

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Results

This chapter presents the results and discussion of the research conducted to develop a bilingual guidebook for the Front Office, Housekeeping, and Food and Beverage departments at a five-star hotel, accompanied by supporting instructional videos. This product was developed using a Research and Development (R&D) methodology adapted from Borg and Gall (1983), consisting of eight stages: Research and Information Collecting, Planning, Developing Preliminary Form of Product, Preliminary Field Testing, Main Product Revision, Operational Field Testing, Final Product Revision, and Dissemination and Implementation. The results in this study show the process of making the guidebook with the supporting video, especially for the Housekeeping Department and Hotel Grooming Chapter, based on the eight stages of the method.

4.1.1 Research and Information Collecting

The development of the guidebook used the research method by Borg and Gall (1983) in (Waruwu, 2024). However, the original method by Borg and Gall (1983) that consists of ten stage processes, has been adjusted to eight stages due to the limitations of the researchers. The first stage of this study was the research and information collecting, which aimed to identify the needs, challenges, and information required to develop a bilingual guidebook and accompanying instructional videos. This stage was carried out through observation, interviews, questionnaire, and documentation. The results of the data collection are:

4.1.1.1 Observations

a. Observations at the Padma Hotel Semarang

The observation process was conducted at the Padma Hotel Semarang. During the observation process, the researchers examined daily operational activities, the work environment, cleaning equipment, interactions among

employees, and the appearance standards of the housekeeping staff. This process enabled the researchers to gain a comprehensive understanding of the duties, responsibilities, and competencies expected of employees working at a five-star hotel.

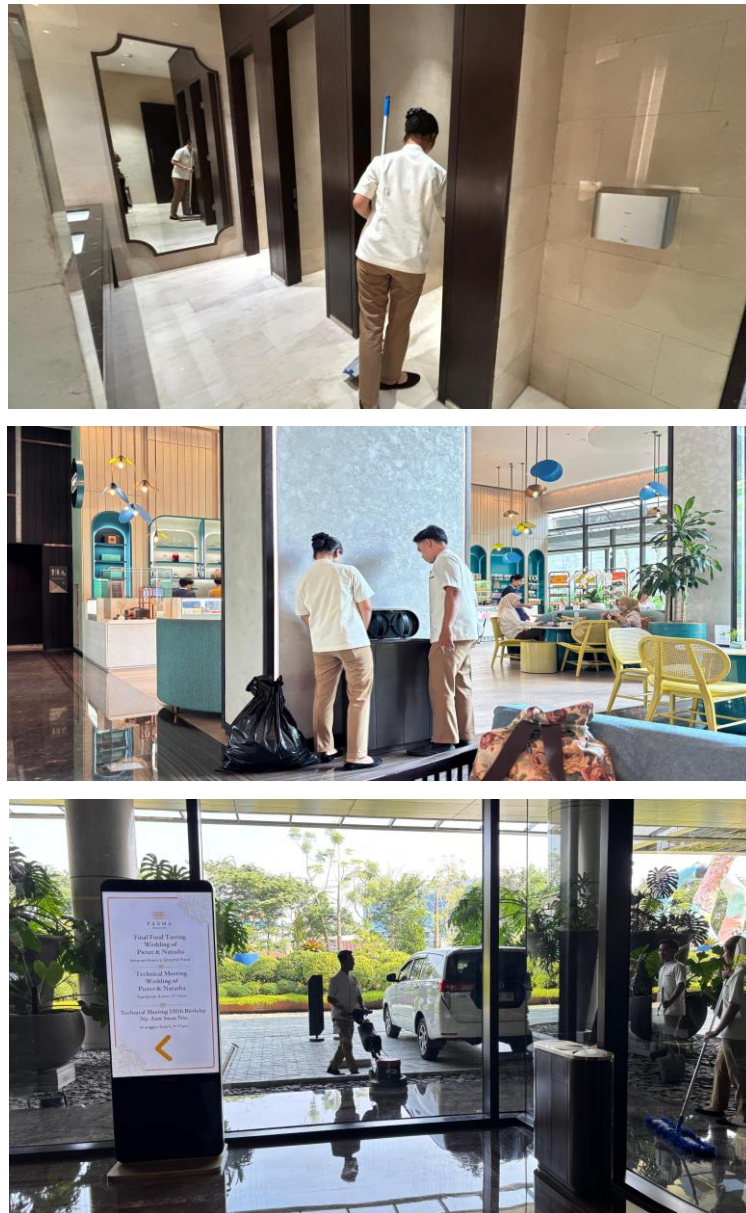


Figure 4.1 Observation at the Padma Hotel Semarang

b. Observation at the Applied Foreign Language Study Program

The observation conducted in the Applied Foreign Languages Study Program aimed to identify students' needs regarding learning materials related to the hospitality industry, especially before participating in internship programs at hotels. The Applied Foreign Language students are highly encouraged to intern in the hospitality industry, especially in five-star hotels. However, based on the observation results, it was found that many students had limited knowledge about the operational departments in hotels before starting their internships.

The observation also revealed that the learning resources available to students mainly focused on English communication skills and general hospitality concepts, while practical materials introducing hotel departments and workplace preparation were still limited. As a result, many students relied heavily on information obtained directly during their internship period, which sometimes led to difficulties in adapting to the working environment and understanding departmental operations.

These results justified the need for a practical and comprehensive learning resource that introduces hotel departments, professional grooming standards, workplace ethics, and job interview preparation. The development of a bilingual guidebook supported by instructional videos is expected to address these needs and help students prepare themselves more effectively before entering the hospitality industry through internship programs or future employment opportunities.

4.1.1.2 Interview With the Housekeeping Supervisors

Interviews were conducted with the housekeeping supervisors of the selected hotels to obtain more detailed information. The interviews covered topics such as the responsibilities of housekeeping department staff, Standard Operating Procedures (SOPs), professional ethics, appearance standards, recruitment requirements, and the job interview process. The interview with the housekeeping supervisor of Padma Hotel Semarang, Ms. Wahyuni, was conducted online via Zoom Meeting. Meanwhile, the interview with the housekeeping supervisor of Grand Candi Hotel Semarang, Mr. Dwi Setyanto, was conducted offline at Grand

Candi Hotel Semarang. The results of the interview later would be the source for the content material for the guidebook.



Figure 4.2 Interview with the Housekeeping Department Supervisor of Padma Hotel Semarang



Figure 4.3 Interview with the Housekeeping Department Supervisor of Grand Candi Hotel Semarang

4.1.1.3 Interview With the Applied Foreign Language Students

The interview with the Applied Foreign Language Students was conducted with the aim to identify the difficulties faced by the students before internship in the hospitality industry. The interview was conducted through a Guttman Questionnaire and distributed to several Applied Foreign Language students that had internships in the hospitality industry. There are a total of 11 statements in the questionnaire that can identify the knowledge and preparation of the students before internship in the hospitality industry. The details of the statements can be seen on

Chapter III this report, specifically on the Research and Information Collecting step. The questionnaire was distributed on June 29, 2026, and reached 19 students who filled the questionnaire. The results of the questionnaire is:

Table 4.1 The Result of the Guttman Questionnaire

Statements	Total “Yes” Answer	Total “No” Answer
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%	

Based on the result, it can be known that the percentage shows the category “Fairly Low” from the total 30.62% percentage. It proves that Applied Foreign Language students still lack understanding about the hospitality industry, including the duties and responsibilities of the departments, grooming standard, professional ethics, and work preparation. From the table above the highest “Yes” score was obtained on the statement 10, which is the Before starting a job or internship, I already knew the questions I would be asked during the interview statement. That indicates that several Applied Foreign Language students are already aware of what questions that would be asked on the interview section. However, that score is still lower than the “No” score. Meanwhile, the highest “No” score was obtained on the statements four and six, which are the Before starting my job or internship, I was already familiar with the grooming standards and requirements in the hospitality industry and Before starting my job or internship, I was already familiar with the Standard Operating Procedures (SOPs) commonly used in the hospitality industry statements. It determines that the Applied Foreign Language students still very lack knowledge about the grooming standards and the SOPs in the hospitality industry.

That result is very unfortunate, considering that the Applied Foreign Language students are encouraged to intern in the hospitality industry, especially in five-star hotels. That justified the needs of creating this guidebook to help the students gain more understanding about the hospitality industry.

4.1.1.4 Documentations

Furthermore, documentation was also employed as a data collection technique to obtain supporting information for the development of the product. In this approach, the researcher collected and reviewed several written sources relevant to the research topic, which are books, as the supported sources for developing the product content.

The book *Dasar-Dasar Hospitality* by Wirawan et al. (2020) was utilized as a reference regarding the basic professional attitudes in the hospitality industry, etiquette for job interviews, and the guest relations. Meanwhile, the books *Operasional Departemen Housekeeping* by Wijoyo (2020), served as the reference for developing the Housekeeping Department chapter, particularly regarding organizational structure, job positions, duties and responsibilities, operational procedures, cleaning sequences, and quality services within the department.

The information obtained through this documentation process was then integrated with findings from observations and interviews conducted with stakeholders from five-star hotels in Semarang. As a result, the guidebook and video that were developed effectively reflect both the theoretical knowledge and industry practices relevant to the hospitality sector.

4.1.1.5 Data Collecting Conclusion

Based on the research and information collecting process, it can be known that the students still had limited understanding of hotel operational departments, hotel grooming standards, professional ethics in the workplace, and common job interview procedures in the hospitality industry. It justified the needs of developing the bilingual guidebook regarding the hospitality industry and supporting videos to help the students learn through audiovisual. The observations, interviews, and

documentation on this step served detailed information and practical insights to support the product development. The information collected would be the basis for conducting the next step.

4.1.2 Planning

Following the research and information collecting stage, the researchers then proceeded to the planning stage to determine the objectives and the competencies to be achieved. This process was based on the findings of the first stage. Based on the need analysis from the first stage, it can be known that the Applied Foreign Language still has limited knowledge about the hospitality industry even before they began their internship. In addition, the Applied Foreign Language study program also has limited learning resources that provide more detailed information about the hospitality and work preparation in the industry. Those results justified the needs of creating the bilingual guidebook that provides detailed information about the three main departments, including information about the grooming, professional ethics, and interview preparation, to help its users gain more understanding about the hospitality industry. The planning stage separated into two main processes, which are the guidebook planning and the video planning. Since the guidebook is accompanied by the instructional video, this stage also shows the process of the video planning process.

4.1.2.1 Guidebook Planning

In this stage, the researcher began to create the outline of the guidebook based on the need analysis from the first stage. It is resolved that this guidebook would have five chapters which are: Introduction for the Front Office Department, Introduction for the Food & Beverage Department, Introduction for the Housekeeping Department, Hotel Grooming Standards, and Job Interview. The researcher also arranged the outline from the covers to the content for the guidebook. Below is the details of the outline that had been made by the researcher:

Table 4.2 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
• 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
• 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
• 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
• The Chapter Cover • The General Grooming Standards in Five-Star Hotels • The Specific Grooming at Five-Star Hotel
Chapter 5
• 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

Including: The summary information of the guidebook & Authors name.

This outline is expected to help its users easily understand about each department, the hotel grooming, and the job preparation before applying for a job or internship at the five-star hotel. However, this study is specific on creating the Chapter three: Housekeeping Department & Chapter four: Grooming Standard at Five-Star Hotel. Meanwhile, the Chapter one is under the responsibility of Arum Kusuma Wardhani, and the Chapter two and five is handled by Diva Aina Putri Kartono.

4.1.2.2 Video Planning

In this stage, the researcher also began to create the storyboard for the supporting video. This research is mainly focused on the Introduction of the Housekeeping Department Video. The same with the information in the book, the storyboard contains a short information about the housekeeping department along with the job positions in it. The storyboard was created with Canva Application and has several points, such as timestamps, scene number and scene sketch, shot size, setting place and act, and script. For the images in the storyboard, the researcher searched and took the image that described the job positions from Canva and used the researcher image for the host scenes. In addition, there is also a credit scene at the end of the video.



Figure 4.4 The Process of Creating the Storyboard

4.1.3 Develop Preliminary Form of Product

After completing the planning stage, the researcher continued to develop the preliminary form of the product. This stage includes developing the initial draft of the product such as the design of the book, the content materials, and the process of making the video based on the previous stage. As this guidebook is created in bilingual, this stage also covered the process of translating the materials. The following are the process of developing the preliminary design of the Product:

4.1.3.1 Creating the Design of the Guidebook

First, the researcher began to develop the design for the Guidebook. The researcher determined the appropriate layout size for the guidebook, which is A5 or 14.8 cm x 21 cm, or 148 x 210 mm. Then, the researcher started to design the front cover, and the chapter cover. The guidebook is created using Canva application and supported with AI tools, such as Gemini AI Pro and ChatGPT AI Pro, to produce the images for the Guidebook. The guidebook is designed with bilingual layout and appealing visuals to represent the elegance of five-star hotels.

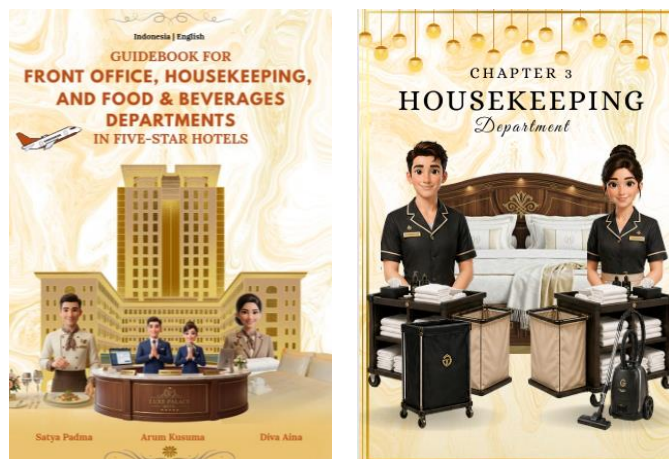
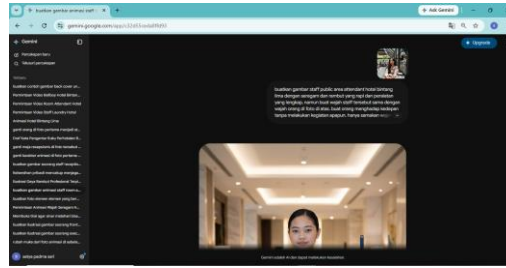


Figure 4.5 The Design of the Guidebook



The selection of the font type and colour grading are also important in the process of developing this guidebook. The researcher chose the color and font type that support the appearance of the guidebook so that it represents the magnificence of the five-star hotel. Gold is the color that is chosen to give the fancy looks for the guidebook, supported by the other colours that match the gold color palette. The use of color palette and font type are kept consistent throughout the pages so the guidebook is look appealing and easy to read.

Table 4.3 The Font Type

b. Color Palette



Figure 4.7 The Color Palette of the Guidebook

The use of these color palette is to create a harmonious gold colour so the guidebook is attractive to see. These colours are used in several things in the guidebook including background, title, elements, and title boxes.

4.1.3.2 Creating the Content Material of the Guidebook

After designing the covers, the researcher continued to develop the content materials for the Housekeeping Department Chapter and Hotel Grooming Chapter. The content materials were filled based on the findings of the first step, mainly the observations, interviews with the subject, and the documentation. Then, the material content is organized in accordance with the outline of the guidebook on the planning stage. The following is the detailed material that is provided in the guidebook:

Table 4.4 The Content Material of the Guidebook

Chapter	Subsection	Material
Chapter 3: Introduction of Housekeeping Department	the Housekeeping Department	This section provides a general explanation about the Housekeeping Department and its main responsibilities. The Housekeeping Department is one of the most important operational departments in a hotel, as it is responsible for maintaining cleanliness, tidiness, comfort, and the overall appearance of the hotel area. The quality of housekeeping services directly impacts guests' first impressions, comfort, and

	overall satisfaction during their stay. The Housekeeping Department is responsible for organizing, cleaning, and maintaining several areas, including guest rooms, public areas such as lobby, hallways, restrooms, ballrooms, restaurant, as well as hotel facilities, and operational equipment. Each position in the Housekeeping Department plays an important role and must work together to create a harmonious work environment.
Professional Ethics in the Housekeeping Department	Professional ethics are crucial in the performance of housekeeping staff duties especially in five-star hotels, as they frequently handle guests' personal belongings and enter their private spaces. Therefore, housekeeping staff are expected to demonstrate high standards of integrity, responsibility, and professionalism while performing their duties. By consistently applying professional ethics and maintaining high service standards, can enhance the guest satisfaction and improve the hotel's reputation. There are several ethical principles that must be followed by the housekeeping staff, including Protecting Privacy, Integrity, Professionalism, Thoroughness, and Safety.
Job Positions in the	In the five-star hotels, the housekeeping department generally has a hierarchical

	Housekeeping Department	structure and strict management to ensure effective coordination and supervision of housekeeping operations. Every position in the housekeeping organizational structure has its own responsibility to work together to create a harmonious work environment. The highest position is the Executive Housekeeper, who is responsible for planning, organizing, supervising, and evaluating all housekeeping activities. Then, followed by the operational staff, including Room Attendant, Public Area Attendant, Linen Attendant, Laundry Attendant, and Gardener and Florist, that work effectively to ensure the cleanliness of the hotel.
Chapter 4: Grooming Standard at Five-Star Hotel	General Grooming Standards in Five-Star Hotels	Grooming is one of the most important aspects in the hospitality industry, especially in five-star hotels where the employee appearance gives a big impact to the hotel's professionalism and quality. In addition to creating a positive first impression, a neat and professional appearance can boost guest confidence, comforts, trust, and also loyalty. The hotel grooming standards in five-star hotels cover personal hygiene, hairstyle, facial appearance, uniforms, accessories, makeup, body language, and overall professional conduct.

Specific Grooming at Five-Star Hotel

Although all hotel employees are required to follow general grooming standards, each department in a five-star hotel also applies specific grooming requirements according to the nature of its duties and guest interactions. For example the Front Office employees are required to pay high attention to personal appearance. Meanwhile, Housekeeping and Food and Beverage Departments employees need to pay more attention to personal hygiene and safety.

Then, after compiling the content material, the researcher began to design and fill it into the guidebook. The content of Indonesian and English language are separated with a box to make it easier for readers to read. In addition, the translating process was supported by translation tools, such as DeepL Translation's website and Google Translation.



Figure 4.8 The Process of Designing the Guidebook Content

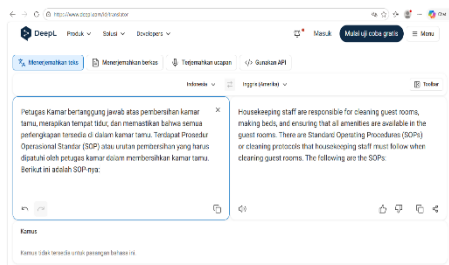


Figure 4.9 The Process of Translating the Content

4.1.3.3 Producing the Supporting Video for the Guidebook

After finishing creating the guidebook, the researcher began to produce the supporting video to help with the audiovisual learning, specifically for the Introduction of Housekeeping Department video. This process was divided into three sections, which are pre-production, production, and post production steps. The pre-production step contains the storyboard of the video and can be seen on the planning stage. This stage focused on the production process and the post-production process.

a. Production

After completing the storyboard, the researcher began to produce the video of the Introduction of the Housekeeping Department. The shooting video of host scenes was taking place in the Ballroom of Padma Hotel Semarang so that it could represent the luxury of a five-star hotel. Then, the job positions scenes were created with AI tools, which is Flow AI pro. The researcher also used a supporting equipment, which is Tripod, to help in the process of video shooting.

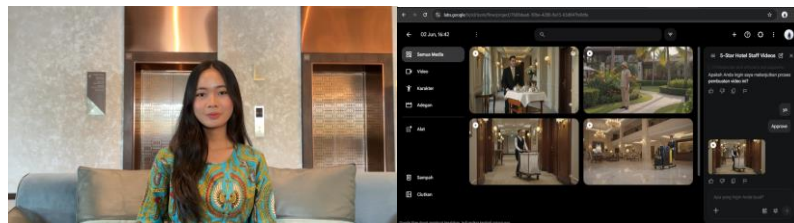


Figure 4.10 The Process of Producing the Video

b. Post-Production

In the last step of video production, the researcher began to edit the recorded footage by putting it together in CapCut Application, adding subtitles, background music, visual transitions, and other supporting elements to improve the quality and clarity of the videos.



Figure 4.11 The Process of Editing the Video

The QR code was made through Canva on the application tab. The first step is to search “QR code” on the search bar, then choose the first on the top, drop the youtube link of the video, and click “Create Code”. The barcode then showed up on the page of the guidebook and placed in its correct position.

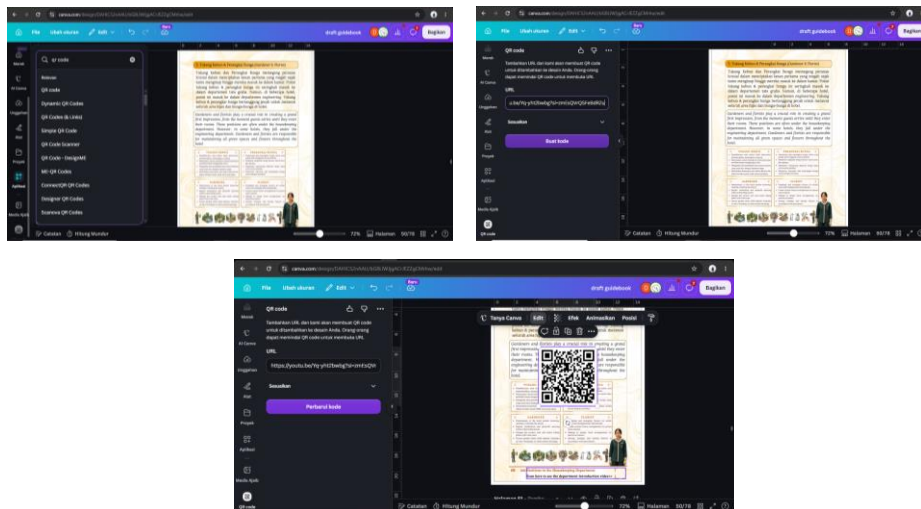


Figure 4.12 The Process of Creating the QR Code

4.1.4 Preliminary Field Testing

The fourth stage of this research is the Preliminary Field Test, which aims to evaluate the feasibility of the initial product before proceeding to a larger-scale testing stage. In this stage, the initial version of the guidebook and its supporting video were reviewed and validated by the research supervisor during the guidance. This validation process was intended to assess whether the developed product was appropriate in terms of content, structure, language, visual design, and its overall alignment with the objectives of this study.

During the process, the supervisor carefully reviewed every section of the guidebook, including the chapter structure, the accuracy and relevance of the hospitality content, the use of bilingual language, the quality of the illustrations, and the layout design. The supervisor also reviewed the supporting video, including the subtitle and effect. Then, based on the evaluation, the result is that the guidebook and the instructional video is feasible with the revisions in accordance with the provisions.

The suggestions and feedback provided during the validation process have been documented and served as the basis for improving the product in the next stage, namely the Major Product Revision. The Validation Approval Letter serves as proof that the initial product has passed expert review and has been deemed suitable for further development in this research and development study.

Figure 4.13 Validation Form Signed by the Supervisor

4.1.5 Main Field Revisions

In this Main Field Revisions stage, the initial product was revised based on the suggestions and comments provided by the supervisor from the previous stage. This stage aims to improve the product to be served on larger-scale testing. There are some revisions regarding the guidebook and the supporting video. The following are some revisions for the guidebook and introduction video:

1. Front cover revision

The first cover design used animation images to represent each department. However, the supervisor suggested that it is better to change the animation images into a real-looking person and use the researcher's face. In addition, the supervisor also commented to add the supervisor name along with the authors name and add the university logo.



Figure 4.14 The Front Cover Before and After Revisions

2. Chapter cover revision

The same with the front cover revision, the supervisor suggested changing the animation into a real-looking person.



Figure 4.15 The Chapter Cover Before and After Revision

3. The bilingual language content materials

On the initial design of the guidebook, the use of English and Indonesian in the book is only differentiated by an italic using, which is the Indonesian was at the top with normal font, then the English was below with an italic font. In addition, the guidebook was only filled with full written materials without any image in it. Therefore, the supervisor suggested giving something that could differentiate the bilingual language so that it is easy to read and add some more images to make it appealing.

Before Revision



After Revision



Figure 4.16 The Bilingual Content Before and After Revision

4. Specific Grooming section revision (page 56)

The supervisor suggested adding some elements that look like a sign to confer the information for each department. The red light-green light sign was chosen to represent the allowed or not allowed rules.

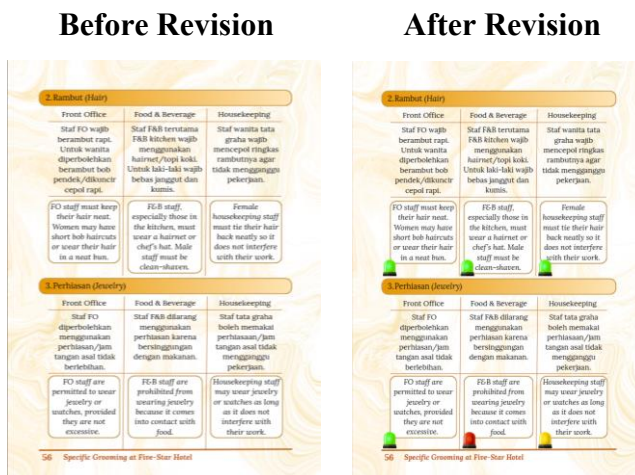


Figure 4.17 The Page 56 Before and After Revision

5. Introduction of the Housekeeping Department video revision

The supervisor also gave some advice regarding the supporting video. The supervisor suggested to blurred the background for the host scenes, lift up the subtitle slightly so that it is not covered by the duration box, and add a “This Video is A Partial Fulfillment of the Requirements for the Degree of Bachelor of Applied Foreign Languages” statement on the credit scene.

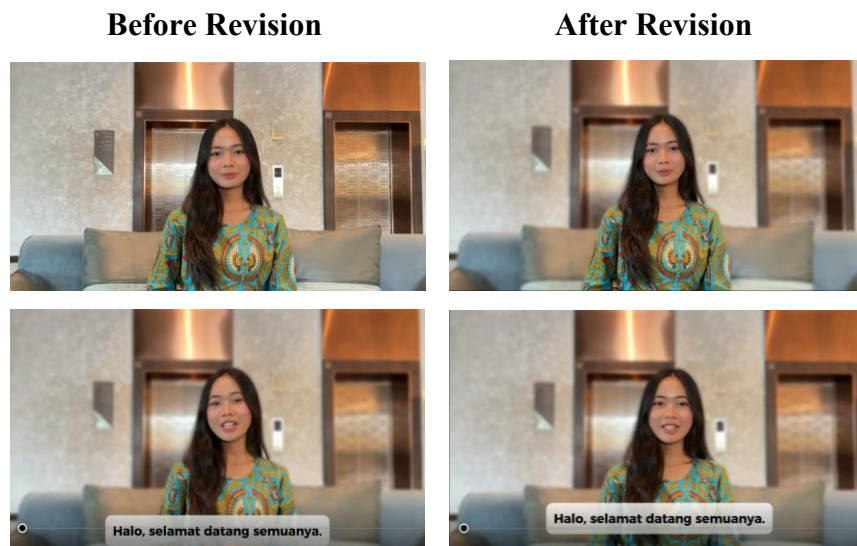




Figure 4.18 Video Before and After Revision

After completing the video revisions, the researcher then uploaded the video in YouTube Bahasa Asing Terapan and created a QR code to be put on the guidebook.

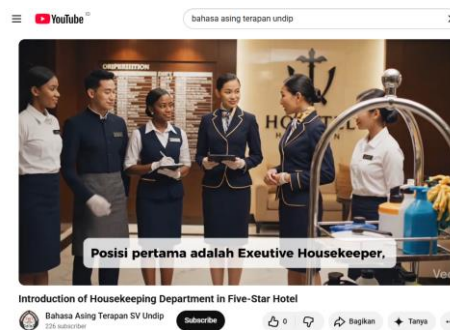


Figure 4.19 The Uploaded Video on YouTube

4.1.6 Operational Field Testing

After completing the revisions from the previous stage, the guidebook was served to the larger-scale testing in this stage. The Operational Field Testing stage was conducted to evaluate the effectiveness, practicality, and overall quality of the developed bilingual guidebook and supporting videos. This stage involved the intended users of the product to obtain broader feedback regarding its usability and relevance within the hospitality industry. The testing was conducted through a questionnaire and distributed to the stakeholders in the hospitality industry and achieved 21 participants from several staff of five-star hotels, namely Padma Hotel Semarang, Grand Candi Hotel Semarang, PO Hotel Semarang, Pullman Hotel Jakarta, and Fraser Menteng Jakarta. Here are the details of the number of the respondents:

Table 4.5 The Total Respondents for the Questionnaire

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

From the Padma Hotel Semarang, there are five staff from the Housekeeping Department, six staff from the Food and Beverage Department, and four staff from the Front Office Department. There are two staff from the Housekeeping Department and one staff 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 from the Front Office Department. The testing was conducted using a Likert-scale questionnaire with 20 statements to measure respondents' assessment of the guidebook through several aspects, including the material compatibility, language clarity, visual design, feasibility and usefulness of the guidebook. The revised guidebook was also included on the questionnaire that can be accessed via link.

The response categories on the questionnaire are from 1 (Strongly Disagree) to 4 (Strongly Agree), to make it easier for the researcher to see the final results. The collected data was analyzed descriptively to determine the overall level of agreement among respondents regarding each aspect of the evaluation. There are several aspects used to assess the guidebook with the instructional video. The first aspect is the material suitability, to find out that the content materials provided in the guidebook is in accordance with actual field practices. Then, the second aspect

is linguistic aspect and content clarity to know that the use of bilingual language is effective and helpful. The third aspect is book layout and design, to determine that the illustrations and instructional video provided in the guidebook are attractive and effective. The last aspect is the usefulness and the feasibility of the product, to ensure that the guidebook is feasible to use as a learning resource. Respondents were also encouraged to provide comments and suggestions regarding the guidebook content, visual presentation, and instructional videos.

The questionnaire was distributed from June 12 to June 15, 2026. The results of the respondents are then calculated using a formula. The final results of the respondents assessment are:

Table 4.6 The Final Result of the Likert Questionnaire

NO	Statements	Average	Criteria
1.	<i>Materi pengenalan departemen (Front Office, F&B, Tata Graha) 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 pemahaman istilah-istilah teknis perhotelan (hospitality terms) dan menaikkan kemampuan berbahasa Inggris.</i>	3.95	Strongly agree
8.	<i>Teks dialog/percakapan contoh pelayanan (seperti proses check-in) disajikan secara jelas dan mudah dipraktekkan oleh staf atau trainee.</i>	3.00	Agree
9.	<i>Contoh gambar yang diberikan membantu pembaca memahami materi.</i>	4.00	Strongly agree
10.	<i>Bahasa yang digunakan mudah dipahami.</i>	3.19	Agree

11.	<i>Buku ini mampu menjelaskan tugas dan tanggung jawab setiap departemen dengan jelas.</i>	3.86	Strongly agree
12.	<i>Ilustrasi visual dan desain tata letak (layout) yang digunakan mendukung kejelasan materi dan menarik minat baca.</i>	3.05	Agree
13.	<i>Ukuran huruf dan format penulisan mudah untuk dibaca.</i>	3.24	Agree
14.	<i>Struktur penyajian bab sudah tersusun dengan baik.</i>	3.33	Strongly agree
15.	<i>Penambahan video pembelajaran melalui kode QR efektif untuk memvisualisasikan standar operasional secara langsung.</i>	4.00	Strongly agree
16.	<i>Buku panduan ini layak digunakan sebagai referensi pembelajaran bidang perhotelan.</i>	3.90	Strongly agree
17.	<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

Based on the assessment of respondents on the questionnaire, it is shown that the final results of the assessment is 3.59 which is included in the “Strongly Agree” criteria. It is indicated that the guidebook and supporting videos were considered relevant, practical, and beneficial. However, the questionnaire has an open question for the respondents to write down any comments and suggestions regarding the guidebook, the result of the open question can be seen on the Appendix 6. Then, feedback obtained during this stage became the basis for the Operational Product Revision, in which the researcher finalized the product before dissemination and implementation.

4.1.7 Final Product Revisions

After the completion of the main field testing, the final product revision stage was conducted to determine whether further improvements are needed before the product is finalized. Based on the feedback obtained by the stakeholders on the previous stage, it indicated positive evaluations regarding the guidebook and was relevant to the needs of hospitality students, trainees, and prospective employees. Several positive feedbacks from the stakeholders are *Mantap, buku sudah bagus*, which means that the guidebook is good and *mudah dipahami* and *tampilannya menarik dan sangat mudah dipahami* 🤗, which means that the guidebook

appearance is interesting and easy to understand. This feedback proves that the guidebook is excellent and feasible to use.

However, there were several suggestions provided by the respondents, which are suggestions to remove the airplane element on the front cover and to include a study case to gain a deeper understanding for th/e readers. The comment to remove the airplane element was considered minor advice and did not affect the overall quality or functionality of the product. Then, the study case was actually already included on the supporting video so the users can watch the video to learn deeper about the practical knowledge of hospitality. Therefore, major revisions to the guidebook were not required and considered feasible for dissemination and implementation.

4.1.8 Dissemination and Implementation

The final stage of this Research and Development study was Dissemination and Implementation, which aimed to introduce the finalized bilingual guidebook and supporting instructional videos to the intended users. The dissemination process was conducted on June 16, 2026 by distributing the bilingual guidebook and instructional videos to the community of Applied Foreign Languages Study Program, which is *HM Basing*. The finalized guidebook was printed in A5 size (14.8 cm x 21 cm), using an ivory glossy type of paper for the front and back cover, and a HVS 100 type of paper for the content. This approach allowed the students to see the physical guidebook directly and can read it clearly. The guidebook is expected to be implemented at Diponegoro University, especially for Applied Foreign Language students to enhance their understanding of the operational departments in five-star hotels and other knowledge and practical insights relevant to the hospitality industry.



Figure 4.20 The Documentation of the Dissemination

4.2 Discussion

This study aims to develop a bilingual guidebook and supporting video introducing the Front Office, Housekeeping, and Food and Beverage departments in five-star hotels. There is also information about hotel grooming, professional ethics in each department, and job interview along with the expected questions and tips and tricks. The product was designed to provide practical learning materials for users who are preparing for careers in the hospitality industry. The development process followed the eight stages of the Research and Development (R&D) model adapted from Borg and Gall, beginning with research and information collecting and ending with dissemination and implementation.

The findings of this study indicate that current hospitality learning resources place more emphasis on theoretical concepts, while practical guidance regarding departmental operations, hotel appearance standards, professional ethics, and job interview preparation remains limited. These findings are consistent with a review of previous studies. Bahri (2023) developed an English-language guidebook for hospitality service trainees that successfully improved English language learning and professional competencies; however, its implementation was limited to a single hotel. Similarly, the research conducted by Adzhani (2024), particularly in the development of a bilingual guidebook supported by instructional videos and the use of the simplified eight-step Borg and Gall model. Both studies aimed to improve hospitality-related competencies through practical learning materials. However, the product was specifically implemented to a single hotel. In addition, the research

conducted by Aslam et al. (2024), only highlighted the importance of professional ethics in maintaining guest trust, service quality, and customer satisfaction within the hospitality industry. To address these limitations, the researcher developed a bilingual guidebook that integrates theoretical explanations with practical learning materials by combining department introductions, roles and responsibilities, hotel grooming standards, professional ethics, and job interview preparation within a single guidebook. In addition, instructional videos accessed through QR codes were incorporated to provide visual demonstrations of hospitality practices. The integration of printed and digital learning materials offers users a more interactive learning experience and supports independent learning.

Based on the Research and Development Method by Borg and Gall used on this research, the researcher conducted two product testing, namely Preliminary Field Testing and Main Field Testing, to evaluate and assess the feasibility of the product. The preliminary field testing was conducted with the supervisor, indicating that the product had successfully fulfilled its initial objective of providing a systematic and practical learning resource for hospitality education and feasible to use with required revisions. After completing revisions based on the preliminary field testing stage, the main field testing was conducted to a larger-scale subject which are the stakeholders from Padma Hotel Semarang, Grand Candi Hotel Semarang, PO Hotel Semarang, Pullman Hotel Jakarta, and Fraser Menteng Jakarta. The main field testing was conducted through questionnaires and obtained by 21 respondents. Although several suggestions were received, they were limited to minor editorial improvements and did not affect the overall quality or functionality of the product, indicating that the guidebook had achieved an appropriate level of feasibility.

Then, the printed guidebook was distributed to the community of the Applied Foreign Languages Study Program, *HM Basing*, and expected to support classroom learning while preparing students for internships and future employment in the hospitality industry. Overall, the guidebook and supporting instructional videos have the potential to serve as effective supplementary learning resources for hospitality education and career preparation