

CHAPTER II

LITERATURE REVIEW

Effective verbal and nonverbal communication is crucial for frontline staff like receptionists because the front office department serves as the initial point of contact for visitors. Research said that visual media learning based are useful teaching resources that help students become more proficient in practical communication, speaking confidence, and listening comprehension. This chapter will include the previous study, theoretical framework of definition of hotel and frontliner in hotel, front office department, video guide series conversation and guest interaction skill that can be seen below.

2.1 Previous Study

Previous studies have examined the use of conversation-based dialog videos in the context of language learning and communication skills. Learning films with a conversational or dialog format greatly enhance students' listening comprehension, according to research by Arbain et al. (2023) published in a journal with the title "Listening Made Easy: The Impact of Conversational Videos on Students' Listening Comprehension." Compared to narrative or monologue formats, conversational videos are more effective because they enable students to comprehend the setting, context, intonation, and meaning of phrases more naturally.

Nugraha et al. (2023) from the University of Indonesia conducted a similar study titled "A Dialogue-Like Video Created from a Monologue Lecture Video Provides Better Learning Experience." By combining hybrid tutoring techniques, this study created an automated system that transforms monologue lecture films into videos that resemble dialogue. The findings demonstrated that, in comparison to the traditional monologue video, the hybrid dialogue video offered a superior learning experience, even coming close to matching the efficacy of an actual dialogue video. This study demonstrates that, even in a somewhat passive learning environment, learners'

cognitive participation is increased by the conversational video format because they perceive themselves as participating in a two-way exchange.

Furthermore, a recent study by Prayudha (2022) examined how video conversations can help people improve their English-speaking abilities. The findings demonstrated that students' comfort and confidence in speaking English had significantly increased. In line with the communicative approach to language learning, this study emphasizes the value of in-person engagement in developing speaking abilities.

In contrast to previous studies, this study created a dialogue-based instructional film especially for the requirements of internship training in the hotel front office in addition to using conversational videos as resources for learning. Enhancing knowledge of professional communication in the workplace is the main goal of this study, particularly for vocational students getting ready to enter the hospitality industry. If Nugraha et al.'s study focuses on changing the structure of video lectures and other studies concentrate more on general language skills (speaking and listening), then this study helps by fostering conversation in a real-world workplace (workplace-based simulation) to enhance students' communicative and practical work readiness.

2.2 Theoretical Framework

2.2.1 The Definition of Hotel

Hotel is one of the businesses that is managed commercially and aims to provide the best service for guests or tourists who stay at the hotel. The services provided by the hotel to guests are the main thing because this relates to the comfort of the guests when staying at the hotel. According to Della et al (2023) The term “hotel” was first used in the general public in 1797 and is a derivative of the French word ‘hostel’, which comes from the Latin “hospes”. The inn was the name given to accommodation facilities used by travelers in England before the word hotel was used. The definitions of “hotel” and “inn” are identical in the official nomenclature (Della et al, 2023).

Suwithi et al. (2008) summarize the evolution of the name, purpose, and role of hotels in their book *Hospitality Accommodation*. The moniker “Inn” known as a hotel can be understood as a person who rents out part of their home to those who need a place to stay. The rented room is often shared by several people.

The hotel sector is an important part of the Hospitality Industry. In the book *Principles Of Hotel Front Office Operation* (1994), the Hospitality Industry is a collection of companies that provide accommodation and/or food and drink to people who leave their homes. In other words, 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.

In conclusion, hotels are the key component of the hospitality industry, providing accommodation and services to guests. In time, it has evolved from simple inns to diverse establishments that cater to a wide range of guests, offering various amenities to suit different needs and budgets. Hotels play an essential role in the tourism sector, contributing to the global economy by supporting travel and tourism. As the industry continues to grow, hotels remain an important part of providing comfort and convenience to people away from their home.

2.2.2 The Definition and Role of Frontliner in Hotel

According to Nguyen et al. (2023) frontline employees play crucial roles in tourism and hospitality organizations because they work directly with the customers and represent the organization. Front desk/customer service workers, telephone operations, and booking and information agents are examples of front office appliances. Conversation management abilities and the capacity to greet guests from different cultures and countries are also necessary in this industry (Ardani & Basalamah, 2021). To help possible domestic and international clients agree to schedule services, it is therefore important to be proficient in foreign languages, specifically English as an international language.

Simanjuntak (2020) talking about communication is always interesting, because it is the reality of human social life that allows for similarities and differences in communication behavior. Communication is very important in human life, because through communication the transformation of symbols containing meaning occurs. Communication symbols must be understood together by the parties involved in a communication activity. Communication will be harmonious if the communicator and communicant have the same perception of the symbols used.

The definition of nonverbal communication is very diverse, depending on the point of view and background of communication experts. As Mulyana (2012) states, in simple terms, nonverbal messages are all cues that are not words, but more broadly it is said as follows: Nonverbal communication includes all stimuli (except verbal stimuli) in a communication setting, produced by individuals and the use of their environment that has potential message value for the sender and receiver of the message.

Non-verbal communication skills are needed in the world of services such as hotels, especially for frontliners who deal directly with guests. As Leathers said in (Rakhmat, 2008) that there are six reasons why nonverbal messages are very important, there are:

1. Nonverbal factors determine the meaning in interpersonal communication, for example when we are communicating with other people face-to-face, the messages conveyed are dominated by nonverbal messages. This also applies in the hotel environment, often guests and hotel front liners do not say much, but the communication goes with the delivery of many nonverbal messages, such as: talking while giving a smile to every guest who passes, nodding your head to agree to something, moving your hands left and right to say disagree, and so on.
2. Feelings and emotions are more carefully conveyed through nonverbal messages than verbal messages. According to Mahrebian in (Rakhmat, 2008). There are only 7% of feelings of affection expressed through words, the other

38% are communicated through sound, and 55% through facial expressions (smiles, sadness, eye contact and so on). Similarly, in the hotel environment, giving attention and respect for guests who come to the hotel is expressed by nonverbal messages that show enthusiasm, enthusiasm and respect for guests.

3. Nonverbal messages convey meaning and intent relatively free from deception, distortion and confusion. For example: when a verbal message conflicts with a nonverbal message, the nonverbal message is believed. For example, no matter how offended a frontliner may be by a guest's behavior, he or she should still try to keep emotions in check as it will be evident from facial expressions, even if the clerk does not say anything, or even by apologizing for a mistake they did not make.
4. Nonverbal messages have a metacommunicative function that is indispensable for achieving high-quality communication, namely providing additional information that clarifies the intent and meaning of the message. Frontliners must have high empathy, they must know what the guest wants even if the guest does not have to ask for it.
5. Nonverbal messages are a more efficient way of communicating than verbal messages. Nonverbal messages do not need additional explanation as is the case in conveying long verbal messages that require a relatively long time to convey. For example, when busy, a smile while bowing your head without having to say words already means respect and hospitality to guests.
6. Nonverbal messages are the most appropriate means of suggestion, suggestion here means suggesting something to others implicitly. For example, the frontliner's hope to get a positive impression of his hotel or hope for guests to want to come back, hope to want to buy more products, then their nonverbal ability to persuade guests can suggest guests to fulfill these expectations.

Given the thriving hospitality industry and the accessibility of the modern tourism business, English is the main language of international communication. A great deal of practice in both formal and informal everyday spoken English is necessary while

learning English for hospitality (Master, 1998). In conclusion, hotel staff, especially those working at the front desk, need to become proficient in language and communication skills related to their line of work. Since they interact directly with customers, this is required. While some of the guests are from various countries and can communicate in English, they must also speak the language fluently.

2.2.3 Front Office Department

According to Utami, L.Y.S. ., & Sinaga, F., (2023) Front Office means front liner. Based on its meaning, this department or section is located at the front of each hotel so that guests can see it. It is in this part of the front office that guests will usually be greeted at each arrival (check in) and said goodbye when the guest leaves (Check out). In the Front Office Department there is one section that has responsibility for how to handle guests checking in, staying, moving rooms to checking out called a receptionist. So the role of a receptionist in a hotel is so important that it is often dubbed the receptionist as a reflection of the hotel itself. If a receptionist gives a good first impression to his guests, automatically the guest's assessment of the hotel will be good and good too. Otherwise, if a receptionist gives a bad first impression to his guests, then the guest's assessment of the hotel will also be bad and not good. Therefore, the role of the receptionist is the main key to guest service.

Hotel product knowledge is very important to support the appearance and service to guests. Apart from all that, the Front Desk Agent is a source of information from all parts of the hotel that must be able to present information not only within the hotel area but also information from outside the hotel area (Wachidyah and Wiwin, 2017).

Meanwhile, previous research by Lusya Febryani and Durinda Puspasari (2017) which explains the 4 main variables used to measure receptionist performance. The 4 variables include the following:

1. Knowledge of Work, related to understanding the procedures, methods and equipment used in carrying out their work.

2. Quantity of Work, the quantity of work relates to the level of work produced by employees which is expected that employees can meet or exceed the predetermined work results.
3. Quality of Work, the quality of work relates to the speed, quality and accuracy in completing work.
4. Initiative, related to the extent to which receptionists can take initiative, can work with minimum supervision, look for new and better methods or ways to do work, and contribute new ideas to hotel operations.

2.2.4 Video Guide Series Conversation

According to Sadiman (2012), learning media is anything that can be used as a distributor of messages from sender to receiver so that it can stimulate the thoughts, feelings, attention, interests, and attention of students in the learning process. Sukiman (2012) says that the benefits of learning media are to motivate interest or action, present information, and give instructions.

In addition, learning media serves to create enthusiasm for learning, foster direct interaction between students and the environment and reality, and enable students to learn according to their abilities and interests (Sadiman, 2012).

Video as a form of learning media has become more accessible and usable in education. Video has the advantage of displaying information visually, audibly, and interactively, which can stimulate more senses of learners (Sappaile et al., 2023).

Wira (2022) says that video-based learning media has significant potential in increasing students' learning concentration. Videos have stronger visual and auditory appeal than conventional learning methods, so they can activate learners' multiple senses, help stimulate their interest in the subject matter, and help them understand concepts better.

The discovery of many types of media that can be used by educators in attracting student interest and increasing motivational learning in the form of both audio and visual or audio visual. Audio media is a tool that contains recorded learning

material that can enhance a person's sense of hearing. Visual media is media that is only through the sense of sight from these two definitions it can be concluded that audio-visual media is better media and captures students' attention because it is broadcasting media that can be enjoyed by the senses of hearing and vision in plain sight, as for media that has advantages in both aspects is learning video media, one of which is animated video because through this media the subject matter can be conveyed as a whole (Abrilla & Amini, 2021).

The process of development A video is a structured and comprehensive use that requires technical proficiency, teamwork, and a thorough comprehension of the learning goals of the film. Pre-production, production, and post-production are the three primary phases of video production, which Thompson (2019) defines as an integrated method that combines creativity with technical implementation. Every step is important in ensuring that the finished audiovisual products are highly qualified and useful teaching tools. Several systematic procedures are included in the preparation of the Video Series Dialogue Conversation to ensure that the content is conceptually appropriate, technically clear, and effective in terms of instruction. The primary phases consist of:

1. Pre production

Pre-production includes every step of preparation that takes place prior to the start of the shooting process. The pre-production step of learning video development involves creating courses that make the best use of video content and are focused on the target audience's learning style (Jenkinson, 2017). The pre-production step includes two important components: storyboarding and learning design. A storyboard is a visual representation of a video's timeline (Orr, 1994). In fact, storyboards divide the video into panels that include the audio script's directions and supplementary visual components like recorded video clips, animations, or on-screen text (McGill, 2017). In addition to lesson preparation, which is common in the context of ordinary education, storyboarding is a phase unique to video production. Therefore, it's important to utilize the phrase

"storyboarding" specifically while creating audiovisual materials in order to theoretically differentiate it from standard lesson planning.

a. Storyboard, Script and Shot List

The chance of a successful filming on the day is improved by creating a storyboard, script, and shot list that details the precise actions and sequences of the video (Fleming et al., 2009). When the production team is unfamiliar with the information to be provided, subject matter experts should assess the content to ensure that it is accurate and appropriate for the learning objectives. Additionally, it is strongly advised to verify storyboards and shot lists with audiovisual specialists to guarantee the quality of the technical and visual elements (Alves et al., 2019). The final video's quality can be maximized using this technique. The objective of the video, the content, the context, the surroundings, the vocal language used, and the coherence of the themes covered are the six main problems that can be addressed by validating the video script. Additionally, creating successful storyboards and shot lists requires a fundamental understanding of visual language and video recording techniques (Shi et al., 2019). These consist of (1) composition, (2) camera positioning, (3) camera angle, (4) zooming in or out, (5) panning, and (6) intentional cutting.

Table 2.1 Common Video Recording Language and Techniques

Technical word	Definition
Framing a shot	What appears on screen is a shot. Therefore, strive for the minimum frame required to balance context and detail in the photo.

Camera placement	The camera's positioning is important. The 30-degree rule and the 180-degree rule are two examples. According to the 180-degree rule, in order to maintain consistency when capturing two objects, the camera positioning should not be more than 180 degrees apart. According to the 30-degree rule, while changing camera angles, the angles must be at least 30 degrees apart.
Camera angle	The placement of the camera, or what the viewer sees, is referred to as camera angles. Eye level, low angle, high angle, and bird's eye are a few examples, each serving a distinct function. Changing camera angles while the movie is still rolling is known as tilting up or down.
Zooming	It adjusts the focal length of the lens (in or out).
Panning	It is moving the camera from left to right.
Cutting with purpose	Is moving between scenes or camera angles on purpose.

2. Production

Production is a step in which all audio and video content is recorded in accordance with the defined plan. Video developers must now be aware of the limitations of the tools and resources at their disposal. Specialized studios with features like soundproofing to prevent noise and echo, vibration-reducing flooring, and extra lighting positioned on the ceiling are occasionally needed for high-quality productions. The actual production process involves a number of technical elements, including lighting design, filming, directing actors or presenters, and

sound recording. Voice-over and conversation pertinent to the course material are recorded as part of the procedure.

Making sure that all of the equipment on the list is available and that the videographer is familiar with it. According to Srinivasa et al. (2024), the list includes: (1) sufficient lighting; (2) a digital camera with a microphone; (3) a digital camera stand, such as a tripod or monopod; (4) a fully charged battery; (5) a secure digital (SD) card that can record video quickly and efficiently; and (6) a way to move video files from the camera to a computer, such as a camera-to-computer cable, an SD to USB card reader, or a Wi-Fi enabled connection. At the next stage in the development of this learning video, numerous stages need to be considered, such as:

- a. Creation of the Production Team: In order to decide who will be involved in the creation of the series of films, a team must be formed before beginning to produce and create conversation videos.
- b. The crew as a whole must review and discuss the screenplay in order for everyone to understand what is being created and what currently exists.
- c. Managing the production effectively and efficiently, starting with the creation of the budget, choosing the players, finding a location, holding a production team meeting, and setting up the location.
- d. By adapting to the current screenplay, take care of the sound and filming.

For the video to remain true to the planned visual idea and contribute in the accomplishment of learning objectives, effective teamwork amongst producers, cameramen, and other crew members is important during production.

3. Post Production

The last step in creating a video before it is shown to the public is post-production. At this step, pre-recorded audiovisual materials are composed, enhanced, and combined through editing utilizing specialist software. The time span following the completion of a film shoot until the final product is ready for

release is known as post-production. According to Isfansyah (2016), the production process consists of image and sound synchronization, rough cutting, file management (EDL), online editing, final audio mixing, film out, and release married prints. A procedure known as audio-visual editing, or picture and sound editing, takes place throughout the film's post-production phase. According to Stanley Kubrick, the editing step of filmmaking is distinct. Every aspect of filmmaking is different since it combines a number of components, including scripting, art direction, photography, and the harmony of recorded sound into a cohesive whole (Fachruddin, 2014). Post-production is the final stage in the production or creation of multimedia learning media based on learning videos. There are numerous steps in post-production based (Wandira et al., 2022), including:

- a. **Editing:** After filming, the editing procedure involves selecting impressions from the captured video segments, trimming, and tying the broadcast's outcomes together to create a narrative. There are numerous ways to edit videos, including using programs like Filmora, Kinemaster, Camtasia, AVS Video Editor, Viva Video, Power Director, CapCut, and many more. These programs can be used on a PC or laptop or on a smartphone.
- b. **Mixing:** After a number of the video clips from the shoot have been edited, combine the sound and audio in the video results.
- c. **Preview:** Taking a look at the finalized video. The purpose is to see whether it is following the script in the original plan or not.
- d. **Revision:** If flaws or mistakes in the video editing process are discovered based on the preview results, the video is corrected and its issues are addressed.
- e. **Distribution:** During the distribution phase, created educational videos can be shared on YouTube channels and other social media platforms.

2.2.5 Guest Interaction Skill

According to Ritasari (2019) social interaction is an exchange between two or more individuals. In hotelier interact with guests is the most important thing as a Guest Relation officer, with interaction Guest Relation will know what is the guest wants. Interaction is a relationship between two or more people where the actions of one individual can affect another individual. By interacting a Guest Relation Officer can find out all the needs and desires of guests while staying at the hotel. By interacting, guests will also feel very cared for (Ritasari, 2019). Social interaction in a hotel environment is a requirement in providing services. Gerungan (2004) stated that social interaction is defined as an interaction between two or more individuals, where the behavior of one individual affects, changes or improves the behavior of another individual or vice versa.

For staff, English skills also open up career development opportunities in the hospitality industry (Yurko et al., 2019). Hotels with staff who can communicate well in English tend to have a better reputation among foreign guests (Basturkmen, 2015). This can also increase positive reviews and attract international guests. According to Fersaoui (2021) a good knowledge of English allows staff to comprehend guest demands more quickly and provide satisfactory responses. Communication skills refer to a person's ability to convey information, ideas, and feelings effectively and efficiently through various communication media. Petter Hartley (2018) stated that communication skills involve the ability to speak, listen, write, and read clearly and effectively. This also includes the ability to understand and interpret messages from others, as well as to use modern communication technology. The quality of service provided by receptionists plays an important role in shaping the level of guest satisfaction, thus impacting the entire existence of staying at their hotel (Rianda and Winarno 2022).