

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

This research produced a series of English conversation videos designed for training hotel reception staff in check-in, check-out, guest phone calls, and complaint handling situations. The video development process was conducted through three main stages, namely: pre-production, production, and post-production. In the pre-production stage, researchers compiled ideas into scripts and storyboards that became visual and dialogue guides in the video-making process. After the script and storyboard were completed, the researcher applied for permission from SMK Negeri6 Semarang to use the reception desk area as a shooting location. The production stage was carried out by recording the scene according to the script that had been designed. Then in the post-production stage, researchers combined all video recordings and made edits and dubbing using the CapCut application, according to the flow in the storyboard.

The research also highlighted the importance of input from stakeholders. In general, the responses were positive, as indicated by the average rating score being above the predetermined threshold, thus falling into the category of “strongly agree.” Thus, it can be concluded that this video conversation is an effective learning media and worth using as a training method in improving customer service quality. The use of interactive video conversations is proven to support the improvement of communication competencies and support the overall success of business services. Therefore, the use of similar videos is highly recommended for customer service training in various fields

5.2 Suggestions

Based on the results of this project, there are several suggestions for future researchers or product developers. First, in terms of product development, customer service training videos need to be continuously refined and adapted to the needs of each industry. Improving the visual quality and ambience of the video to make it

more resemble real-life conditions is highly recommended to provide a more authentic learning experience for users. In addition, the development of interactive features, such as response options to certain situations and explanations in digital book format, can add to the educational value of these videos.

Second, for future authors or researchers, it is recommended to conduct a more in-depth study of the long-term impact of using video conversations, especially related to knowledge retention and changes in work behaviour in the field. Further research could also expand the scope of industries used as subjects, so that the effectiveness of this media can be tested in a more diverse context. Beyond measuring user satisfaction, an in-depth evaluation should also include the effect of video on directly improving customer satisfaction and service efficiency.

Through the availability of this product, researchers hope that further research or development of similar products will emerge, such as interactive learning videos in the health sector, international airports, or educational promotional videos that introduce Indonesian tourism to foreign tourists. In addition, this product can also inspire the creation of other media, such as interactive quiz videos or digital pop-up books about Indonesian tourist destinations that are attractive to the international market.