

CHAPTER II

LITERATURE REVIEW

2.1 Hotel

A hotel is a type of accommodation that provides lodging, food, and beverages, as well as various supporting facilities for guests. According to Regulation of the *Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia* (2021), a hotel is a business that provides accommodation in the form of rooms within a building equipped with services for guests.

According to Hidayat et al. (2025), hotels are part of the service industry in providing accommodation and creating comfort for customers, particularly in the tourism and business sectors. According to Prakoso (2017), as cited in Syafri and Wulandari (2023), there are several classifications of star-rated hotels in Indonesia, namely one-star hotels, two-star hotels, three-star hotels, four-star hotels, and five-star hotels. Therefore, this study focuses on five-star hotels as the subject of research.

2.1.1 Five-Star Hotel

A five-star hotel is a hotel with excellent services and facilities in the accommodation classification, which offers international-class facilities and services. According to Hatoguan et al. (2025), a five-star hotel has a clear and professional organizational structure that supports operational effectiveness and ensures optimal service quality to guests. This shows that five-star hotels do not only emphasize physical facilities, but also an integrated management system. In addition to providing luxurious and comprehensive facilities, five-star hotels are also expected to deliver service that is consistent, prompt, accurate, and focused on guest satisfaction. According to Iskandar et al. (2021), service quality influences guest satisfaction at five-star hotels. Therefore, the hospitality industry requires competent and professional human resources.

2.2 Employment

An employee is an individual who performs assigned duties and responsibilities to achieve an organization's goals in return for compensation. In the hospitality industry, employees are considered one of the most valuable organizational assets because the quality of services delivered to the guests depends largely on their competence, professionalism, and performance (Yooptench et al., 2021). According to Sitanggang et al. (2026), employee performance is one of the key determinants of service quality in hotels because competent and disciplined employees are more likely to provide consistent and high-quality services, which contribute directly to guest satisfaction and organizational success. Since hotels operate under different service standards according to their classifications, the qualifications, service expectations, and competencies required of employees also differ to meet the standards of each hotel category (Sufi & Shojaie, 2018).

2.2.1 Five-Star Hotel Employment

In the hospitality industry, particularly in five-star hotels, employees are the most crucial element because the industry not only offers comfortable accommodations but also provides high-quality service (Skordoulis et al., 2024). To deliver this high-quality service, skilled and highly qualified human resources are essential to create a satisfying guest experience. According to Akosa et al. (2024), a career in the hospitality industry is defined as a series of experiences that shape one's professional journey. Factors such as work experience, individual traits, and the social environment significantly influence career development within the hospitality industry.

There are several key differences in employment characteristics between five-star hotels and other lower-rated hotels, including the requirement that employees have high qualifications, strong interpersonal skills, and the ability to provide high-quality, consistent service (Baktiar et al., 2021). To ensure these qualifications are met, we certainly cannot hire just anyone. That is why job interviews are necessary to identify high-quality candidates. Once hired, employees

at a five-star hotel must understand Standard Operating Procedures (SOPs), such as grooming standards and applicable etiquette.

2.2.1.1 Job Interview

According to Morales and López (2026), the most popular way for employers to assess a candidate's suitability for a position is through a job interview. They assert that, when done in an organized way, job interviews have a high validity in forecasting the performance of potential hires. Indirectly, job interviews are very important for a company, besides having to be in accordance with the ability, it must also be in accordance with the vision and mission of the company in order to be able to achieve common goals. A company can have an advantage in the increasingly competitive recruiting market by rapidly and correctly finding the right personnel through a successful job interview process (Qin et al., 2023).

2.2.1.2 Grooming

Grooming reflects the professionalism, cleanliness, and readiness of staff to serve guests. Grooming is part of personal care practices aimed at maintaining one's appearance, hygiene, and neatness to look attractive and professional in the workplace; thus, an employee's appearance serves as an important indicator that guests can quickly perceive as a reflection of the hotel's overall professionalism (Anggraini, 2025). Grooming is not simply about dressing neatly, but it is part of the operational standards that reflect the hotel's image and quality of service. According to Supardi et al. (2026), grooming in the hospitality industry typically includes several aspects, such as:

1. **Personal Hygiene:** Staff must maintain a fresh body odor, keep their nails clean and neatly trimmed, and maintain good oral hygiene.
2. **Uniforms:** Uniforms must always be clean and complete with all required accessories (such as a properly attached name tag).
3. **Hair and Face:** For men, hair must be short and not cover the ears, and the face must be clean-shaven. Women with long hair must tie it back or wear a hairnet, and makeup should not be excessive.

4. Posture and Body Language: This includes how one stands, walks, and smiles, and is also part of grooming.

2.2.1.3 Hospitality Ethics

Professional ethics in the hospitality industry are a key factor in ensuring a hotel's overall quality and operational success. According to Chen and Liu (2022), ethical values in the hospitality industry are closely linked to employee behavior. A strong ethical foundation can help reduce unethical behavior, 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 based on social status. One of the core elements of hospitality success stems from employee ethics, as guest trust heavily depends on how employees behave when serving each guest (Aslam et al., 2025). Therefore, the implementation of professional ethics must be supported by effective management systems, training, and an organizational culture that emphasizes moral values and professionalism.

2.3 Front Office Department

According to Sinambela (2016) in Sebayang (2023), the Front Office department is a department that deals directly with guests from check-in to check-out. The front office is also known as the first and last impression of the guest, which means that this is the first and last place that guests encounter. Therefore, good soft skills are important for people who work in the Front Office Department in order to make visitors feel comfortable since they come in until they leave. Staff who work at the Front Office Department handle some things related to the guests and lodging, such as welcoming and receiving the guests, booking rooms, goods delivery, communicating with the guests about special requests, and also payment Sinambela (2016) in (Sebayang, 2023).

2.4 Guidebook

According to Susanti et al. (2023), a guidebook is defined as a book that offers knowledge about a certain object and typically includes directions or advice on how to accomplish something. This guidebook contains information and video examples about hospitality, such as job interviews, grooming, and introduction about front office department.

2.4.1 Bilingual Guidebook

According to Alfianda et al. (2023) as cited in Adzhani (2024), a bilingual book is a book that presents information in two or more languages. Generally, bilingual books contain content in the author's original language accompanied by a translation into the target language of the audience, so that the information conveyed can be understood by readers from various linguistic backgrounds. In the era of globalization, bilingual books have become increasingly important because they expand the reach of information to the general public. Furthermore, the use of both Indonesian and English in a single book is considered effective in improving access to information for readers, both domestically and internationally (Nata, 2021) in Suseno, 2026).

2.4.2 The Role and Function of Guidebook

In the fields of education and industry, guidebooks play a crucial role in supporting the development of skills and knowledge. Guidebooks serve not only as sources of information but also as tools to enhance the execution of activities. In addition to providing information, guidebooks can function as operational manuals and learning resources that assist users in performing tasks or undergoing training, whether independently or through structured programs. According to Kodom-Wiredu et al. (2022), in the hospitality industry, practical resources such as guidebooks or handbooks contribute directly to improving individual performance. In five-star hotels, guidebooks are particularly essential for the Front Office department to ensure high and consistent performance standards.

2.4.3 Characteristics of Guidebook

A guidebook can be considered high-quality if it possesses characteristics that meet certain criteria. According to Greene and Petty (as cited in Hartono, 2021), there are several characteristics that a guidebook must have, namely the following:

a) The ability to capture the reader's attention

A guidebook must be designed with an attractive layout to capture the reader's attention and encourage them to read it.

b) Enhancing learning motivation

The content presented in the guidebook must be able to spark the readers' enthusiasm and motivation to study the material discussed.

c) Taking linguistic aspects into consideration.

The language used in the guidebook must be tailored to the characteristics and abilities of the target audience so that the information conveyed is easy to understand.

d) Presenting a Clear Perspective

The guidebook must present positive material from a clear and consistent perspective so that readers can understand the purpose of the material being discussed.

e) Emphasizing important material

As a learning support medium, a guidebook should emphasize key material so that readers can better understand the concepts presented.

2.5 Educational Video

Educational videos are a learning medium that provides information in audio and visual formats, helping students understand the material more effectively. The use of educational videos allows for a more accurate presentation of concepts, procedures, and simulations, thereby enhancing the learning experience for viewers. According to Navarette et al. (2023), educational videos are a learning approach that utilizes video as a means of conveying information and knowledge. Educational videos can combine various elements such as text, images, sound, animation, and activities that support the learning process.

2.6 Video Making Process

According to Agnew et al (2014), as cited in Noor (2024), stated that video is a digital format with a variety of serene and organized pictures, creating the look of movement and making it possible to show images, illusions, and imaginative scenes. In the process of making a video, there are several stages that are necessary to follow to make the final video structured and perfect (Sudrajat, 2010) in (Noor, 2024). According to Wibowo and Alexander (2021), in Wibowo and Hardiwinata (2023), there are three main stages in video production: pre-production, production, and post-production. These stages are carried out sequentially to ensure the successful planning, creation, and refinement of video content.

2.6.1 Pre-Production Stage

According to Owen and Millerson (2012), video pre-production is a subjective process that not only prepares for the video to be created but also aims to minimize errors during the production process. Additionally, video 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 to do before video shooting. It includes the idea stage, storytelling, scripts, dialogue, storyboard, and background design development that need to be implemented perfectly (Beane, 2012) in (Zainal and Desa, 2025). Making well-organized, proper storytelling, and choosing a good character that is able to attract the audience are important and have to be prepared carefully (Achin et. al., 2018) in (Zainal and Desa, 2025).

2.6.2 Production Stage

Creating a video production is a subjective process. The way the video is produced depends on the purpose of the video. Video production appears way easier than it actually is. The microphone records the activity while the camera provides us with an instantaneous image of the scene in front of us. A perfect video production comes from a foundation of knowing how to use and handle the equipment, such as the camera, lighting, and microphone properly and effectively,

knowing how to present the ideas assuredly, and knowing how to organize the production precisely (Owens and Millerson, 2012).

2.6.3 Post-Production Stage

The Post-Production stage is the final stage of the video production process. During the post-production stage, the producer proceeds from gathering photos, music, and video clips to editing them into a finished movie. Because making a good movie requires intention, patience, and effort (Vachon, 2018). According to Huy and Minh (2026), this stage involves refining and finalizing through some processes such as editing, visual effects, and sound design. Therefore, the post-production stage is essential because it can improve visual quality, create rhythm and emotional effect, and give smooth scene transitions.

2.7 Previous Studies

The first previous study was conducted by Bahri (2023), entitled “*Creating an English Handbook for Hospitality Services Trainee at Holiday Inn Cikarang Jabebeke Hotel*”. This study was selected because it used the Research and Development (R&D) method by Borg and Gall (1983), which was simplified into eight development stages. Similar to the present study, it aimed to develop an educational product in the form of a guidebook for the hospitality industry. The study developed an English handbook to improve the hospitality knowledge and English communication skills of hotel trainees. Its contribution to the present research lies in providing a reference for developing a guidebook using the R&D method. However, the product was designed only for trainees and employees at Holiday Inn Cikarang Jabebeke Hotel, limiting its use to a specific group of users.

The second previous study was conducted by Adzhani (2024), entitled “*Bilingual Guidance Book for Facilitating Food and Beverage Department Trainee at Patra Semarang Hotel & Convention*”. Similar to the first previous study, this research employed the Research and Development (R&D) by Borg and Gall (1983), which originally consisted of ten stages and was simplified into eight stages for the product development process. The researcher selected this study because it also

focused on developing an educational product in the form of a guidebook supported by instructional videos. The purpose of this study was to provide English communication guidance for trainees in the food and beverage department. The contribution of this study to the present research lies in its use of a bilingual guidebook combined with instructional videos as learning media, which served as reference for developing the current product. However, the guidebook was specifically designed for trainees at Patra Semarang for trainees at Patra Semarang Hotel & Convention and focused only on the food and beverage department, limiting its broader application.

The third study was conducted by Aslam et al. (2024), entitled “*Professional Ethics in Hospitality Industry*”. This study was selected because it discussed professional ethics and general grooming standards in the front office, housekeeping, and food and beverage departments, which are also covered in the present guidebook. The study provided useful references for understanding the importance of professional ethics and personal appearance in the hospitality industry. However, the discussion remained general and did not provide educational products such as guidebook or supporting educational videos. Therefore, the present study expanded these topics by presenting them in practical guidebook accompanied by educational videos to support users’ learning.

Therefore, due to the limitations of the previous product, a more specific guide is needed, especially for key departments such as the Front Office, Housekeeping, and Food and Beverage departments. This guidebook is designed as a practical resource, featuring illustrations and educational videos that bring its content to life, making it a valuable resource for readers interested in working in the hospitality industry, as well as students seeking training in the field.