

**DESIGNING A FRONT OFFICE MODULE FOR
PADMA HOTEL SEMARANG
WITH PRACTICE VIDEOS**



FINAL ASSIGNMENT

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

by

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2024**

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A FINAL ASSIGMENT
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HOTEL SEMARANG WITH PRACTICE VIDEOS

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ABSTRACT

In the hospitality industry, especially in luxury five-star hotels, smooth and effective communication is highly prioritized to ensure guest satisfaction. At Padma Hotel Semarang, English proficiency within the Front Office Department is crucial due to frequent interactions with international guests. However, daily workers and trainee in this department often encounter challenges in effective communication, particularly in grammar, everyday conversation, and English fluency. This study aims to create a front office module titled Brilliance: A Front Office Module. The module was developed using the Research and Development (R&D) method by Borg and Gall. It includes conversation practice displayed in video format, QR codes to access these videos, a glossary, and tailored guidelines for front office situations. Testing revealed that the module received positive feedback regarding its design, ease of use, and relevance, with an average total score of 3.75, placing it in the "excellent" category. This module has proven effective in helping daily workers and trainee improve their communication skills, which is expected to enhance their service quality and support better interaction with international guests at Padma Hotel Semarang.

Keywords: Padma Hotel Semarang, Front Office Department, English Proficiency and Fluency

ABSTRAK

Pada industri perhotelan, terutama hotel-hotel mewah bintang lima, sangat mengutamakan komunikasi yang lancar dan efektif untuk memastikan tamu merasa puas. Di Padma Hotel Semarang, kemampuan bahasa Inggris di Departemen Front Office menjadi krusial karena tingginya interaksi dengan tamu internasional. Namun, pekerja harian dan karyawan magang di departemen ini sering mengalami kesulitan dalam berkomunikasi dengan baik, terutama dalam hal tata bahasa, percakapan sehari-hari, dan kelancaran berbahasa Inggris. Penelitian ini bertujuan untuk menciptakan sebuah modul front office yang diberi nama *Brilliance: A Front Office Module*. Pada penelitian ini modul dikembangkan dengan menggunakan metode *Research and Development (R&D)* oleh *Borg and Gall*. Modul ini mencakup latihan percakapan yang ditampilkan dalam bentuk video, dilengkapi dengan kode QR untuk mengakses video tersebut, glosarium, serta panduan khusus yang disesuaikan untuk situasi di front office. Uji coba yang dilakukan menunjukkan bahwa modul ini mendapat tanggapan positif dalam hal desain, kemudahan penggunaan, dan relevansinya, dengan skor rata-rata total sebesar 3,75 atau memberikan skala “sangat bagus”. Modul ini terbukti efektif membantu pekerja harian dan karyawan magang meningkatkan kemampuan komunikasi mereka, diharapkan mereka dapat memberikan pelayanan yang lebih baik dan mendukung interaksi yang lebih baik dengan tamu internasional di Padma Hotel Semarang.

Keywords: Hotel Padma Semarang, Departemen Front Office, Kemampuan dan Keterampilan Berbahasa Inggris

TABLE OF CONTENT

STATEMENT OF ORIGINALITY	i
APPROVAL SHEET	ii
ACCEPTANCE	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	vi
ABSTRAK	vii
LIST OF FIGURES	xi
LIST OF TABLES	xiii
LIST OF APPENDIX	xiv
CHAPTER I INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Statements of the Problem	4
1.3 Aims of the Study	4
1.4 Advantages of the Study	5
1.5 Output of the Study	5
CHAPTER II LITERTURE REVIEW	7
2.1 Hotel.....	7
2.2 Front Office Department	8
2.3 Daily Workers	11
2.4 Trainees	12
2.5 English in Hospitality Industry	13
2.6 Module	14
2.7 Previous Studies	16

CHAPTER III METHODOLOGY	19
3.1 Method and Development Procedure.....	19
3.1.1 Research and Information Collecting.....	20
3.1.2 Planning	21
3.1.3 Developing Preliminary Form of Product.....	22
3.1.4 Preliminary Field Testing.....	22
3.1.5 Revising Main Product.....	22
3.1.6 Main Field Testing	22
3.1.7 Revising Final Product.....	24
3.1.8 Disseminating and Implementing	24
3.2 Processing Timeline	25
3.3 Task Division	25
CHAPTER IV RESULT & DISSCUSION	27
4.1 Result	27
4.1.1 Research and Information Collecting.....	27
4.1.2 Planning	32
4.1.3 Developing Preliminary Form of Product.....	42
4.1.4 Preliminary Field Testing.....	53
4.1.5 Revising the Main Product.....	55
4.1.6 Main Field Testing	59
4.1.7 Revising the Final Product.....	62
4.1.8 Disseminating and Implementing	63
4.2 Discussion	63
CHAPTER V CONCLUSION.....	66

5.1 Conclusions	66
5.2 Suggestions	67
REFERENCES.....	68
APPENDICES	72

LIST OF FIGURES

Figure 3.1 Research and Development Cycle (Borg and Gall, 1984).....	19
Figure 3.2 Research and Development Steps of “Brilliance: A Front Office Module”	20
Figure 3.3 Index Calculation Formula	24
Figure 4.1 Interview Process	31
Figure 4.2 Examples of Learning Modules Front Cover (www.scribd.com and www.academiaedu.com)	35
Figure 4.3 Examples of Learning Modules Back Cover (www.scribd.com and www.academiaedu.com)	36
Figure 4.4 Padma Hotel Semarang Logo (www.padmahotelsemarang.com)	37
Figure 4.5 Padma Hotel Semarang Official Website	37
Figure 4.6 Padma Hotel Semarang Official Blog	38
Figure 4.7 Padma Hotel Semarang Official App	38
Figure 4.8 Padma Hotel Semarang Photograph (www.padmahotelsemarang.com)	39
Figure 4.9 Color Palette Combined from Previous Colors	40
Figure 4.10 Examples of Storyboards (www.canva.com)	41
Figure 4.11 Educational Video Examples as Practice Video Results (www.youtube.com).....	42
Figure 4.12 Learning Unit Material Drafting Sheet Appearance.....	47
Figure 4.13 Color Palette Front Office Module Design.....	47
Figure 4.14 Templates for the Front Cover and Back Cover.....	48
Figure 4.15 Front Cover and Back Cover	48
Figure 4.16 Templates for the Overall Module.....	49
Figure 4.17 Material Insertion into Page Layouts.....	50
Figure 4.18 Green Screen Filming Process	51
Figure 4.19 Real-Life Pictures of Front Office Department	51
Figure 4.20 Final Result of Practice Videos	52
Figure 4.21 YouTube Channel of Front Office Brilliance.....	52

Figure 4.22 Practice Videos of Front Office Brilliance on YouTube.....	53
Figure 4. 23 Material Expert Validation	54
Figure 4.24 Media Expert Validation.....	54
Figure 4.25 Product Handover to Manager and Trainee.....	63

LIST OF TABLES

Table 3.1 Questionnaire Indicator for Target Learners.....	23
Table 3.2 Point Values and Scores.....	23
Table 3.3 Product Qualification List.....	24
Table 3.4 Processing Timeline.....	25
Table 4.1 Interview Questions	28
Table 4.2 Learning Units and Containments.....	34
Table 4.3 Learning Unit Material Draft Example.....	44
Table 4.4 Before-after revision the product	555
Table 4.5 Total Respondents of Main Product Testing	59
Table 4.6 Questionnaire Statements and Score Results.....	600
Table 4.7 The Result of Respondent Criticism and Suggestion	622

LIST OF APPENDIX

Appendix 1. Introduction to Front Office Material.....	72
Appendix 2. Front Office Module Draft (Sample)	76
Appendix 3. Storyboard of Practice Video (Samples).....	87
Appendix 4. Front Office Module Design (Samples).....	89
Appendix 5. Front Office Departement Interview Transcript.....	92
Appendix 6. Questionnaire Response of Individual Respondent (Samples)	102
Appendix 7. Material Expert Validation.....	106
Appendix 8. Media Expert Validation	108
Appendix 9. Intellectual Property Rights Certificate.....	110