

**CONVERSATION VIDEO SERIES: A GUIDE TO
IMPROVE FRONT OFFICE INTERACTION SKILLS**



FINAL PROJECTS

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

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STATEMENT 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.

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I hope this final assignment can be a good reference for readers. I realize that there is a lot of weaknesses in this research report, so any criticism, ideas, and suggestions are highly appreciated.

Semarang, July 1st 2025

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ABSTRACT

Internships are an important interface between academic theory and real world practice, especially for Applied Foreign Language students who are about to enter the world of work. Through the author's 6 months of internship experience in the hospitality industry, students will acquire essential skills such as problem solving, communication, and service excellence that are much needed for professional readiness. With the creation of the conversation guide video designed by the author, it is aimed at the Applied Foreign Language students Class of 2022 who will or are interested in doing an internship in the Front Office department in the hospitality industry. This video aims to improve the communication skills of applied foreign language students in real work scenarios, including handling guest complaints and understanding standard operating procedures (SOPs). The development results show that the video media produced meet the eligibility criteria according to material experts, media experts, and student responses in the “very suitable” category. This media presents real situations in the Front Office work environment with communicative language and engaging visuals. The implementation of the media also showed an increase in students' learning motivation and speaking skills in English.

Keywords: Internship, Front Office, Hospitality, Educational Video, Customer Service

ABSTRAK

Praktik kerja lapangan (magang) merupakan jembatan penting antara teori akademis dan praktik di dunia nyata khususnya bagi mahasiswa Bahasa Asing Terapan yang akan memasuki dunia kerja. Melalui pengalaman magang langsung penulis di industri perhotelan selama 6 bulan, mahasiswa akan memperoleh keterampilan penting seperti pemecahan masalah, komunikasi, dan keunggulan layanan yang sangat dibutuhkan untuk kesiapan profesional. Dengan pembuatan video panduan percakapan yang dirancang penulis ditujukan adik tingkat mahasiswa Bahasa Asing Terapan Angkatan 2022 yang akan atau berminat magang di departemen *Front Office* di industri perhotelan. Video ini bertujuan untuk meningkatkan keterampilan komunikasi mahasiswa Bahasa asing terapan dalam skenario kerja nyata, termasuk penanganan keluhan tamu dan pemahaman standar operasional prosedur (SOP). Hasil dari pengembangan menunjukkan bahwa media video yang dihasilkan memenuhi kriteria kelayakan menurut ahli materi, ahli media, dan respon mahasiswa dalam kategori “sangat layak”. Media ini menyajikan situasi nyata di lingkungan kerja *Front Office* dengan bahasa yang komunikatif dan visual yang menarik. Implementasi media tersebut juga menunjukkan adanya peningkatan motivasi belajar dan kemampuan berbicara dalam bahasa Inggris mahasiswa.

Kata Kunci: Magang, *Front Office*, Perhotelan, *Educational Video*, *Customer Service*

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