

**DESIGNING A FRONT OFFICE MODULE FOR
PADMA HOTEL SEMARANG
WITH PRACTICE VIDEOS**



FINAL ASSIGNMENT

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

by

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VOCATIONAL COLLEGE
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2024**

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HOTEL SEMARANG WITH PRACTICE VIDEOS

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Dita Ayu Ningrum

ABSTRACT

In the hospitality industry, especially in luxury five-star hotels, smooth and effective communication is highly prioritized to ensure guest satisfaction. At Padma Hotel Semarang, English proficiency within the Front Office Department is crucial due to frequent interactions with international guests. However, daily workers and trainee in this department often encounter challenges in effective communication, particularly in grammar, everyday conversation, and English fluency. This study aims to create a front office module titled Brilliance: A Front Office Module. The module was developed using the Research and Development (R&D) method by Borg and Gall. It includes conversation practice displayed in video format, QR codes to access these videos, a glossary, and tailored guidelines for front office situations. Testing revealed that the module received positive feedback regarding its design, ease of use, and relevance, with an average total score of 3.75, placing it in the "excellent" category. This module has proven effective in helping daily workers and trainee improve their communication skills, which is expected to enhance their service quality and support better interaction with international guests at Padma Hotel Semarang.

Keywords: Padma Hotel Semarang, Front Office Department, English Proficiency and Fluency

ABSTRAK

Pada industri perhotelan, terutama hotel-hotel mewah bintang lima, sangat mengutamakan komunikasi yang lancar dan efektif untuk memastikan tamu merasa puas. Di Padma Hotel Semarang, kemampuan bahasa Inggris di Departemen Front Office menjadi krusial karena tingginya interaksi dengan tamu internasional. Namun, pekerja harian dan karyawan magang di departemen ini sering mengalami kesulitan dalam berkomunikasi dengan baik, terutama dalam hal tata bahasa, percakapan sehari-hari, dan kelancaran berbahasa Inggris. Penelitian ini bertujuan untuk menciptakan sebuah modul front office yang diberi nama *Brilliance: A Front Office Module*. Pada penelitian ini modul dikembangkan dengan menggunakan metode *Research and Development (R&D) oleh Borg and Gall*. Modul ini mencakup latihan percakapan yang ditampilkan dalam bentuk video, dilengkapi dengan kode QR untuk mengakses video tersebut, glosarium, serta panduan khusus yang disesuaikan untuk situasi di front office. Uji coba yang dilakukan menunjukkan bahwa modul ini mendapat tanggapan positif dalam hal desain, kemudahan penggunaan, dan relevansinya, dengan skor rata-rata total sebesar 3,75 atau memberikan skala “sangat bagus”. Modul ini terbukti efektif membantu pekerja harian dan karyawan magang meningkatkan kemampuan komunikasi mereka, diharapkan mereka dapat memberikan pelayanan yang lebih baik dan mendukung interaksi yang lebih baik dengan tamu internasional di Padma Hotel Semarang.

Keywords: Hotel Padma Semarang, Departemen Front Office, Kemampuan dan Keterampilan Berbahasa Inggris

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