CHAPTER I
INTRODUCTION

1.1 Background of the Research

Airports play a crucial role in the air transport system. They offer all the infrastructure required for airlines to take off and land as well as for passengers and cargo to transfer from surface to air modes of transportation. To fulfil their functions in the aviation sector, airports combine a variety of facilities and services. These services include security, fire and rescue in the airfield, and air traffic control. To facilitate the successful transfer of passengers and their belongings between the airplane and the terminal, handling facilities are provided within the terminal (Graham, 2014). In addition to their operational responsibilities, airports are central to connecting different countries and cultures, with airports as the main gateways that support this connection with significant responsibility for maintaining the safety and comfort of passengers. With such a big role, airports are complex and busy environments, where different people interact with each other, such as airport officers, airline officers, security officers, and passengers (Anstee, 2024). As one of the most popular modes of transportation, service quality, customer satisfaction, and airport image are the main aspect that must be considered (Saut & Song, 2022). Service is not only related to physical comfort, but also includes ease of understanding the information and processes at the airport (Asmoro et al., 2024).

As noted by Sena (2022), strong communication and teamwork between everyone involved in airport operations are necessary to keep flights running safely. Nevile (2006) adds that through communication, various activities can take place around crew member, including collecting and sharing information, making decisions, providing leadership, planning, and recognizing and handling mistakes or issues (as cited in Krivonos, 2007). Airports are fast-moving environments with multiple activities happening at the same time. In this context, as air travel volume continues to increase, clear and efficient communication is crucial, along with an understanding of airport terminology, to help maintain smooth airport operations, improve passenger satisfaction, and ensure safety (Zaylobidin, 2024). When airport

officers do not fully understand, lack knowledge of, or are unfamiliar with standard airport terminology, it can lead to serious communication problems. Such misunderstandings may result in passenger confusion, delays, and miscommunication that affect airport operations. This may include confusion about direction within the airport, misunderstandings during the boarding process, or a lack of understanding regarding specific airline policies.

Airports use many specific technical terms, such as check-in, baggage claim, pushback, and boarding gate. These terms are an important part of keeping operations at airports organized and on time. The language used in airport serve more than just the purpose of conveying information. It also functions to guide, advise, and reassure passengers. In high pressure or potentially stressful situations, for instance sudden gate changes, announcement of flight delays, or emergency protocols, it is essential that the language is clear and easily to understand to ensure passengers can respond quickly and appropriately (Zaylobidin, 2024). Moreover, a solid understanding of these terms will also have a positive impact on the passenger experience which will strengthen the airport's image and reputation as a professional service provider.

As part of the training and orientation process in the airport environment, one common challenge faced by new employees, on-the-job training participants and interns is the limited understanding of the terminology used in airport operations. These terms cover various aspects, including daily airport operational activities, security procedures, departure and arrival procedures, and passenger service systems. Without a good understanding of this specialized vocabulary, it becomes difficult for individuals to perform their duties effectively or to communicate with both colleagues and passengers. This problem is especially relevant because, in an airport, every second counts. For this reason, it is very important for all parties involved in airport operations to fully understand, being able to pronounce, and use the standard technical terminology to work more efficiently (Azhar & Masyi'ah, 2023). Prioritizing the learning and use of accurate language helps maintain higher standards of safety and service.

From the researcher's personal experience during an internship period at Jenderal Ahmad Yani International Semarang Airport, it was observed that several other interns struggled to remember and understand the various terms they encountered in the field. This made it harder for them to adapt to the work environment at the airport and affected the quality of service they were able to provide. As a result, there is a need for a method that can help them learn and remember the terms at the airport in a more effective and interesting way than learning directly while working. One way to achieve this is by creating learning videos that can provide visual explanations of these terms. As stated by Riyana (2007), learning video media is media that presents audio and visuals containing educational messages, including concepts, principles, procedures, theories, and knowledge applications to help understand learning material (as cited in Anum & Novalia, 2020).

In creating these video materials, a glossary book was used as the main source. In this context, the glossary used contains terminology related to aviation or airport operational. The use of this glossary in video productions aims to ensure that every term presented is based on accurate and reliable sources. This aligns with the purpose of a glossary which is to help readers understand certain terms, enrich vocabulary, and expand knowledge about terms in foreign languages and their equivalents in Indonesian (Sampoerna University, 2022).

This learning video is designed to offer a deeper understanding of airport vocabulary through an engaging and easy-to-understand visual approach. The video content will include definitions of technical terms, some examples of their usage in real situations, and simulated conversations to illustrate how these terms are used in the context of airport communications. According to Marculescu (2019), the use of digital audio video technology helps learners to become familiar with the operational environment of aviation and introduces learners to airport infrastructure such as taxiways, runways, and cargo areas. This video series will also use visual media such as animation and interactive illustrations. According to Herliyani, (2014, p.7), "animation is a technique used to create an audio-visual work by producing a sequence of images that form a single scene". The development of this

video is also based on the need to improve communication efficiency at the airport in order to minimize the risk of operational errors. Additionally, this video is designed to be accessible at any time through digital platforms like YouTube, offering flexibility for users to learn according to their own needs.

Based on the background description above, the author will create an English learning video series "Airport Vocabularies" targeting new employees, on-the-job training participants, and interns with urgency based on the writer's work experience. In the long term, using learning videos as an educational tool is expected to become a part of a sustainable training approach in the aviation industry. With learning resources like this, airport management companies can ensure that all staff have the same standard of understanding of airport terminology. This will help create a more professional work culture and support efforts to improve the quality of service. Furthermore, this research is expected to make a significant contribution to the development of human resources in the aviation industry. To support this goal, the Research and Development (R&D) method from Sugiyono (2023) was used as the main approach in designing and developing a series of learning videos. The use of the R&D method was chosen because it was considered suitable for creating educational products that are not only theoretical, but also practical and able to be tested for effectiveness. By using this method, the learning videos developed in this research are expected to meet the needs of its users.

1.2 Research Questions

Based on the background of the research, the problems of this work are:

1. How is the process of creating an English learning video series to improve the understanding of airport vocabulary based on a glossary book?

2. How is the stakeholders' understanding of airport vocabulary based on a glossary book?

1.3 Research Objectives

Considering the statement of the research above, the expected objective of this work are as follows:

1. The objective of the study is to create an English learning video series to improve the understanding of airport vocabulary based on a glossary book.

2. The objective of the study is to describe the stakeholders' understanding of airport vocabulary based on a glossary book.

1.4 Contribution of the Research

The result of this research is intended to provide theoretical significance and practically significance meaning as follows:

1.4.2 Theoretical Contribution

This research is expected to provide benefits by increasing understanding and knowledge related to airport vocabulary or technical terms in aviation, particularly those used in airport operations. It also aims to contribute to the development of knowledge in the fields of education and aviation industry. This research can be used as a reference for further studies or research related to the development of video-based learning media in the aviation industry. By creating video-based learning media, this research can also emphasize understanding and knowledge about the importance of mastering terms used in the workplace as a key component of effective communication in the professional environment.

1.4.2 Practical Contribution

a. For Learners

For learners, this learning video series can be an easily accessible and informative learning resource for new employees, on-the-job training participants, and interns who want to deepen their understanding of airport terms. This video series is designed to help enhance understanding of the airport work environment through an easy-to-understand visual approach. Also, it supports the adaptation process in the workplace by strengthening understanding of technical terms used in daily communication, thereby improving efficiency and effectiveness in carrying out tasks.

b. For the Author

For the author, this research on creating a series of learning videos provides an opportunity to apply practical work experience to an educational media that benefits others. The author also gained direct experience in designing and producing educational videos while expanding insight and skills, especially in understanding airport technical terminology and the ability to present it in an educational and interesting way.

c. For Other Researcher/Parties

This research may serve as a reference or inspiration for the development of similar learning media in the field of airport or other industries. It also provides examples of how technologies such as animated videos can be implemented to support workplace learning. Then this research provides an overview of the importance of media to increase the effectiveness of learning in a professional environment.

1.5 Output of the Research

The output of this research was the creation of a vocabulary learning video series titled "English Learning Video Series: Airport Vocabularies". This learning video was designed to be an accessible and informative learning resource for new employees, on-the-job training participants, and interns, helping them understand airport-related terminology. By focusing on airport terminology, the videos aim to provide foundational knowledge that will help users navigate professional environments within the airport setting more effectively. The content was created for real-life situations, making it a practical resource for improving workplace communication and supporting operational processes at the airport.

A total of four learning videos were published on YouTube, focusing on two major topics: departure and arrival. The first series, divided into two parts, discussed the departure process, including the vocabulary used in situations such as check-in, security procedures, and pre-flight preparations. The second series, also consisting of two parts, focused on arrival, from the process of the plane landing to baggage claim. Each part of the video had a duration of approximately 3 minutes.

These learning videos featured airport-related terms, provided with clear and understandable definitions of vocabulary, as well as animated examples of conversations to help understanding and use of the terms in a professional setting. The goal of this learning video series was to enhance understanding of airport vocabulary, improve communication effectiveness, prevent information misunderstandings, and provide efficient service for its users.