CHAPTER V
CONCLUSION AND SUGGESTION

This chapter presents conclusions from the results of the research that has been conducted and provides suggestions that can be taken into consideration for further research or practical application in the field. Conclusions are formulated based on the main findings discussed in the previous chapter, with reference to the objectives and formulation of the research problem. Suggestions are formulated as a form of constructive recommendations, both for the development of knowledge and for related parties with an interest in the topic under study that can be seen below.

5.1   Conclusion

This study's conclusion focuses on the process of developing a series of conversation videos for English Receptionist conversations during check-in and check-out, guest calls, and guest complaints. The researcher separated the work into pre-production, production, and post-production systems while creating the video. The researcher combined ideas into the storyboard and script during the pre-production phase to generate a script and storyboard that outlined the creation of the video series. The researcher then asked the authorities at SMK 6 Semarang for permission to use the reception desk as the setting for the conversation video series before the video was recorded. The last step was post-production, which involved combining all of the video recordings and dubbing into distinct segments in accordance with the storyboard. The researcher edited videos in post-production using the Capcut application.

The importance of stakeholder feedback on this conversation video series was also emphasized by the researcher. The evaluations and comments from the stakeholders were generally positive and acceptable, and the researcher's video received many positive ratings, resulting in an average score of 3.41, above the interval of 3.25 until 4.00, which satisfies the strongly agreed criteria.

The study comes to the conclusion that conversation video series are a smart investment and an efficient training method that can contribute to long-term improvements in customer service and overall business success. As a result, using conversational video in customer service training programs is strongly advised for businesses that wish to succeed at providing timely, high quality, and customer focused service.

5.2   Suggestion

This final project concludes by providing some suggestions for future writers conducting related research as well as for product development. Firstly, in terms of products, customer service conversation videos may be continuously improved and adapted to the unique requirements of different fields. To give the audience a more realistic experience, it is advised that the quality be raised to be more in alignment with reality. Additionally, it would be beneficial to include more advanced interactive features, including audio visual videos that can be explained in simpler book-style format, enabling users to select various reactions to particular scenarios and observe the variations directly.

Future writers or researchers are also advised to look into the long-term outcomes of utilizing conversation video series in customer service instructional materials, with an emphasis on knowledge retention and workplace behaviour improvement. A more thorough comprehension of the effectiveness of this approach in various circumstances can be facilitated by the use of educational videos featuring a range of businesses and industries. Future writers might also want to think about creating a more thorough evaluation methodology that evaluates more than just viewers' opinions and contentment with the videos. but also examines how they affect real customer satisfaction levels and business effectiveness. This would allow future studies to contribute more significantly to the comprehension and improvement of this technology's application in the customer service industry.

By making this product accessible, the researcher hopes to stimulate further research or the development of similar products, such as educational learning videos for other industries, like the health sector, international airports, or educational videos that introduce all of Indonesian tourism to guests from other countries. Additionally, it may encourage future researchers to develop other items, such as interactive quiz videos or pop up books, that are marketed to international travelers about Indonesian tourist spots.