

CHAPTER I

INTRODUCTION

For students planning to enter the hospitality industry in particular, internships are essential in bridging the gap between academic theory and real world application. By directly participating in real world activities within hotels and similar institutions, students get invaluable hands on experience that develops their professional preparation and equips them with essential skills such as problem solving, communication, and service excellence. This chapter will include the background of study, statement of problem, research objectives, advantage research, problem limitation and output that can be seen below.

1.1 Background of Study

Internship is an activity that aims to improve students' abilities and also to apply speculative concepts to be used in the real world of work. Internship is the process of learning from an expert through real-world activities (Sumardiyono, 2014). Experience is an observation that is a combination of sight, smell, hearing and past experience (Saparwati, 2012). Engaging in real-world training within hospitality establishments enables students to gain essential skills, preparing them for the dynamic demands of future careers (Sihombing, 2023).

From the opinions of the experts above, it can be concluded that the internship experience is a learning or experience gained by a student directly through real learning activities in an industry where it affects changes in the student's behavior to become a student who is ready to work. Students who undertake an internship have the opportunity to develop their problem-solving skills (Teichler, 2009), as well as organisational, participative and socio-emotional competences (Alpert et al, 2009). By acting and making decisions in realistic situations, students may accelerate their professionals growth, as they are expected to assume the posture of young professionals (Weible, 2009).

The Hospitality Industry is a group of companies that provide accommodation and / or food and drink to people who leave their homes. The Hospitality Industry is not only hotels and famous restaurants but also includes businesses such as small guest houses, snack bars and fast food outlets (Ayu et al, 2021). The purpose of the hotel is to innovate to create satisfaction for guests to stay and visit. Guest satisfaction is an important priority, especially in the field of services in the tourism industry. According to Selamet (2021) that maximizing tourist satisfaction at tourist attractions can provide comfort, desire and pleasure to visit again. It can be concluded that Front Office (FO) and F&B have an important role in creating guest satisfaction to return to visit.

To provide a memorable experience for guests, the role of service itself is very important in the hospitality industry. Service in the hospitality industry can be defined as an intangible experience provided to guests by people (waiters in restaurants) or by systems (the use of computers that facilitate service). Therefore, the author's aim is to focus on the field of service and service (frontliner), such as the service department and front office (Thio, 2004).

In addition, to achieve the goal of providing good service to guests, it is necessary to improve services for the hospitality industry for its employees to be skilled in serving guests based on SOP (Standard Operational Procedures) and foreign language skills. SOP are guidelines or references for performing job duties in accordance with the functions and performance assessment tools of government agencies based on technical, administrative, and procedural indicators in accordance with the work procedures, work procedures, and work systems of the work unit concerned (Tjipto Atmoko, 2011).

In the hospitality industry called on the job training, students must at least know the basic knowledge in providing services and understand the service standards such as Standard Operating Procedures (SOP) that apply in the hotel from a lack of understanding of the reservation system, communication with foreign guests, and standard handling of guest complaints. SOP is a written document that contains work procedures, systematic work stages and a series of guidelines regarding routine

and repetitive activities that must be carried out by the company (Syaharuddin and Prajitiasari, 2015). Standard Operating Procedures (SOPs) exist and are formed by a hotel company as a work reference so that managers and workers can become professional and reliable company resources (Setiawati, 2015).

In addition, the lack of practical experience before entering the world of work so that students do not have mature readiness to enter the professional world of work. So this research aims to help students who will do internships in the hospitality industry in understanding their duties, especially in front liners such as service & front office. There is a very important connection between a person's work readiness and their mastery of knowledge, work attitude, and work skills. In fact, a person's mastery of knowledge, work attitudes, and abilities are closely linked to their preparation for the workforce. According to Stevani (2015), these three factors serve as the primary foundation for determining work readiness. This implies that an individual's preparedness to work professionally increases with their command of pertinent knowledge, attitudes, and abilities. A person's command of knowledge, attitudes, and work abilities increases with their level of readiness for the workforce. As a result, these three factors are interconnected and crucial in assessing a person's preparedness for the workforce.

The purpose of creating a Front Office Internship Video Series Guide Conversations to Improve Skills and Interact with guests in Hospitality is to facilitate students who will or are interested in internships by providing ways to interact with guests starting from how to welcome the arrival and departure of guests, handle guest complaints, when guests request amenities. The urgency of making the video "Hotel English Conversation: Speak Like a Receptionist" is to answer the real needs of vocational students who will be doing a mandatory internship in their 7th semester, especially in the hospitality industry in the Front Office Department. So far, there is a gap between the theory obtained in college and practice in the world of work which requires real communication skills in professional situations. Observations and interviews with hotel staff show that many students are still mentally and linguistically

unprepared, such as the incorrect use of English when handling guests or receiving calls. In addition, the availability of practical and contextual learning media is still limited, even though the hospitality industry demands a workforce that is able to interact professionally, understand SOPs, and be friendly and empathetic towards guests from various backgrounds. By utilizing the power of visual media, this video is designed to improve students' understanding, learning motivation, and speaking skills. Therefore, this video is a suitable learning solution that is applicable, accessible, and effective to equip students to face the real world of work.

The implementation of Situated Learning Theory (Lave & Wenger, 1991), which highlights the value of contextual and participatory learning through tasks that mirror actual professional circumstances, is primarily where this product innovates. To make sure that the video content is in line with the communication difficulties that students frequently encounter during their internship, the dialogues in the film are not purely arbitrary; rather, they are the result of field observations and interviews with hospitality experts. Furthermore, through the combination of text, audio narration, and images, the video enhances student retention, comprehension, and engagement in comparison to conventional lecture-based or text-only resources. This is in line with Richard Mayer's Cognitive Theory of Multimedia Learning (2001), which holds that learning is more successful when information is presented using both visual and verbal channels (Mayer, 2001).

The video functions more as a simulation tool than generally accessible learning materials that typically teach general hospitality English, enabling students to practice their language and cognitive skills under the communication demands of the front office workplace. Additionally, the video is more engaging due to its user-friendly design and culturally appropriate expressions, such as courteous and respectful language that is appropriate for Indonesian learners.

1.2 Statement of Problem

1. How is the process of creating a series of conversation video for pre internship Front Office?
2. How is the feedback from Grandhika Semarang Hotel staff regarding the video?

1.3 Research Objectives

This research aims to give students majoring in Applied Foreign Languages at Diponegoro University Vocational School who are getting ready for mandatory internships in the hospitality industry clear and useful advice. The goal of this study is to look into the process of producing a video conversation series for front office trainees. The purpose of this video conversation series is to improve students' comprehension of professional guest communication and service standards while providing a broad overview of the professional work environment in the hospitality industry, specifically within the Front Office (FO) department.

1.4 Advantage Research

1.4.1 Theoretical Advantage

- a. The video can be used as a reference for lecturers in hospitality course materials for students so they can prepare well for internships in the hospitality industry.
- b. The study develops the use of conversation video in the hospitality field.

1.4.2 Practical Advantage

This study aims to look into the process of producing a conversation based learning video that benefits Front Office internship students practically while also improving communication skills. This includes having the capacity to deal with guest complaints in a professional way and developing a thorough understanding of the hospitality industry's standard operating procedures, which will help prepare them for potential career obstacles and real-world work situations.

1.5 Problem Limitation

1.5.1 Factors included

The Front Office (FO) department in a hotel setting was the main subject of the study, which was centered on the hotel business. The study looks at theoretical topics such as interns understanding of reservation systems, guest communications, and complaint handling. The importance of being prepared for the internship will also be addressed along with an overview of the hotel's operational procedures and basic front desk terminology. The research's practical goal is to create a dialog-based learning video that will help Vocational School students more especially, those enrolled in Diponegoro University's Applied Foreign Language program get ready for and navigate their mandatory internship in the hospitality industry.

1.5.2 Excluded Factors

The focus of this research is solely on the creation of a video guide, developed based on the final projects as a graduation requirement. The content of the video highlights aspects such as professional ethics and the use of SOP in guest handling conversations within the front office department. This research does not include evaluating the success rate of a student's mandatory internship program, evaluating individual performance after an internship, or evaluating the impact of company policies on an individual's internship experience.

1.6 Output

The result of this research is the creation of a video guide title “Hotel English Conversation: Speak Like a Receptionist” that contains basic communication skills on how to handle guests in the front office department such as during check-in & check-out, when dealing with complaints from guests, when guests request something.

The video provides interns an actual learning of the communication etiquette and work system in hospitality, especially in the front office. The video's content includes a number of important guest services scenarios, such check-in and check-out

procedures, handling complaints, and communicating with guests as they depart. All of the resources are intended to teach students how to be professional, polite, and attentive to the needs of guests. Students will be able to provide more accurate, nice, and effective services if they understand the workflow, use professional and effective English, and use standard operational procedure communication practices.