

CHAPTER II

LITERATURE REVIEW

2.1 Hotel

A hotel is an accommodation facility that provides guests with lodging, food and beverages, and a range of supporting services and amenities. According to the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia of 2021, a hotel is defined as a business that offers room accommodation within building with services intended for its guest.

According to Hidayat et al. (2025), hotels are businesses within the hospitality industry that provide accommodation services while ensuring guests' comfort, particularly in supporting tourism and business activities. Based on Prakoso (2017) in Syafri and Wulandari (2023), hotels in Indonesia are classified into five categories according to their star ratings: one-star, two-star, three-star, four-star, and five-star hotels. Accordingly, this study focuses specifically on five-star hotels as the subject of the research.

2.1.1 Five-Star Hotels

The five-star hotel is the highest category in the accommodation classification system, offering international-class facilities and services. According to Hatoguan et al. (2025), five-star hotels have a clear and professional organisational structure that supports operational efficiency and ensures optimal service quality for guests. This indicates that five-star hotels emphasise not only physical facilities but also an integrated management system.

As the capital of Central Java Province, Semarang has experienced significant growth in the tourism and business sectors. This has led to increased demand for high-quality accommodation, including five-star hotels in Semarang reflect the economic growth of the city and its growing appeal as a tourist and business destination. These hotels not only provide accommodation but also serve as venues for business conferences and

recreational activities. Furthermore, five-star hotels contributed significantly to enhancing the travel experience by offering comprehensive facilities, high-quality service, and strategic locations that facilitate travellers' mobility. (Bangun et al., 2025)

Five-star hotels in Semarang are generally located in strategic areas such as the Simpang Lima area, the business district and the hillside area. The following are some of the five-star hotels in Semarang: Hotel Padma Semarang, Tentrem Hotel, Gumaya Tower Hotel, PO Hotel, Grand Candi Hotel, and Hotel Ciputra Semarang.

2.2 Employment

According to the Saito et al., (2025), employees play crucial role in achieving organisational objectives as they contribute their knowledge, skills, and abilities to enhance organisational performance. As a reward, the organisation provides compensation in the form of earnings, salaries or other forms of recognition in accordance with the established terms of employment. Moreover, the hospitality industry contributes significantly to Indonesia's economic growth by supporting the tourism sector while creating employment opportunities and enhancing workforce competencies (Rosianti et al., 2024).

According to Abdullah (2022), workforce characteristics such as educational background, age, and work experience influence employment in the hotel industry. The study also found that most employees in star-rated hotels receive job training before carrying out their responsibilities, highlighting the importance of competency development in hotel operations.

2.2.1 Five-Star Hotel Employment

In the hospitality industry, particularly in five-star hotels, staff are the most important element, as this industry not only offers comfortable accommodation but also provides high-quality service. To deliver this high-quality service, skilled and highly qualified staff are essential in creating a satisfying stay for guests. According to Akosa et al. (2024), a career in the hospitality industry is

defined as a series of experiences that shape an individual's professional journey. Work experience, individual characteristics and the social environment are key factors influencing career development in the hospitality industry.

There are several key differences in employment characteristics between five-star hotels and lower-rated hotels, including the requirement that employees possess high qualifications, strong interpersonal skills, and the ability to deliver consistently high-quality service. To ensure these qualifications are fulfilled, the hotel needs to be selective in its recruitment. This is why job interviews are essential for identifying quality candidates. The employees must understand the Standard Operating Procedures (SOPs), such as the applicable standards of appearance and etiquette.

2.3 Job Interview

According to Wingate and Bourdage (2024), interviews are the method most commonly used by employers to assess a candidate's suitability for a position. This is because, when conducted in a structured manner, interviews are highly effective in predicting the performance of prospective employees. Indirectly, job interviews are crucial for companies. In addition to aligning with the abilities of the candidate, job interviews must also align with the vision and mission of the company to achieve shared goals. Companies are able to gain a competitive advantage in an increasingly competitive recruitment market by identifying the right personnel quickly and accurately through a successful job interview process (Qin et al., 2023).

2.4 Grooming

Grooming reflects the professionalism, cleanliness and readiness of staff to serve guests. Grooming refers to personal care practices that emphasize maintaining cleanliness, neatness, and a professional appearance in the workplace. According to Anggrani (2025), an employee's appearance is one of the first impressions perceived by guests and represents the overall

professionalism of the hotel. According to Supardi et al., (2026), grooming in the hospitality industry generally includes several aspects, such as:

1. **Personal Hygiene:** Employees must ensure they smell fresh, keep their nails clean and neatly cut, and maintain good oral hygiene.
2. **Uniforms:** Uniforms must consistently be kept clean and include all necessary items (such as a correctly attached name tag).
3. **Hair and Face:** Men must have short hair that does not cover their ears and must be neatly shaved. Women with long hair must tie their hair back or wear a hairnet, and must not wear excessive make-up.
4. **Posture and Body Language:** This consists of the way a person stands, walks, and smiles, and part of their overall grooming.

2.5 Hospitality Ethics

Professional ethics in the hospitality industry are a key factor in ensuring a hotel overall quality and operational success. According to Chen and Liu (2022), ethics in the hospitality industry are closely linked to staff behaviour. A solid ethical foundation will help reduce unethical behaviour, such as dishonesty, discrimination, and abuse of authority, which can harm a hotel both operationally and in terms of reputation. Generally, professional ethics in five-star hotels encompass several core values, namely integrity, honesty, responsibility, and the ability to serve guests well without discriminating on the basis of social status. One of the core elements of hospitality success stems from employee ethics, as guest trust is heavily dependent on how employees behave when serving each guest (Aslam et al., 2025). Therefore, the implementation of professional ethics must be supported by an effective management system, training, and on organisational culture that emphasises moral values and professionalism.

2.6 Food and Beverage Department

According to Arief (2005) in Anggraini & Rahmayanti (2023), the Food and Beverage Department is one of the important parts in charge of processing,

producing, and serving food to hotel guests. The Food and Beverage Department plays an important role in hospitality sector because if a hotel has a good assessment of its food and beverages, and also the service, it can increase the number of guests and hotel revenue. Anggraini & Rahmayanti (2023) mentioned that the food and beverage department in a hotel is divided into two parts, which are food and beverage service and food and beverage products. Food and Beverage service is a part that focuses on food and beverage service, aiming to increase guest satisfaction. The good and bad, success or failure, and popularity of a hotel influenced by the food and beverage service section (Herlina, 2020) in (Anggraini & Rahmayanti, 2023). Because food and beverage service deals directly with providing services to guest, if there is any bad service, it can affect the image of the hotel. The food and beverage product is the part in charge of managing raw food and beverage ingredients into ready-to-eat products such as appetizers, soups, main courses, and desserts, to be served to guests. Another responsibility of the Food and Beverage Department is to ensure the comfort of hotel guest by checking and cleaning, cooking, eating, and drinking utensils in the hotel before guests come in.

2.7 Guidebook

According to the Oxford English Dictionary (2023), a guidebook is a resource that provides information about specific subject and usually includes instructions or advice on how to carry out certain tasks. This guidebook presents bot written information and video examples related to hospitality, including introductions to various departments, grooming and the job interviews material.

2.7.1 The Role and Function of Guidebook

In educational and professional contexts, guidebooks play an important role in supporting the development of knowledge and skills. Guidebooks function not only as sources of information but also as practical tools that help improve the implementation of activities. In addition to delivering information, guidebooks serve as operational references and learning materials that assist users in completing tasks or participating in training,

whether independently or within structured programs. According to Kodom-Wiredu et al., (2022), state that in the hospitality industry, practical resources such as guidebooks or handbooks have direct impact on enhancing individual performance. In five-star hotels, guidebooks are especially important for departments such as Front Office, Housekeeping, and Food and Beverage to maintain high and consistent service standards.

2.7.2 How to Create a Guidebook

Creating a guidebook requires a systematic approach to ensure the result is relevant and easy to understand. When compiling a guidebook on the hospitality industry, the book must not only explain theoretical concepts but also illustrate real-world practices, for example by featuring individuals that have brought these theories to life (Pancawati, 2021). The first step in compiling a guidebook is to gather data that will serve as source material for the guidebook's content. The second step is to begin organising the structure and content of the guidebook, followed by the third step, which is to create the layout design and character illustrations to support the content. After that, the final step begins with evaluation and revision, aimed at ensuring that the guidebook fulfils the needs of users across the hospitality industry in all departments (Juistha et al.,2019). Especially for Food and Beverage Department and Job Interview materials.

2.8 Bilingual Guidebook

According to Alfindana et al. (2023) in Adzhani (2024), a bilingual book is a publication presented in two or more languages. Generally, bilingual guidebooks contain information in the author's original language or mother tongue, accompanied by a translation into another language, so that readers from different language backgrounds can understand the material more easily. In this era of globalisation, bilingual guidebook represented an important innovation as it allows information to be accessed by a wider audience through the use of two languages. Information presented in both Indonesian and English

is an effective approach to improving accessibility for visitors from both within the country and abroad (Nata, 2021) in (Suseno, 2026).

2.9 Video Making Process

Agnew and Kallerman, Munir (2014) in Noor (2024), stated that video is a digital format consisting of a sequence of still images arranged in a regular pattern, thus creating the illusion of movement and enabling the presentation of images, illusions, and imaginative scenes. In the video production process, there are several stages that must be followed to ensure the final video is structured and perfect (Sudrajat, 2010) in (Noor, 2024). According to Wibowo and Alexander (2021) in Wibowo and Hardiwinata (2023), described three stages that must be carried out sequentially including pre-production, production, and post-production.

2.9.1 Pre-Production Stage

According to Owens & Millerson (2012), the pre-production of a video is a subjective process that not only prepares for the making of the video, but also aims to minimise errors during the production process. Furthermore, pre-production is used to consider the video's meaning, camera placement, and how to influence the audience's reaction. The pre-production stage is the first critical stage that must be carried out before video shooting. This stage includes concept development, storytelling scriptwriting, dialogue, storyboard creation, and background design, all of which must be implemented perfectly (Beane, 2012) in (Zainal and Desa, 2025). Creating a well-organised and consistent narrative, as well as selecting engaging characters capable of involving the audience is extremely important and must be prepared carefully (Achin et. al., 2018) in (Zainal and Desa, 2025).

2.9.2 Production Stage

Creating a video is a subjective process. The approach to video production depends on its purpose. Making a video seems easy, but it is far

more complex in reality. A microphone records sound, whilst a camera captures a live image of the scene before us. Successful video production is built on a foundation of knowledge about how to use and handle equipment such as cameras, lighting, and microphones correctly and effectively, knowing how to present ideas with confidence, and knowing how to manage the production properly (Owens & Millerson, 2012).

2.9.3 Post-Production Stage

The post-production stage is the final stage in the video production process. During post-production, producers move from gathering photos, music, and video clips to the editing stage to produce a complete movie. This is because making a high-quality movie requires dedication, patience, and effort (Vachon, 2018) in (Ferreira et al., 2023). According to Huy and Minh (2026), this stage involves refining and finalising the work through processes such as editing, visual effects, and sound design. Therefore, the post-production stage is crucial as it enhances visual quality, creates rhythm and emotional impact, ensures smooth scene transitions.

2.10 Previous Studies

A previous study, entitled “*Development of an English Language Guidebook for Hospitality Service Trainees at the Holiday Inn Cikarang Jababeka*”, was carried out by Bahri (2023). This study highlighted the need for more in-dept training on service concepts in English for trainees at Holiday Inn Cikarang Jababeka. Therefore, this study aims to develop an English guidebook as a learning resource for hotel employees and trainees using the Research and Development (R&D) method proposed by Borg and Gall. Although the original model consists of ten development steps, this study adopts a simplified version comprising eight steps that are more appropriate to the scope, objectives, and needs of the research. This research was to develop an “English Language Guidebook” that could be used by hotel staff and trainees. The results of this research were positive as they could enhance staff competence and English language proficiency within the hospitality sector.

However, a limitation of this research is that the final product is restricted to use by specific individuals, particularly staff at the Holiday Inn Cikarang Jababeka Hotel, which served as the research location.

The research by Adzhani (2024) entitled “Bilingual Guidance Book for Facilitating Food and Beverage Department Trainee at Patra Semarang Hotel & Convention” also developed a bilingual guidance book accompanied by instructional videos to support trainees in the Food and Beverage Department at Patra Semarang Hotel & Convention. This research also used the Research and Development (R&D) method proposed by Borg and Gall, which was adapted from the original ten-step model into eight development steps to better suit the objectives and scope of the study. The simplified eight-step model adopted by Bahri (2023) and Adzhani (2024) was used as a reference, as it is more feasible within the research time constraints while remaining appropriate for product development. However, this product has its limitations, as it is specifically designed for trainees in the Food and Beverage Department only. Therefore, the present study expands the scope by developing an English guidebook intended for hotel employees and trainees across three operational departments, namely Front Office, Housekeeping, and Food and Beverage.

Last, the research by Aslam et al. (2024) entitled “Professional Ethics in Hospitality Industry” provides primarily about the professional ethics and general grooming in the hospitality industry, emphasizing their importance as fundamental elements in maintaining guest trust, service quality, and customer satisfaction. The findings indicate that ethical behavior in hotel operations involves both operational ethics and humanistic values, which should be implemented across various operational departments, including the Front Office, Housekeeping, and Food and Beverage departments. However, this study provides only limited information regarding the operational roles and responsibilities of these departments, as it focuses primarily on the ethical standards and appearance requirements applicable within each department. Therefore, there remains a need for a comprehensive learning resource that not

only introduces professional ethics and grooming standards but also supports learners in understanding their practical application within hotel operations.

Based on the previous studies reviewed, it can be concluded that the development of instructional materials in the hospitality field has primarily focused on improving English communication skills, developing department-specific training materials, and introducing professional ethics in hotel operations. However, existing studies have not provided a comprehensive learning resource that integrates knowledge of the three main operational departments, such as Front Office, Housekeeping, and Food and Beverage with professional ethics, grooming standards, and job interview preparation in a single instructional material. Therefore, there is a need for a more comprehensive and practical guidebook to support students, trainees, and prospective employees in preparing for careers in the hospitality industry. To fill this gap, the present study develops a bilingual guidebook accompanied by instructional videos that combine these key aspects into a single learning resource. The guidebook is designed to integrate theoretical knowledge with practical learning through the inclusion of illustrations and instructional videos, so that it can serve as a useful educational resource for students, trainees, and aspiring professionals in the hospitality professional. Through this integrated approach, the developed product is expected to assist learners in building the knowledge, skills, and confidence required before participating in internships or pursuing careers in the hospitality industry.