CHAPTER V
CONCLUSION AND SUGGESTION

5.1 Conclusion

The conclusion of this study highlights the process of developing an animated educational video focused on airport-related vocabulary. The development process was carried out through three main stages: pre-production, production, and post-production. In the pre-production stage, the researcher created the script and storyboard as the foundation for the video development. The script included a narration in Indonesian and dialogues in English, which were constructed based on data collected through observation and interviews conducted in an airport environment. All ideas and sequences were merged into the storyboard to streamline the production process. The production stage was carried out after the researcher obtained permission to use the studio from the Vocational College of Diponegoro University. At this stage, the video was recorded, and voice dubbing was performed by the on-screen teacher, supported by tools such as green screen, wireless microphones, LED lighting, and a teleprompter to enhance both visual and audio quality. In the post-production stage, all recorded video and audio materials were compiled and edited using Adobe Premiere. Each part of the video was arranged according to the storyboard, including the addition of text, transitions, animation, and audio or music adjustments to ensure a polished final product. Subtitles were also added using the CapCut application to improve viewer comprehension.

The researcher also emphasized the importance of feedback from related stakeholders, including supervisors and user respondents. Based on the evaluation results from 30 respondents, this video obtained an average score of 3.56, which is above the feasibility score of 3.25, indicating that this learning video was well received and considered effective as a learning media.

The main conclusion of this study is that animated educational videos are proven to be an effective training tool, especially in the context of customer service in the airport industry. This media not only enhances the understanding

of technical vocabulary but also contributes to improving the quality of communication and service delivery. Therefore, the use of educational videos is highly recommended for institutions or companies seeking to deliver responsive.

5.2 Suggestion

In this study, the resulting product still has several limitations and shortcomings. Therefore, thorough preparation is needed before making the product, including in terms of planning time, budget, and good coordination, especially if it involves assistance from other parties. Based on the results of the study, the researcher recommends that the development of further videos include broader material. Not only focusing on vocabulary related to the departure and arrival areas, but also including more specific terms, such as those used in the airside and landside areas, as well as various examples of other situations. This expansion of material is expected to provide a deeper learning experience for users. In addition, the addition of interactive features such as quizzes is also recommended to increase engagement and motivation to learn. The researcher hopes that this product can be an inspiration for further research, both for the development of similar learning videos in the airport sector, as well as in other contexts such as health services, tourism, or hospitality.