CREATING A SERIES OF EDUCATIONAL VIDEOS: POST-PRODUCTION OF "ENGLISH CONVERSATION FOR CUSTOMER SERVICE OVER THE PHONE"

FINAL ASSIGNMENT

A Partial Fulfilment of the Requirements for the Applied Foreign Language Bachelor Degree

by:

Wahyu Nur Amalia

40020520650086

BACHELOR OF APPLIED FOREIGN LANGUAGE

VOCATIONAL COLLEGE

DIPONEGORO UNIVERSITY

2024

ACCEPTANCE

Name : Wahyu Nur Amalia

Student's ID Number : 40020520650086

Study Program : Applied Foreign Language

Title of Final Project : Creating A Series of Educational Videos: Post-Production of "English Conversation for Customer Service Over the Phone"

This study has been examined and is accepted for in partial fulfilment of the requirement for the degree of Applied Bachelor in Applied Foreign Languages of Vocational College Diponegoro University

Examiners Board:

1. Aditya Nur Patria, S.Hum., M.App.Ling. (Chairman) :
2. Lenggahing Asri D.E.S., S.Pd., M.Pd. (Member) : (
3. Maharani Patria Ratna, S.S., M.Hum. (Member) : (

Semarang, 25th September 2024

Head of Applied Foreign Language Study Program,

Sriwahyu Istana Trahutami, S.S., M.Hum.

NIP. 197401032000122001

STATEMENT OF ORIGINALITY

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

The undersigned below:

Name : Wahyu Nur Amalia

Student's ID : 40020520650086

Signature :

Date : 26th August 2024

APPROVAL SHEET

CREATING A SERIES OF EDUCATIONAL VIDEOS: POST-PRODUCTION OF "ENGLISH CONVERSATION FOR CUSTOMER SERVICE OVER THE PHONE"

by

Wahyu Nur Amalia

Student numbers: 40020520650086

Semarang, 4th September 2024

Approved by

Supervisor

Aditya Nur Patria, S.Hum., M.App.Ling.

NIP. 199012182020121007

ACKNOWLEDGEMENTS

Praise to be Allah SWT for His mercy and grace so that the final project, entitled "Creating A Series of Educational Videos: Post-Production of "English Conversation for Customer Service Over the Phone," can be completed. This project is submitted as a final requirement for achieving an applied bachelor's degree at the Department of Applied Foreign Languages, Faculty of Vocational Studies, Diponegoro University.

While writing this final project, some parties have provided time, energy, and motivation. On this precious occasion, the author would like to express his gratitude and appreciation to:

1. Allah SWT for blessing, love, opportunity and mercy so that the researcher can carry out research in developing an activity book to complete the final assignment.
2. Mr. Prof. Dr. Ir. Budiyono, M.Sc., is the Dean of the Faculty of Vocational Collage, Diponegoro University, Semarang.
3. Mrs. Sriwahyu Istana Trahutami, S.S., M.Hum. as the Head of Diponegoro University Applied Foreign Language D-IV Study Program.
4. Mr. Aditya Nur Patria, S.Hum., M.App.Ling. as a supervisor who always guides researchers in completing the Final Project.
5. Ayah Sucipto and Ibu Siti Khotijah, S.H., who endlessly provide moral support, enthusiasm, and motivation in completing the Final Project.
6. Hendra Ardi Wicaksono. Thank you for your support and prayer for your lovely girlfriend.
7. Salma Inastabriza and Fachrunisa Irwan. Thank you for being great teammates in arranging the Final Project.
8. Ibu Yuni fitri handayani and Bapak Jumanto. Thank you for supporting the researcher in Final Project process.
9. Adek Firma Rahmayani. Thank you for being amazing sister.
10. Seviola Wifa Fortunisa. Thank you for being amazing best friend.

11. All lecturers of the Applied Foreign Language Bachelor Program who have guided me during my study, and to the faculty and Applied Language Bachelor Program staff.
12. And all individuals and groups whose names cannot be mentioned one by one, Thank you for helping researchers in completing this Final Project.

The researcher realizes that this report is far from perfect and there are still many shortcomings and errors in the material or the way it is presented. Therefore, all forms of criticism and suggestions are happily accepted and are expected to help in the next report to make it even better.

Semarang, 26th August 2024

Wahyu Nur Amalia

NIM. 40020520650086

ABSTRACT

Customer trust is an important part of building a company's image. To realize this, the company needs professional human resources to provide customers with trust and satisfaction with the company. One of them is the important role of customer service in providing excellent service to the company's customers. A customer service is expected to have competent language skills especially in English. English language skills are one of the important skills for a customer service to master, because it can improve customer service skills in communicating with international customers. With the advancement of technology, a customer service professional can improve English language skills by using educational video for learning. Animated conversation videos are packaged in a medium to develop customer service skills by showing more interesting work. This research is packaged in the form of animated characters and audio visuals with the method of moving images and text boxes using Adobe After Effect applications.

Keyword *:* Customer service, English skill, Educational Video, Communication, Video Production

ABSTRAK

Kepercayaan dari pelanggan menjadi bagian penting untuk membangun citra perusahaan. Untuk mewujudkan hal tersebut perusahaan membutuhkan sumber daya manusia yang professional untuk memberikan kepercayaan dan kepuasan pelanggan terhadap perusahaan. Salah satunya merupakan peran penting seorang customer service dalam memberikan pelayanan prima untuk pelanggan perusahaan. Seorang customer service diharapkan bisa memiliki kemampuan berbahasa yang kompeten. Kemampuan berbahasa inggris menjadi salah satu keahlian yang penting untuk dikuasai seorang customer service, karena dapat meningkatkan keahlian customer service dalama berkomunikasi dengan pelanggan bertaraf international. Dengan kemajuan teknologi seorang dengan profesi customer service dapat meningkatkan keahlian berbahasa inggris dengan menggunakan pembelajaran video animasi. Video percakapan animasi dikemas dalam sebuah media untuk mengembangkan keahlian customer service dengan menampilkan karya yang lebih menarik. Penelitian ini dikemas dalam bentuk karakter animasi dan audio visual dengan metode gambar bergerak dan *text box* menggunakan aplikasi Adobe After Effect.

Kata Kunci : Layanan Pelanggan, Kemampuan Bahasa Inggris, Video Pembelajaran, Komunikasi, Produksi Video

TABLE OF CONTENTS

COVER PAGE i
ACCEPTANCE ..... **Error! Bookmark not defined.**
STATEMENT OF ORIGINALITY ..... **Error! Bookmark not defined.**
APPROVAL SHEET iv
ACKNOWLEDGEMENTS v
ABSTRACT vii
ABSTRAK viii
TABLE OF CONTENTS ix
LIST OF TABLES xii
LIST OF FIGURES xiii
LIST OF APPENDICES xiv
CHAPTER I INTRODUCTION 1
1.1. Background of the Study 1
1.2. Research Question 6
1.3. Research Objective 6
1.4. Significance of The Study 6
1.5. Output of the Research 7
CHAPTER II LITERATURE REVIEW 8
2.1. Customer Services 8
2.2. Customer Service Skills 10
2.3. Communication 11
2.4. Customer Service Conversation 13
2.4.1. Conversation of Welcoming Customer 13
2.4.2. Conversation of Acknowledging Customer 14
2.4.3. Conversation of Closing The Service 15
2.5. Educational Video 16
2.6. YouTube 17
2.7. Video Making Process 19
2.7.1. Pre-production 19
2.7.2. Production 20

2.7.3. Post-Production 22
2.8. Previous Works 23
CHAPTER III METHODOLOGY OF IMPLEMENTATION 26
3.1. Research Method and Development 26
3.2. Development Research Steps 26
3.3. Research and Information Collecting 30
3.4. Planning 32
3.5. Develop Preliminary Form of Product 33
3.6. Preliminary Field Testing 33
3.7. Main Product Revision 34
3.8. Main Field Testing 34
3.9. Final Product Revision 36
3.10. Disseminating and Implementing 36
3.11. Schedule Implementation 37
3.12. Division of Tasks 38
CHAPTER IV RESULT AND DISCUSSION 40
4.1. Result 40
4.2. Research and Information Collection 41
4.3. Planning 43
4.3.1. Pre-Production 43
4.4. Develop Preliminary Form of Product 50
4.4.1. Production 50
4.4.2. Post-Production 56
4.4.3. Editing 59
4.5. Preliminary Field Testing 62
4.6. Main Product Revision 65
4.7. Main Field Testing 68
4.8. Final Product Revision 70
4.9. Dissemination and Implementation 73
4.10. Discussion 73
CHAPTER V CONCLUSION AND SUGGESTION 76
5.1. Conclusion 76

5.2. Suggestion 77
REFERENCES 78
APPENDICES 83

LIST OF TABLES

Table 3.1 Expertise Criteria 34
Table 3.2 Lists of Statements in the Questionnaire 35
Table 3.3 Interval Scoring on the Likert Scale 36
Table 3.4 Schedule Implementation 37
Table 3.5 Budget and Costing 38
Table 3.6 Division of Task 38
Table 4.1 User Interview Assesment 41
Table 4.2 Storyline 44
Table 4.3 Dialog Customer Service 45
Table 4.4 Scriptwriting Tutor Speaking 47
Table 4.5 Video Animation Footage 51
Table 4.6 Letter of Statement of Validation of Supervisor in Final Project 64
Table 4.7 Respondent Test Results 68
Table 4.8 Formula of Interval 69
Table 4.9 Interval Scoring on the Likert Scale 69
Table 4.10 Results of Feedback from Responden 70

LIST OF FIGURES

Figure 3.1 Research Procedure Research and Development Borg and Gall (1983) 27
Figure 3.2 Research Procedure Research and Development 30
Figure 4.1 WhatsApp Interview 42
Figure 4.2 Storyboard of animation video 49
Figure 4.3 Green Screen Background 53
Figure 4.4 Eye Level Camera Angle 54
Figure 4.5 Teleprompter 55
Figure 4.6 Microphone Mini 55
Figure 4.7 LED Lighting 56
Figure 4.8 Character of customer service 57
Figure 4.9 Character of customer 57
Figure 4.10 Illustration Asset of Hospitality Industy 58
Figure 4.11 Illustration Asset of Logistic 58
Figure 4.12 Illustration Asset of Restaurant 58
Figure 4.13 Design of Canva 59
Figure 4.14 Before Editing of Green Screen 60
Figure 4.15 After Editing 60
Figure 4.16 Entering Background sound and Voice Over 60
Figure 4.17 Entering Text for Video Learning 61
Figure 4.18 Before Editing The Brightness 62
Figure 4.19 After Editing The Brightness 62
Figure 4.20 Form of Validation of Supervisor in Final Project 64
Figure 4.21 Before Editing Material and Font 65
Figure 4.22 After Editing Material and Font 66
Figure 4.23 After Editing the Transition 67
Figure 4.24 New Transition Effect 67
Figure 4.25 Before Editing the Cover Intro 68
Figure 4.26 After Editing the Cover Intro 68

LIST OF APPENDICES

Appendix 1 Screenshots of Animation Video 83
Appendix 2 Screenshots of Educational Video Product..... 88
Appendix 3 Questionnaire..... 98
Appendix 4 Data of the Questionnaire Respondents 101
Appendix 5 Questionnaire Results..... 103
Appendix 6 Dialog Conversation..... 106
Appendix 7 Monolog And Dialog Tutor 110
Appendix 8 Screenshots of WhatsApp Interview 119
Appendix 9 IPR (Intellectu Property Rights)..... 120
Appendix 10 Turnitin 122
Appendix 11 Barcode Video …..……..…..….118