intensified. Effective customer service in airports encompasses various aspects, including direct interactions with passengers, clear information dissemination, and efficient check-in and boarding processes, baggage handling, and leveraging technology for passenger comfort. This necessitates clear standards and comprehensive guidelines for airport staff.

Therefore, a customer service person must be skilled in speaking, directing customer, providing explanations, and serving customer requests. Because Jenderal Ahmad Yani Airport Semarang is an airport which is also a destination for foreign tourists, this is a challenge for customer service because they have to communicate and serve customers who come from other countries and use their respective languages. The foreign language that customer service must master is English, which is the world universal language. This is to facilitate communication with foreign tourists so that they can provide maximum service to customers.

The obligation to master English for a customer service person led to the idea of creating a guidebook entitled "Bilingual Customer Service Guidebook for PT Angkasa Pura I Jenderal Ahmad Yani Airport Semarang" as a guide for airport customer service officers in serving both domestic and foreign customers. The issue faced by customer service at Jenderal Ahmad Yani Airport Semarang is the challenge of properly communicating in English with foreign passengers. Customer service officers primarily use Indonesian as their main language, and when foreign tourists who speak English require assistance, difficulties arise due to the officers' lack of fluency in English. Based on this issue, there is a need for a guidebook containing English conversations for handling foreign passengers.

But due to their limitation in English, the guidebook can be created in using two language, thus are Indonesia and English. From those opportunities making a guidebook for customer service will be very helpful in improving service quality. According to Effendy (2011), a guidebook is a book that contains information, instructions, guidelines, etc. which serve as instructions for the reader's demands to know something completely. This book will contain information about the

facilities, services and areas located in the terminal and is equipped with conversations in Indonesian and English. The target of this product is for all of the customer service officer on the airport. This product is hope to help the customer service officer to communicate better in giving the information about the airport and its services for foreign passengers.

The research setting chosen for this study was Jenderal Ahmad Yani Airport, Semarang. The selection of Jenderal Ahmad Yani Airport was based on its alignment with the target audience criteria for the book.

Based on the description mentioned above, the main objective of this research was to create Customer service bilingual guidebook for PT Angkasa Pura I Jenderal Ahmad Yani Airport Semarang for customer service officer based on the procedure of the Research and Development method for products.

1.2. Problem Formulation

Based on the description in the background of the study, this study tries to answer the research question below:

- a. How is the process of creating the guide book for Airport Customer Service Officer?
- b. How important is the guidebook for Customer service Officer at Jenderal Ahmad Yani Airport?

1.3. Aim of Reasearch

Based on the statement above, the purpose of this research are:

- a. To describe the process of creating the guide book for Airport Customer Service Officer at Jenderal Ahmad Yani Airport
- b. To explain the importance of the guidebook for Airport Customer Service Officer at Jenderal Ahmad Yani Airport

1.4. The Advantages of Research

There are two types of advantages of the research, such as:

a. Theoretical Advantage

The results of this research are expected to be able to increase Jenderal Ahmad Yani Airport's Customer Service Officer Knowledge about the conversation regarding common questions as a customer service in English.

b. Practical Advantage

1. The Airport Customer Service Officer use the guidance book in handling foreign passengers
2. The Airport Customer Service Officer easily find out the information about facilities in each floor

1.5. Output of the Research

This research produced an output in the form of a guide book for Airport Customer Service Officer at Jenderal Ahmad Yani Airport. This guide book contains a brief conversation regarding facilities and services in the airport terminal. The guidebook contains 3 Chapters. Chapter I consist of information about tenants/booths/rooms/facilities on the first floor, direction for check in conversation about the location of the toilet, conversation about the location of the ATM, Lost and found, conversation regarding official airport transportation, discussion regarding check in time, location of self-check in machine, conversation regarding delay information, purchasing ticket directly at customer service airline, the unavailability of lion group customer service, retrieving items left behind or lost in the customer service exhibition hall, airport related conversation do not have.

Chapter II consist of information about tenants/booths/rooms/facilities/ on the second floor, conversation regarding report to check in counter, conversation about the location of the smoking area, conversation leads to lounge, conversation regarding flight delays, conversation about retrieving items left behind or lost in the customer service waiting room, the conversation directs the location of the

gate, conversation regarding east and west side toilets, the conversation directs the location of the charging station, conversation provides information about the availability of multisensory rooms, conversation about the location of the kids' corner, conversation about the location of the work station, lastly for chapter III it will only consist of information about the rooms and facilities on the third floor.