

CHAPTER II

LITERATURE REVIEW

2.1 Hotel

A hotel is an accommodation facility that offers lodging, food and beverages, as well as various supporting facilities to meet guests' needs. According to the *Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia* (2021), a hotel is defined as a business that provides lodging services in the form of rooms within a building, complete with services for guests.

Furthermore, Hidayat et al. (2025) states that hotels are part of the service industry focused on providing lodging and ensuring customer comfort, particularly in the tourism and business sectors. In Indonesia, star-rated hotels are classified into five categories: one-star, two-star, three-star, four-star, and five-star hotels (Prakoso, 2017) as cited in (Syafri & Wulandari, 2023). Based on this classification, this study specifically focuses on five-star hotels as the subject of research.

2.1.1 Five-Star Hotels

Five-Star Hotel is the highest category in hotel classification that provides excellent facilities and services. A five-star hotel has a competent and transparent organizational structure that affects the effectiveness of the hotel's operations and guarantees the service quality to the guests is optimal. That indicates that a five-star hotel is not only focusing on the physical facilities, but also the management operations (Hatoguan et al., 2025).

2.2 Employment

An employment relationship can be defined as the relationship between an employer and an employee, in which employees offer their labor or services to an organization in exchange for wages or other forms of compensation (Budd & Bhawe, 2019). The hospitality industry plays a vital role in Indonesia's development, particularly in supporting the tourism sector and economic growth. In this context, the hospitality industry also makes a significant contribution to human resource development by providing employment opportunities and

enhancing the skills of workers in the industry (Rosianti et al., 2024). According to Sitanggang et al. (2026), employee performance plays a crucial role in determining the quality of hotel service, as competent and disciplined employees are better able to provide consistent, high-quality service that directly influences guest satisfaction and organizational performance. Furthermore, since hotels operate based on different service standards according to their classification, the qualifications, service expectations, and competencies required of employees also vary according to the requirements 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 a vital component of the hospitality industry because the hospitality sector is labor-intensive and heavily reliant on direct interaction between staff and guests (Perić et al., 2023). Therefore, having competent and highly qualified staff is essential to meeting guest expectations and enhancing overall customer satisfaction. According to Akosa et al. (2024), a career in the hospitality industry is characterized by a continuous series of professional experiences that contribute to an individual's career development. Furthermore, career advancement in the hospitality sector is influenced by various factors, including work experience, individual characteristics, and the surrounding social environment, all of which play a significant role in shaping employees' professional growth and career paths.

There are distinct differences in employment characteristics that set five-star hotels apart from lower-rated hotels. Employees at five-star hotels are generally expected to possess higher qualifications and excellent interpersonal skills (Baktiar et al., 2021). Given these stringent requirements, the recruitment process must be conducted thoroughly to ensure that only qualified candidates are selected. Therefore, job interviews play a crucial role in evaluating applicants' competencies, professional attitudes, and fit with the organization. Additionally, once hired, staff members are required to demonstrate a thorough understanding of the hotel's Standard Operating Procedures (SOPs), including appearance standards,

professional etiquette, and service protocols, to maintain the expected level of excellence in a five-star hospitality environment.

2.3 Job Interview

According to Wingate and Bourdage (2024), job interviews are one of the most popular tools to evaluate job applicants' qualifications. When conducted in a structured manner, interviews demonstrate high validity in predicting future job performance. In addition to evaluating a candidate's competencies, interviews also help organizations determine whether applicants align with the company's vision and mission. Furthermore, an effective interview process enables organizations to efficiently identify and recruit suitable talent, thereby providing a competitive advantage in an increasingly competitive labor market (Qin et al., 2023).

2.4 Grooming

Appearance reflects employees' professionalism, cleanliness, and readiness to provide service to guests. According to Anggraini (2025), appearance refers to personal grooming practices focused on maintaining one's appearance, cleanliness, and neatness in order to create a professional and attractive image in the workplace. Consequently, employee appearance is one of the first aspects guests notice and serves as a reflection of the hotel's overall professionalism.

Furthermore, appearance is not limited to simply wearing neat clothing; it is an essential part of operational standards that contribute to the hotel's image and service quality. Supardi et al. (2026) state that appearance standards in the hospitality industry generally cover several aspects, including:

1. **Personal Hygiene:** Employees are expected to maintain personal cleanliness, including a fresh body odor, clean and neatly trimmed nails, and proper oral hygiene.
2. **Uniforms:** Staff uniforms should always be clean, well-maintained, and worn together with all required accessories, such as name tags
3. **Hair and Face:** Male employees are generally required to keep their hair short and neatly groomed without covering the ears, while maintaining a

clean-shaven appearance. Female employees with long hair are expected to tie it neatly or use a hairnet, and makeup should be applied in a professional and moderate manner.

4. Posture and Body Language: Proper posture, walking style, facial expressions, and a friendly smile are also considered important elements of grooming in the hospitality industry.

2.5 Hospitality Ethics

Professional ethics play a crucial role in ensuring service quality and operational effectiveness in the hospitality industry. According to Chen and Liu (2022), ethical values are closely linked to employee behavior and can help prevent unethical practices, such as dishonesty, discrimination, and abuse of authority, which can negatively impact a hotel's operations and reputation. In five-star hotels, professional ethics generally encompass integrity, honesty, responsibility, and the ability to provide fair service to all guests. According to Aslam et al. (2025), employee ethics are crucial for building guest trust and contributing to the overall success of the hospitality industry. Therefore, the implementation of professional ethics must be strengthened through effective management practices, employee training, and an organizational culture that promotes professionalism and moral values.

2.6 Housekeeping Department

The Housekeeping Department plays a vital role in maintaining the cleanliness, order, and overall condition of the hotel's facilities and equipment. Its primary objective is to ensure that the hotel environment remains clean, comfortable, and visually appealing to guests. According to Wijoyo (2023), housekeeping is not only responsible for maintaining guest rooms and replacing room amenities as needed, but also for managing the operational equipment used in cleaning activities. The department's duties include cleaning guest rooms and bathrooms, restocking room amenities, delivering additional items requested by guests, and supporting guest services. In addition, housekeeping is also responsible

for maintaining the cleanliness of common areas such as the lobby, restaurant, multipurpose room, locker room, minibar area, and garden, as well as managing the uniforms and linens required for hotel operations.

2.7 Guidebook

According to the Oxford English Dictionary (2023), a guidebook is a publication that provides information about a particular subject and typically includes instructions or guidance on how to perform specific tasks. In this study, the guidebook presents information and video examples related to hospitality practices, including job interviews, grooming standards, and an introduction to various hotel departments.

a. The Role and Function of Guidebook

Guidebooks are important in both educational and professional settings, as they support the development of knowledge and skills. In addition to serving as a source of information, guidebooks also function as learning resources that help users perform tasks and participate in training activities. According to Kodom-Wiredu et al. (2022), practical resources such as guidebooks and manuals make a significant contribution to improving individual performance in the hospitality industry. In five-star hotels, manuals are invaluable in departments such as Front Office, Housekeeping, and Food and Beverage, where they help maintain consistent service quality and operational standards.

b. How to Create a Guidebook

The development of a guidebook should follow a systematic process to ensure its relevance, effectiveness, and usability. According to Pancawati (2021), there are several stages in guidebook development, including needs analysis, content design, material development, implementation, evaluation, and revision, that need to be carried out systematically. Similarly, according to (Juistha et al., 2019) there are three main stages in developing guidebooks, including planning, content preparation, writing, and editing. In this study, the development process begins with data collection to obtain information that serves as the foundation for the guidebook content. The next stage involves

organizing the structure and preparing the content, followed by the design of the layout and visual illustrations to enhance user comprehension. The final stage consists of evaluation and revision to ensure that the guidebook meets the needs of its target users and effectively supports learning and professional development in the Front Office, Housekeeping, and Food and Beverage departments. In addition, the use of visual and text elements in the guidebook needs to be considered to ensure that it is engaging and easy to read.

2.8 Bilingual Guidebook

According to Alfindana et al. (2023) in Adzhani (2024), a bilingual book is defined as a publication that presents content in two or more languages. Generally, bilingual guidebooks contain information in the original language or the author's native language, along with a translation into another language, to facilitate understanding among a wider readership. In this globalization era, bilingual guidebooks represent an important innovation because they make information accessible to a wider audience through the use of two languages, and by presenting information 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

According to Agnew and Kallerman in Munir (2014) as cited again in Noor (2024), video is a digital form of media consisting of a series of images arranged in a systematic sequence to create the illusion of motion, enabling the presentation of visual content, simulations, and imaginative scenes. To produce well-structured and effective videos, a systematic production process is required. Sudrajat (2010) in Noor (2024), emphasizes that video production must follow several organized stages to ensure the quality of the final product. 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.

2.9.1 Pre-Production Stage

Pre-production is the initial and most crucial stage in video production, as it serves as the foundation for the entire production process. According to Owens and Millerson (2011), pre-production involves planning and preparation activities aimed at minimizing errors during production while determining the video's message, camera placement, and the desired audience response. This stage includes concept development, storytelling, scriptwriting, dialogue preparation, storyboard creation, and background design (Beane, 2012) in (Zainal & Desa, 2025). Furthermore, Achin et al. (2018) in Zainal and Desa (2025), emphasize that well-structured storytelling and carefully designed characters are crucial elements in producing engaging and effective video content. Therefore, thorough pre-production planning is essential to ensure the quality and success of the final video.

2.9.2 Production Stage

The production phase is the process of capturing and recording all the planned visual and audio elements to produce the final video. According to Owens and Millerson (2011), video production is a complex process that varies depending on the video's purpose. Producing a high-quality video requires not only the use of effective production equipment, such as cameras, lighting, and microphones, but also the ability to convey ideas clearly and manage the production process systematically. Therefore, technical competence and careful coordination during the production stage are essential to ensure that the final video effectively conveys the intended message.

2.9.3 Post-Production Stage

Post-production is the final stage of the video production process, during which all visual and audio materials are refined and assembled into a complete video. According to Vachon (2018), this stage involves collecting and editing video

clips, photos, music, and other media elements to produce a complete final product. The post-production stage involves editing, visual effects, and sound design to enhance the overall quality of the video. These processes are crucial for improving visual presentation, creating the right rhythm and emotional impact, and ensuring smooth transitions between scenes, thereby enhancing the effectiveness of the final video (Huy & Minh, 2026).

2.10 Previous Studies

There are several previous studies that are relevant to the development of hospitality learning materials. The review aims to identify the findings and limitations of earlier research as a basis for the present study. The first previous research, entitled *"Creating an English Handbook for Hospitality Services Trainee at Holiday Inn Cikarang Jababeka Hotel"*, was conducted by Bahri (2023). This research was initiated by the need for more comprehensive English language learning materials for hospitality service trainees at the Holiday Inn Cikarang Jababeka Hotel. Therefore, this study aims to develop an English guidebook as a learning resource for hotel employees and trainees using the Research and Development method by Borg & Gall that contained 10 steps of the development process, but then simplified to only eight steps of the process that is more suited to the needs of the research.. The research findings indicate that the guidebook effectively supports the improvement of English proficiency related to the hospitality industry as well as the professional competencies of employees. However, this study has limitations regarding its application, as the developed guidebook is specifically designed for employees and trainees at the Holiday Inn Cikarang Jababeka Hotel, thereby limiting its use in a broader hospitality context.

Similarly, the research by Adzhani (2024) entitled *"BILINGUAL GUIDANCE BOOK FOR FACILITATING FOOD AND BEVERAGE DEPARTMENT TRAINEE AT PATRA SEMARANG HOTEL & CONVENTION"* also provides a bilingual guidebook supported with the instructional videos with the aim of improving the English communication skills for the food and beverage department trainee at Patra Semarang Hotel and Convention. This research also

used the Research and Development method by Borg & Gall that simplified to only eight steps of the process to adjust the needs of the research. The simplified eight steps of the Research and Development method conducted by Bahri (2023) and Adzhani (2024) is also used in this research due to the time limitations and suitability of needs. However, there are still limitations from the research by Adzhani (2024), because the object of the research and content material of the product is specifically for the food and beverage department trainee at Patra Hotel Semarang.

Last, the research “*PROFESSIONAL ETHICS IN HOSPITALITY INDUSTRY*” by Aslam et al. (2024), provides information about the professional ethics and general grooming in the hospitality industry as its a fundamental element in maintaining guest trust, service quality, and customer satisfaction. This study emphasizes the importance of professional ethics in the hospitality industry as a fundamental element in maintaining guest trust, service quality, and customer satisfaction. The study’s findings indicate that ethical behavior in hotel operations encompasses operational ethics and humanistic values, which are applied across various departments. However, this study focuses primarily on discussing ethical principles and professional conduct in hotel operations without providing practical learning materials or guidelines for students and prospective employees who are preparing to enter the hospitality industry.

Based on the previous studies reviewed, it can be concluded that the development of instructional materials in the hospitality field primarily focuses on improving English communication skills, developing training materials tailored to the needs of each department, and introducing professional ethics in hotel operations. Considering these limitations, this study aims to address this gap by developing a comprehensive bilingual guidebook and supporting instructional videos that combine information on the Front Office, Housekeeping, and Food and Beverage departments, as well as professional ethics, grooming standards, and job interview preparation for students, trainees, and prospective employees in the hospitality industry.