

**CREATING A SERIES OF EDUCATIONAL
VIDEOS: POST-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**

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2024

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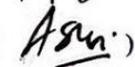
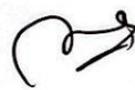
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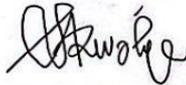
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STATEMENT OF ORIGINALITY

This is to certify that thesis definitely my original work. I am completely responsible for the content of this thesis. Other writers; opinion or finding included in this project are quoted or cited in accordance with ethnical standard. I understand the full consequences if I took somebody else's ideas, phrases, or sentences without proper references.

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Semarang, 26th August 2024

A handwritten signature in black ink, consisting of a large, stylized 'W' followed by several vertical strokes and a horizontal line across the top.

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ABSTRACT

Customer trust is an important part of building a company's image. To realize this, the company needs professional human resources to provide customers with trust and satisfaction with the company. One of them is the important role of customer service in providing excellent service to the company's customers. A customer service is expected to have competent language skills especially in English. English language skills are one of the important skills for a customer service to master, because it can improve customer service skills in communicating with international customers. With the advancement of technology, a customer service professional can improve English language skills by using educational video for learning. Animated conversation videos are packaged in a medium to develop customer service skills by showing more interesting work. This research is packaged in the form of animated characters and audio visuals with the method of moving images and text boxes using Adobe After Effect applications.

Keyword : Customer service, English skill, Educational Video, Communication, Video Production

ABSTRAK

Kepercayaan dari pelanggan menjadi bagian penting untuk membangun citra perusahaan. Untuk mewujudkan hal tersebut perusahaan membutuhkan sumber daya manusia yang professional untuk memberikan kepercayaan dan kepuasan pelanggan terhadap perusahaan. Salah satunya merupakan peran penting seorang customer service dalam memberikan pelayanan prima untuk pelanggan perusahaan. Seorang customer service diharapkan bisa memiliki kemampuan berbahasa yang kompeten. Kemampuan berbahasa inggris menjadi salah satu keahlian yang penting untuk dikuasai seorang customer service, karena dapat meningkatkan keahlian customer service dalam berkomunikasi dengan pelanggan bertaraf international. Dengan kemajuan teknologi seorang dengan profesi customer service dapat meningkatkan keahlian berbahasa inggris dengan menggunakan pembelajaran video animasi. Video percakapan animasi dikemas dalam sebuah media untuk mengembangkan keahlian customer service dengan menampilkan karya yang lebih menarik. Penelitian ini dikemas dalam bentuk karakter animasi dan audio visual dengan metode gambar bergerak dan *text box* menggunakan aplikasi Adobe After Effect.

Kata Kunci : Layanan Pelanggan, Kemampuan Bahasa Inggris, Video Pembelajaran, Komunikasi, Produksi Video

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