CHAPTER I

INTRODUCTION

I.I Background of the Research

Jenderal Ahmad Yani Semarang Airport, managed by PT Angkasa Pura I (Persero), is one of the main gateways for air transportation in the Central Java region. Located in the western part of Semarang City, the airport was originally an Army military air base known as Kalibanteng Air Base. Along with the increasing need for civilian air transportation, on October 1, 1995, the management of this airport was transferred to PT Angkasa Pura I to support full commercial flight operations (Newslan, 2023). As an airport that serves various domestic and international routes, an understanding of vocabulary and airports is very important for new employees and On-the-Job Training (OJT) participants. However, conventional training methods are often less effective in delivering complex technical material. Therefore, interactive and contextualized learning media is needed to improve the understanding and practical skills of the trainees (Islapirna & Hendriyani, 2023).

The advancement of information and communication technology in today's era of globalization has brought significant changes across various sectors, including the world of work and education (Azhar & Masyi'ah, 2023). In the industrial sector, particularly in manufacturing fields such as aviation, the demand for competent and skilled human resources has become increasingly critical. One of the key aspects in training new employees or On-the-Job Training (OJT) participants is how to deliver technical and specific materials—especially those related to airport operations—in an effective, efficient, and easily understandable manner (Stan, 2023). In the context of OJT, especially for positions related to customer service, ground handling, or airport operations, understanding the terms and vocabulary used in the airport environment is a basic skill that must be possessed (IATA, 2018). To support this, an adaptive learning approach is needed, and in accordance with the

characteristics of the trainees, especially the younger generation, who are accustomed to digital technology. Therefore, innovation is needed in learning media that is able to present a more interesting learning experience, is easily accessible, and encourages active involvement of participants. This research aims to develop an interactive digital learning platform in the form of a bilingual (English - Indonesian) glossary adapted to the context of the airport environment. This media is designed not only to facilitate understanding of technical terms, but also to create a learning process that is more dynamic, interesting, and in accordance with the needs of OJT participants in the digital era.

The development of increasingly sophisticated technology is an important means of achieving goals more effectively and efficiently (Riana et al., 2022). Digital media, such as the internet, computers and mobile devices, can be used to address this. One type of highly effective innovation is the use of video-based interactive learning media. Through the use of visual, audio and textual elements, interactive learning videos can portray content in a more engaging and communicative way. In addition, videos are accessible and can be customized to meet specific needs, offering flexibility of learning that is not possible with traditional methods. Video is an electronic media that is able to combine audio and visual technology together to produce a dynamic and interesting show (Yudianto,2017). Interactive learning videos also allow participants to learn flexibly according to their own pace and needs. With the integration of a glossary, participants can directly access definitions and examples of airport vocabulary usage during the video, creating a more personalized and responsive learning experience.

Airport vocabulary is a collection of technical terms used in various aspects of airport operations, including passenger services, flight safety, security procedures, and logistics management. For new employees, mastering this vocabulary is essential as a basic provision to understand workflows, carry out tasks according to operational standards, and communicate effectively with coworkers, superiors, and passengers in a

busy, fast-paced, and regulated work environment. Lack of understanding of terms such as boarding gate, ground handling, security check, or baggage claim can cause work errors, disrupt operational smoothness, and even pose a safety risk. Meanwhile, for students undergoing On the Job Training (OJT), mastering airport terms is an important bridge between academic theory and field practice. By understanding the vocabulary, students can adapt faster, understand the full context of work, and demonstrate professional communication skills that are needed in the aviation industry. Therefore, learning airport vocabulary is a core component that cannot be ignored in the training and education process in the airport sector. Thus, the production of this glossary-based interactive learning video is expected to be an innovative solution in improving the technical language competence of prospective workers in the airport sector.

1.2 Research Question

Based on the background that has been described, the research question in this study is as follows:

1. How is the process of creating a series of English learning videos to improve the understanding of Airport Vocabularies based on the glossary?
2. How is the feedback from stakeholders of the English learning videos for Airport Vocabularies?

1.3 Research Objectives

As stated in the research question, the research objectives are to:

1. To describe the process of creating a series of English learning videos for Airport Vocabularies comprehension.
2. To explain the feedback to stakeholders understanding of English learning videos for Airport Vocabularies.

1.4 Significance of the Research

The result of this research are intended to provide theoretical significance and practical significance, meaning as follows:

1.4.1 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 the 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 the understanding of technical terms used in daily communication, thereby improving efficiency and effectiveness in carrying out tasks.

b. For the Author

This research on creating a series of learning videos provides an opportunity to apply practical work experience to 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 Researchers/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. 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 is to create vocabulary learning video series focused on airport terminology. This learning video is 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 is created for real-life situations, making it a practical resource for improving workplace communication and supporting operational processes at the airport. Two series of production of english video series : airport vocabularies videos will be published on YouTube. The total duration of the videos is thirteen minutes and twenty seconds. The first series, titled

"Airport Vocabulary Series – Part 1: Departure Area Terms You Should Know," is six minutes and fifty seconds long.The first series, which will be divided into two parts, will cover the departure process, including vocabulary used in situations such as check-in, security procedures, and pre-flight preparations. The second series, also divided into two parts, will focus on arrival, from the aircraft landing process to baggage claim. These educational videos will feature airport-related terms, accompanied by clear and easy-to-understand definitions, as well as animated conversation examples to aid in understanding and using these terms in a professional setting. The purpose of this educational video series is to improve understanding of airport vocabulary, enhance communication effectiveness, prevent miscommunication, and provide efficient service to users.