

CHAPTER I

INTRODUCTION

Chapter I presents the foundation of this research by outlining several essential components. It begins with the background of the study, which explains the context and reasons underlying the topic selection. This is followed by the problem statement, which identifies the core issues to be addressed through the research. The chapter also describes the objectives of the study, clarifying what the research aims to achieve. In addition, it highlights the advantages or benefits of the study, both in theoretical and practical terms. Lastly, the expected output of the research is briefly discussed, providing an overview of the final contribution that the study intends to deliver.

1.1. Background of the Study

Airports serve as critical nodes in air transportation, playing a vital role in facilitating the mobility of people and goods. As the primary gateway to a region, an airport functions not only as a transit point but also as a reflection of the image and quality of service of a particular area or country. Airport services encompass a wide range of activities and facilities aimed at ensuring efficient operations and enhancing passenger satisfaction. These services are integral to the overall airport experience and are provided by various stakeholders, including airlines, ground handlers, and airport authorities. Therefore, excellent service at airports is a crucial element, particularly in terms of communication between operational staff and passengers.

Yogyakarta International Airport (YIA) was established to replace Adisutjipto Airport, which had exceeded its capacity. Located in Temon District, Kulon Progo Regency, Special Region of Yogyakarta, YIA began full operations on March 29, 2020. Covering an area of 645 hectares, the airport has a capacity to accommodate up to 20 million passengers per year. In its operations, YIA comprises various supporting service divisions, one of which is the Airport Operation Landside &

Terminal (AOLT) Division. This division is responsible for overseeing the passenger terminal and landside areas of the airport. AOLT ensures that passenger service facilities such as check-in counters, waiting lounges, and arrival pathways function optimally and remain free of technical disruptions (Monangin & Awan, 2021).

The Airport Operation Landside and Terminal (AOLT) Division at PT Angkasa Pura Indonesia (InJourney Airports) plays a pivotal role in ensuring seamless airport operations and enhancing passenger experience. This division is intricately linked with various internal and external units, necessitating effective coordination and communication. According to Arpelina and Albanna (2024), in their research, it explains that the Airport Operation Landside and Terminal (AOLT) Unit is divided into two parts, namely the Terminal Service Officer (TSO) who is in charge of overseeing terminal facilities and the Information Service Officer (ISO) who plays a role in updating flight information data on the Flight Information Display System (FIDS) such as boarding time, final call, close gate, announcement, and delay, so that passengers can get real-time information.

One of the main duties of AOLT staff is delivering announcements through the Public Address System (PAS). The effectiveness of PAS depends on its ability to deliver clear, timely and contextually appropriate information to a diverse audience. PAS systems generally consist of microphones, amplifiers, and loudspeakers that work together to effectively deliver announcements (Iftadi & Ramelan, 2022). While developments in PAS technology improve communication efficiency, challenges remain in ensuring all users receive timely and comprehensible messages, especially in multilingual environments. Therefore, the balance between technology and human supervision remains key for optimal performance. These announcements include various information such as flight departure and arrival schedules, passenger calls, and other operational notices. Proficiency in communication skills, including the use of English and clear pronunciation, is essential to ensure that information is conveyed accurately to passengers from diverse backgrounds (Abimanto et al., 2023).

Effective communication between airport operational staff and passengers is a critical factor in ensuring smooth operations and enhancing passenger comfort. At Yogyakarta International Airport (YIA), the role of operational staff in disseminating information through public announcements is pivotal in ensuring timely and accurate delivery of information related to flight schedules, security procedures, and other services. However, while the integration of hospitality and communication at airports significantly improves the travel experience, there are still challenges such as communication barriers and the need for continuous improvement in service delivery that can hinder the effectiveness of such systems (Kalaman et al., 2023). Challenges remain in enhancing the capacity of AOLT staff, particularly in the areas of communication and announcing. Not all staff members have received adequate training or have access to practical learning resources to improve their communication skills. Thus, there is a need for audio-visual-based learning media that can simulate real-life airport scenarios and provide practical training aligned with Yogyakarta International Airport service standards.

This guidebook is designed to support independent learning for both AOLT staff and interns, helping them improve their professional communication skills in both Bahasa Indonesia and English. Developed using the Research and Development method by Sugiyono (2019), the guidebook covers key topics such as communication ethics, interaction with foreign and disabled passengers, airport announcements, and clear dos and don'ts. It also includes practical exercises and selected bilingual materials to build fluency and operational readiness. This initiative is expected to enhance the quality of airport services and increase user satisfaction particularly at Yogyakarta International Airport, which is the focus of this study.

1.2. The Problem Statements

Based on the background outlined above, the problem statements of this study are as follows:

- a. How is the process of creating audio-visual content to support staff interaction and service handbook for the airport operation landside & terminal division at Yogyakarta International Airport (YIA)?
- b. How is the staff and interns of Airport Operation Landside & Terminal division at Yogyakarta International Airport (YIA) feedback on the audiovisual materials that were developed?

1.3. The Objective of the Study

The objectives of this study are:

- a. To design and develop audio-visual learning media that can be utilized by both staff and operational interns at Yogyakarta International Airport (YIA) to enhance their communication skills with passengers and their proficiency in delivering announcements.
- b. To develop training materials that align with airport communication standards, including appropriate language use, intonation, information delivery techniques, and effective body gestures.

1.4. The Significance of the Study

a. Theoretical Contribution

This research aims to contribute to the advancement of public service communication studies, with a particular focus on operational communication within the airport context. Furthermore, it provides valuable insights into the field of Applied English, especially within the scope of English for Specific Purposes (ESP), by examining the use of English in public service settings such as airport operations. The study is expected to enhance the understanding of practical English usage among airport personnel, particularly in delivering announcements and interacting with international passengers. In addition, it supports the development of needs-based instructional materials that are aligned with the specific communicative demands and professional responsibilities of AOLT division staff.

b. Practical Contribution

Practically, this study aims to develop a learning medium in the form of a comprehensive guidebook accompanied by audio and video examples, designed to help operational staff enhance their English language competence particularly in terms of pronunciation, intonation, and appropriate vocabulary selection in making announcements, as well as the appropriate procedures when interacting with foreign passengers, including those with special needs. In this way, staff will not only learn general English, but also apply it in specific contexts relevant to their professional duties. This approach is expected to enable them to deliver information more professionally, reduce miscommunication, and improve the overall experience of international passengers at Yogyakarta International Airport.

1.5. The Output

The output of this study is a guidebook entitled "*Clear for Duty: Buku Pendamping Staf Operasional Bandara*". A key component that complements the guidebook is the audiovisual content, which includes instructional videos on communication strategies, pronunciation audio for airport announcements and a mini glossary, as well as sample audio dialogues for handling various passenger situations. This content serves as a practical reference for both operational staff and interns at Yogyakarta International Airport. The guidebook offers clear instructions on effective communication with foreign passengers, including those with special needs, and provides guidance on proper treatment and behavior. It is written in concise and accessible language to support the professionalism and readiness of airport personnel. Formatted in A5 size and totaling 98 pages, the guidebook is compact and convenient to carry during daily operations.