

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Airports serve as critical hubs for air transportation, connecting people and sectors such as tourism, business, and logistics. Among the key components of airport operations is the Operational Division, particularly the Airport Operations Landside and Terminal (AOLT) unit. This division plays a frontline role in managing passenger interactions, airport announcements, crowd flow, and overall terminal coordination. To maintain international service standards, staff in this division must have a clear understanding of their responsibilities, communication protocols, and operational procedures (Salamoura et al., 2017).

At Yogyakarta International Airport (YIA), which has been operating since 2020, the need for competent human resources is essential to support its growth as an international gateway. However, the Operational Division at YIA currently lacks a written guidebook reference that outlines job standards, ethical guidelines, communication rules, and permitted or prohibited actions. This absence creates confusion among staff and interns, especially in daily operations that require quick decision-making and consistent service delivery. As stated by Lestary and Aswia (2021), the effective implementation of operational procedures relies on staff's comprehensive understanding of work standards, which can be achieved through written references.

This lack of guidance is especially evident in situations involving special communication needs, such as assisting foreign passengers or individuals with disabilities. Miscommunication can lead to errors that affect service quality and passenger satisfaction. Kalvakolanu et al. (2022) emphasized that operational staff performance is strongly linked to their training and communication skills, both of which are enhanced through appropriate instructional materials.

To address these issues, providing a practical guidebook is a strategic solution. Such a resource would support daily operations, reinforce job understanding, and improve English communication for both staff and interns. As Rahawarin and Jumlad (2022) stated, structured training supported by relevant materials positively impacts staff competence and service delivery. A guidebook would also align with national policy objectives on service standardization as outlined by the Directorate General of Civil Aviation (2021).

Comparable initiatives, such as the comprehensive guidebook and structured training at Ahmad Yani Airport in Semarang, have proven effective in equipping staff with essential knowledge (Angkasa Pura I, 2018a; Angkasa Pura I, 2018b). YIA, with its distinct operational culture and needs, would benefit from a localized reference to support its workforce and uphold service excellence. Such a resource would also help ensure consistency in service delivery.

In response, this study aims to develop a selected bilingual guidebook titled “Clear for Duty: *Buku Pendamping Staf Operasional Bandara*”, employing the Research and Development method as outlined by Sugiyono (2019). This method is considered the most appropriate as it emphasizes the systematic development of educational products through valid procedures. The guidebook includes essential operational materials, bilingual expressions, and practical components to support staff readiness in real airport settings.

1.2. The Statements of the Problem

- a. How is the process of creating the Operational Division guidebook at YIA?
- b. How are feedbacks from stakeholders about this guidebook?

1.3. The Objective of the Study

- a. To explain the process of creating the Operational Division guidebook for airport operational division at YIA.
- b. To explain how feedback on the Operational Division guidebook demonstrates its importance for the airport operational division at YIA.

1.4. The Significance of the Study

a. Theoretical Contribution

This study contributes to applied English and vocational needs by introducing the application of English in the airport operational context. The creation of this guidebook is an example of how English materials can be adapted to a professional environment. Therefore, this study also provides a point of view on how selected bilingual materials can support language development and work readiness.

b. Practical Contribution

This guidebook gives direct significance for the staff and intern students at Operational Staff YIA. This book is used as a structured reference that is easy and accessible, helping the users to understand their job description, communication standards, allowed and not allowed actions, and how to interact with local or international passengers. Some parts are written in Indonesian and English to make it easier to understand and use for wider users, to support better understanding, and to improve the airport service quality in general.

1.5. The Output

The output of this study is a “Clear for Duty: *Buku Pendamping Staf Operasional Bandara*” guidebook that gives practical guidance for procedural staff at YIA. This guidebook includes work procedures, conversation examples, public announcements, work layout, and tips on communication and etiquette during interactions with passengers. It is designed to be concise and applicable, aiming to support professionalism and readiness for airport staff and intern students during their work or duty. The guidebook is presented in A5 size and consists of 98 pages, making it compact and easy to carry during daily operational activities.