

**DESIGNING A BILINGUAL E-GUIDEBOOK ON GUEST
RELATION OFFICER (GRO) FOR STUDENT INTERNS
IN THE HOSPITALITY INDUSTRY**



FINAL PROJECT

A Partial Fulfilment of the Requirement for the Degree of
Bachelor of Applied Foreign Languages

by

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**BACHELOR OF APPLIED FOREIGN LANGUAGE
VOCATIONAL COLLEGE
UNIVERSITAS DIPONEGORO
2026**

STATEMENT OF ORIGINALITY

This is to certify that this thesis is definitely my original work. I am completely responsible for the content of this thesis. Other writers' opinions or findings included in this project are quoted or cited in accordance with ethical standards. I understand the full consequences if I took somebody else's ideas, phrases, or sentences without proper references.

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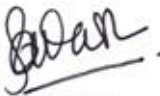
ACCEPTANCE

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Semarang, July 20th, 2026

Raden Ayu Amelia Rosita Dewi

ABSTRACT

This study aims to design a bilingual e-guidebook on Guest Relation Officer (GRO) for student interns in the hospitality industry and to examine the reasons behind its development and the necessity of such a resource for student interns. This study employed a Research and Development (R&D) approach using the Borg and Gall (1983) development model as simplified by the Puslitjaknov Team (2008) into five stages: (1) product analysis, (2) initial product development, (3) expert validation and revision, (4) small-scale field trial, and (5) large-scale field trial. The target audience consisted of two groups: students from SMK Tjendekia Puruhita and students from the Applied Foreign Languages Study Program, Universitas Diponegoro. The final product is a 40-page bilingual e-guidebook containing eight instructional topics: Grooming Standards for GRO; Job Description of GRO; Creating Memorable Guest Experiences; Building Strong Connections and Relationships; Handling Complaints and Feedback; Maintaining Guest Satisfaction and Supporting Hotel's Service Quality; Tips for Providing Excellent Service for GRO; and Cross-Cultural Communication Tips. The results of the field testing indicated that the bilingual e-guidebook is valid, appropriate, and suitable for use as a self-study resource for student interns in the hospitality industry. Based on the evaluations conducted during the large-scale field testing, the e-guidebook obtained an overall score of 91.25%, which falls into the "Very Valid" category.

Keywords: bilingual e-guidebook, Guest Relation Officer, hospitality industry, student interns, Research and Development

ABSTRAK

Penelitian ini bertujuan untuk merancang e-guidebook bilingual mengenai Guest Relation Officer (GRO) bagi peserta magang di industri perhotelan serta mengkaji alasan pengembangannya dan kebutuhan peserta magang terhadap media pembelajaran tersebut. Penelitian ini menggunakan pendekatan Research and Development (R&D) dengan model pengembangan Borg and Gall (1983) yang disederhanakan oleh Tim Puslitjaknov (2008) menjadi lima tahap, yaitu: (1) analisis produk, (2) pengembangan produk awal, (3) validasi ahli dan revisi, (4) uji coba lapangan skala kecil, dan (5) uji coba lapangan skala besar. Sasaran penelitian terdiri atas dua kelompok, yaitu siswa SMK Tjendekia Puruhita dan mahasiswa Program Studi Bahasa Asing Terapan Universitas Diponegoro. Produk akhir yang dihasilkan berupa e-guidebook dwibahasa setebal 40 halaman yang memuat delapan materi pembelajaran, yaitu Standar Grooming GRO; Deskripsi Pekerjaan GRO; Ciptakan Pengalaman Tamu yang Berkesan; Bangun Ikatan dan Hubungan yang Kuat; Menangani Keluhan dan Masukan; Menjaga Kepuasan Tamu dan Mendukung Kualitas Pelayanan Hotel; Tips Memberikan Layanan Terbaik bagi GRO; serta Tips Komunikasi Lintas Budaya. Hasil uji coba menunjukkan bahwa e-guidebook dwibahasa yang dikembangkan valid, layak, dan sesuai untuk digunakan sebagai sumber belajar mandiri bagi peserta magang di industri perhotelan. Berdasarkan hasil evaluasi pada tahap uji coba lapangan skala besar, e-guidebook memperoleh skor keseluruhan sebesar 91,25% yang termasuk dalam kategori "Sangat Valid".

Kata kunci: e-guidebook bilingual, Guest Relation Officer (GRO), industri perhotelan, peserta magang, Research and Development.

TABLE OF CONTENTS

STATEMENT OF ORIGINALITY	ii
APPROVAL SHEET.....	iii
ACCEPTANCE	iv
ACKNOWLEDGEMENT	v
ABSTRACT	vii
ABSTRAK	viii
TABLE OF CONTENTS	ix
LIST OF FIGURES	xi
LIST OF TABLES	xii
CHAPTER I.....	1
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Research Questions	4
1.3 Research Objectives	4
1.4 Research Benefits	4
1.5 Research Output	5
CHAPTER II	6
LITERATURE REVIEW	6
2.1 Theoretical Framework	6
2.1.1 The Definition of Hotel	6
2.1.2 The Definition of Front Office Department	7
2.1.3 The Definition of Guest Relation Officer (GRO).....	9
2.1.3.1 Job Description of Guest Relation Officer (GRO)	9
2.1.4 Student Interns.....	11
2.1.5 Guidebook	13
2.1.6 E-Guidebook.....	13
2.1.7 Bilingual Guidebook	14
2.2 Previous Studies	14
CHAPTER III.....	17
METHODOLOGY	17
3.1 Research Method.....	17
3.2 Research Model.....	18
3.2.1 Analysis of the Product to be Developed.....	18
3.2.2 Initial Product Development	19
3.2.3 Expert Validation and Revision	19
3.2.4 Small-scale Field Testing and Product Modification.....	21

3.2.5 Large-scale Field Testing and Final Product	23
3.3 Research Subjects.....	25
3.4 Data Collection Techniques	26
3.5 Research Instrument	26
3.6 Data Analysis Technique.....	27
3.7 Research Timeline.....	28
3.8 Cost Budget Plan.....	29
CHAPTER IV	30
RESULTS AND DISCUSSION.....	30
4.1 Results	30
4.1.1 Analysis of the Product to be Developed	31
4.1.2 Development of the Initial Product	32
4.1.2.1 Pre-production	32
4.1.2.2 Production.....	39
4.1.2.3 Post-production.....	41
4.1.3 Expert Validation and Revision.....	41
4.1.4 Small-scale Field Testing and Product Modification	46
4.1.5 Large-scale Field Testing and Final Product.....	50
4.2 Discussion	53
CHAPTER V	56
CONCLUSION AND SUGGESTIONS	56
5.1 Conclusion.....	56
5.2 Suggestions.....	57
REFERENCES	58
APPENDICES.....	62
Appendix 1	62
Appendix 2	67
Appendix 3	74
Appendix 4	75
Appendix 5	76
Appendix 6	77

LIST OF FIGURES

Figure 2.1 Front Office Department Organizational Structure.....	8
Figure 3.1 Flowchart of the Borg and Gall Development Model, Simplified by the Puslitjaknov Team	18
Figure 3.2 Expert Validation Questionnaire.....	20
Figure 3.3 Calculation Formula Adapted from Riduwan (2015)	27
Figure 4.1 Table of Contents	34
Figure 4.2 Cover Design.....	35
Figure 4.3 Color Combination.....	36
Figure 4.4 Layout Design	37
Figure 4.5 English Translation using DeepL tool.....	39
Figure 4.6 Indonesian Translation using ChatGPT	40
Figure 4.7 Dialog Samples	40

LIST OF TABLES

Table 3.1 Small-scale Field Testing Questionnaire.....	21
Table 3.2 Large-scale Field Testing Questionnaire.....	23
Table 3.3 Assessment Criteria for Feasibility Scores.....	27
Table 3.4 Feasibility Assessment Criteria Adapted from Riduwan in Ayuni and Pramuditya (2026).....	28
Table 3.5 Schedule Planning	28
Table 3.6 Cost Budget Plan	29
Table 4.1 Results of the Needs Analysis of Learning Topics	31
Table 4.2 Expert Validation Results.....	42
Table 4.3 Suggestions and Feedback from Expert Validators.....	43
Table 4.4 Revise the material in accordance with the guidance from Expert 1	44
Table 4.5 Revise the material in accordance with the guidance from Expert 2	44
Table 4.6 Revise the material in accordance with the guidance from Expert 3	45
Table 4.7 Revise the material in accordance with the guidance from Expert 3	45
Table 4.8 Results of the Small-Scale Field Testing Questionnaire	47
Table 4.9 Feedback from respondents in the small-scale field testing.....	48
Table 4.10 Revised based on feedback from R1	49
Table 4.11 Revised based on feedback from R2	49
Table 4.12 Revised based on feedback from R4	50
Table 4.13 Large-scale Field Testing Questionnaire Results	51