DEVELOPING AUDIO-VISUAL CONTENT TO ENHANCE STAFF INTERACTION AND SERVICE GUIDELINES FOR THE AIRPORT OPERATION LANDSIDE & TERMINAL DIVISION

FINAL PROJECT

A Partial Fulfilment of the Requirements for the Degree of

Bachelor of Applied Foreign Language

by

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BACHELOR OF APPLIED FOREIGN LANGUAGE

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UNIVERSITAS DIPONEGORO

2025

STATEMENT OF ORIGINALITY

This is to certify that thesis definitely my original work. I am completely responsible for the content of this thesis. Other writers' opinions or findings included in this project are quoted or cited in accordance with ethical standard. I understand the full consequences if I took somebody else's ideas, phrases, or sentences without proper references.

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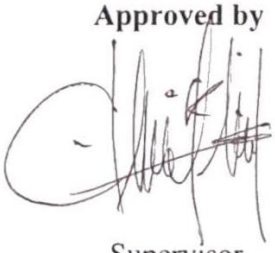

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The writer acknowledges that this final project is not without its shortcomings. Therefore, constructive criticism and suggestions are most welcome to help improve future works. It is the writer's hope that this project can serve as a useful reference for readers and contribute meaningfully to the improvement of communication practices in airport service environments.

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ABSTRACT

This final project presents the development of a bilingual guidebook titled "Clear for Duty: *Buku Pendamping Staf Operasional Bandara*", enhanced with supporting audio-visual content to improve communication and service performance among operational staff and interns at Yogyakarta International Airport (YIA). The guidebook is designed as a practical reference for delivering public announcements, interacting with international passengers, and responding to special situations such as emergencies or handling passengers with special needs. Utilizing the Research and Development (R&D) method, the project involved multiple stages including needs analysis, interviews with AOLT staff, product design, validation, and limited trials. The data revealed the absence of structured English-language training resources for staff working in airport service roles. To bridge this gap, the guidebook was developed with practical material, realistic dialogue models, announcement scripts, and a glossary of essential terms, all complemented by audio and video materials accessible via QR codes. These materials aim to enhance users' English proficiency, especially in pronunciation, intonation, and appropriate vocabulary usage. Ultimately, this project contributes to the improvement of staff readiness, service quality, and passenger satisfaction at an international airport level. It also supports the application of English for Specific Purposes (ESP) and English for Aviation (EFA) in real-world operational contexts.

Keywords: ESP, EFA, audio-visual content, guidebook

ABSTRAK

*Proyek akhir ini merupakan pengembangan buku panduan dwibahasa berjudul "*Clear for Duty*: Buku Pendamping Staf Operasional Bandara" yang dilengkapi dengan konten audio-visual untuk meningkatkan kemampuan komunikasi dan kualitas pelayanan staf operasional serta peserta magang di Bandara Internasional Yogyakarta (YIA). Buku panduan ini disusun sebagai referensi praktis dalam menyampaikan pengumuman publik, berinteraksi dengan penumpang asing, serta menangani situasi khusus seperti keadaan darurat atau penumpang berkebutuhan khusus. Menggunakan metode Research and Development (R&D), penelitian ini mencakup tahap analisis kebutuhan, wawancara dengan staf AOLT, perancangan produk, validasi, dan uji coba terbatas. Hasil temuan menunjukkan belum tersedianya media pembelajaran Bahasa Inggris yang terstruktur dan sesuai konteks kerja bandara. Oleh karena itu, buku ini dirancang dengan model materi praktis, dialog realistis, skrip pengumuman, serta glosarium istilah penting, yang seluruhnya didukung oleh materi audio dan video yang dapat diakses melalui kode QR. Konten ini bertujuan untuk meningkatkan penguasaan Bahasa Inggris staf, terutama dalam hal pelafalan, intonasi, dan pemilihan kosakata yang tepat. Secara keseluruhan, proyek ini diharapkan dapat meningkatkan kesiapan staf, kualitas pelayanan, dan kepuasan penumpang di tingkat bandara internasional. Selain itu, proyek ini mendukung penerapan konsep English for Specific Purposes (ESP) dan English for Aviation (EFA) dalam situasi kerja yang nyata.*

Kata kunci: *ESP, EFA, audio-visual konten, buku panduan*

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