CHAPTER I
INTRODUCTION

1.1 Background of the Research

The rapid development of the global aviation industry has made it one of the key sectors in supporting world economic growth. In this context, the airport serves as the main door in the air transport system and has a strategic role in connecting various regions and countries. The smoothness and effectiveness of an airport's operations are largely determined by the quality of the human resources involved in it, especially those who play a direct role in serving passengers and carrying out various crucial operational processes (IATA, 2024). Airports are centres of activity that have a high level of complexity and a very important role, because they function as entrances and exits to an area, as well as connectors between regions and countries. Airports also play a significant role in supporting the implementation of air transport services in Indonesia (Riswantoro, 2023). Currently, the role of the airport is no longer limited to flight operations such as landing aircraft, transporting passengers, cargo, and post, but has developed into a strategic area that contributes to economic growth and is a reflection of the development of the surrounding area (Purwandari &Wijaya, 2023). In carrying out its operations, the airport involves various elements, ranging from security officers, customer services staff, to flight technicians. All of these parties are required to have a good understanding of technical terms to support the smooth and effective operation of the airport (Riswantoro, 2023).

Airport Vocabularies includes various technical terms related to air navigation, safety systems, air traffic management, and airport operational procedures. Vocabulary serves as a means to express thoughts and feelings, convey information and knowledge, understand others, and build and develop different types of relationships. Mastering a foreign language such as English takes a long time, including reading, textbooks, practising grammar and attending language courses. Many linguists assert that a thorough mastery of

vocabulary is the key to success in learning a foreign or second language. Nation (2001) states that "without grammar little can be said, but without vocabulary nothing can be said" (2001, p. 129), indicating that vocabulary plays a central role in language learning. In line with this, Schmitt (2008) emphasizes that vocabulary knowledge is a crucial aspect in the use and acquisition of a second language, and should therefore be a primary focus in language teaching. Vocabulary has a very important role because it is a fundamental foundation for all language skills, especially in speaking skills (Hadi et al., 2023). A good understanding of vocabulary is essential for new employees, interns, and on-the-job training as it enables them to communicate effectively with colleagues, understand instructions correctly, and provide satisfactory service to customers. Communication errors due to a lack of vocabulary understanding can be fatal in industries where safety and security are paramount (Smith, 2021).

For new employees, interns, and on-the-job training mastering Airport Vocabularies is essential. It allows them to understand instructions, follow safety protocols, and interact with colleagues and passengers effectively. Vocabulary comprehension is directly related to job performance and the ability to adapt to the fast-paced and dynamic airport environment. A good understanding of vocabulary can increase job satisfaction and reduce training time, ultimately contributing to overall operational efficiency. However, many new employees, interns, and on-the-job training participants experience difficulties in understanding the vocabulary comprehension that can hinder their ability to perform tasks efficiently and communicate effectively in an airport environment.

In the current digital era, conventional learning methods such as reading or memorization are often less effective because they do not involve visual and audio aspects that can strengthen the understanding of Airport Vocabularies. To overcome this problem, innovative and effective solutions are needed. One effective solution is the creation of a learning video specifically designed to introduce and explain Airport Vocabularies to new employees, interns, and on-the-job training. Mayer et al (2020) emphasized that the effectiveness of

learning videos can be increased through the application of multimedia learning principles such as a combination of verbal narratives with contextual visual elements and the use of animations that support learning comprehension.

Learning media acts as a tool to deliver material effectively. Its use can support the teaching and learning process by helping to understand the material and improving the quality of communication in learning. One way to direct and guide the learning process is through the use of learning media. (Rafiuddin et al., 2017). One form of effective audio-visual learning media is video, because it can stimulate the functions of the senses of hearing and vision simultaneously (Turyati et al., 2016). Munir (2015) states that video has the advantage of enriching the delivery of material more efficiently and effectively.

This learning video is made by referring to the glossary book from previous research with the title "Multi Language Glossary Book as a media for improving understanding of Airport Vocabularies", covering vocabulary from general to technical. The implementation of this learning video series will involve several stages. Firstly, in the pre-production stage, the researcher develops a script and storyboard that is tailored to the needs of the research. During the production process, video recording of situations in the airport environment provides context for the use of terms directly. After that, the post-production stage includes editing, adding explanatory animations, and evaluating the feasibility of the media. With this approach, the video is expected to be an interactive media that helps vocabulary understanding while reducing the potential for operational errors in the field.

Based on the background that has been described, the researcher aim to create a learning video to improve understanding of Airport Vocabularies with the title "Post-production of English Learning Video Series: Airport Vocabularies" which focuses on glossary books with urgency based on the researcher's fieldwork experience that vocabulary understanding is very important and with the learning video it can be more easily understood, which is the reason for making this learning video. This series of learning videos was made using the Research and Development (R&D) method proposed by

Sugiyono (2023). The reason for using this method is because R&D is very suitable for producing innovative and applicable educational products such as learning media in the form of videos. In other words, this method allows the author to go through systematic stages starting from needs analysis, design, development, validation, to evaluation of the product in the form of learning videos. Thus, this method allows the author not only to create videos, but also to test them through expert validation and product trials to ensure effectiveness in improving vocabulary understanding.

1.2 Research Question

Based on the background that has been described, the research question in this study are as follows:

1. How is the process of creating an English learning video series to improve the understanding of airport vocabularies based on a glossary?
2. How is the feedback from stakeholders of the English learning videos for airport vocabularies?

1.3 Research Objectives

As stated in the research question, the research objectives are to:

1. To describe the process of creating an English learning video series for airport vocabularies.
2. To explain the feedback from stakeholders on the understanding of English learning videos for airport vocabularies.

1.4 Significance of the Study

The outcome of this study has the potential to enrich the theory of technical vocabulary acquisition in the airport context, particularly through the use of learning videos as interactive media. By combining an engaging visual approach and easy-to-understand narration, the video can be an effective tool in training for new employees, interns, and on-the-job training participants. Not only does it help them understand important terms in the airport environment, but it also improves their readiness in facing real work situations. Morever, this research also contributes as a reference and referral for the development of learning media, and can be the basis for innovation in the professional field.

The benefits of this research for learners are that it can improve their understanding of airport vocabularies. An interactive and easy-to-understand learning video is expected to help them master important terms in the world of aviation, so they can work more professionally.

The benefits of this research for the author are that it can provide experience in designing and producing video-based learning media. This process enriches the author's ability to deliver educational material visually and communicatively, especially in the context of learning video.

The benefits of this research for other researchers are that it can be used as a reference or reference in further research related to the development of vocabulary learning videos from the glossary. This research is also expected to motivate other researchers to create innovative learning videos that are relevant and applicable in the airport field.

1.5 Output

The output of this research is a learning product entitled "English Learning Video Series: Airport Vocabularies." This video series is designed to improve the understanding of airport technical vocabulary for new employees, interns, and on-the-job Training participants. The video was developed based on a glossary of airport terms and combines visual and audio elements to create an engaging learning experience. The video is equipped with animations, images, audio narration, and conversation simulations, which can help learners understand the meaning, pronunciation, and usage of terms in real contexts. This video will be uploaded on the YouTube platform, with the duration of 3 until 4 minutes per part, with a total of 4 videos. So this makes it easier for learners to access this learning video and becomes an innovative solution for learning airport vocabularies effectively.