

BAB V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

The development of a Guidebook for Front Office, Housekeeping, and Food and Beverage in Five-Star Hotel: Front Office Department and Video Educational for Job Interview was carried out using the Research and Development method by Borg and Gall (1983), as cited in Nawali et al. (2024) with eight stages, namely research and information collecting, planning, development of preliminary form of product, preliminary field testing, main product revision, operational product testing, final product revision, serta dissemination and implementation.

Based on the Operational Field Testing involving 21 stakeholders from Padma Hotel Semarang, PO Hotel Semarang, Grand Candi Hotel Semarang, Pullman Hotel Jakarta, and Fraser Menteng Hotel Jakarta, the product obtained an overall mean score of 3.59, which was categorized as “Strongly Agree”. This result indicated that the stakeholders considered the guidebook and educational videos to be appropriate, relevant, and useful as learning resources for hospitality students, trainees, and prospective employees preparing to work in five-star hotels. The stakeholders also provided positive feedback regarding the relevance of the content, language clarity, visual design, and the educational videos. In addition, several suggestions were provided to further improve the product, such as incorporating more practical case studies related to hotel operations. Overall, the stakeholders' feedback demonstrated that the developed product met industry expectations and was feasible for use as a learning resource in the hospitality industry.

5.2 Suggestion

Based on the research conducted, the researcher recognized that the developed product still has limitations that need to be addressed and improved upon in future studies. The limitations of this study include the scope of the material, which currently focuses only on three departments: front office, housekeeping, and food and beverage, and thus does not cover other departments in the hospitality

industry. Additionally, the application of this product remains limited, as it has only been distributed to students in the Applied Foreign Languages Program.

The researcher hopes that future studies can develop a product with a broader scope of material, thereby providing a deeper understanding of the hospitality industry. For future research, it is hoped that the number of stakeholders involved can be increased and that the product can be applied in a broader context to achieve optimal results.

Furthermore, the educational videos can be enhanced by incorporating more simulations and case studies that are common in hotel environments. This allows students or prospective hotel employees to gain a more detailed understanding of workplace practices in the hospitality industry. Therefore, the development of a guidebook accompanied by educational videos is expected to continue to be refined.