

**CREATING PROMOTIONAL VIDEO OF NOVOTEL HOTEL
SEMARANG WITH ENGLISH SUBTITLE DURING COVID-19
PANDEMIC**



FINAL ASSIGNMENT

A Partial Fulfillment of the Requirements for English Diploma III Degree

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Semarang, 4 August 2021

The Writer,

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Clarissa Nadia Ardhani

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ABSTRACT

This final project is to analyze the importance of information in hospitality and also to solve the problems that the writer found during her internship. A promotional video will be the center of information for guests and lighten the work of employees in order to explaining various information to guests. There are three kinds of methods that is used to complete this final assignment: Observation, Interview, and Library Research. The writer observes all problems at Novotel Hotel Semarang, from the way employees work to what the guests complaining about, and those observations that lead what the writer must do in order to solve the problems. Interviewing the staff, leaders, and secretary manager to find out the latest information that can be included and supported in the video, and also to find out more about the basic information about Novotel Hotel Semarang. Next, the writer gets important documents such as brochures that can support the facts about the information that has been obtain. This report contains how the writer makes a promotional video and how to make English subtitle.

Keywords: Promotional video, English subtitle, Novotel Hotel Semarang.

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Tourism is a journey by a person or group of people over three days with the use of private vehicles, public, or specific agencies with the aim to see the various places or a city both domestically and abroad (Wiranata, 2009). Tourism has a few important sectors, such as accommodation. Without hotel, there is no tourism destination that going to have any upholding power, the particular reason for circumstance is tourists would only travel through these tourism destination and tourists will only visit these destination for a one-day trip, which makes these destination has lower incomes.

Hotel, as an accommodation sector for tourism, is a building that provides the rooms with the supporting facilities such as the food and beverage (Tarmoezi and Manurung, 2007). This definition actively illustrates that hotel is not only sells their rooms but also sells other facilities such as parking area, telephone, restaurant, bar, meeting rooms, gym, spa, swimming pool, and laundry. Those facilities depends on the hotel rating. The higher the rating of the hotel, then the more complete the facilities. The lowest rating is one-star, and the highest is five-star rating.

Novotel Hotel Semarang is a four-star hotel that has been established since 2005 and located on Pemuda Street 123, Semarang, Indonesia, which makes this hotel has a strategic location with tourist attractions in Semarang, such as Paragon Mall, Lawang Sewu Museum, Tugu Monument, Semarang Old Town, and souvenir center like Semawis Market and Pandanaran. This hotel is also located near public transportation, namely Ahmad Yani International Airport and Tawang Station. All in all, Novotel Hotel Semarang can be used for family travelers as well as for business people.

In the early 2020, as a result of pandemic, the number of tourists decreased dramatically which then resulted in a decreasing of hotel occupancy. However in the end of 2020 until now, the number of hotel occupancy slowly but surely increasing. The guests often demanded something that the hotel employee could not grant. For example is all room has been

disinfected. Guests often ask to see the state of the room before they check-in, however, all room has been disinfected before any guest get inside, therefore, no one can enter the room to prevent the room becoming infected by virus. When it comes to facility for each room, Novotel Hotel Semarang has provided this information on their official website, but it is not uncommon to receive a call from guests just to ask about the facilities they will get in the room.

Video promotion is one of many things that could promote something and giving information at the same time. The target is not only to increase the occupancy, but also to educate guests that wants to stay in Novotel Hotel Semarang. This could also help the employees to remembering all of information. Considering that the guest at the Novotel Hotel Semarang are not only Indonesians but there are foreign guests, the promotional video will be better if given English subtitle.

1.2. Scope of the Study

Information is something that is very fatal in the world of hospitality because a good hotel is a hotel that has employees who understand all information of the hotel so they can explain every information to guests. This study is going to focus on the important role of information in making promotional video with English subtitle, so that guest could easily access the information related to the Novotel Hotel Semarang.

1.3. Aims and Advantages

1.3.1. Aims:

1. To describe the importance of giving the newest information to guest and to giving information about the advantages being a member of Accor Group.
2. To explain the process of making promotional video of Novotel Hotel Semarang and also the process of making English Subtitle of the video.

1.3.2. Advantages:

1. Giving information about Novotel Hotel Semarang not only to Indonesian but also to foreigner.
2. Giving information about extra facilities which a member of Accor Group could get.

1.4. Methods of Collecting Data

1.4.1. Observation

According to Gorman and Clayton observation is a method that involve the systematic recording of observable phenomena or behavior in a natural setting (2005, p.40). Observation could be the first thing that could help to collect data and information.

This observation method is carried out by observing all aspect that contain information in Novotel Hotel Semarang such as document, the way employees work, health protocol in hotel, and complaints from employees and guests.

1.4.2. Interview

Schostak (2006: 54) stated that an interview is an extendable conversation between partners that aims at having an ‘in-depht information’ about a certain topic or subject, and through which a phenomenon could be interpreted in terms of the meanings interviewees bring to it. Schostak also said that interviewing is relatively a simple methodology to utilize; interviewing challenges are enough for calling researchers’ attention.

The writer could collected the data that related to the information about hotel and facilities by interviewing the Secretary Manager at Novotel Hotel Semarang, Ms. Marina Marbella. As a result, the information are used to make a dubbing script in the video promotion.

1.4.3. Library Research

According to Mahmud (2011:31), library research method is a research that uses a way to obtain information data by place the existing facilities in the library, such as

books, magazines, documents, records of historical stories, or pure library research related to the object of research. However, according to George (2008:1), library research is not a mystery or a lucky dodge, but an investigation you control from start to finish, even though you cannot usually tell what sources you will discover. On other side, library research is a form of structured inquiry with specific tools, rules and techniques.

From the statement, the writer uses the library research method to collect and analyze data not only from documents, but also from brochures that available at the hotel. However, even though the writer uses library research as one of the methods, the data that has been obtain by the writer in this method is only for supporting data, because data from the center of the problem, which is all information according to the hotel, has been found in interviewing method.

1.5. Organization of the Report

This report consists 4 chapters as follows:

CHAPTER I : INTRODUCTION

This chapter consists of Background of the Study, Scope of the Study, Aims and Advantages, Methods of Collecting Data, and Organization of the Report.

CHAPTER II : LITERATURE REVIEW

This chapter consists definition of hotel, the importance of information in hospitality, and definition of promotional video.

CHAPTER III : RESULT AND DISCUSSION

This chapter consists the profile of Novotel Hotel Semarang, the problem in Novotel Hotel Semarang, the process of making video promotion, the process of making English subtitle.

CHAPTER IV : CONCLUSION

This chapter consists of summary and suggestion of the report.

CHAPTER II

LITERATURE REVIEW

2.1. Definition of Hotel

According to Rumecko (2002:2), hotel is a building which hires the rooms with the facilities such as food and beverages which is run well to get the benefits. Similarly, Sulastiyono (2006) says that hotel is an accommodation that gives the facilities like rooms, food and beverages and other supporting facilities such as sport area, and laundry. In general hotel is a form of hospitality establishment that provides rooms, food and beverage, and other facilities and services.

Based on United State Lodging Industry (2004), hotel sector is divided into four types:

1) Transit Hotel

A transit hotel is a type of hotel that is located in the city's central district. The majority of the hotel's guests are businessmen and tourists.

2) Residential Hotel

Basically, this type of hotel is a house or an apartment where rooms are rented monthly or on annual basis. Residential hotel offers hotel-like services for residents, such as food and beverage service as well as room cleaning service.

3) Resort Hotel

The majority of resort hotel is situated near beach or some places near tourist destination. Because of the location, this type of hotel is usually intended for vacation. However, this type of hotel offers meeting rooms for formal or informal gathering.

4) Business Hotel

A business hotel is a hotel for people who have business activity either for short time or long periods of time.

Sulastiyono (2008) also mentioned that hotel is classified based on the standard facilities. All these classification depends on the hotel rating. The higher the rating of the hotel, then the

more complete the facilities are. The lowest rating is one-star, and the highest is five-star rating. Facilities that are likely to exist in the hotel are parking area, telephone, restaurant, bar, meeting rooms, gym, spa, swimming pool, and laundry.

2.2. The Importance of Information in Hospitality

In the hotel industry, information is critical since information helps to improve communication, reservations, and guest service systems. Ling and Greenly (2005) says that the fundamental of hotel industry lie in the organization's commitment to producing value for its internal market (employee) by understanding employee needs in the same way as employee commitment is required to produce value for customers. In this case, the needs for update information and knowledge that employees have will be very important for the sustainability of the hotel. The knowledge that employee has could provide information to customers and in the end that information could attract guests to come to the hotel.

2.3. Definition of Promotional Video

Nickels in Swastha & Irawan (2008: 349), says that promotion is the flow of information or one-way persuasion designed to direct a person or organization to actions that create exchange in marketing. Azhar Arsyad (2011: 49) states that video is the image in the frame, where frame by frame is projected through the projector lens mechanically so that the screen looks alive. In other words, promotional videos are video that is used to promote a product from a company. Instead of having a short duration like an advertisement video, promotional video tend to have a longer duration. The reason for this occurrence is promotional video contains important and detailed information regarding the subject.

Lee and Wicks (2010) states that it is very important to show to people a place has to offer, because it is a way to create a mental voyage, generating visit intent. This statement means that it is important to show what the looks like, including the rooms and facilities. That statement was also added by Reino & Hay (2014) "Tourists search information before traveling and plan their vacations using the internet." This actively illustrates that it is

important for a company to show and expose a little bit of their attractions on the internet, so tourists are attracted and curious to come and see the destination.

Pham (2013) says that video production is very easy now, because the equipment is lighter, has more quality and it is easy to use for amateurs. Video promotions are very reliable to give source of knowledge and important for internet users.

2.4. Definition of Subtitling

According to Bartoll 2004 in Julia Morris (2009:4) states that subtitle can be intralingual, interlingual or multilingual: intralingual subtitles are usually of the closed caption type, in the same language as that which is being titled, and are usually for hard of hearing viewers. Interlingual subtitles, on the other hand, are those which allow a foreign audience to understand the dialogue of a film: they are a form of language transfer and that are also usually written for adults or children without hearing impairments.

Karamitraoglou (2000) states that subtitling as translation of the spoken source text of an AV product into a written target text which is added on to the images of the original product at the bottom of the screen. All thing considered, subtitling is a process of translating from one language to another language using audiovisual media. The text at the bottom of the screen video is subtitle. The aim of subtitle translation is to convert a spoken language to written language and to transfer the information to viewers in a limited place such as LCD.

With all those explanation above, it can be concluded that the subtitles in promotional video is very much needed in the hospitality industry, because considering the large number of foreign tourists who come and go to Indonesia for traveling or simply doing business, so they can find out all of hotel information they needed without any language obstacle.

CHAPTER III

RESULT AND DISCUSSION

3.1. The Profile of Novotel Hotel Semarang

3.3.1 Profile

Novotel Hotel Semarang is a hotel owned by PT. Sunindo Indah Hotel and this hotel is under the leadership of the AccorHotels Group and officially opened on 2005. AccorHotels itself is the largest international hotel management in the world, based in Évry, France. Nowadays, AccorHotels has thousands of hotel properties on five continents with various classes, from budget to luxury hotels. In Indonesia, two-star of AccorHotels named Ibis Budget and three-star of AccorHotels has 2 types of hotel, the red logo ones named Ibis, and the green logo named Ibis Styles, then four-star hotels are represented by Mercure and Novotel, meanwhile five-star and luxury hotels are Raffles, Pullman, Fairmont, Grand Mercure, Sofitel, and Swissotel,. There are a lot more hotels from Accor that have not release in Indonesia yet.

Novotel Hotel Semarang has 174 rooms with 4 different types with different facilities. First, Standard room which has 28m² and guests can choose between 2 types of beds, like a double bed and a twin bed. Second, Superior room, this type of room has the same facilities as the standard room, except that this room has 32m². Third, Executive room, this type of room has 28m² – 32m², and this type of room has additional facilities such as free laundry, minibar, and individual coffee machine. Last but not least Suite room which has 72m². This type of room is very suitable for family guests because there is a spacious living room and complete bathroom facilities that has a bath-up and also a standing shower in 1 room.

This hotel has several facilities to support guests' needs, for example Swimming Pool, In Balance Spa & Gym, 2 types of restaurants and bars, namely The Square Restaurant for breakfast and Citrus Restaurant for lunch and dinner, Citrus Lounge Bar and Club 123 Sports Bar. In order to support guests' needs to hold big events and

important meetings, Novotel Hotel also has several meeting rooms such as Merapi, Lawu, Sindoro, Merbabu, and Mureka.

Becoming one of the hotels under AccorHotels Group, Novotel Hotel Semarang participates in a program specifically designed to provide more facilities and services for Accor Group members with several types of members start from Silver, Gold, Platinum, and Diamond. All Accor members will be given facilities such as Early Check-In, Late Check-Out, Free Welcome Drink, and Free Upgrade 1 level to a higher room type, but this one is depending on room availability at that time. These rules are according to written and valid rules on the official website of Accor.

3.3.2 Organization Structure

1. Admin & General Department
2. Accounting Department
3. HRD Department
4. Sales and Marketing Department
5. Front Office Department

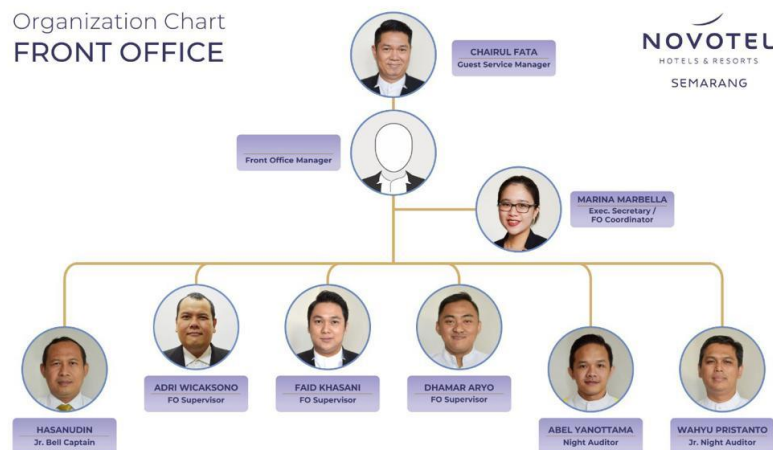


Figure 3.1. Organization Chart Front Office Department

- a. Guest Service Manager
- b. Front Office Manager

- c. Front Office Coordinator
 - d. Guest Service Agent
 - e. Guest Relation Officer
 - f. Bellboy / Concierge
 - g. Reservation
6. Food and Beverage Product Department
 7. Food and Beverage Service Department
 8. Housekeeping Department
 9. Engineering Department
 10. Security Department

In this report, Front Office Department is the most important team in order to provide information to guests. As the front line that welcomes guests with smile and friendliness, Front Office Department must have the most complete and accurate information. To do that, these department is divided into 7 sections with each specific tasks. Guest Service Manager, Front Office Manager, and Front Office Coordinator have almost the same task, which to supervising and guiding other sections in order to serving guests. Guest Service Agent has a duty to guide guests in check-in and check-out process. Guest Relation Officer has a duty to serve VIP guests, such as preparing VIP set ups in rooms that have been booked, as well as to prepare all keys and to welcome the guests, so that there are no obstacles in the process of check-in until after the guests entering the room. Bellboy/Concierge has a duty to greet and welcoming the guests. Meanwhile Reservation has a duty to make all reservation from guests into the system, whether direct reservations, via telephone, or via applications.

3.2. The Problem in Novotel Hotel Semarang

In this pandemic situation, the rules of the hotel have changed, on the other hand, guests are not aware of these rules. Sometimes, the guests are simply too lazy to check the facilities and information on the official website. Novotel Hotel Semarang has a standard health protocol called ALLSAFE, which is a health protocol program from Accor Hotels Group that has international standard and has passed an audit from CHSE (Cleanliness, Health, Safety, and Environment) institution in collaboration with the Indonesian Ministry of Tourism and Creative Economy.



Figure 3.2. Organization Chart of AllSafe Team

The writer as Guest Relation Officer Trainee at Novotel Hotel Semarang, noticed the struggle of employees in front office department while handling both present guests and incoming telephone. The employees are fine with the present guests that ask for information, however, employees feels overwhelmed if in the same time, they have many guests queuing and there are incoming calls from guests who only ask about facilities and room types. There are also guests who insist on seeing and checking the room before check-in, even though all ready rooms have been disinfected. This is of course not allowed, so employees have advised guests to check the rooms from Accor official website. However, guests complain that all the rooms look the same and unrealistic.

The writer decided to make a promotional video not only to promote Novotel Hotel Semarang, but also to give information such as facilities and room types to all guests, also informing guests about Accor member that could be used either in Novotel Hotel Semarang

or in any other Accor Hotels. This promotional video will also help the employees to explain to guests when the hotel is busy.

English subtitle is available to assist employees in order to giving explanation and information for foreign guests, considering that Novotel Hotel Semarang is one of the hotels in Semarang that has many foreign guests.

3.3. The Process of Making Promotional Video

The process divided into 3 steps:

1. Pre-Production

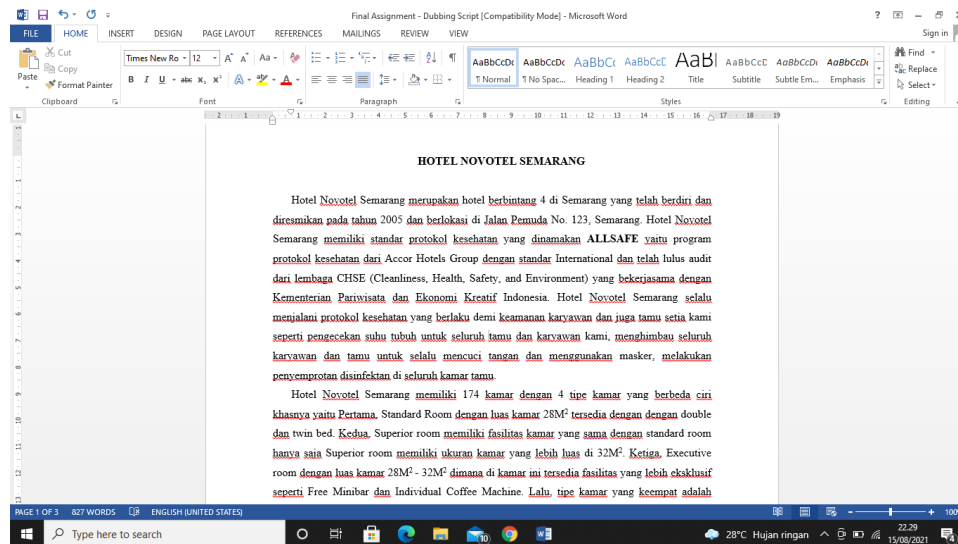


Figure 3.3. The Script

The writer should think about theme and what the video is about. To make a promotional video, they should think about what is the purpose of the video and what it will contain. So, the writer have to make a script dialogue, discuss the script with the supervisor and how many information the writer should explain in the video. After final revision of the script, the writer will plan when the writer should take the video. Then, the writer could take the next step.

2. Production



Figure 3.4. The shooting process

The next step after Pre-Production is Production, which held on April 20, 2021 at 7am to 2pm. The writer shoot various areas in Novotel Hotel Semarang such as the courtyard of the hotel, receptionist, all room types and hallways, and also all public facilities. All those places are the main point why this promotional video was made in the first place. To make this step run smoothly, the writer needs help from the Secretary Manager to accompany each shoot to not cause questions from guests or from other employees. The writer also needs an employee who does not have an accent when speaking, so that the dubbing voice is heard using good Indonesian.

3. Post Production



Figure 3.5. Editing Process

After Production is Post Production. The writer edit the video and the dubbing voice so that all shoot could be one whole video. The writer place the shoot with the dubbing

voices carefully so that they could matches. After the video finished, the writer send the result to Secretary Manager in order to be evaluated for deficiencies and what needs to regenerate.

To make a good promotional video, it needs to inform about the product of a company, but everything should easy to remember by the customer. In this case, every information that guest need, must be contained in the promotional video. The writer and the Secretary Manager have ensured that the important information and the most frequently asked questions by guests are available in the promotional video.

3.4. The Process of Making English Subtitle

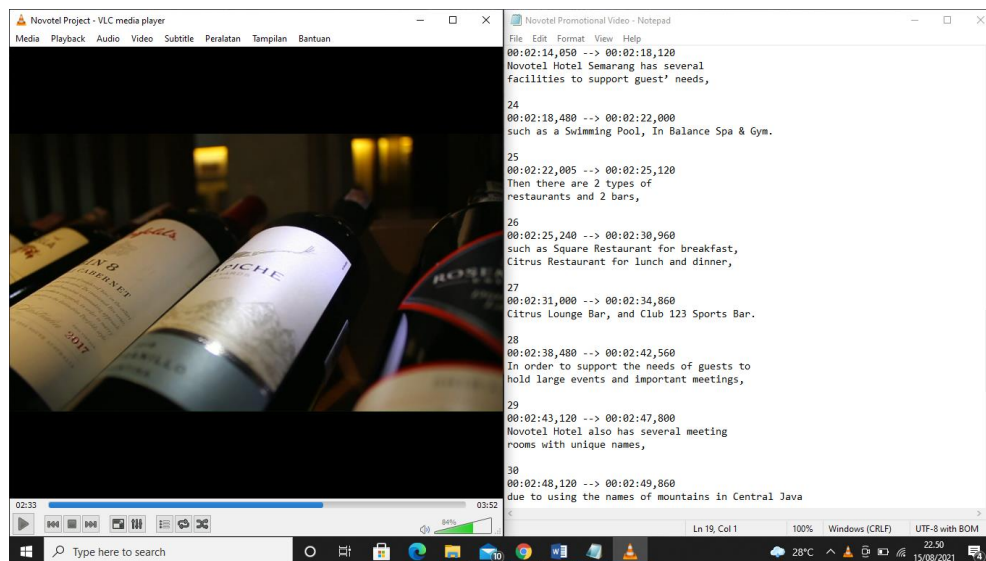


Figure 3.6. The Process of Making English Subtitle

The writer only needs one laptop and 2 software to make an English subtitle, which are VLC Media Player and Notepad. The writer used VLC Media Player because it has time period in every minute and second of a video, so it will make it easier for the writer to note the exact time and what the dubbing says so everything fits and in tune. Meanwhile, Notepad is used by the writer to make it easier for the writer to write each translation result without the need to edit the video. Notepad also makes it easier for the writer in case at the final check, there is an incorrect translation, so the writer can change it immediately without editing the video.

In the process of making this subtitle, the writer was accompanied by the Secretary Manager and a graphic expert of Novotel Hotel that used to taking care of the Novotel Hotel Semarang's official website, together making the most appropriate subtitle. The writer always asks for their opinion and direction while making this subtitle, so the results of the subtitle could be the best.

The process to make the subtitle is quite simple. VLC Media Player that contain the promotional video is in one side, and the other is Notepad. Play the video and be ready to hear the voice record in the video to write the translation. Noticing and remembering the exact time when the voice says something is the key to make a good subtitle. Type the time and the translation, save the subtitle but do not close it, then drag the file to the VLC and repeat the video to check the accuracy of the subtitle result. If the timing is not correct, then open Notepad again and correct the timing until it is matches. Do it repeatedly until the end of the video. Check over and over again to make sure each text matches with the video. After that, save the subtitle and rename both the video and the subtitle with the same name and move them in one file, and do one final check to ensure the video will plays with the subtitle has been attach and played automatically. This also to ensure whether there are mismatch between the subtitle and the video.

3.5. Problems in Making Promotional Video and English Subtitle

In the process of making promotional video and English subtitle, of course the writer found various obstacles and problems. Starting from choosing the day that must be adjusted from the writer's side, the condition of the hotel (crowded of guest or not), and also from the Secretary Manager's side. It is better to make a promotional video when it is quiet so it does not disturb the guests and employees, and also because the rooms can be recorded immediately without fear of being in a hurry, like it or not the video have to be shoot from early in the morning.

The lightning in the hallways, which is made to make guests comfortable, hampers the process of making video. The dim and warm lights make the corridor look dark, so the writer needs flashlight. Then when record the dubbing voice, even though the writer has chosen a

quiet place, the hum of the machine can still be heard in the recording. Therefore, special editing needed so that the hum of the machine can no longer be heard.

As the day progresses, the hotel becomes full and crowded, even though the writer has chosen the day when the hotel is not too crowded. Because of that, the writer should wait for the right time to record the public facilities such as restaurants, swimming pool, gym and spa, so as not to disturb the guests.

Meanwhile, the problems of making English subtitle arise when there is an unclear background sound in the video. This led the writer to return to the video editing process to re-editing the sound of the recording. Then another problem is when the subtitle text is not match with the timing of recording sound, so the writer has to fix it until everything matches.

3.6. The Impact in having Promotional Video

To test the effectiveness of the promotional video, employees from the front office department watched the video, then also the employees asked some loyal guests at Novotel Hotel Semarang to watch and to give some comment. Everyone who has watched, commented that this video contains the information needed and can attract tourists if the video is publicly released.

Unfortunately, due to licensing issues, releasing video to the public may take some time and could not be done quickly. However, if all goes well, the release of the video will be a big possibility.

For the time being, the writer put the video on Youtube in private channel with the following link: <https://www.youtube.com/watch?v=gpuYKUshNH4>.

CHAPTER IV

CONCLUSION

4.1 Summary of The Report

Novotel Hotel Semarang is a hotel owned by PT. Sunindo Indah Hotel and this hotel is under the leadership of the AccorHotels Group and officially opened on 2005. Novotel Hotel Semarang has become one of the hotels that are well-known and crowded with guests, coupled with the presence of Accor Member, many members of Accor Group prefer to stay at this hotel than others.

As a four-star hotel, the employees of Novotel Hotel Semarang are required to be able to serve guests swiftly and warmly. Those good attitude, good communication skills are very important in hospitality, including in Novotel Hotel Semarang. Other than that, the knowledge about the hotel is also very important in order to serving guests. However, one's abilities always have limits. When the hotel is full of guests, it is almost impossible for a Guest Service Agent to be able to serve both the present guest and the incoming call at the same time. Then the Guest Service Agent will provide a solution by advising guests to see all the available facilities on Accor's website. However, many guests complain about how the pictures look unrealistic and seem not updated, and almost all pictures in every room types look the same.

A promotional video is one form of promotion and in this report, it serves two purposes. First, it is used to give information about facilities and room types to guests. Second, it is used to give information and make guests aware about Accor Member. The video added with an English subtitle, will also attracted the foreign guests.

While making this promotional video, the writer found some difficulties. This problem that the writer found, makes her realize that making a promotional video is not an easy task. Everything must be thought out and calculated carefully to make sure everything goes smoothly and is according to the plan. English as an international language is also an important part of this promotional video, as previously explained that the English subtitle in this promotional video will present important information to the foreign guests, so the writer has to make sure that all translation are made correctly.

Taking everything into consideration, the benefits of the presence of a promotional video is that it is able to explain thoroughly to guests with an updated information. In addition, this video is also able to provide promotions about Accor members who can make guests interested in joining as members. On the other hand, this video will also lighten the burden on the employees when the hotel full of guests and there are some guests who want to ask about the facilities at the hotel. Considering the frequent foreign guests who come to this hotel also make the video results with English subtitle more useful.

4.2 Recommendation

In this part of chapter, the writer would like to give some recommendation for Novotel Hotel Semarang that may be useful for the hotel in the future and make the hotel more successful more than any hotel in Semarang, such as:

1. Update the official website including facilities and room type pictures so that the guests have nothing to complain,
2. Give more update about information and protocol that the guests have to do before they check-in,
3. Make a brochure about promo and information maybe will makes it easier for employees regarding giving information to the present guests.

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