

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on the development of the bilingual GRO e-guidebook, it can be concluded that this research employed the Research and Development (R&D) method using the Borg and Gall model (1983), which was simplified by the Puslitjaknov Team into five stages: (1) analysis of the product to be developed, (2) development of the initial product, (3) expert validation and revision, (4) small-scale field testing and revision, and (5) large-scale field testing and final product.

This bilingual e-guidebook was developed based on the learning needs of prospective interns in the hospitality industry. A needs analysis, literature review, interviews with Guest Relation Officer (GRO) at a hotel, and the researcher's own internship experience indicate that many interns lack confidence in using English when communicating with international guests. Therefore, this e-guidebook is designed to provide practical knowledge in the hospitality field as well as communication phrases in English, presented in both English and Indonesian.

The design process for this bilingual e-guidebook followed a simplified five-stage version of Borg and Gall's research and development (R&D) model. The product development process included content selection, the creation of bilingual materials, layout design using Canva, collaboration with an illustrator, validation by experts, product revisions, a small-scale field test, further revisions, and a large-scale field test before producing the final version of the e-guidebook.

The e-guidebook developed was deemed highly suitable for use as a learning resource for prospective internship students. Validation by experts yielded an overall percentage score of 92.92%, indicating that the product was categorized as "Very Valid." A small-scale field test yielded a percentage score of 88.75%, while a large-scale field test involving 27 respondents resulted in a score of 91.25%, which also falls within the "Very Valid" category according to Riduwan's validity criteria. These findings indicate

that the e-guidebook successfully meets the needs of prospective interns in terms of content, language, design, and practicality.

Overall, this bilingual e-guidebook is considered a suitable additional learning resource to help students prepare for internships in the hospitality industry, particularly in enhancing their understanding of the responsibilities of a Guest Relations Officer and their confidence in using English in a professional hotel work environment.

5.2 Suggestions

Based on the findings of this study, the researcher recommends that students preparing for internships in the hospitality industry be encouraged to use this bilingual e-guidebook as a supplementary learning resource to enhance their understanding of the duties of a Guest Relations Officer, hospitality terminology, English communication skills, and service standards before entering the workforce.

Vocational schools and higher education institutions are encouraged to utilize this bilingual e-guidebook and supplementary learning materials during internship preparation programs. This e-guidebook can help bridge the gap between classroom learning and practical workplace requirements by introducing students to authentic hospitality communication and service procedures.

Future researchers are encouraged to further develop this e-guidebook by adding interactive features, such as QR codes linked to instructional videos, audio interactive features, pronunciation guides, role-playing activities, and quizzes. Further research could also expand the target audience to include students from other hospitality-related programs or conduct effectiveness tests to measure the impact of this handbook on students' English communication skills and their internship performance.