

CHAPTER IV

RESULT AND DISCUSSION

4.1 Results

This chapter describes the results and discussion of the research conducted to develop a bilingual guidebook for the Front Office, Housekeeping, and Food and Beverage departments in five-star hotel, accompanied by supporting educational videos. The product was developed by applying the Research and Development (R&D) method adapted from Borg and Gall (1983) in Waruwu (2024), which originally consisted of ten stages and was simplified into eight stages: Research and Information Collection, Developing Preliminary Form of Product, Preliminary Field Testing, Main Product Revision, Operational Field Testing, Final Product Revision, and Dissemination and Implementation. This chapter explained each stage of the product development process, focusing on the front office department materials, including the introduction to the department, professional ethics, and job positions and responsibilities. It also presented the development process of the supporting educational videos created as a part of the final product.

4.1.1 Research and Information Collection

The research and information collection phase is the initial stage of this study, which aimed to identify the research problem through various data collection techniques such as observation, questionnaires, interviews, and documentation (Waruwu, 2024).

In this study, the research and data collection phase aimed to provide an overview of the hospitality industry, specifically within the front office department of a five-star hotel. Additionally, the researcher had previously completed an On-the-Job Training (OJT) program at the GranDhika Pemuda Hotel in Semarang as a receptionist and operator for approximately six months. Although the researcher chose a four-star hotel for that training program, most of the material and experience taught were similar to those found in the five-star hotel that is the current subject of this study. Thus, the researcher has gained in-depth knowledge of the front office

department in the hospitality industry. During this phase, the researcher used four methods to collect data: observation, questionnaires, interviews, and documentation. The results of the data collection are

4.1.1.1 Observation

Observation is a data collection technique conducted through direct observation of the research subject to obtain information about actual conditions in the field. In this study, observations were conducted at the Padma Hotel in Semarang on May 6, 2026. The aspects observed included the actual condition of the hotel lobby, interactions between front office staff and guests, as well as the front office staff's appearance standards and professional ethics. The results of the observation indicate that the front office department serves as the frontline in providing the best service to guests. Additionally, professional ethics such as friendliness, smiles, greetings, and a warm welcome are crucial for front office staff.

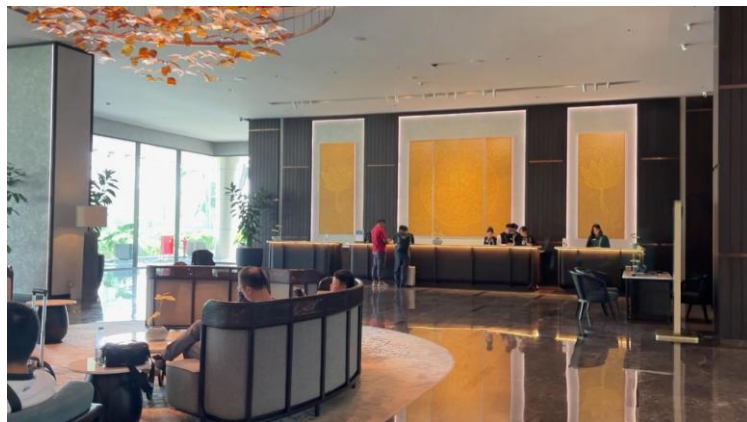


Figure 4.1 Observation in Padma Hotel Semarang

4.1.1.2 Questionnaire

The questionnaire consisted of 11 questions and was completed by 17 Applied Foreign Language Students who had completed their internships in the hospitality industry. The questionnaire was distributed on June 29, 2026. These respondents were selected because they had firsthand experience working in hotels and were able to provide relevant information regarding the knowledge and challenges they encountered before starting their internships. Therefore, the

questionnaire results were used as a needs analysis to identify the necessity of developing the guidebook. Through this needs analysis, the researcher identified the students' level of understanding of the hospitality industry, particularly about operational departments, professional ethics, grooming standards, and job interview preparation. Based on the questionnaire results, the highest number of "Yes" responses was obtained for the statement, "*Sebelum bekerja atau magang, saya sudah mengetahui bagaimana cara menjawab yang baik dan benar saat proses wawancara,*" with a total of 10 respondents; these findings indicated that some students had prior knowledge of job interview techniques before entering the hospitality industry. On the other hand, the highest number of "No" responses was found for the statements, "*Sebelum bekerja atau magang, saya sudah familiar dengan standar dan ketentuan penampilan di industri perhotelan (grooming)*" and "*Sebelum bekerja atau magang, saya sudah familiar dengan Standar Operasional Prosedur (SOP) yang umumnya diterapkan di industri perhotelan.*" These findings indicated that most students still lacked knowledge of grooming standards and hotel operational procedures before beginning their internships.

Based on the overall questionnaire results, it was found that many students had limited knowledge of the hospitality industry, with an overall percentage score of 30.62%, which was categorized as "Fairly Low". This result indicated that many students had not yet gained sufficient knowledge before starting their internships, particularly regarding the departments in hotels, including professional ethics, grooming standards, and job interview preparation in five-star hotels. These findings suggested that Applied Foreign Language Students still required more comprehensive learning resources to better prepare themselves before entering the hospitality industry. Considering also indicated that many Applied Foreign Language Students participated in internship programs at five-star hotel, this condition highlighted the importance of developing learning materials that introduced essential knowledge and workplace preparation. Therefore, a bilingual guidebook that was supported with educational videos was developed to provide practical information and enhance students' understanding before they began their

internships or pursued careers in the hospitality industry. The detailed results of the questionnaire are presented in the table 4.1.

Table 4.1 The results of the questionnaire of Applied Foreign Language Students

Statements	Total “Yes” Answers	Total “No” Answers
1.	6	13
2.	7	12
3.	5	14
4.	3	16
5.	8	11
6.	3	16
7.	8	11
8.	5	14
9.	4	15
10.	9	10
11.	6	13
Total Result:	64	145
SMI	209	
Percentage	30.62%	

4.1.1.3 Interview

The interview process was conducted to gather more in-depth information regarding the content that was included in the guidebook. The interviews were conducted online via Zoom and WhatsApp with individuals directly involved in the hospitality industry, specifically in the front office department. Some of the aspects explored during the interviews included:

1. The organizational structure of the front office.
2. Job positions within the front office department.
3. Standard operating procedures for grooming, greeting guests, and knocking on guest room doors.
4. How to handle guest complaints.
5. How to maintain guest privacy.
6. Ethical standards and etiquette toward both guests and coworkers.

Interviews were conducted with three sources who have experience and knowledge of front office operations. The first source, identified by Ms.

Ferlinta, is from PO Hotel in Semarang. The second source, identified by Mr. Tama, is from Grand Candi Hotel in Semarang, and the third source, identified by Mr. Samid, is from Hotel Fraser Menteng in Jakarta. Based on the interview results, information was obtained regarding the front office organizational structure at a typical five-star hotel, which consists of a front office manager, guest service agents (receptionists), guest relations officers, concierges and bellboys, telephone operators, and reservation agents. Each of these positions has different duties and responsibilities, but they share a common goal of providing the best quality service to guests.

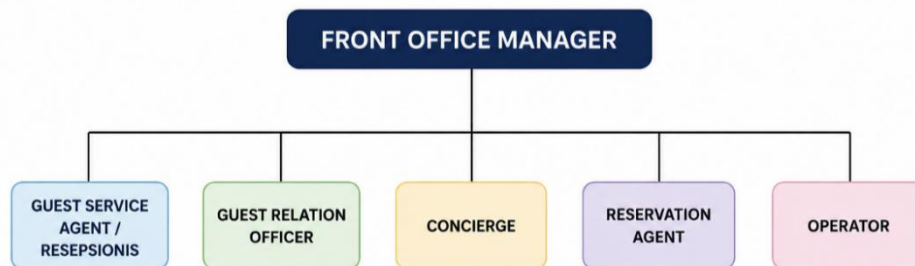


Figure 4.1 The organizational structure of the front office from the interviews

In addition, the three speakers also explained the Standard Operating Procedures (SOPs) for welcoming guests. Front office staff are required to use greetings appropriate to the time of day, such as “good morning/afternoon/evening/night,” followed by “welcome to our hotel, how may we assist you?” The greeting must be delivered in a friendly and polite tone, maintaining eye contact and smiling. The interview results also highlighted the grooming standards that front office staff must obey, namely that they must always maintain their appearance to look professional and neat. Front office staff are required to wear clean and neat uniforms. Female staff are required to wear makeup to look fresh, wear high heels, and style their hair in a bun. Meanwhile, male staff are required to style their hair in a slick-back style and wear dark-colored formal shoes.

Regarding the handling of guest complaints, the speakers explained that front office staff must demonstrate empathy by trying to put themselves in the guest’s shoes in order to understand the guest’s feelings. Next, they should

listen to the guest’s explanation without interrupting; only once the guest has calmed down should they offer an appropriate solution in accordance with hotel procedures.

Regarding workplace ethics and etiquette, the speaker emphasized the importance of maintaining a professional demeanor toward both guests and coworkers. Front office staff are expected to maintain polite and formal communication. Additionally, personal issues must not be allowed to affect the quality of their work or their interactions with guests.

Based on the results of these interviews, it can be concluded that the key competencies required of prospective front office staff include an understanding of the front office department’s organizational structure, the ability to apply standard operating procedures (SOPs) in guest service, the ability to handle guest complaints, the ability to apply professional ethics and etiquette when interacting with guests and coworkers, and an awareness of applicable appearance standards. These findings subsequently be used as the basis for compiling the handbook materials and developing the instructional videos produced in this study. The following is a summary table of the interview results:

Table 4.2 The result of the interview

Aspect	The Result of the Interview
Organizational structure	The front office department generally consists of front office manager, receptionist, guest relation officer, bellboy, concierge, telephone operator, reservation agent.
Guest greeting SOP	Staff are required to greet the guests according to the time of day, welcome them warmly, and offer assistance.
Grooming standards	Staff members must wear a clean and neat uniform. Female staff should apply natural make-up, style their

	hair in a bun, and wear high heels. While male staff should maintain neatly styled hair and wear formal shoes.
Guest complaint handling	Staff must show empathy, listen carefully to complaints, and then provide solutions in accordance with procedures.
Professional ethics and etiquette	Staff are expected to maintain professionalism, communicate politely with guests and co-workers, and avoid bringing personal issues to work.
Job interviews	Research the hotel's profile, wear formal and neat attire, answer questions confidently and clearly, be polite, show enthusiasm, and listen attentively.

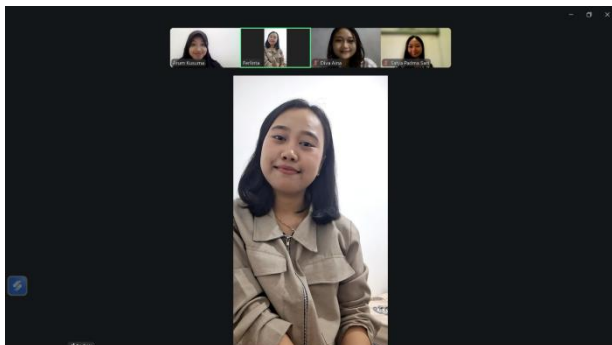


Figure 4.2 Interview with the staff at the PO Hotel



Figure 4.3 Interview with staff at Grand Candi Hotel

4.1.1.4 Documentation

Documentation was used to collect written references related to the development of the guidebook for the front office department in five-star hotels. The researcher collected data from books that were relevant to the research topic and used them as the main references in developing the guidebook content.

The first reference was “*Dasar-Dasar Hospitality*” by Wirawan et al. (2020), which was used to develop the materials on professional ethics, job positions, and responsibilities in the front office department, and job interview preparation for the video. The second reference was “*Hospitality Industry*” by Purwaningrum and Syamsu (2021), which was used to provide information about the introduction to the hospitality industry and its operational departments.

The information obtained from these references was then integrated with the findings from the observation and interviews conducted with stakeholders who were front office staff from several five-star hotels. This integration ensured that the content of the guidebook and its supporting educational video was not only based on academic references but also reflected current industry practices. As a result, the final product was expected to provide practical, relevant, and useful learning resources for Applied Foreign Languages students and prospective employees who are interested in pursuing a career in the hospitality industry.

4.1.2 Planning

4.1.2.1 Planning for the Guidebook

1. Creating an outline of the guidebook

Based on findings obtained during the research and information collection phase, the researcher planned the development of a guidebook for the Front Office, Housekeeping, and Food and Beverage Departments in five-star hotels. During this stage, the researcher prepared the structure and outline of the guidebook by organizing the sequence of the chapters and determining the content of each chapter. The guidebook was planned to include an introduction to the three operational departments, like in the title guidebook, job positions and responsibilities of each department, professional ethics, grooming standards, and job interview preparation in five-star hotels. The outline of the guidebook is followed:

Table 4.3 The outline of the guidebook

Front Cover
Including: Guidebook title, Illustration of Front Office, Housekeeping, and Food & Beverage staff, Author's name, Institution logo.
Copyright page
Introduction
Table of contents
Chapter 1
<ul style="list-style-type: none"> • The Chapter Cover • The Introduction of Front Office Department • The Professional Ethics in the Front Office Department • The Job Positions in the Front Office Department • The QR Code Video of Introduction to the Front Office Department
Chapter 2
<ul style="list-style-type: none"> • The Chapter Cover • The Introduction of Food and Beverage Department • The Professional Ethics in the Food and Beverage Department • The Job Positions in the Food and Beverage Department • The QR Code Video of Introduction to the Food and Beverage Department
Chapter 3
<ul style="list-style-type: none"> • The Chapter Cover • The Introduction of Housekeeping Department • The Professional Ethics in the Housekeeping Department • The Job Positions in the Housekeeping Department • The QR Code Video of Introduction to the Housekeeping Department
Chapter 4
<ul style="list-style-type: none"> • The Chapter Cover • The General Grooming Standards in Five-Star Hotels • The Specific Grooming at Five-Star Hotel
Chapter 5
<ul style="list-style-type: none"> • The Chapter Cover • The Introduction of Job Interview • The Examples of Job Interview Questions (general questions to department-specific questions) • The Grooming for Job Interview • Tips & Tricks for Job Interview • The QR Code Video of Job Interview and Tips & Tricks-Do's & Don'ts
Back Cover

In this study, the researcher specifically focused on Chapter 1, "Front Office Department," while Chapter 2, "Food and Beverage Department", and Chapter 5, "Job Interview Preparation in Five-Star Hotel," were developed separately in Diva Aina Putri Kartono's report. Also, Chapter 3, "Housekeeping Department," and Chapter 4, "Grooming Standards in Five-Star Hotel," were developed separately in Satya Padma Sari's report.

4.1.2.2 Planning for Educational Videos

a. Pre-production process

In addition to planning the guidebook, the researcher also planned the development of the supporting educational videos. At this stage, storyboards were prepared to determine the sequence of scenes, narration, dialogues, and visual elements for each video. This study focused on the development of three educational videos: Introduction of the Front Office Department, Educational Video: Video Simulation of Job Interview for Applying in Five-Star Hotel, and Do's and Don'ts – Tips and Tricks for Five-Star Hotel Job Interviews. The storyboard serves as the main guideline during the video production process to ensure that the content of each video was consistent with the materials presented in the guidebook reflected the operational standards of five-star hotel. Meanwhile, the Introduction for the Housekeeping Department and Food and Beverage Department in Five-Star Hotel were developed separately by Satya Padma Sari and Diva Aina Putri Kartono's report.

1. Creating a storyboard for the video on the Introduction of the Front Office Department

In this stage, a storyboard is created for a video titled "Introduction to the Front Office Department at a Five-Star Hotel." In creating the storyboard, several elements were included in the video, namely a brief explanation of the definition, role, and duties of the front office department, as well as the types of job positions offered in the front office department, along with their respective

responsibilities. In creating this storyboard, the researcher used Canva for both editing and the elements required in the storyboard. The storyboard must include several elements, such as timestamps, scenes, shots, backgrounds, acting, script, and space for subtitles. For the completed design of the storyboard in the appendix four, the following was an example created by the researcher:



Timestamps: 00:01 - 00:10	Scene: 1 Shot: Medium	Set Plan: Act	Timestamps: 00:50 - 01:02	Scene: 5 Shot: Medium	Set Plan: Act
		Setting: In the studio, the host faces the camera Acting : The host stands at the ready to introduce the front office department.			Setting: At the receptionist desk Acting : Photo of receptionist.
Halo, selamat datang semuanya. Pada kesempatan kali ini, saya ingin menjelaskan terkait Departemen Front Office di hotel bintang lima.			Receptionists bertugas menangani prosedur check in dan check-out, memberikan informasi, serta memenuhi kebutuhan tamu selama mereka menginap.		
SCRIPT: Hello/ welcome everybody// On this occasion/ I would like to introduce the Front Office Department in five-star hotels//			SCRIPT: Receptionists or Front Desk Agents are responsible for handling check-in and check-out procedures/ providing information/ and addressing guests needs during their stay//		

Figure 4.4 Creating storyboard of the introduction front office department video

2. Creating a storyboard for the video Job Interview

At this stage, the researcher has created a storyboard for a video titled “Educational Video: Job Interview Simulation for Applying to a Five-Star Hotel.” This video not only featured a job interview simulation but also included tips and tricks, as well as dos and don’ts when applying to a five-star hotel. For the completion of the storyboard in Appendix Five, the following is the storyboard developed by the researcher:





<p>Timestamps: 00:01 - 00:10</p> <p>Scene: 1 Shot: Medium</p> <p>Set Plan: Act</p> <p>Setting: In the studio, the host faces the camera</p> <p>Acting: The host stands at the ready to introduce the job interview and grooming.</p>  <p>Wawancara pertama dilakukan dengan bagian HR, yang umumnya mencakup pengetahuan dasar tentang industri perhotelan serta pertanyaan umum mengenai calon karyawan. Wawancara kedua dilakukan dengan manager atau supervisor dari departemen yang dilamar. Dalam video ini, kita akan membahas proses wawancara di departemen Front Office.</p> <p>SCRIPT: The first interview is with HR, which generally covers basic hospitality knowledge and general questions about the candidate. The second interview is with the manager or supervisor from the department being applied for. In this video, we will focus on the interview process with the Front Office department.</p>	<p>Timestamps: 00:51 - 00:58</p> <p>Scene: 8 Shot: Medium</p> <p>Set Plan: Act</p> <p>Setting: At the FOM Office</p> <p>Acting: The FOM began a Q&A session regarding the applicants' experience, skills, and motivation.</p>  <p>-Pertama-tama, bisakah Anda memperkenalkan diri? - Baik, terima kasih atas kesempatan ini. Nama saya Satya Padma Sari. Saya memiliki pengalaman bekerja di industri perhotelan sebagai resepsionis Front Office. Saya adalah orang yang ramah, komunikatif, dan mudah beradaptasi.</p> <p>SCRIPT: FOM: First, could you introduce yourself? Applicant: Alright miss! Thank you for the opportunity! My name is Satya Padma Sari! I have previous experience working in the hospitality industry as a Front Office Receptionist. I am a friendly, communicative, and adaptable person!</p>
<p>Timestamps: 03:37 - 03:42</p> <p>Scene: 21 Shot: Medium</p> <p>Set Plan: Act</p> <p>Setting: In the studio, in front of the camera</p> <p>Acting: The staff stands at attention.</p>  <p>Perampilan yang rapi dan profesional adalah langkah awal untuk menciptakan first impression yang baik. Dengan grooming yang tepat, setiap calon pelamar dapat menunjukkan keseriusan, kepercayaannya diri, dan attitude profesional untuk menjadi bagian dari pelayanan hotel bintang lima.</p> <p>SCRIPT: A neat and professional appearance is the first step in creating a good first impression! With proper grooming, every applicant can show confidence, readiness, and a professional attitude to become part of a five-star hotel service!</p>	<p>Timestamps: 04:10 - 04:20</p> <p>Scene: 23 Shot: Medium</p> <p>Set Plan: Act</p> <p>Setting: In the studio, the host faces the camera</p> <p>Acting: The host stands ready to delivered the tips for online interview.</p>  <p>Tips kedua adalah persiapkan tempat yaitu dengan memilih tempat nyaman dan tidak bising agar wawancara tidak terdistraksi.</p> <p>SCRIPT: The second tip is to prepare the setting by choosing a comfortable, quiet place so that you won't be distracted during the interview!</p>

Figure 4.5 Creating storyboard for job interview video

4.1.3 Develop Preliminary Form of Product

4.1.3.1 Develop preliminary form of the Guidebook

After completing the planning phase, the researcher moved on to the initial product design phase. This phase aimed to produce an initial product design based on the requirements gathered through research and information collection. It focused on the development of guidebook for the Front Office Department at Five-Star Hotels. The steps involved are as follows:

1. Creating guidebook material

The first step is to determine the contents of the guidebook. Based on the literature review and the data collected, the researcher decided to include three main topics: an introduction to the front office department, professional ethics in the front office department, and the various positions within the front office department. The following is a breakdown of the contents to be included in the guidebook:

Table 4.4 The material of the guidebook

English Text	Indonesian Text
Introduction to the Front Office Department	<i>Pengenalan Departemen Front Office</i>
The front office is the department directly responsible for handling guests from the moment they arrive until they depart.	<i>Front office merupakan departemen yang bertanggung jawab secara langsung menangani tamu dari awal kedatangan hingga kepulangan.</i>
Professional Ethics in the Front Office Department	<i>Etika Profesi di Departemen Front Office</i>
Topics include:	<i>Topik meliputi:</i>
<ul style="list-style-type: none"> • Smile, Greet, Welcome • Posture & Body language • Professional communication • Telephone etiquette answering • Guest confidentiality • Team collaboration • Complaint handling 	<ul style="list-style-type: none"> • <i>Senyum, Salam, Sapa</i> • <i>Posisi berdiri & Bahasa tubuh</i> • <i>Komunikasi profesional</i> • <i>Etika menerima telepon</i> • <i>Kerahasiaan tamu</i> • <i>Kerja sama tim</i> • <i>Penanganan keluhan</i>
Job Positions in the Front Office Department	<i>Posisi Pekerjaan di Departemen Front Office</i>
<ul style="list-style-type: none"> • Front office manager • Guest service agent • Guest relation officer • Bellboy and concierge • Telephone operator • Reservation agent 	<ul style="list-style-type: none"> • <i>Manajer front office</i> • <i>Resepsionis</i> • <i>Guest relation officer</i> • <i>Bellboy dan concierge</i> • <i>Operator telepon</i> • <i>Agen reservasi</i>

2. Translating the content of the guidebook

The second step was to translate the contents of the guidebook composed by the researcher. The guidebook was written in Indonesian and English. The researcher used additional translation tools such as Google Translate and DeepL to facilitate the translation process. Additionally, the researcher also used the Grammarly app to check for spelling, punctuation, and vocabulary errors. By using these tools, the resulting translation of the guidebook had minimal errors and be easily understood by readers.

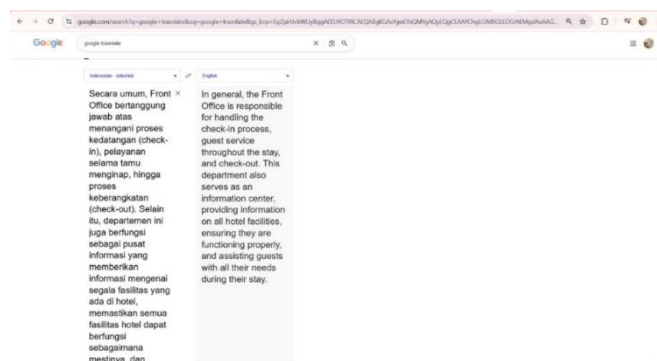


Figure 4.6 Translating material using Google Translate

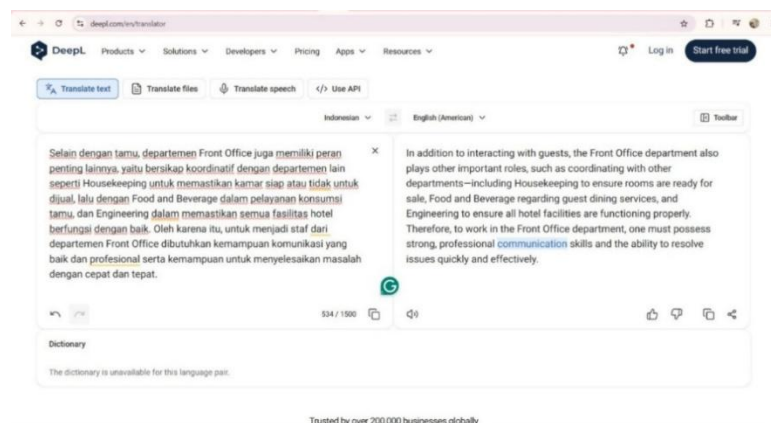


Figure 4.7 Translating material using DeepL

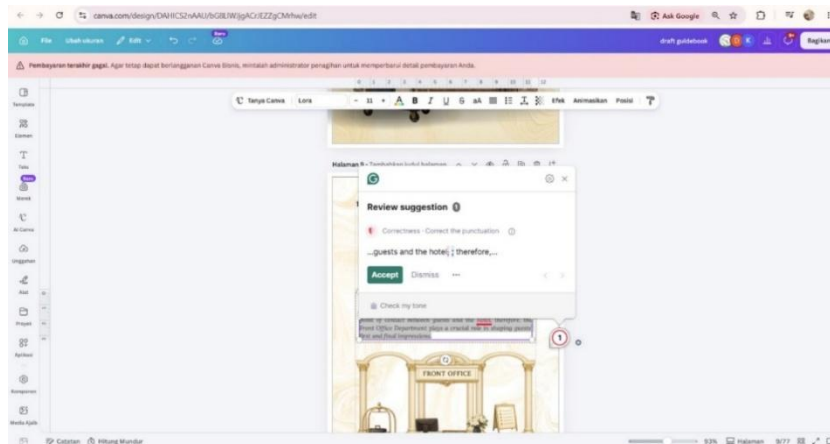


Figure 4.8 Checking material using Grammarly

3. Creating the guidebook design

At this stage, the researcher began designing the guidebook. The researcher created the design using the Canva app. The first step is to determine the size of the handbook. The dimensions of the handbook are 14.8 x 21 cm, equivalent to A5 size. Next, the researcher created the cover before moving on to the main content pages for the front office department. In designing the cover, the researcher used AI tools, specifically ChatGPT and Gemini Pro, to generate specific images that align with the front office department's environment.



Figure 4.9 Creating the character of the front office with AI

DAFTAR ISI	TABLE OF CONTENT
Kata Pengantar.....01	Introduction.....02
BAB 1 FRONT OFFICE	CHAPTER 1 FRONT OFFICE
1.1 Pengenalan Departemen Front Office.....06	1.1 Introduction of Front Office Department.....06
1.2 Etika Profesi.....09	1.2 Professional Ethics.....09
1.3 Posisi Pekerjaan.....15	1.3 Job Positions.....15
BAB 2 FOOD & BEVERAGE	CHAPTER 2 FOOD & BEVERAGE
2.1 Pengenalan Departemen Food & Beverage.....20	2.1 Introduction of Food & Beverage Department.....20
2.2 Etika Profesi.....23	2.2 Professional Ethics.....23
2.3 Posisi Pekerjaan.....28	2.3 Job Positions.....28
BAB 3 TATA GRAHA	CHAPTER 3 TATA GRAHA
3.1 Pengenalan Departemen Tata Graha.....34	3.1 Introduction of Housekeeping Department.....34
3.2 Etika Profesi.....36	3.2 Professional Ethics.....36
3.3 Posisi Pekerjaan.....40	3.3 Job Positions.....40
BAB 4 PENAMPILAN	CHAPTER 4 PENAMPILAN
4.1 Standar Umum Penampilan Hotel Bintang Lima.....48	4.1 General Grooming Standards in Five-Star Hotel.....48
4.2 Penampilan Spesifik Sesuai Departemen.....55	4.2 Specific Grooming at a Five-Star Hotel.....55
BAB 5 WAWANCARA	CHAPTER 5 JOB INTERVIEW
4.1 Pendahuluan.....59	4.1 Introduction.....59
4.2 Contoh Pertanyaan Wawancara Kerja.....60	4.2 The Examples of Job Interview Questions.....60
a. Pertanyaan Umum.....60	a. General Questions.....60
b. Pertanyaan Spesifik Sesuai Departemen.....63	b. Department-Specific Questions.....63
4.3 Penampilan untuk Wawancara.....69	4.3 Grooming for Job Interview.....69
4.4 Tips & Trick.....72	4.4 Tips & Trick.....72



Figure 4.10 Creating the design of the front office chapter

The next step is to begin designing the first subsection, titled “Introduction to the Front Office Department.” As explained in the previous step, this book is presented in two languages: Indonesian at the top and English below it. For the English text, text boxes with borders and italicized text are used to make it easier for readers to read. Next, the author began creating the design layout one by one, starting with the colors, fonts, and image elements to be used. The researcher decided to maintain consistency in colors and fonts so that readers could more easily understand the guidebook’s content. As for the image elements, the researcher again

used ChatGPT and Gemini Pro to generate images that were more accurate and aligned with the material described in the guidebook.

Table 4.5 Font type and size in the guidebook

Guidebook Part	Font Type	Font Size
Title		
(CHAPTER 1)	Alice	20
(FRONT OFFICE)	Alice	38
(DEPARTMENT)	Great vibes	25
Subheading	Lora	12
Material contents	Lora	11

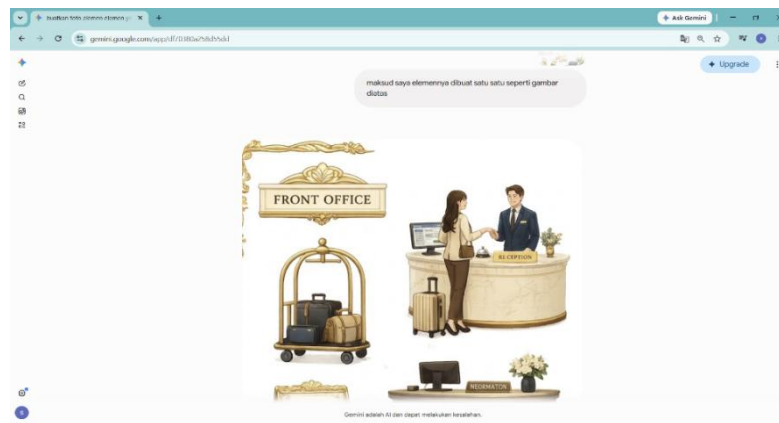


Figure 4.11 Creating elements of the front office with AI



Figure 4.12 Designing the first subsection, “Introduction of Front Office Department”

Next, the researcher composed the second subsection titled “Professional Ethics in the Front Office Department” and the third subsection titled “Positions in the Front Office Department.” The researcher kept the layout from the previous page to maintain consistency. For the background color of this guidebook, the researcher chose a golden yellow to reflect the luxurious feel characteristic of a five-star hotel.

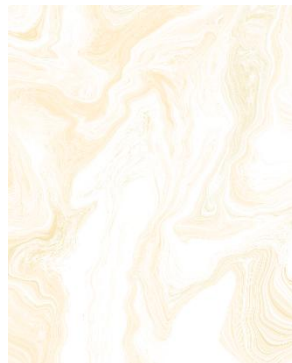


Figure 4.13 The background of the guidebook

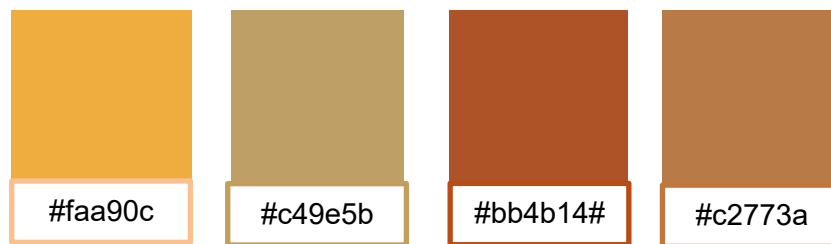


Figure 4.14 The elements of the color palette



Figure 4.15 Designing the second subsection, "Professional Ethics in the Front Office Department"



Figure 4.16 Designing the third subsection, "Job Positions in the Front Office Department"

4.1.3.2 Develop preliminary form of the Educational Videos

b. Production process

After the storyboard was completed, the researcher proceeded to the video production process. Filming took place at several locations selected to match the scenes in each video. The locations used included the Padma Hotel in Semarang, the Amarta View Apartment in Semarang, the Pleburan Campus of Diponegoro University, and Burjo Motekar in Semarang. Video filming took place from May 20 to 26, 2026. During the video production process, the researcher used an iPhone 15 Plus as the primary video recording device. To ensure stable footage and adequate lighting, filming was also supported by the use of a tripod and a ring light.



Figure 4.17 The process of shooting video

c. Post-production process

1. Video editing process: Introduction of the Front Office Department

The video editing process for “Introduction to the Front Office Department at a Five-Star Hotel.” Flow AI was used to generate more detailed and visually appealing backgrounds and scenes. The resulting video uses a 16:9 aspect ratio, which aligns with video display standards across various digital platforms. For Flow AI, the researcher used the Omni Flash system to generate a ten-second video. In this video, a total of seven scenes were created using Flow AI. The steps are as follows:

- a) Open the Flow AI website in a browser.
- b) Select the “New Project” menu to start creating a new video.
- c) Set the video creation settings to a 16:9 aspect ratio, Omni Flash, and a duration of ten seconds.
- d) Enter the prompt or description of the scene you want to create, then click “Generate”.
- e) Once the creation process is complete, the video can be downloaded and used.

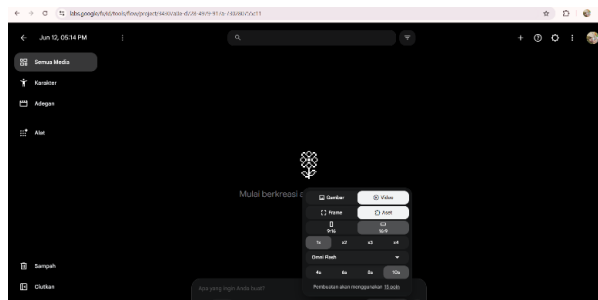


Figure 4.18 The process of generating video using Flow AI

After all the AI-generated videos for each scene were completed, the researchers moved on to the final editing stage using the CapCut app. This app was used to combine the video clips into a single complete video that followed the sequence outlined in the storyboard. In addition, an English voiceover was added to the video. The editing steps were as follows:

- a) Open the CapCut app and create a new project.
- b) Import all the videos for each scene that have been created.
- c) Arrange the videos according to the storyboard that has been created.
- d) Record the voiceover in English directly using the voice recording feature available in CapCut.
- e) Add Indonesian subtitles to help viewers understand the video's content.
- f) Perform a final check to ensure the visuals, audio, and translation text are in sync. Once the video is ready, it can be exported.



Figure 4.19 The process of editing using Capcut

2. Video editing process: Job Interview Simulation for Applying to a Five-Star Hotel.

The video editing process for the Job Interview Simulation was generally the same as in the previous stage. The researcher again used the CapCut app with a 16:9 aspect ratio. The editing process began by opening a new project, then merging the videos for each scene into a single file. Next, the researcher trimmed out the unnecessary parts. After the merging process is complete, the researcher adds voice-over narration in English directly using the app's voice recording feature. Finally, the researcher adds Indonesian subtitles to the video. Once everything is ready, the researcher performs a final review of the entire video to check for any remaining issues. If everything is in order, the video can be exported.



Figure 4.20 The process of editing the job interview simulation video



Figure 4.21 The process of editing the tips and tricks video

3. Creating QR codes for educational videos

After the video production process was completed, the researcher created QR codes to be included in the guidebook to supplement the material presented. These QR codes were created so that readers could easily access the instructional videos directly via their mobile phones. The QR codes were divided into three types: one for the video “Introduction to the Front Office Department at a Five-Star Hotel,” one for “Job Interview Simulation Video for Applying to a Five-Star Hotel,” and one for “Dos and Don’ts – Tips and Tricks for Job Interviews at a Five-Star Hotel.” The researcher used Canva to create these QR codes. The steps are as follows:

- a) Open the Canva app.
- b) Select the “Apps” menu in Canva.
- c) Type “QR code” in the search bar, then select the QR Code icon.
- d) Enter the link to the video you want to convert into a QR code.

e) The QR code generated automatically and is ready to use.

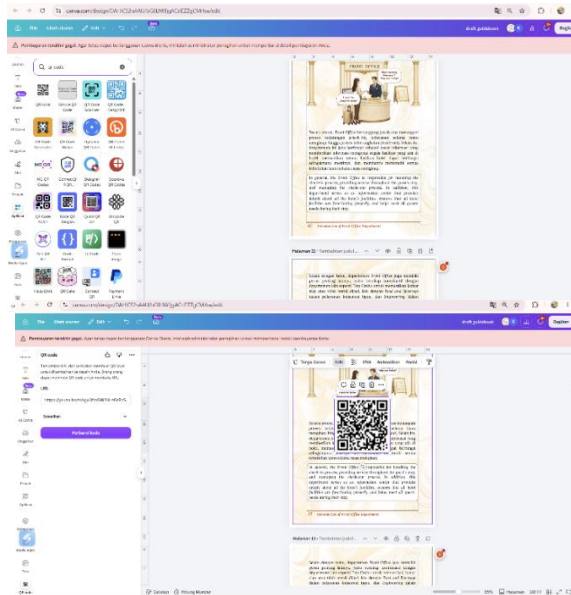


Figure 4.22 The process of creating QR code using Canva

4.1.4 Preliminary Field Testing

The preliminary field testing was conducted on a small scale by involving the supervising lecturer as the product validator. The supervising lecturer evaluated the developed guidebook and its supporting educational videos using a validation form. The validation process assessed several aspects of the product, including content relevance, language, media design, and product usability. Based on the validation results, the supervising lecturer stated that the developed product was appropriate for use after several revisions were made according to the suggestions provided. The feedback mainly focused on improving the content organization, language accuracy, visual design, and several supporting elements of the guidebook and educational videos. These suggestions were then used as the basis for revising and improving the product before proceeding to the next stage of product testing.

**SURAT PERNYATAAN VALIDASI
DOSEN PEMBIMBING TUGAS AKHIR**

Saya yang bertanda tangan di bawah ini:

Nama : Aditya Nur Patria, S. Hum., M. App. Ling.
NIP : 19901218202021007
Prodi : Bahasa Asing Terapan

Menyatakan bahwa proyek tugas akhir atas nama mahasiswa:

Nama : Arum Kusuma Wardhani
NIM : 40020522650042
Prodi : Bahasa Asing Terapan
Judul TA : Creating A Guidebook for Front Office, Housekeeping, and Food and Beverage Departments in Five-Star Hotels: Front Office Department and Video Educational for Job Interviews

Setelah dilakukan penilaian atas proyek tersebut dapat dinyatakan:

	Layak digunakan tanpa revisi
✓	Layak digunakan dengan revisi sesuai aturan
	Tidak layak

Demikian surat validasi ini dibuat agar dapat digunakan sebagaimana mestinya.

Semarang, 4 Juni 2026
Validator

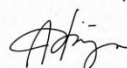

Aditya Nur Patria, S. Hum., M. App. Ling.
NIP: 19901218202021007

Figure 4.23 The validation form has been validated

4.1.5 Main Product Revision

During the previous preliminary testing phase, the validators provided some feedback, which prompted the researcher to revise the main product. In this process, the researcher revised the product in accordance with the validators' guidance. The following are some of the revisions made to the guidebook and educational videos:

1. Chapter page break cover

The validator suggested replacing the chapter page break cover with a photo of the researcher to make the guidebook look more professional and personalized.

Before Revision



After Revision



Figure 4.24 Before and after revision on the cover

2. Guidebook materials

The validator suggests adding images that support the content and limiting each page to a maximum of two paragraphs: one in Indonesian and one in English. Additionally, the English text should be placed in a text box and formatted in italics.

Before Revision



After Revision



Figure 4.25 Before and after revision on page 06

3. Guidebook materials

The validator suggests adding the greeting “Good morning” to the speech bubble.

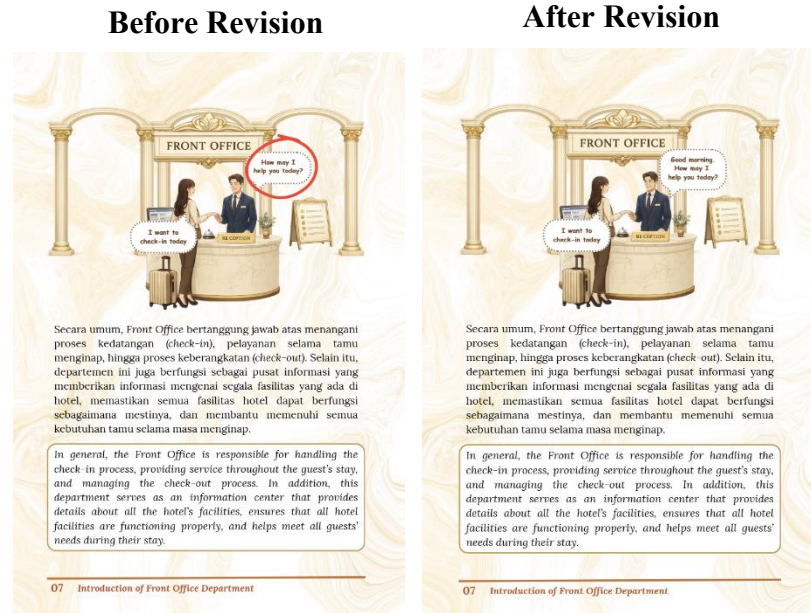


Figure 4.26 Before and after revision on page 07

4. Guidebook materials

The validator recommends adding “greeting” to the “smile and welcome” subsection and writing the captions for the images in English only.

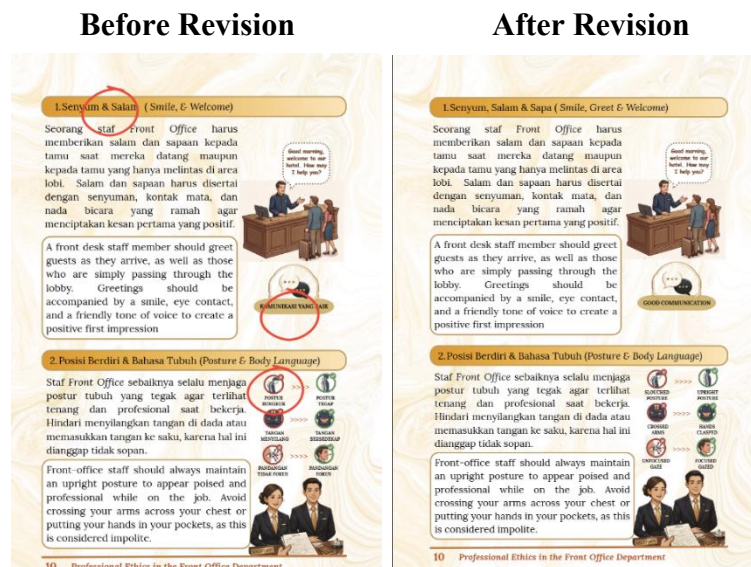


Figure 4.27 Before and after revision on page 10

5. Guidebook materials

The validator suggests rearranging the female receptionist's speech bubbles so that the conversation flow is easier to follow, since people generally read from left to right.

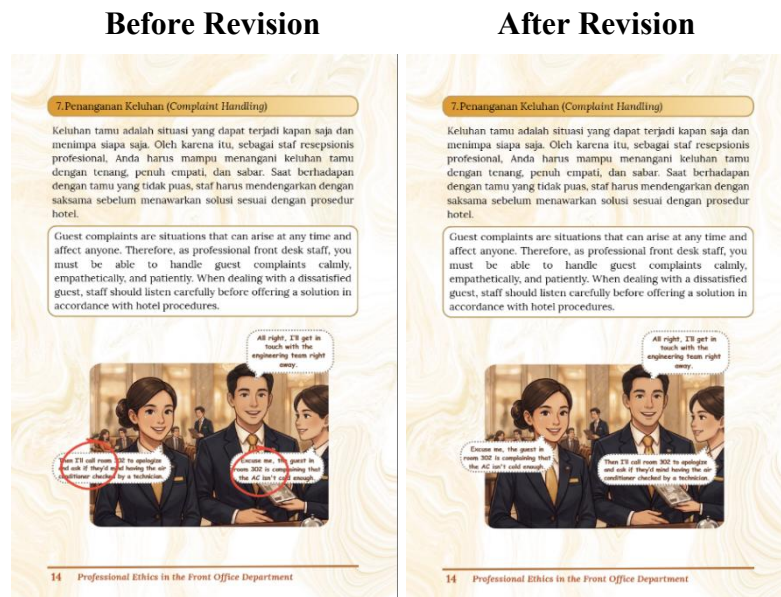


Figure 4.28 Before and after revision on page 14

6. Educational video

The validator suggested that some scenes be retaken to better reflect the chosen theme.



Figure 4.29 Before and after scenes were retaken at the narrator scene

Before Revision



After Revision



Figure 4.30 Before and after scenes were retaken at the receptionist scene

Before Revision



After Revision



Figure 4.31 Before and after scenes were retaken at the online interview scene

Before Revision



After Revision



Figure 4.32 Before and after scenes were retaken at the offline interview scene

7. Educational video

The validator recommends making the video background slightly blurred so that the speaker stands out more.

Before Revision

After Revision

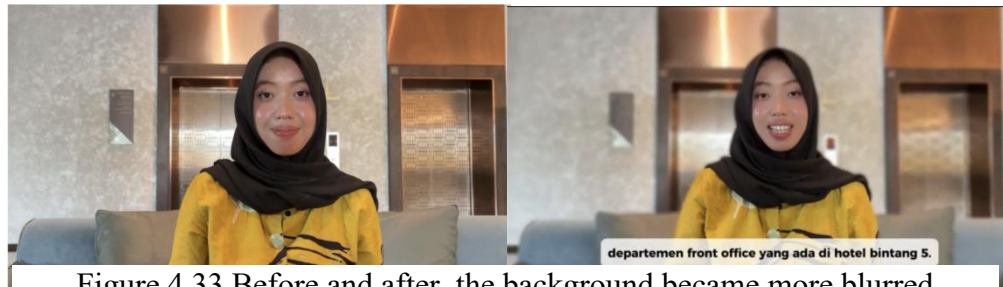


Figure 4.33 Before and after, the background became more blurred

8. Educational video

The validator suggests that when tips and tricks are mentioned in the video, they should be highlighted with a pop-up effect.

Before Revision

After Revision



Figure 4.34 Before and after the video with a pop-up effect

4.1.6 Operational Product Testing

Following validation in the previous phase, the study proceeded to the operational product testing phase. This phase aimed to assess the feasibility of the product developed by stakeholders in the hospitality industry. The product tested was a guidebook accompanied by instructional videos integrated via QR codes. By scanning the QR codes provided in the guidebook, respondents could directly access and watch the instructional videos.

Data collection at this stage was conducted using a questionnaire distributed via Google Forms. This questionnaire was designed to assess stakeholders'

evaluations of the quality of the content, language usage, quality of the instructional videos, and the product's alignment with the needs of the hospitality industry. The operational field test was conducted with stakeholders from several five-star hotels, namely Padma Hotel Semarang, PO Hotel Semarang, and Fraser Menteng Jakarta. A total of 21 respondents participated in this stage, consisting of five-star hotel staff from various positions. From the Padma Hotel Semarang, there were five staff from the Housekeeping Department, six staff from the Food and Beverage Department, and four staff from the Front Office Department. There were two staff members from the Housekeeping Department and one staff member from the Food and Beverage Department from the Grand Candi Hotel Semarang. Finally, the PO Hotel Semarang, Pullman Hotel Jakarta, and Fraser Menteng Jakarta consist of one staff member from the Front Office Department.

Table 4.6 List of respondents

Respondents	Number of Respondents
Padma Hotel Semarang	15
PO Hotel Semarang	3
Grand Candi Hotel	1
Pullman Hotel Jakarta	1
Fraser Menteng Hotel Jakarta	1
Total	21

The questionnaire consisted of 20 questions with four answer options and one open-ended question. The following are the questions presented to the respondents:

Table 4.7 List of statements and questions

NO	List of Statements and Questions	
	Indonesian	English
	<i>Aspek Kesesuaian Materi</i>	Material Suitability
1.	<i>Materi pengenalan departemen (Front Office, F&B,</i>	The introductory material for the Front Office, F&B, and

NO	List of Statements and Questions	
	<i>Indonesian</i>	English
	Housekeeping) <i>sudah sesuai dengan struktur operasional hotel bintang lima saat ini.</i>	Housekeeping departments is in line with the current operational structure of a five-star hotel.
2.	<i>Cakupan posisi pekerjaan (job positions) yang dijelaskan di dalam buku sudah representatif dan sesuai dengan praktik di hotel bintang lima.</i>	The range of job positions described in the book is representative and consistent with practices at five-star hotels.
3.	<i>Standar penampilan umum (general grooming standards) yang dipaparkan sudah sesuai dengan cerminan brand hotel bintang lima.</i>	The general grooming standards outlined are consistent with the image of a five-star hotel brand.
4.	<i>Standar grooming spesifik pada tiap departemen yang dipaparkan sudah sesuai dengan standar hotel bintang lima</i>	The specific grooming standards for each department outlined are consistent with five-star hotel standards.
5.	<i>Contoh pertanyaan wawancara kerja yang diberikan (baik umum maupun spesifik departemen) sangat relevan dengan praktik rekrutmen riil di industri perhotelan.</i>	The sample job interview questions provided (both general and department-specific) are highly relevant to actual recruitment practices in the hospitality industry.
6.	<i>Tips dan Trik wawancara (interview tips & tricks) yang disajikan memberikan pembekalan yang membantu bagi calon tenaga kerja perhotelan.</i>	The interview tips and tricks presented provide helpful guidance for prospective hospitality employees.

NO	List of Statements and Questions	
	Indonesian	English
	Aspek Kebahasaan & Kejelasan Isi	Language & Content Clarity
7.	<i>Penggunaan format dua bahasa (Indonesian & English) sangat membantu mempercepat pemahaman istilah-istilah teknis perhotelan (hospitality terms) dan menaikkan kemampuan berbahasa Inggris.</i>	The use of a bilingual format (Indonesian & English) greatly aids in quickly understanding hospitality terminology and improves English language proficiency.
8.	<i>Teks dialog/percakapan contoh pelayanan (seperti proses check-in) disajikan secara jelas dan mudah dipraktikkan oleh staf atau trainee.</i>	Sample dialogue/conversation texts for service scenarios (such as the check-in process) are presented clearly and are easy for staff or trainees to practice.
9.	<i>Contoh gambar yang diberikan membantu pembaca memahami materi.</i>	The provided illustrations help readers understand the material. The language used is easy to understand.
10.	<i>Bahasa yang digunakan mudah dipahami.</i>	The language used is easy to understand.
11.	<i>Buku ini mampu menjelaskan tugas dan tanggung jawab setiap departemen dengan jelas.</i>	This book clearly explains the duties and responsibilities of each department.
	Aspek Penyajian & Buku	Presentation & Book Design1
12.	<i>Ilustrasi visual dan desain tata letak (layout) yang digunakan mendukung kejelasan materi dan menarik minat baca.</i>	The visual illustrations and layout design used support the clarity of the material and capture the reader's interest.

NO	List of Statements and Questions	
	Indonesian	English
13.	<i>Ukuran huruf dan format penulisan mudah untuk dibaca.</i>	The font size and formatting are easy to read.
14.	<i>Struktur penyajian bab sudah tersusun dengan baik.</i>	The chapter structure is well-organized.
15.	<i>Penambahan video pembelajaran melalui kode QR (QR Code) efektif untuk memvisualisasikan standar operasional secara langsung.</i>	The inclusion of instructional videos via QR codes is effective for directly visualizing operational standards.
	Aspek Kebermanfaatan & Kelayakan Buku	Book Usefulness & Feasibility
16.	<i>Buku panduan ini layak digunakan sebagai referensi pembelajaran bidang perhotelan.</i>	This guidebook is suitable for use as a learning resource in the hospitality industry.
17.	<i>Buku ini dapat mendukung proses pelatihan bagi karyawan baru di industri perhotelan.</i>	This book can support the training process for new employees in the hospitality industry.
18.	<i>Isi buku telah memenuhi kebutuhan kompetensi dasar pada industri perhotelan.</i>	The content of the book meets the basic competency requirements of the hospitality industry.
19.	<i>Secara keseluruhan, buku ini layak digunakan sebagai media pembelajaran.</i>	In general, this book is suitable for use as a learning resource.
20.	<i>Saya merekomendasikan buku ini untuk digunakan sebagai bahan ajar atau referensi di bidang perhotelan.</i>	I recommend this book for use as a teaching material or reference in the hospitality industry.

The researcher took three days to collect data during this phase, from June 12th, 2026, to 14th, 2026. The following are the results of the data collected:

Table 4.8 The results assessment statements of the respondents

NO	Statements	Average	Criteria
1.	<i>Materi pengenalan departemen (Front Office, F&B, Housekeeping) sudah sesuai dengan struktur operasional hotel bintang lima saat ini.</i>	4.00	Strongly agree
2.	<i>Cakupan posisi pekerjaan (job positions) yang dijelaskan di dalam buku sudah representatif</i>	3.48	Strongly agree
3.	<i>Standar penampilan umum (general grooming standards) yang dipaparkan sudah sesuai dengan cerminan brand hotel bintang lima.</i>	3.90	Strongly agree
4.	<i>Standar grooming spesifik pada departemen front office yang dipaparkan sudah sesuai dengan standar hotel bintang lima</i>	3.76	Strongly agree
5.	<i>Contoh pertanyaan wawancara kerja yang diberikan (baik umum maupun spesifik departemen) sangat relevan dengan praktik rekrutmen riil di industri perhotelan.</i>	3.71	Strongly agree
6.	<i>Tips dan trik wawancara (interview tips & tricks) yang disajikan memberikan pembekalan yang membantu bagi calon tenaga kerja perhotelan.</i>	3.38	Strongly agree
7.	<i>Penggunaan format dua bahasa (Indonesian & English) sangat membantu mempercepat</i>	3.95	Strongly agree

NO	Statements	Average	Criteria
	<i>pemahaman istilah-istilah teknis perhotelan (hospitality terms) dan menaikkan kemampuan berbahasa Inggris.</i>		
9.	<i>Teks dialog/percakapan contoh pelayanan (seperti proses check-in) disajikan secara jelas dan mudah dipraktikkan oleh staf atau trainee.</i>	3.00	Agree
10.	<i>Contoh gambar yang diberikan membantu pembaca memahami materi.</i>	4.00	Strongly agree
11.	<i>Bahasa yang digunakan mudah dipahami.</i>	3.19	Agree
12.	<i>Buku ini mampu menjelaskan tugas dan tanggung jawab tiap departemen dengan jelas.</i>	3.86	Strongly agree
13.	<i>Ilustrasi visual dan desain tata letak (layout) yang digunakan mendukung kejelasan materi dan menarik minat baca.</i>	3.05	Agree
14.	<i>Ukuran huruf dan format penulisan mudah untuk dibaca.</i>	3.24	Agree
15.	<i>Struktur penyajian bab sudah tersusun dengan baik.</i>	3.33	Strongly agree
16.	<i>Penambahan video pembelajaran melalui kode QR efektif untuk memvisualisasikan standar operasional secara langsung.</i>	4.00	Strongly agree

NO	Statements	Average	Criteria
17.	<i>Buku panduan ini layak digunakan sebagai referensi pembelajaran bidang perhotelan.</i>	3.90	Strongly agree
	<i>Buku ini dapat mendukung proses pelatihan bagi karyawan baru di industri perhotelan.</i>	3.52	Strongly agree
18.	<i>Isi buku telah memenuhi kebutuhan kompetensi dasar pada industri perhotelan.</i>	3.48	Strongly agree
19.	<i>Secara keseluruhan, buku ini layak digunakan sebagai media pembelajaran.</i>	3.10	Agree
20.	<i>Saya merekomendasikan buku ini untuk digunakan sebagai bahan ajar atau referensi di bidang perhotelan.</i>	3.86	Strongly agree
	Final Result	3.59	Strongly agree

The results of the open-ended questions, in the form of suggestions and criticisms, are as follows:

Table 4.9 The suggestions of the respondents

Respondents	Comments and Suggestions
1.	<i>Mantapp.</i>
2.	-
3.	<i>Sudah bagus.</i>
4.	<i>Lebih baik kalau ditambahkan studi kasus atau contoh situasi nyata (case study) yang sering terjadi di hotel agar pembaca dapat memahami penerapan teori secara lebih mendalam.</i>

Respondents	Comments and Suggestions
5.	<i>Saran di bagian cover setidaknya tidak usah menggunakan animasi pesawat (?) cukup mengganggu sedikit.</i>
6.	<i>Sudah baik.</i>
7.	<i>Tampilannya menarik dan sangat mudah dipahami 😊</i>
8.	<i>good</i>
9.	-
10.	<i>Semoga bermanfaat.</i>
11.	<i>Cukup bagus.</i>
12.	<i>Cukup bagus,bermanfaat dan informatif.</i>
13.	<i>All good.</i>
14.	<i>Menurut saya bukunya sudah cukup baik dan menarik untuk dibaca.</i>
15.	<i>Sudah bagus, semangat!!</i>
16.	<i>Bagus</i>
17.	<i>Mantap sukses lancar</i>
18.	<i>Good</i>
19.	<i>Sudah bagus</i>
20.	<i>Belum ada, untuk guidebook dan pengetahuan dasar sudah cukup dalam membantu mengenali basic knowledge tentang hospitality.</i>
21	-

Based on the data presented above, the final overall score from the distributed questionnaire was 3.59, which, as explained above, qualifies as “Strongly Agree.” This means that the guidebook and video produced are suitable for use as learning materials in five-star hotels. Overall, the stakeholders gave positive feedback regarding the relevance of the content, the clarity of the language, the visual design, and the usefulness of the guidebook and educational videos. They also stated the product was beneficial for students, trainees, and prospective

employees preparing to work in the hospitality industry. Additionally, the researcher received several suggestions that were used to improve the product in the subsequent phase.

4.1.7 Final Product Revision

The final product revision was conducted based on feedback and suggestions obtained during the operational field testing. At this stage, the researcher reviewed the content, layout of the guidebook, and the quality of the supporting educational videos to ensure that the final product met the needs of the users.

Based on the feedback obtained from the stakeholders in the previous stage, the guidebook received positive evaluations and was considered relevant to the needs of hospitality students, trainees, and prospective employees. One stakeholder suggested adding more case studies related to hotel operations. After reviewing the product, the researcher found that practical case-based materials had already been incorporated into the “Educational Video: Video Simulation of Job Interview for Applying in Five-Star Hotels”, which included interview simulation, tips and tricks, and do’s and don’ts for job interviews in five-star hotels. In addition, the guidebook layout and educational videos were reviewed to ensure that the content was clear, consistent, and easy to understand.

Based on the overall review and stakeholders’ feedback, the researcher finalized the product, resulting in a guidebook and supporting educational videos that were appropriate for use as learning resources for hospitality students, trainees, and prospective employees.

4.1.8 Dissemination and Implementation

At this stage, the product, which has been through final revisions and received approval from the supervising instructor, is prepared and distributed. The researcher printed this guidebook in A5 size, which is 14.8 cm x 21 cm. The printing process used perfect binding, a method commonly used for books. In its production,

this guidebook uses two different types of paper. The interior pages are printed on 100 gsm HVS paper, while the front and back covers use glossy Ivory paper.

The printed guidebook is then distributed to students in the Applied Foreign Languages Program, with *HM Basing* as the primary users. This distribution took place on June 15, 2026. In addition to the printed version, supporting instructional videos were also distributed online via the Applied Foreign Languages Program's YouTube channel. These videos can be accessed directly via a QR code printed inside the book. Through this implementation phase, students in the Applied Foreign Languages Program are expected to utilize this guidebook as a tool for self-directed learning.



Figure 4.35 Documentation with Applied Foreign Language students

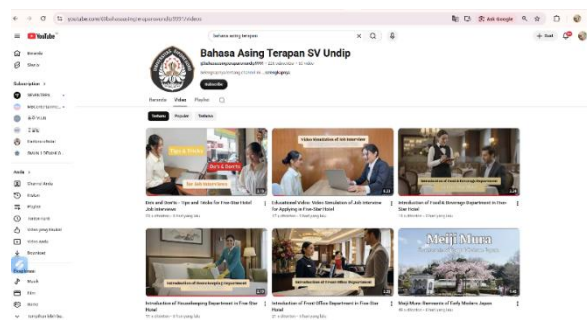


Figure 4.36 Documentation of the video educational has been uploaded to the Applied Foreign Language channel

4.2 Discussion

Students in the Applied Foreign Languages program are prepared to enter various fields of work that require foreign language skills, including the hospitality industry. Based on observations and interviews with stakeholders at five-star hotels, it is clear that prospective employees in the hospitality industry need to be equipped with knowledge regarding departmental structures, professional ethics in the hospitality industry, appearance standards, and how to navigate the interview process. Therefore, learning materials are needed to bridge the gap between academic requirements and industry demands. The development of a guidebook supplemented with instructional videos is expected to assist students or stakeholders seeking to enter the hospitality industry.

The findings of this study were consistent with several previous studies that developed educational resources for the hospitality industry. The first study by Bahri (2023) was entitled “*Creating an English Handbook for Hospitality Services Trainee at Holiday Inn Cikarang Jabebeka Hotel*” using the Research and Development method. Similarly, the present study also applied the R&D method to develop a learning resource in the form of a bilingual guidebook. However, Bahri’s study was specifically intended for trainees at a single four-star hotel, whereas the present guidebook was designed for a broader target audience, including students, trainees, and prospective employees preparing to work in five-star hotels. Similarly, Adzhani (2024) entitled “*Bilingual Guidance Book for Facilitating Food and Beverage Department Trainee at Patra Semarang Hotel & Convention,*” developed a bilingual guidebook supported by instructional video using the Research and Development method. Although both studies produced guidebooks accompanied by educational videos, Adzhani’s product focused only on the Food and Beverage department at one hotel. In contrast, the present study focused on the front office, housekeeping, and food and beverage department in five-star hotel and provided more comprehensive materials, including department introduction, job positions and responsibilities, professional ethics grooming standards, and job interview preparation. The present study also shared similarities with the research conducted by Aslam et al. (2024) entitled “*Professional Ethics in Hospitality Industry,*” which

discussed professional ethics in the hospitality industry. However, the previous study mainly presented general information on professional ethics and grooming, without detailed explanations of each department or practical preparation for entering the hospitality industry. Therefore, the present study expanded the scope by integrating professional ethics with department knowledge, grooming standards, job interview preparation, and educational videos into a single guidebook. These differences highlighted the contribution of the present study in providing a more practical and comprehensive learning resource for hospitality students as well as prospective employees in a five-star hotel

In composing this guidebook, the researcher used the Research and Development (R&D) method by Borg and Gall (1983), as cited in Nawali et al. (2024), which comprises eight main steps for producing the final product. In the creation of this guidebook, two key steps in the overall process were the preliminary field testing phase, which was tested with a validator (supervisor), and the main product testing phase, which was tested with stakeholders from five-star hotels, including Padma Hotel Semarang, PO Hotel Semarang, Grand Candi Hotel, Pullman Hotel Jakarta, and Fraser Menteng Hotel Jakarta. The main product testing phase resulted in a 3.59 response rate, indicating that stakeholders “Strongly Agree” with the suitability of this guidebook.

However, there are still some limitations to the product developed by the researcher. This guidebook covers only three operational departments within five-star hotels. Additionally, the implementation of this product is currently limited to students in the Applied Foreign Languages Program. Therefore, future research is expected to develop similar learning materials with broader and more diverse content coverage and involve more stakeholders to maximize the product’s benefits.