



**Developing English Health Protocol Brochure of Syariah Hotel  
Solo**

**FINAL ASSIGNMENT**

**A partial Fulfillment of the Requirements for the English Diploma III  
Degree**

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2021**

# **APPROVAL**

## **Developing English Health Protocol Brochure of Syariah Hotel Solo**

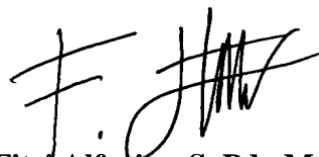
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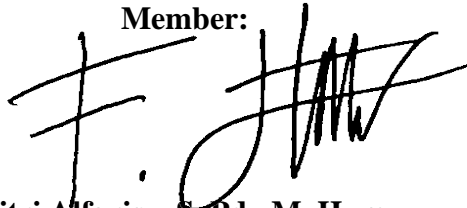
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Anisa Delima Sunaryo

## **ABSTRACT**

During the Covid-19 pandemic, the hotel industry needs a series of health protocols to make visiting tourists feel safe and comfortable while staying. Such as Syariah Hotel Solo has implemented a series of health protocols recommended by the government. Syariah Hotel Solo is the largest sharia hotel in the city of Solo. Having a sharia concept based on Islamic guidance is seen in every interior and exterior in the hotel building with modern Islamic nuances. Syariah Hotel Solo is different from conventional hotels. The difference between the prayer equipment and the Holy Quran is available in hotel rooms. The provision of prayer tools and the Koran is to make it easier for Muslim guests to worship. Despite having Islamic procedures, this hotel still allows and does not prohibit guests or tourists from other religions from staying. Many guests from abroad came, but the obstacles experienced were the lack of information in English during the Covid-19 pandemic. So in this study adapted the R&D method from Sugiyono to produce a product that can help Syariah Hotel Solo solving the problem. The product is a brochure containing information on health protocols using English at the Syariah Hotel Solo. The results of the finished brochure design have received a response from the Supervisor of Syariah Hotel Solo. The supervisor said the design results were good, complete according to the information at the Syariah Hotel Solo.

**Keywords: Covid-19 Pandemic, Syariah Hotel Solo, Brochure**

## ABSTRAK

*Pada masa pandemi Covid-19 industri perhotelan sangat membutuhkan rangkaian protokol kesehatan agar dapat membuat wisatawan yang berkunjung merasa aman dan nyaman saat menginap. Seperti Syariah Hotel Solo yang telah menerapkan rangkaian protokol kesehatan yang dianjurkan oleh pemerintah. Syariah Hotel Solo merupakan hotel syariah terbesar di Kota Solo. Memiliki konsep syariah yang berlandaskan tuntunan islam terlihat pada setiap interior dan eksterior di bangunan hotel tersebut yang bernuansa islamik modern. Syariah Hotel Solo memiliki perbedaan dengan hotel konvensional. Perbedaannya terdapat pada perlengkapan alat shalat serta Kitab Suci Al-Quran yang tersedia di kamar hotel. Penyediaan alat shalat dan Al-Quran ini untuk memudahkan tamu beragama Islam untuk beribadah. Meski memiliki tata cara Islam, hotel ini tetap mengizinkan dan tidak melarang tamu atau wisatawan beragama lain menginap. Banyak tamu dari luar negeri yang berdatangan, namun kendala yang dialami minimnya informasi berbahasa inggris pada masa pandemi Covid-19. Sehingga dalam penelitian ini mengadaptasi metode R&D dari Sugiyono untuk menghasilkan suatu produk yang dapat membantu Syariah Hotel Solo dalam mengatasi masalah. Produk tersebut berupa brosur yang berisikan informasi mengenai protokol kesehatan yang ada di Syariah Hotel Solo. Brosur yang sudah jadi telah mendapatkan komentar dari Supervisor Syariah Hotel Solo. Supervisor mengatakan bahwa hasil desain sudah bagus, loengkap sesuai informasi yang ada di Syariah Hotel Solo.*

***Kata Kunci : Pandemi Covid-19, Syariah Hotel Solo, Brosu***

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# CHAPTER I

## INTRODUCTION

### 1.1 Background of the study

Covid-19 is an outbreak in 2019 originating from Wuhan, China which is detrimental to the human and social dimensions. After spreading in China, the Covid-19 pandemic quickly spread to 210 countries, including Indonesia. The impact of Covid-19 is undeniable and felt throughout the tourism value chain. Pressure on the tourism industry can be seen from the decline in the number of foreign tourists visiting Indonesia and the cancellation of foreign trips to Indonesia.

Indonesia is a country rich in natural resources that are well managed and have become a tourist destination. This tourist destination hopes to contribute sources of income because the tourism sector plays a role in national development as an additional source of foreign exchange income, equity, and increasing employment opportunities and people's income. The level of tourist visits to Indonesia from year to year tends to increase. Therefore, it proves that the tourism sector has the opportunity to market tourism products in Indonesia.

One of the tourism sectors that supports the development of marketing in tourism is the hospitality industry. The hospitality industry is one of the benchmarks for the success of an area in informing or promoting tourists to come to visit the destination. Many tourists visit a tourist area and need a place to stay. That's where the role of the hotel is as a benchmark to find out how many tourists visit.

The Indonesian government has close access to foreign tourist arrivals to Indonesia due to the entry of the Covid-19 virus in Indonesia. Therefore, Indonesia faces

many losses in the tourism sector, one of which is the hospitality industry. The loss experienced by the hotel is because foreign tourists are not allowed to come to Indonesia, and the government rules for the Indonesian people to do all activities at home. This regulation intends to break the chain of the spread of Covid-19 so that hotels must be temporarily closed.

The tourism industry is thinking of ways to avoid continuous losses during the temporary closure of hotels. The tourism industry tries to keep tourist attractions and hotels open by complying with the health protocols recommended by the government. Health protocols following government recommendations such as washing hands, using disinfectants, wearing masks, and keeping a distance so that people can feel safe for vacation during the COVID-19 pandemic. For example, the Syariah Hotel Solo is a 4-star hotel in the city of Solo that has complied with the government's recommendation to operate again after several months of temporary closure.

Syariah Hotel Solo has a sharia concept based on Islamic guidance. Modern Islamic nuance, very dominant color every interior and exterior in the hotel building. The location of this hotel is strategic because it is close to Adi Soemarmo airport and has easy access for visitors to come. Syariah Hotel Solo is the right choice for business or leisure purposes during a pandemic because the health protocols provided there are guaranteed to be safe.

However, during observations at the Syariah Hotel Solo, there was an obstacle that there was no explanation regarding health protocols using English, so foreign tourists could not get information about health protocols staying at the Syariah Hotel Solo during the Covid-19 pandemic. For this reason, the plan is to make an English brochure about the health protocols at the Syariah Hotel Solo so that foreign tourists know that

information about the hotel has received permission from the government regarding operating safety amid the Covid-19 pandemic.

### **1.2 Aim of the study**

1. To develop an English health protocol brochure as a medium of information for guests of Syariah Hotel Solo.
2. To find out the opinion of the hotel regarding the "English health protocol brochure" to prove that the products made have been submitted to the hotel.

### **1.3 Advantages of the study**

1. Theoretical Advantages :
  - To increase knowledge and get direct information about the practice of hotel operational procedures using health protocols.
2. Practical Advantages :
  - As a medium of information at the Syariah Hotel Solo about health protocols using English during the covid-19 pandemic.
  - The readers know about information and protocol in Syariah Hotel Solo during the covid-19 pandemic.

### **1.4 Method of the study**

According to Professor Sugiyono (2015) in his research and development book, R&D is a research method used to produce specific products and test their effectiveness. Produce specific products using needs analysis, such as what students need to improve their learning outcomes.

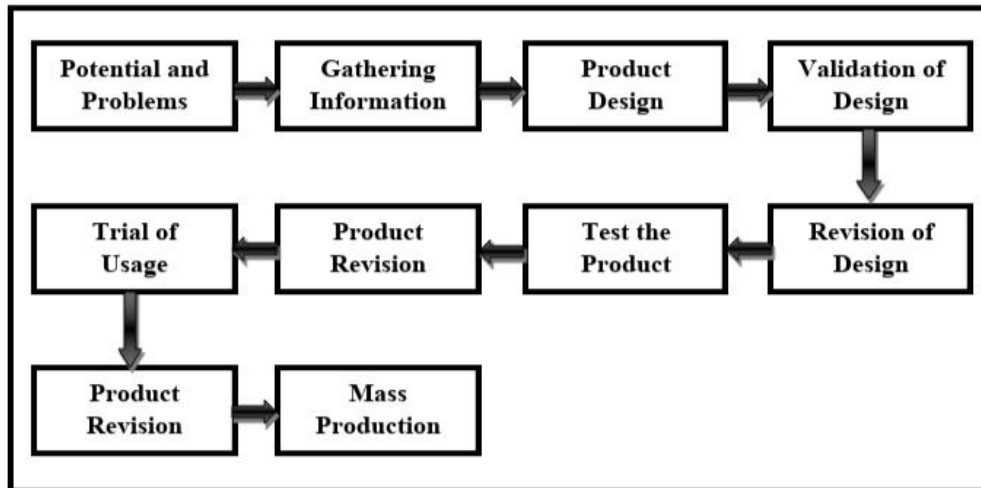


Figure 1.1 Research and Development Model (Sugiyono, 2015)

Sugiyono (2015) states that the steps in Research & Development research consist of 10 steps as follows:

1. Potential and Problems

Potential is anything that, if utilizing will have additional value. Problems can also turn into potential if researchers can take advantage of the problem. Problems will occur when there is a deviation between what was expecting and what happened.

2. Gathering Information

After the potential and problems, the next step is to collect various information and literature studies that can be used as planning material to make specific products that hope to overcome these problems.

3. Product Design

Product Design is a type of product resulting from R&D research. Can produce a new work system, a design system must be made based on an assessment of the previous work so that weaknesses can be found and immediately replaced with new product designs.

#### 4. Validation of Design

Design validation is an activation process that aims to assess whether the product design, in this case, the new work system, will rationally be more effective than the old one or not. It is said rationally because the validation of this stage is still an assessment based on rational thinking, not based on field facts.

#### 5. Revision of Design

Look for weaknesses that exist in the design and try to minimize these weaknesses by improving the design. The one in charge of improving the design is the researcher.

#### 6. Test the Product

The product design must produce first until it becomes a product and that product is testing. Conduct testing through experiments by comparing the results of old and new products.

#### 7. Product Revision

Product testing on a limited sample can show that the performance of the new work system is better than the old system.

#### 8. Trial of usage

After testing the resulting product has been successful, and there may be revisions that are not so important, it is still necessary to assess the obstacles or shortcomings that arise to make further improvements.

#### 9. Product Revision

This product is revised if in actual conditions there are advantages and disadvantages.

## 10. Mass Production

Products that have been tested and declared feasible for production then can be mass-produced.

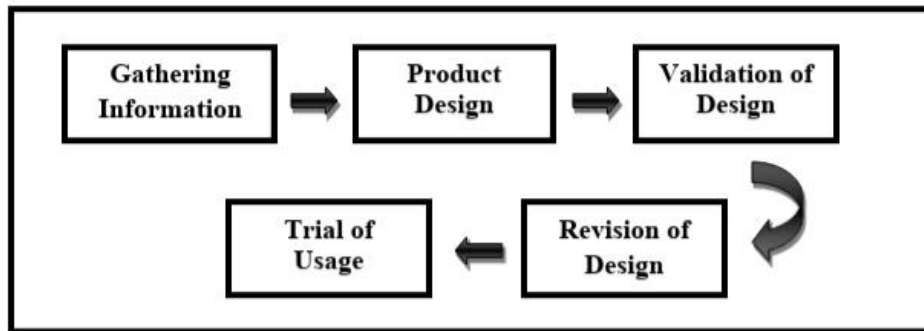


Figure 1.2 Adapted Research and Development Model

10 Steps of Research Methods in R&D According to Sugiyono (2015), this study uses 5 Steps that are following existing research at Syariah Hotel Solo:

### 1. Gathering Information

Collect various information about the problems that exist at Syariah Hotel Solo by observing and recording them. According to the Syariah Hotel Solo Supervisor, one of the obstacles at the hotel was the lack of information using English during the Covid-19 pandemic.

### 2. Product Design

Design brochures using English about health protocol at the hotel so that foreign tourists can find out information at the Syariah Hotel Solo. This information is intended for foreign tourists not to worry when staying at the Syariah Hotel Solo because this hotel has used health protocols as recommended by the government.

### 3. Validation of Design

Design validation by providing the finished design to the Syariah Hotel Solo Supervisor to ask for an opinion on whether the design results are appropriate or still need to be improved.

### 4. Revision of Design

Provide brochure design results to hotel supervisors. If there are errors in the results of the brochure design must be corrected according to the directions given by the hotel supervisor, but if there are no errors in the brochure design results, then proceed to the next step.

### 5. Trial of Usage

The brochure design results can produce and used if the Syariah Hotel Solo Supervisor has notified that the brochure design results have been successful at the design validation step.

## **1.5 Method of Collecting Data**

### **1.5.1 Observation**

According to Sugiyono (2015: 204), observation is an activity loading research on an object. When viewed in the process implementation of data collection, observations become participants and non-participant.

The type of observation in this study is non-participant. In this study, the observation method performs by observing the activities at Syariah Hotel Solo, seeking information by asking the staff about the services there, and recording all the information obtained. When conducting interviews with staff regarding the services at Syariah Hotel Solo, there was a problem. Then the problem was conveyed to the supervisor and discussed together until finding a solution.

### **1.5.3 Interview**

According to Esterberg (Sugiyono, 2013), structured interviews are used as a data collection technique if the writer who collects the data also knows the information to be obtained. In interviews, data collection can also use the devices such as a tape recorder, pictures, brochures, and other materials that can make the interview run smoothly.

The interview technique used in this study is a structured interview conducted with the Supervisor of Syariah Hotel Solo that provides opinions about the products produced.



## **1.6 Organization of the Report**

### **CHAPTER I : INTRODUCTION**

This chapter consists of the Background of the study, Aim and Advantages, Method, and the Organization of the report.

### **CHAPTER II : LITERATURE REVIEW**

This chapter consists of the Definition of Brochure, Type of Brochure, Definition of Hotel, Health Protocol at Hotel, Definition of Information, and Information Quality.

### **CHAPTER III : RESULT AND DISCUSSION**

This chapter consists of Syariah Hotel Solo Profile, History of Syariah Hotel Solo, Vision and Mission, and Process of Developing English Health Protocol Brochure of Syariah Hotel Solo for Information.

### **CHAPTER IV : CONCLUSION**

This chapter consists of the Conclusion and Suggestions for Syariah Hotel Solo.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Definition of Brochure**

A brochure is a piece of paper that contains a collection of words and information about a product, complete with supporting images. Brochures are also usually distributed free of charge to the general public hope that the public can find out about certain products (Ees, 2004: 207).

Brochures are printed materials containing pictures or writing in smalls books, leaflets, folders, and other printed materials that provide information for the general public (Mardikanto, 2009: 22).

From the theory above, the conclusion is that brochures are print media that contain information in the form of paper containing a collection of words and pictures. Brochures distribute free of charge to provide information to the public.

Based on this theory, the selection of brochures in this study is to overcome the problem at Syariah Hotel Solo regarding the lack of information using English. Through printed media, brochures expect to be an intermediary for foreign people to get information about Syariah Hotel Solo during the Covid-19 pandemic.

##### **2.1.1 Type of brochure**

These common types of brochures and pamphlets are categorized by print format, fold, and by the size of their panel layout:

1. Gate-Fold: Rarely use this brochure because the price is a bit expensive compared to other brochure designs. Therefore, most of them print these brochures for high-end marketing purposes. The folds into this brochure

make it compact and easy to carry around. The brochure's eight-panel structure provides more space for graphic designs, illustrations, information, and images of the product or service of your brand in detail.

2. **Bi-Fold:** This is the most commonly used brochure-type among companies. A bi-folded brochure is created by folding the brochure into two halves. This fold includes four panels for displaying information as a front cover and a back cover with two internal panels. This brochure is as easy to hold as a book and provides information at a glance. A booklet is an advanced version of a bi-fold brochure in which several pages are added to the brochure so that it looks more like a mini-magazine. This type of brochure is perfect for companies that want to advertise a lot of products. Also can be used as a restaurant menu.
3. **Tri-Fold:** This brochure is just like its name. It consists of three folded panels that provide enough space to display information. Used many ways of folding it to optimize its function. Horizontal folds are panels that are larger but shorter, while vertical folds are panels that are narrower but taller. Such folds make the 6-paneled brochure a compact one, making it easier to read and carry along.
4. **Z-Fold:** This brochure is different from the others because it can be folded in a zigzag (Z). Usually, use a Z-fold brochure for information that contains a lot of images. This brochure has a total of six panels and provides plenty of space to display graphic designs that center on the picture and can spread from panel to panel. This brochure is best for large graphics, maps, food menus, product details, or graphic designs. A more

advanced version of this brochure with more zigzag folds is called an accordion fold brochure.

Choose the Tri-Fold Brochure because it provides ample space to display information and many ways to fold. So that makes it easier to carry and read.

## **2.2 Definition of Hotel**

Hotels are commercially operated accommodations that use some or all of the building to provide lodging, food services, and other services. Provide facilities and services for guests and the general public who want to stay (Widanaputra 2009:16). The classification of hotels, in this case, refers to star hotels and non - star hotels. Obedience is a change in behavior from behavior that disobeys rules to behaviors that obey rules (Green, 1997 in Notoatmodjo, 2007). Compliance by the hotel manager is compliance in implementing health protocols in each activity and strictly applying to both employees and visitors.

Syariah Hotel Solo, as the name implies, certainly has services based on Islamic religious procedures. In Indonesia, sharia hotels must obtain halal certification from the Indonesian Ulema Council (Majelis Ulama Indonesia/MUI) starting from their food and drinks. Not only that, but the Syariah Hotel Solo also has a restroom with enough water available to purify itself. Usually, in conventional hotels, only tissue is available in the toilet. Judging from the contents of the rooms, sharia hotels have differences from hotels in general. The difference lies in the prayer equipment and the Koran available in the hotel room. The provision of prayer tools and the Koran is to make it easier for Muslim guests to worship. Despite having Islamic procedures, Syariah Hotel Solo still allows and does not prohibit guests or tourists from other religions to stay. Because this hotel is a 4-star hotel and has a

luxurious building close to shopping, restaurants and entertainment. So guests or tourists can still feel the comfort and service of the Solo Syariah Hotel, even though they are not Muslims.

### **2.3 Health Protocol at Hotel**

Health protocols are the rules and regulations that visitors and hotel managers need to observe to function safely, especially during the covid-19 pandemic. Health protocol aims to keep communities occupied safely and to avoid harming the safety or health of others. Rule of health protocol base on regulations set by the government. Health protocol refers to both global, national, and local. The provisions of the Global health protocol refer to the guidelines set by the World Health Organization (WHO) and the World Travel & Tourism Council (WTTC) in the prevention and treatment of COVID-19. Health protocol guidelines published by the Indonesian government, operating on the decisions of public health ministers (HK.01.07/*Menkes*/382/2020) on health protocols for communities in places and public facilities for the prevention and control of coronavirus 2019 (covid-19).

The implementation of health protocols is not a new issue in hospitality. The health protocol is a series of activities that each hotel should perform in the service of the entire tourist community to make the traveler feel safe and comfortable during the trip, so it became part of the indirect tourist promotion. In a *saptapesona*, the application of health protocols is an integral part of where a visitor can return to stay at a hotel.

Based on the statement about the theory, Syariah Hotel Solo has implemented a series of health protocols. During this Covid-19 pandemic, a series of health protocols need so that tourists who visit feel safe and comfortable while staying at

the Syariah Hotel Solo. In addition, it can help the government decide cases of Covid-19 that hit Indonesia.

## **2.4 Definition of Information**

According to Nataniel Dengen, Heliza Rahmania Hatta (2009), information is the result of data processing that is processed in such a way through a series of processes in a system so that it is feasible to present to the general public.

Sources of information are obtained from various places and media, both living and inanimate objects. It can be from books, magazines, newspapers, radio, tape recorders, CD-ROMs, computer diskettes, brochures, pamphlets, and information recording media (Yusup, 2009).

Based on the theory above, this research uses information theory. Therefore, information at Syariah Hotel Solo can be disseminated to the public regarding hotel conditions during the Covid-19 pandemic. Sources of information are obtained from the government and processed in such a way by the hotel. Information that has gone through a series of processes can disseminate to the public.

### **2.4.1 Information Quality**

According to Jogiyanto (2005:10), the quality of information depends on three things: data information must be accurate, just in time, and relevant. According to Azhar Susanto (2004:10), the quality of information should have the following characteristics:

1. Accurate

Accurate means that information must be free from errors and not misleading.

2. Just in time

Just in time means that the information that comes to the recipient must not be late.

3. Relevant

Relevant means that the information has benefits for the user.

4. Complete

Complete means that the information provided must be acceptable full by the recipient.

Based on the theory above, it is related to research at Syariah Hotel Solo. Information provided to hotel guests must be accurate and timely. Accurate information is information provided to hotel guests following government regulations. Just in time is information given by the government directly given to hotel guests. And the information provided must be complete.

## **CHAPTER III**

### **RESULT AND DISCUSSION**

#### **3.1 Syariah Hotel Solo Profile**

##### **3.1.1 History of Syariah Hotel Solo**

Syariah Hotel Solo is a four-star Islamic hotel and is the largest Syariah hotel in Indonesia. Hutomo Mandala or Tommy Suharto is part of the Cendana family who founded the Syariah Hotel Solo. The laying of the first stone was carried out by the Minister of Social Affairs (Segaf Al-Jufri) and accompanied by the Regent of Sukoharjo (Wardoyo) and the Regent of Karanganyar (Rina I). Syariah Hotel Solo has 360 rooms and a venue with a capacity of 2,000 people.

The hotel has 12 floors with rooms starting from floors 2 to 11, and the 1st floor contains only the lobby, restaurant, meeting rooms, and kitchen area, and the 12th floor only contains the ballroom. On March 11, 2014, in the city of Solo, the Syariah Hotel Solo was inaugurated. The establishment of this hotel is under the leadership of the Anom Seratama Group (HAS).

Due to the sharia concept, this hotel does not provide bars, alcohol, and food are considered haram by Muslims and prohibited by Syariah Hotel Solo. Every prayer time, this hotel always echoes the call to prayer. Modern Islamic nuance is strongly dominant in every interior and exterior in the Syariah Hotel Solo building. Syariah Hotel Solo is guided by and enforces Islamic law. Therefore, all staff must wear clothes that are following Islamic law. The female staff is required to wear long-sleeved uniforms and headscarves. Meanwhile, the male staff is required to wear the appropriate uniform and wear a prayer cap.



These requirements aim to give the image of Syariah Hotel Solo that is different from other hotels.

### **3.1.2 Vision and Mission**

#### **Vision**

Menjadi Hotel Syariah bintang 4 di Kota Surakarta dan Jawa tengah yang paling diminati konsumen dan mendapatkan keuntungan secara signifikan.

Translated :

To become a 4-star Syariah Hotel in Surakarta and Central Java that is most in demand by consumers and gains significant benefits.

#### **Mission**

- Berkomitmen untuk menghasilkan keuntungan yang optimal bagi pemilik.
- Memenuhi dan meningkatkan kebutuhan konsumen dan pemilik hotel dengan menyediakan produk dan layanan unggulan.
- Berkomitmen untuk menjadi hotel dengan branding yang dikenal oleh konsumen baik secara nasional maupun internasional.

Translated :

- Committed to generating optimal profit for the owner.
- Meet and improve the needs of consumers and hotel owners by providing excellent products and services.
- Committed to becoming a hotel with a well-known branding by consumers both nationally and internationally.

## 3.2 Process of Developing English Health Protocol Brochure of Syariah Hotel Solo

### 3.2.1 Gathering Information

Collect various information during an internship at Syariah Hotel Solo by observing the problems at Hotel Syariah Solo and looking for solutions.



Figure 3.1 The Indonesian Brochure of Syariah Hotel Solo



Figure 3.2 Indonesian Health Protocol of Syariah Hotel Solo



Figure 3.3 Certificate CHSE of Syariah Hotel Solo



Figure 3.4 Certificate New Normal of Syariah Hotel Solo



Figure 3.5 Indonesia Care

### 3.2.2 Product Design

Producing brochures in such a way as to attract public interest. Therefore, in making the brochure in this study, we pay close attention to several elements to make it more attractive, including :

1. Include an attractive title so that people who read it will be impressed and understand the meaning conveyed in the brochure.
2. Insert a photo or product image.
3. Determine the color used to dominate in the brochure.
4. The process of designing a brochure uses the Canva application because it has many design choices and various background colors.

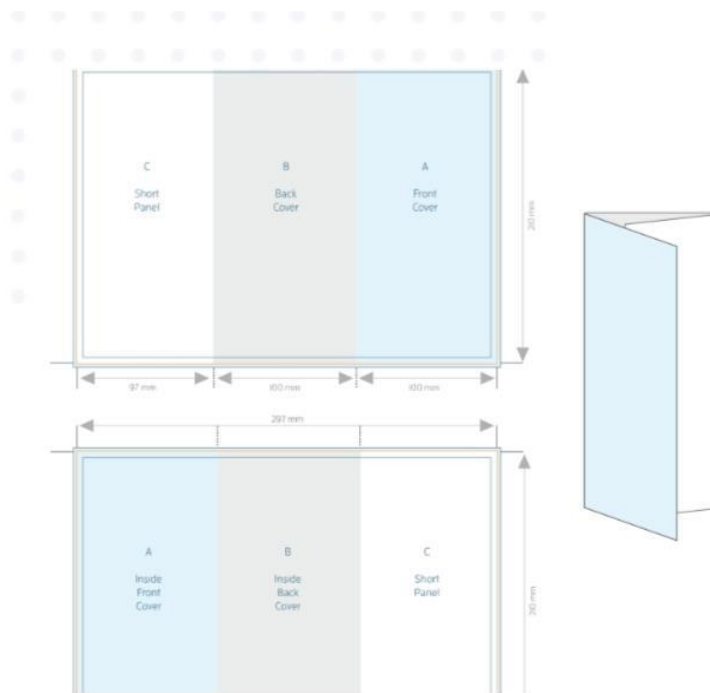


Figure 3.6 Brochure Template

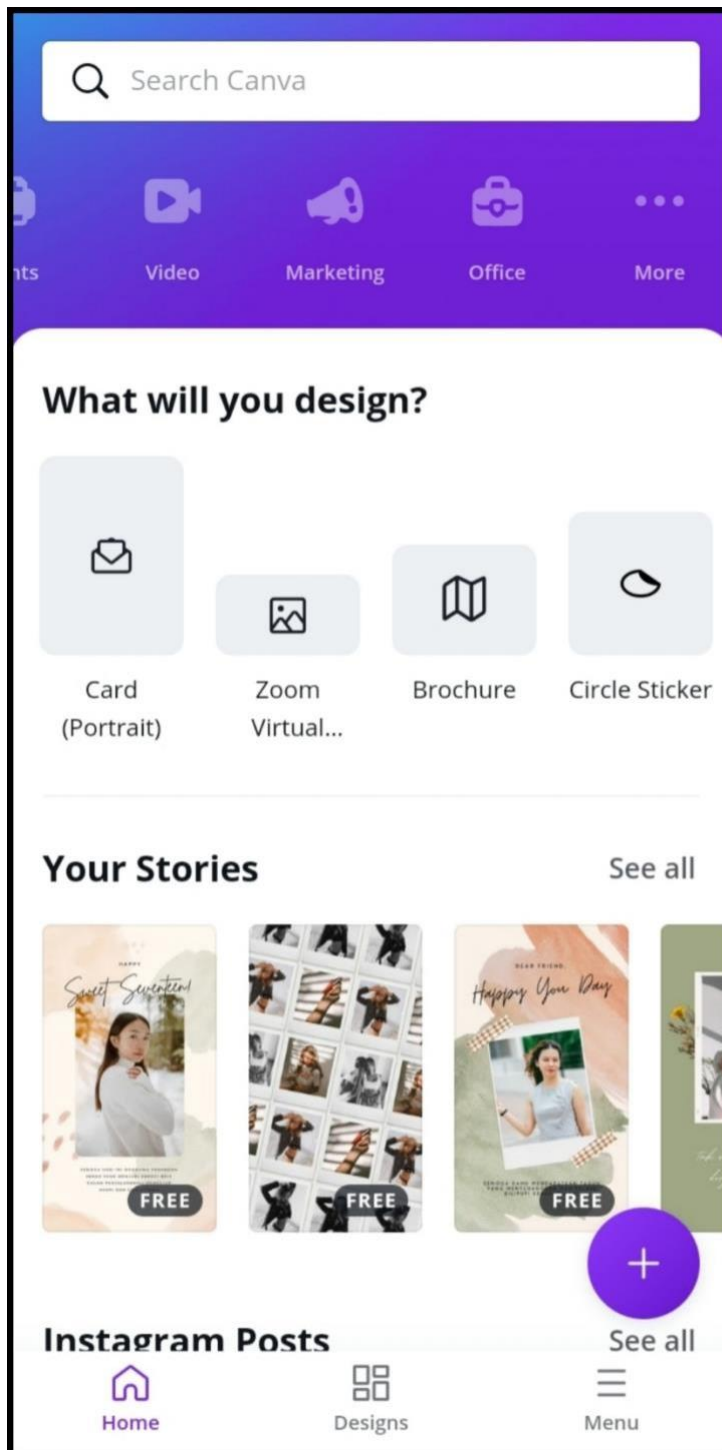


Figure 3.7 Brochure design process using canva

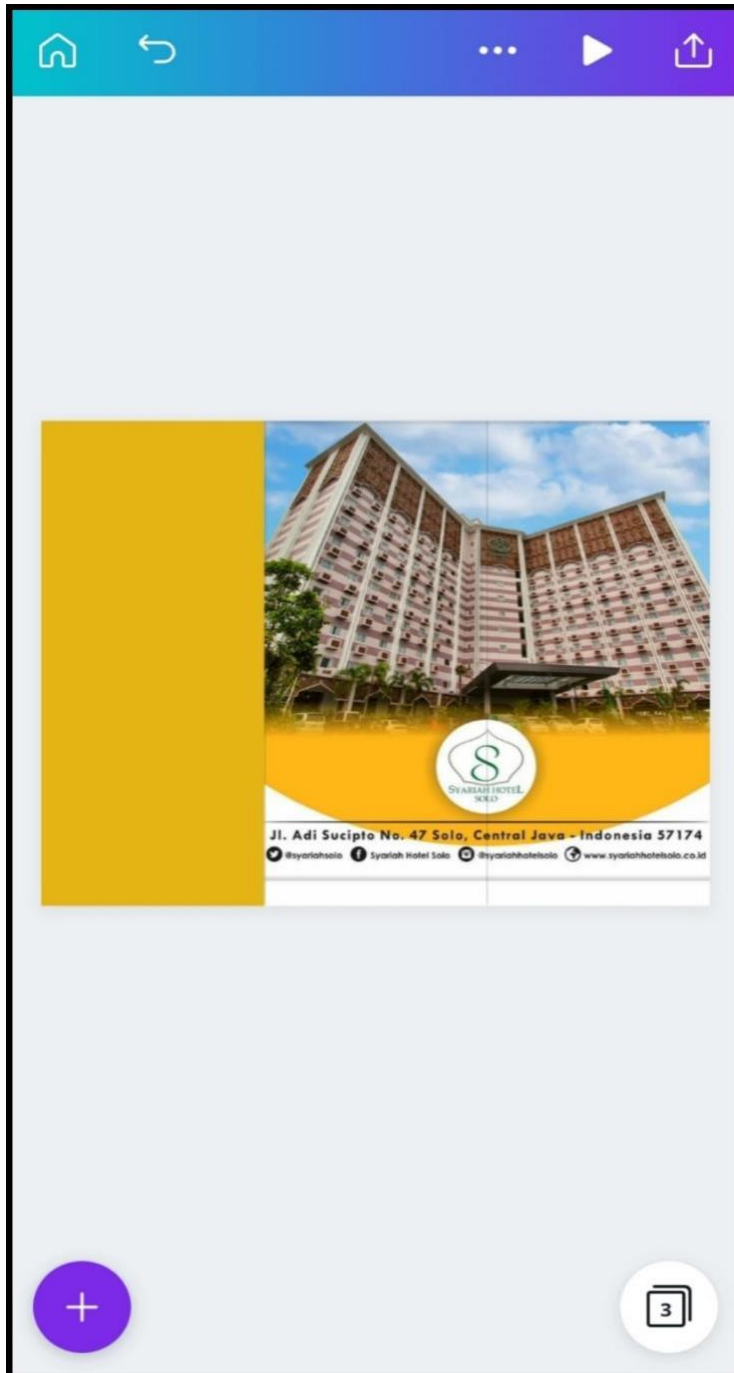


Figure 3.8 Insert an images in a brochure designs using canva



Figure 3.9 English Health Protocol Brochure Design (Front Page)



Figure 3.10 English Health Protocol Brochure Design (Back Page)



### 3.2.3 Validation of Design

Perform design validation to test the results of products produced. The resulting product is appropriate or needs improvement to provide maximum product results.

Transcript showing the dialogue from the Syariah Hotel Solo Supervisor:

Interviewer : “What do you think about the brochure I made?.”

Interviewee : “Good job, Anisa. The brochure that you created contains complete information according to what is in the hotel.

(For more details, the dialogue can see in the appendix).

The interview above states there is a need for revisions to add to the information available at Syariah Hotel Solo. Adding information about hotel guests is required to bring proof of swab to prevent the spread of Covid-19.

The interview above states that the revised brochure has complete information. Therefore it can be mass-produced.



Figure 3.11 Screenshot Chat with Supervisor Syariah Hotel Solo (1)

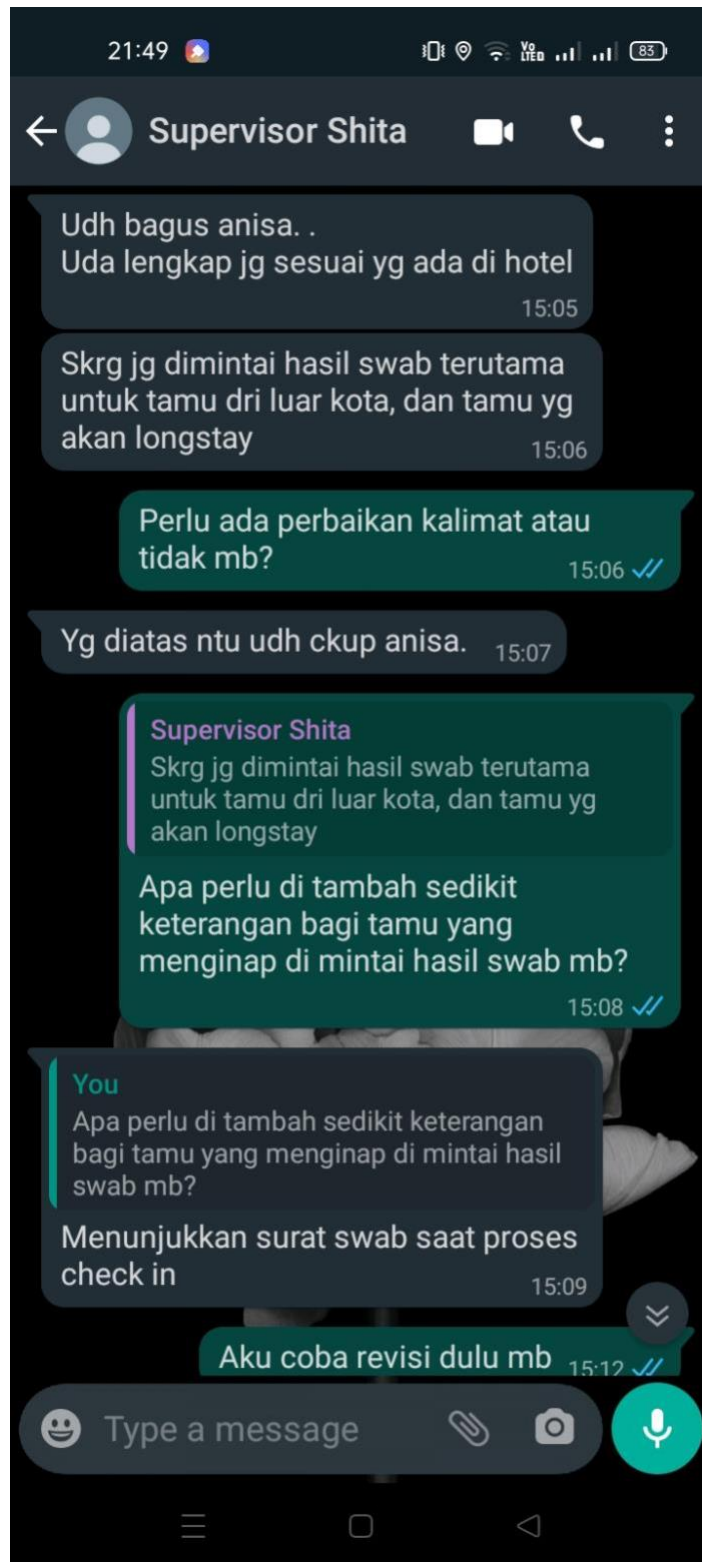


Figure 3.12 Screenshot Chat with Supervisor Syariah Hotel Solo (2)

### 3.2.4 Revision of Design

Carry out directions according to the instructions given by the supervisor of the Syariah Hotel Solo. If there is an error in the brochure, it must correct according to the instructions given by the hotel supervisor, and If there are no errors in the brochure design results, then proceed to the next step.

During the process of making the brochure, it received a revision from the supervisor. The supervisor suggested adding a little information to the brochure regarding guests who will stay overnight must show proof of swab that aims to prevent the spread of Covid-19.

The results of the previous design contained no information stating that guests had to show proof of a swab, therefore add information according to the advice given by the supervisor. In addition, it also adds information about 5M that is currently popular in Indonesia.



Figure 3.13 Brochure design before revision (Front Page)

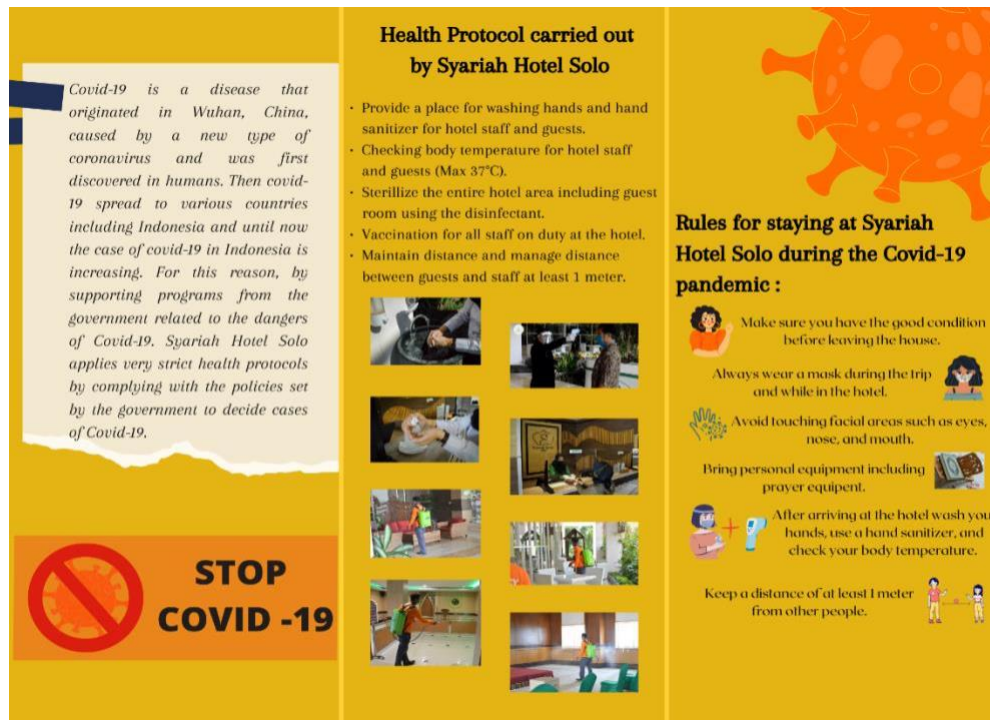


Figure 3. 14 Brochure design before revision (Back Page)



Figure 3.15 Brochure design after revision (Front Page)

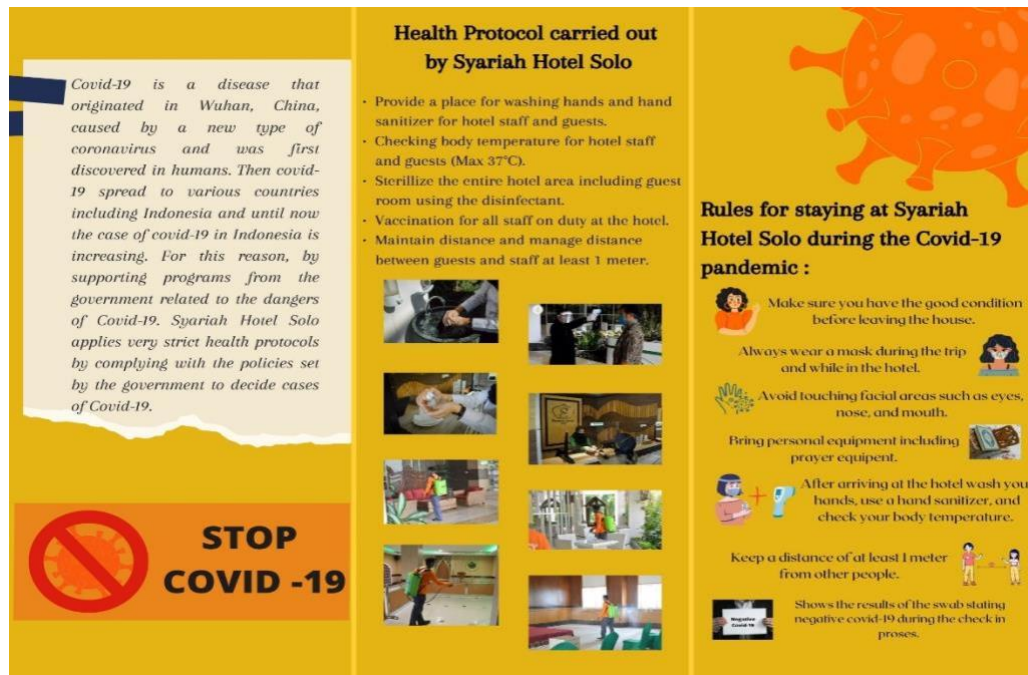


Figure 3.16 Brochure design after revision (Back Page)

### 3.2.5 Trial of Usage

The results of the brochure design have gone through a trial stage to the Syariah Hotel Solo Supervisor and are declared successful so the brochure product can produce and used.

The situation of the COVID-19 pandemic has not made it possible to come to the hotel to provide offline brochure product results. So in this research step using evidence of online chat with supervisors.

Transcript showing the dialogue from the Syariah Hotel Solo Supervisor:

Interviewer : “(Sending a revised picture of the brochure). That's the result of the brochure that I have revised, miss. I put additional information in the stay rules section at Syariah Hotel Solo.”

Interviewee : “It's complete, Anisa. Good job.”

(For more details, the dialogue can see in the appendix).

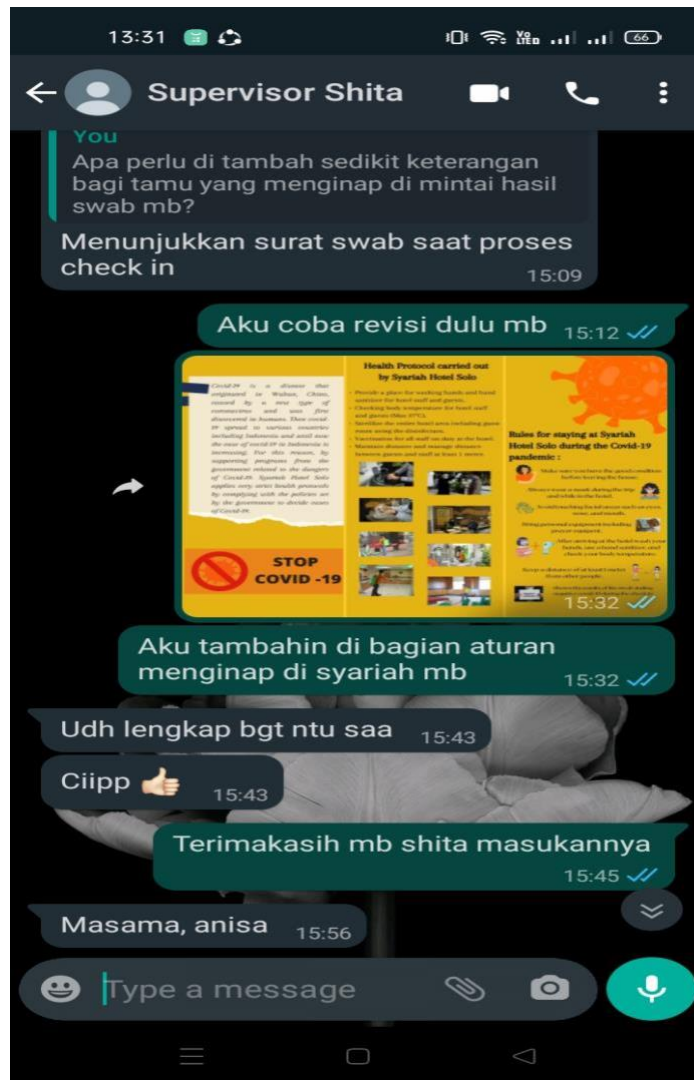


Figure 3.17 Trial online proof using brochure

The conclusion in this chapter is that the results of the brochure design using the 6-step R&D method according to Sugiyono. The creation of English brochures during the Covid-19 pandemic is an effort to assist hotel staff in providing information to foreign guests visiting Syariah Hotel Solo. The Supervisor of Syariah Hotel Solo has approved data collection, information included in the brochure, design selection, and image selection in the brochure-making process. In the online interview, the supervisor provides input to make revisions by adding a little information that is not yet in the brochure. After being revised, the supervisor said that the results of the brochure design were already well and satisfactory. The expectation that the brochure made can overcome the obstacles that exist in the Syariah Hotel Solo.

## **CHAPTER IV**

### **CONCLUSION**

#### **4.1 Conclusion**

Syariah Hotel Solo is the largest sharia hotel in Solo. It has services based on Islamic religious procedures that distinguish this syariah hotel from other hotels, and the location of the hotel is very strategic close to Adi Soemarmo airport. Based on observations during the study, there was a problem. The problem at Syariah Hotel Solo is the lack of information using English during the Covid-19 pandemic. That's what makes foreign guests unable to find information about the hotel.

Therefore, this study using the R&D research method from Sugiyono to produce a product to solve the problems that exist in Syariah Hotel Solo. This study uses an R&D method adapted from 10 steps to 5 steps such as Gathering Information, Product Design, Validation of Design, Revision of Design, Trial of Usage.

The five steps adapted method produces information in English through a brochure. This brochure is the first English-language information during the Covid-19 pandemic. Based on interviews with hotel supervisors, the existence of these brochures helps the hotel in providing information to guests. Expecting guests who will stay are also satisfied with the information in the brochures.

## **4.2 Suggestion**

There are several suggestion for Syariah Hotel Solo. The first suggestion, the hotel can use a brochure made by the author to inform foreign guests who need information about the Solo Syariah Hotel during the Covid-19 pandemic. Second, Syariah Hotel Solo can add information in the hotel using English because the guests staying are not only Indonesians. And the last suggestion, the hotel can maintain and update the information in English that is there.



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## APPENDIX

Transcript of Interview with Supervisor of Syariah Hotel Solo :

Date : Thursday, 5 August 2021

Interviewer : Anisa Delima Sunaryo

Interviewee : Shita Takarina P.

Interviewer : “Assalamualaikum Miss Shita” , (Sending brochure design pictures).

Interviewee : “Walaikumsalam.”

Interviewer : “What do you think about the brochure I made?.”

Interviewee : “Good job, Anisa. The brochure that you created contains complete information according to what is in the hotel.”

Interviewer : “Is there anything that needs to be improved in the writing of the sentence or the design?.”

Interviewee : “As additional information, the hotel is now asking guests to show their swab results, especially guests from out of town who want to stay longer.”

Interviewer : “Is it necessary to add a little information to the brochure for overnight guests who are asked for swab results?.”

Interviewee : “Just show the swab letter during the check-in process.”

Interviewer : “Ok miss, I try to add that information”.

(A few moments later).

Interviewer : “(Sending a revised picture of the brochure). That's the result of the brochure that I have revised, miss. I put additional information in the stay rules section at Syariah Hotel Solo.”

Interviewee : “It's complete, Anisa. Good job.”

Interviewer : “Thank you for the advice Miss. Hopefully, the brochure I made can be useful for Syariah Hotel Solo.”

Interviewee : “You're welcome, Anisa.”