

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Results

This section presents the results of the development of a bilingual guidebook covering the Front Office, Housekeeping, and Food and Beverage departments in a five-star hotel, accompanied by supporting instructional videos. The product was developed using the Research and Development (R&D) method adapted from Borg and Gall (1983), which consists of eight stages: Research and Information Collecting, Planning, Developing the Preliminary Form of the Product, Preliminary Field Testing, Main Product Revision, Operational Field Testing, Final Product Revision, and Dissemination and Implementation. In this research focuses on the development process of the bilingual guidebook and educational videos, particularly the Food and Beverage Department and Job Interview chapters, based on the implementation of the eight stages of the R&D method.

4.1.1 Research and information Collecting

The development of the guidebook began with the research and data collection phase conducted at the Food and Beverage Department in five-star hotel in Semarang. Prior to this, the researcher had participated in the Internships program at Padma Hotel Semarang in the Food and Beverage Service Department for approximately six months. During this period, the researcher observed the working environment and operational conditions. In this study, data was carried out through observation, interviews, and documentation at several selected five-star hotel which is the Padma Hotel Semarang and Grand Candi Hotel Semarang. Following the results of the data collecting.

4.1.1.1 Observation at the Padma Hotel Semarang

The observation process was conducted at the Padma Hotel Semarang. During the observation process, the researcher examined the daily operational activities of the Food and Beverage Department, including food

and beverage service procedures, table setup, guest service interactions, order-taking and serving processes. In addition, the researchers observed the work environment, communication among employees, professional ethics, grooming standards, and the overall service delivery to guests. These observations provided a comprehensive understanding of the operational practices and competencies required of Food and Beverage staff in a five-star hotel.

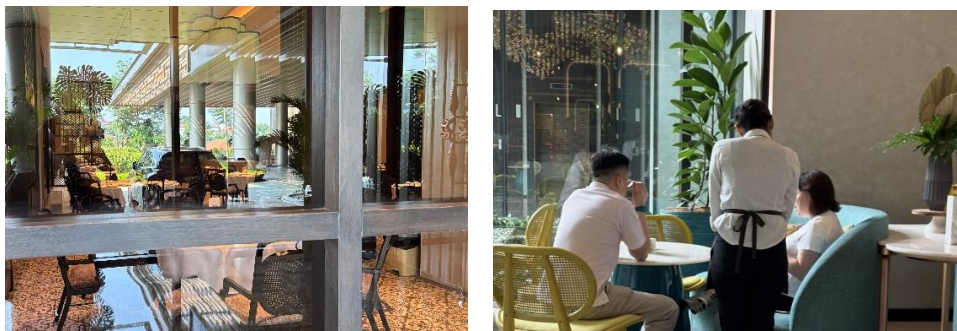


Figure 4.1 KimTia Chinese Restaurant of Padma Hotel Semarang and Employees Activities

4.1.1.2 Questionnaires for the Students of Applied Foreign Language Study Program

The questionnaire was conducted with the students of Applied Foreign Languages study program to identify the challenges they encountered before undertaking internships in the hospitality industry. The data were collected using a Guttman-scale questionnaire distributed to Applied Foreign Language students who had completed their internships in the hospitality industry. The questionnaire consisted of 11 statements designed to assess the students' prior knowledge and level of preparedness regarding hotel operations, departmental responsibilities, professional ethics, grooming standards, and other essential competencies required before participating in hospitality internships. A detailed description of the questionnaire and its indicators is presented in Chapter 3 under the Research and Information Collecting stage. The questionnaire was distributed from June 29 to July 1,

2026, and was completed by Applied Foreign Language students. The results of the questionnaire are presented as follows:

Table 4.1 Result of Questionnaire of Applied Foreign Language

Statements	Total Yes Answer	Total No Answer
1.	6	13
2.	7	12
3.	5	14
4.	3	16
5.	8	11
6.	3	16
7.	8	11
8.	5	14
9.	4	15
10.	9	10
11.	6	13
Total Result	64	145
SMI	209	
Percentage	30.62%	

Based on the questionnaire results, the Applied Foreign Language students demonstrated a limited level of understanding of the hospitality industry, with an overall score of 30.62%, which falls into the "Fairly Low" category. This finding indicates that many students have insufficient knowledge of hotel operational departments, including their duties and responsibilities, grooming standards, professional ethics, and job preparation. Considering that Applied Foreign Language students are encouraged to undertake internships in five-star hotels, these results highlight the need for a comprehensive learning resource. Therefore, the development of this bilingual guidebook is expected to help students

improve their understanding and better prepare for internships and future careers in the hospitality industry.

4.1.1.3 Interview With the Food and Beverage Employee

In the interview step, the researcher has prepared lists of questions to be asked to related parties at Padma Hotel Semarang and Grand Candi Hotel Semarang in two stages, offline and online. The offline interview was conducted with hotel staff, namely a waiter in Food and Beverage at one of the restaurants in Padma Hotel Semarang. Then, the next online interview was conducted with a hotel staff from Grand Candi Hotel Semarang, namely a Food and Beverage Supervisor through Video Call by WhatsApp. During the interview, the researcher used some instruments, a smartphone, and laptop to record audio and take notes of important things in the information delivered.



Figure 4.2 The interview process with Food and Beverage Staff in Goolali Gelato Bar & Patisserie in Padma hotel Semarang



Figure 4.3 The interview process with Food and Beverage Supervisor of Grand Candi Hotel Semarang

4.1.1.4 Documentation

The documentation was collected to support the development of this guidebook and to provide proof that the research and information collecting had been conducted in several written sources relevant to the research topic, which are the research and books, as supported sources for developing the product content.

The research entitled “Bilingual Guidance Book for Facilitating Food and Beverage Department Trainee at Patra Semarang Hotel & Convention” by Adzhani (2024) was utilized as a reference regarding the development process of a bilingual guidebook, particularly in designing the product structure, organizing the learning materials, and implementing the Research and Development (R&D) method adapted from Borg and Gall. In addition, the researchers used the book entitled “Food and Beverage Service” by (Cartledge, 2011) as a reference for developing the Food and Beverage Department materials. The book provides comprehensive information on foodservice operations, customer service, food and beverage service methods, service standards, operational procedures, and the sequence of food and beverage service, which served as the basis for preparing the guidebook content and instructional videos.

The information collected through the documentation process was subsequently combined with the findings from observations and interviews conducted with stakeholders at five-star hotels in Semarang. By integrating

theoretical references with practical insights from industry practitioners, the developed bilingual guidebook and instructional videos were designed to reflect current hospitality practices while ensuring that the learning materials are relevant, accurate, and applicable to the needs of students, trainees, and prospective hotel employees.

4.1.2 Planning

After conducting the research and information collecting, the researcher continued with the planning process to create the guidebook for Front Office, Housekeeping, and Food and Beverage Departments in Five-Star Hotel. This stage was carried out based on the findings obtained during the research and information collecting phase. The needs analysis revealed that students in the Applied Foreign Language Study Program had limited knowledge of the hospitality industry before undertaking their internship programs. Furthermore, the study program had limited learning resources that provided comprehensive information about hotel operational departments, professional ethics, grooming standards, and job preparation for careers in the hospitality industry. These findings served as the basis for determining the content, structure, and specifications of the bilingual guidebook and its accompanying instructional videos. In addition, the researcher also utilized data obtained from interview sessions with industry practitioners to enrich the content of the guidebook. The insights and practical information gained from these interviews were used to support and complement the theoretical references, ensuring that the guidebook content is relevant and applicable to real working conditions in the hospital industry.

These findings confirmed the need to develop a bilingual guidebook that provides comprehensive information on the three main operational departments, together with materials on professional ethics, grooming standards, and job interview preparation. The guidebook was planned in an A5 format to ensure portability and ease of use for students, trainees, and prospective hotel employees. In addition, the product was designed to integrate instructional videos that complement the written materials. Each video can be accessed by scanning a QR

code embedded in the relevant sections of the guidebook, enabling users to conveniently access visual demonstrations and explanations while studying the printed content. Consequently, the planning stage was divided into two main processes: guidebook planning and instructional video planning, ensuring that both components were systematically developed and fully integrated as a single learning resource.

4.1.2.1 Planning of Guidebook

Following the needs analysis, the planning stage was conducted to determine the overall structure and content of the guidebook. At this stage, the researchers designed the guidebook outline by organizing the learning materials into five chapters that cover the essential knowledge required for students before undertaking internships in the hospitality industry. The outline includes the guidebook components, chapter organization, and supporting materials, such as QR code videos, to provide a more interactive and practical learning experience. Here is the detailed outline of the guidebook.

Table 4.2 The Outline of The Guidebook

Cover
Copyright Page
Introduction
Table of Contents
Chapter 1
• The Chapter Cover • The Introduction of Front Office Department • The Professional Ethics in the Front Office Department • The Job Position in the Front Office Department • The QR Code Video of Introduction to the Front Office Department
Chapter 2
• The Chapter Cover • The Introduction of Food and Beverage Department • The Professional Ethics in the Food and Beverage Department • The Job Position in the Food and Beverage Department • The QR Code Video of Introduction to the Food and Beverage Department

Chapter 3

- The Chapter Cover
- The Introduction of Housekeeping Department
- The Professional Ethics in the Housekeeping Department
- The General Grooming Standards in Five-Star Hotels
- The Specific Grooming at Five-Star Hotel

Chapter 4

- The Chapter Cover
- The Introduction of Front Office Department
- The Professional Ethics in the Front Office Department

Chapter 5

- The Chapter Cover
- The Introduction of Job Interview
- The Examples of Job Interview Questions (general questions to department-specific questions)
- The Grooming for Job Interview
- Tips & Tricks for Job Interview
- The QR Code of Job Interview and Tips & Tricks with Do's & Don'ts

Back Cover

This outline is intended to help users gain a clear understanding of each operational department, hotel grooming standards, and job preparation, thereby equipping them with the knowledge and confidence needed before applying for internships or employment in five-star hotels. The complete guidebook consists of four chapters. However, this report focuses only on Chapter 2: Food and Beverage Department and Chapter 5: Job Interview, which were developed by the researchers. Meanwhile, Chapter 1 was developed by Arum Kusuma Wardhani, whereas Chapters 3 and 4 were developed by Satya Padma Sari.

4.1.2.2 Planning of Video

In this stage, the researcher planned an instructional video focused on the Introduction of Food and Beverage Department Video. At this stage, a storyboard was developed based on the results of the needs analysis, interviews with industry practitioners, and relevant hospitality references to determine the objectives, content sequence, narration, visual elements, and scene transitions before the video production process. The video is intended to provide an overview of the Food and

Beverage Department, including its roles and responsibilities, main operational areas, job positions, and service flow in a five-star hotel.

The storyboard was designed using the Canva application as a production guide. It consists of several components, including timestamps, scene numbers and sketches, shot sizes, settings and actions, and narration scripts. The visual illustrations representing job positions and operational activities were obtained from Canva, while the researcher appeared as the host in the introduction and presentation scenes. In addition, the storyboard includes a closing credit scene to acknowledge the contributors involved in the video production. After completion, the instructional video was integrated into the bilingual guidebook through a QR code, allowing users to access the corresponding video directly from the relevant chapter.

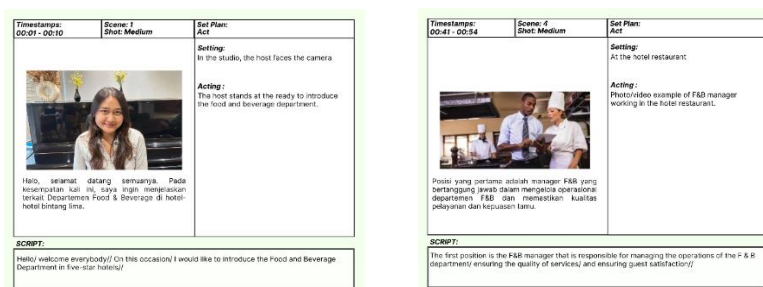


Figure 4.4 Storyboard of Introduction F&B Department

4.1.3 Development Preliminary Form of Product

The next process is development the guidebook, from the material contents to the design of the book. The guidebook's content was created based on references from the information gained from the interviews. The guidebook's design must be as attractive as possible to effectively deliver to the readers. The following steps conducted by the researcher in creating this guidebook.

4.1.3.1 Creating the Guidebook Material

The first step was systematically determined the main materials to be included in the guidebook based on the interviews. The materials begin with an introduction, professional ethics, and job positions within the Food and Beverage

Department. Moreover, the researcher also determined materials related to job interviews in the hospitality industry. These include an introduction to job interviews, examples of general and department-specific interview questions, as well as sample answers and explanations of the purpose of each question, guidance on professional grooming and appearance, also the tips and tricks for job interview.

Table 4.3 Materials Contents of The Guidebook

	Material Content	Description
Food and Beverage Chapter	Introduction of Food and Beverage Department	This section explains the definition, roles, and functions of the Food and Beverage Department, including its coordination with other departments such as Front Office, Housekeeping, and Kitchen in supporting hotel operations.
	Professional Ethics in Food and Beverage Department	This material covers essential professional values such as politeness, hygiene and cleanliness, responsiveness, teamwork, and product knowledge, which are important in maintaining service quality and guest satisfaction.
	Job Positions in Food and Beverage Department	This material explains various job roles in the Food and Beverage Department, including

manager, supervisor, waiter/waitress, bartender, chef, and room service staff, along with their duties and responsibilities.

Job Interview Chapter	The introduction of job interview in the Front Office, Housekeeping, and Food and Beverage Departments.	This part explains an introduction to job interviews, examples of general and department-specific questions (Front Office, F&B, Housekeeping), as well as sample answers and explanations of their purposes.
	Grooming and Professional Appearance	This material discusses appropriate appearance for job interviews, including attire, hairstyle, makeup, and footwear to create a professional impression.
	Tips and Tricks for Job Interview	This section provides practical guidance on creating a good first impression, communicating effectively, answering questions clearly, and demonstrating confidence and professionalism.

4.1.3.2 Translating the Materials of the Guidebook

The second step is to translate the material contents in the guidebook after decided by the researcher. This guidebook contents are written in bilingual, which is the Indonesian and English. The researcher used DeepL Translate as a translation engine to translate the contents. Following the process of translation, the researcher also used Grammarly to check for vocabulary and grammatical errors. Therefore, readers will find it easy to learn and understand the contents of this guidebook.

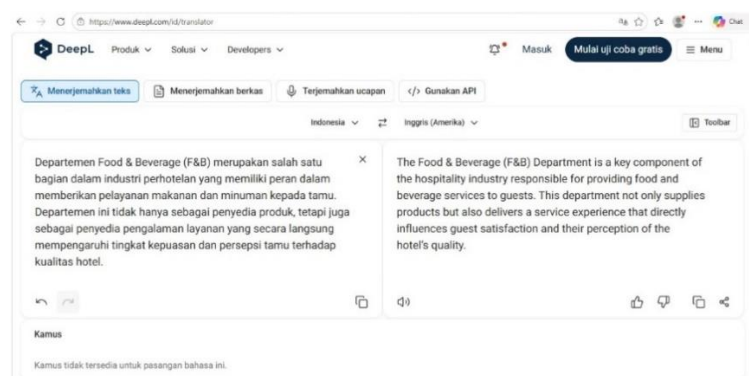


Figure 4.5 Translating Process Using DeepL

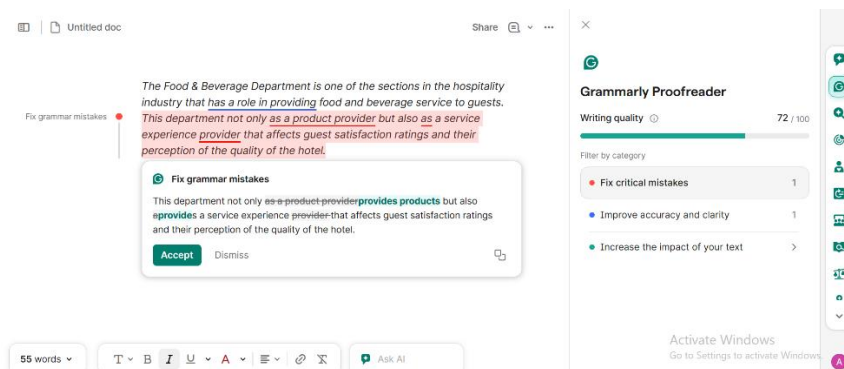


Figure 4.6 Checking Errors Using Grammarly

4.1.3.3 Creating a Guidebook Design

In this step, the layout design of the guidebook was developed to ensure visual appeal. Structural clarity. And readability. Canva is used in the process of creating this guidebook. The size of the book utilized an A5 format or 14.8 x 21 cm and contains two languages layouts, Indonesian at the top and English at the bottom with a consistent structure across all pages. Each page featured a balanced

composition of text and visual elements, facilitating reader comprehension without causing cognitive overload.

1.1 Introduction of Food & Beverage Service Department

Food & Beverage Service Department merupakan salah satu bagian dalam industri perhotelan yang memiliki peran dalam memberikan pelayanan makanan dan minuman kepada tamu. Departemen ini tidak hanya berfungsi sebagai penyedia produk, tetapi juga sebagai penyedia pengalaman layanan yang secara langsung mempengaruhi tingkat kepuasan dan persepsi tamu terhadap kualitas hotel secara keseluruhan.

The Food & Beverage Service Department is one of the sections in the hospitality industry that has a role in providing food and beverage service to guests. This department not only functions as a product provider but also as a service experience provider that directly affects guest satisfaction ratings and their perception of the overall quality of the hotel.

Dalam operasionalnya, Food & Beverage Department bertanggung jawab dalam mengelola pemesanan dan pelayanan makanan serta minuman kepada tamu selama berada di hotel. Pelayanan tersebut mencakup berbagai outlet seperti restoran, serta room service. Selain itu, departemen ini juga memastikan bahwa setiap produk yang disajikan memenuhi standar kualitas, kebersihan, dan penyajian yang telah ditetapkan, sehingga dapat memberikan pengalaman yang memuaskan bagi tamu.

In its operations, the Food & Beverage Department is responsible for managing the provision and service of food and beverages to guests during a stay at the hotel. This service includes various outlets such as restaurants and room service. Additionally, this department also ensures that every product served meets the established standards of quality, cleanliness, and presentation, which ensures a satisfying experience for guests.

Selain berinteraksi langsung dengan tamu, Food & Beverage Department juga memiliki peran penting dalam berkoordinasi dengan departemen lain. Misalnya, dengan Front Office dalam menangani pemesanan tamu terkait konsumsi, selanjutnya dengan Housekeeping dalam menjaga kebersihan area restoran, serta dengan Kitchen dalam memastikan kelancaran proses penyajian makanan. Oleh karena itu, memiliki kemampuan komunikasi yang baik, kerja sama tim yang solid, serta sikap profesional dalam memberikan pelayanan yang cepat, tepat, dan berkualitas.

TABLE OF CONTENT

FRONT OFFICE

1.1 Introduction FO DPT.....

1.2 Etika Profesi.....

1.3 Tugas dan Tanggung Jawab Profesi.....

1.4 Grooming.....

FOOD & BEVERAGE

2.1 Introduction FB DPT.....

2.2 Etika Profesi.....

2.3 Tugas dan Tanggung Jawab Profesi.....

2.4 Grooming.....

HOUSEKEEPING

3.1 Introduction HK DPT.....

3.2 Etika Profesi.....

3.3 Tugas dan Tanggung Jawab Profesi.....

3.4 Grooming.....

JOB INTERVIEW

4.1 Introduction.....

4.2 Contoh Pertanyaan Wawancara Kerja.....

a. Pertanyaan Umum.....

b. Pertanyaan Spesifik per Departemen.....

4.3 Penampilan untuk Interview.....

4.4 Tips & Trick.....

Figure 4.7 Layout of The Guidebook

The next step is designing the guidebook's introduction. The researcher added elements related to hotels and figures for food and beverage department employees. At the beginning of each chapter, a page breaker is provided to serve as a separator between chapters, and also at the end of each chapter, a QR code is included, which can be scanned by readers to access the introduction video of Food and Beverage Department.

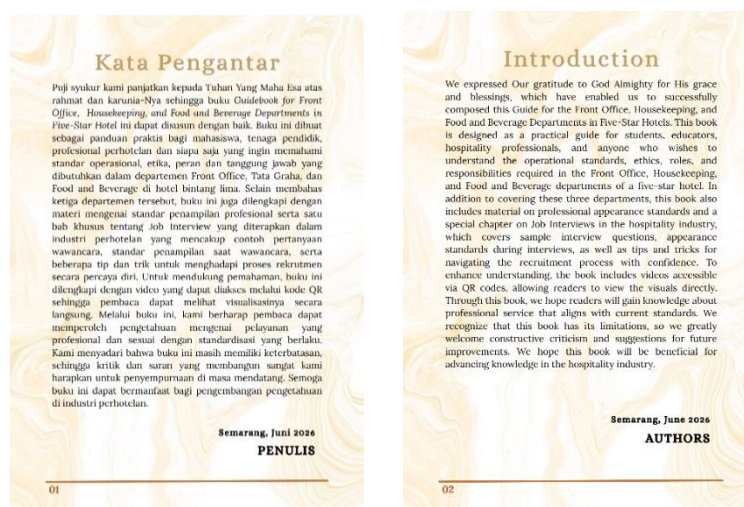


Figure 4.8 Introduction Page

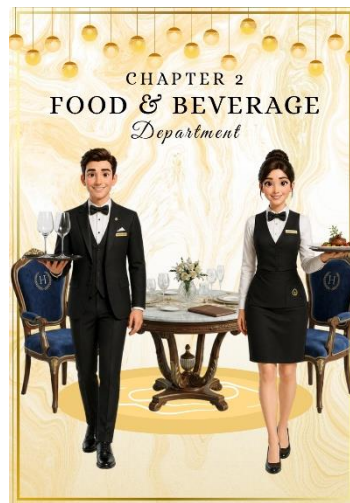


Figure 4.9 Page Break Elements



Figure 4.10 QR Code Access Page Element

The appearance of a guidebook is one of the most important things to consider and for the next step, the researcher decides the guidebook colour palette, fonts, and elements. The researcher kept the colour palette and font type consistent throughout the pages to make this guidebook easy to read. In addition, the researcher included various elements and images related to the contents of each chapter as illustrations in the guidebook.

Table 4.4 Font Type and Size in The Guidebook

Guidebook Part	Font Type	Font Size
	Alice	21.3 & 32

Chapter II Cover Title	League Spartan	26.6
Chapter V Cover Title	Alice	20 & 38
	League Spartan	25
Subheading	Lora	12
Material contents	Lora	11

The researcher used a golden-yellow colour with the several colours codes as the background colour of this guidebook. This colour represents a luxury, elegance, and warmth, which are closely associated with the image of five-star hotels. In addition, the golden-yellow tone is neutral, allowing it to be easily combined with other colours without reducing its visual appeal. Therefore, the use of this colour is considered appropriate as it reflects the premium and professional atmosphere commonly found in five-star hotel environments.

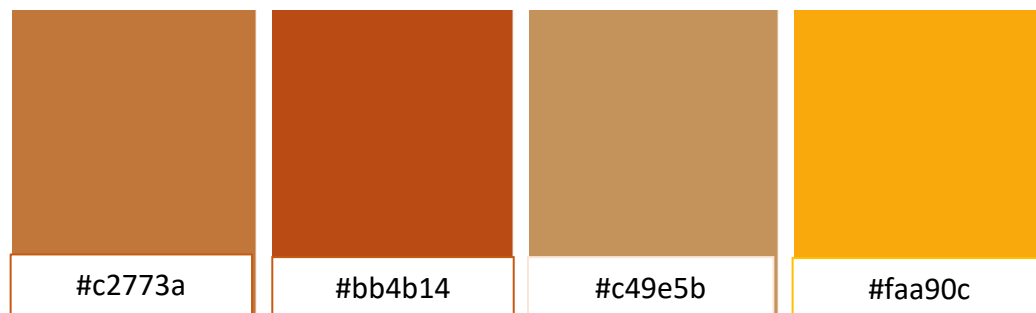


Figure 4.11 Colour Palette

The researcher also added some elements and images to this guidebook for attract the reader attention. In developing the visual elements and images of the guidebook, the researcher used Artificial Intelligence (AI), specifically ChatGPT and Gemini Pro, as a supporting tool in generating images. The use of AI assisted the researcher in creating illustrative visuals that align with the hospitality theme, as well as figures representing Food and Beverage Staff and Job Interview examples. The following are some elements and images used by the researcher.

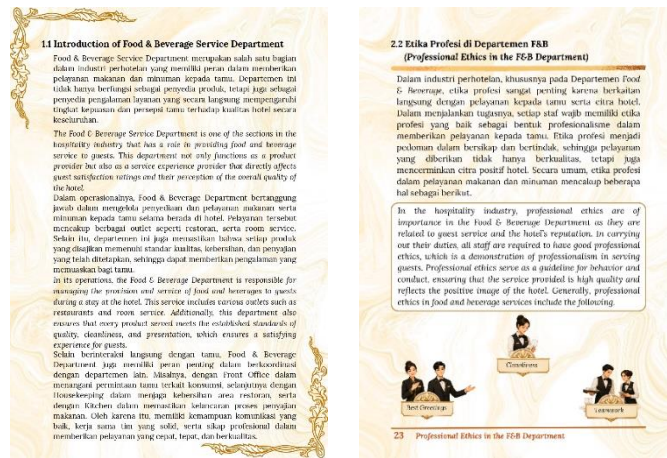


Figure 4.12 The Introduction and Professional Ethics Page Elements

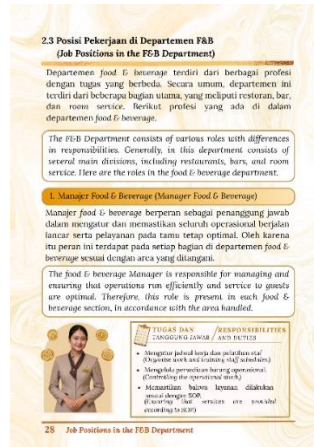


Figure 4.13 The Job Positions Page Elements



Figure 4.14 The Introduction and Examples Job Interview Questions Page Elements



Figure 4.15 The Grooming and Tips & Tricks Page Elements

4.1.3.4 Producing the Supporting Video for the Guidebook

In this stage, the Food and Beverage Department's introduction has been produced based on the previously developed storyboard. The video was recorded using a medium shot to clearly present the subject's expressions and body language. In addition, the researcher prepared and recorded a voice-over narration based on the script to deliver the information clearly and structured manner. This process was divided into three sections, which are pre-production, production, and post production steps. The pre-production stage, which included the development of the storyboard, was presented in the Planning stage. Therefore, this section focuses on the production and post-production processes. During the production stage, the researchers recorded the video based on the approved storyboard, while the post-production stage involved editing the footage, adding narration, background music, subtitles, and visual effects to produce the final instructional video.

1. Production

After completing the storyboard, the researchers began producing the Introduction of Food and Beverage video based on the storyboard. The host scenes were filmed in the ballroom of Padma Hotel Semarang to reflect the elegant atmosphere and professional environment of a five-star hotel. The selected location was intended to provide an authentic visual representation

of the hospitality industry while enhancing the overall quality and professionalism of the instructional video.

Furthermore, the researcher used Artificial Intelligence (AI), specifically Google Flow, to generate visual content representing various positions in the Food and Beverage Department. The use of AI-generated visuals was intended to enhance the representation of roles that could not be captured on direct recording. These visual elements were integrated into the video to create a more engaging and informative presentation.



Figure 4.16 Creating a Video Using Google Flow

2. Post Production

The researcher conducted the video recording process using a camera handphone and tripod. The camera handphone used was an apple 15 plus type, and the tripod. After the video was recorded, then the researcher edited it. The storyboard is used as a guide to assist the researcher in understanding the setting and layout of the video.

The researcher edited the videos with the CapCut application. The video is in a 16:9 ratio and a landscape format, there are provided Indonesian subtitle at the bottom of the video. Therefore, this video can assist readers to understand the Food and Beverage Department in general. The following are the steps for editing a video of introduction Food and Beverage Department in Five-Star Hotel.

- a) The researcher creates a new project in the CapCut application to edit the video.
- b) After importing the raw footage into the application, the researcher adjusted the size, duration, audio, and effect according to the needs of the video.
- c) Then, the researcher added a voice-over using the features available in the CapCut application.
- d) After that, the researcher added subtitles to enhance viewers' understanding of the content.
- e) Finally, the researcher included credits at the end of the video to acknowledge all contributors involved in the production process.



Figure 4.17 The Video Editing Process

The supporting media of video about the introduction Food and Beverage Department in Five-Star Hotel in the guidebook will be included in the QR (Quick Response) code. The researcher created QR code to make it easier for readers to access the video, the QR code is placed on the bottom right at the end of the chapter page. In creating the QR code, the researcher used Canva that can be direct convert the link into a QR code. Creating a QR code includes the following steps:

- a) To begin creating a QR code, the researcher opened the Canva and click Apps button.
- b) The researcher then searching the “QR Code” in the search bar.

- c) After that, the researcher inserted the link of the video that uploaded in Bahasa Asing Terapan YouTube channel.
- d) The researcher generated the QR code and adjusted its size and position according to the layout design of the guidebook.
- e) Finally, the QR code was downloaded and inserted into the guidebook at the designated placement.

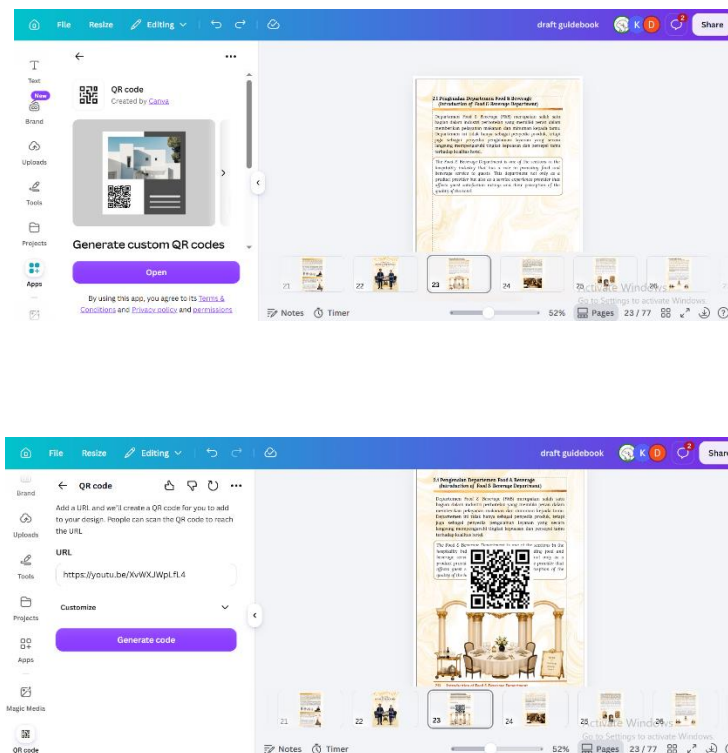


Figure 4.18 The Process of Creating a QR Code Using Canva

4.1.4 Preliminary Field Testing

The preliminary field testing is conducted after creating the design of the guidebook equipped with video. The process of preliminary field testing is to assess the material and media of the guidebook on a limited scale by the material and media expert, a supervisor. The material and media in this guidebook will be tested the suitability for use in hospitality industry seeker by supervisor as a validator. This process used a validation form provided by the researcher. This validation process was conducted to evaluate the quality and appropriateness of the developed product in terms of its content, organization, language, visual design, and overall suitability

for achieving the objectives of the study. The validation also aimed to ensure that the bilingual guidebook and its accompanying instructional videos met users' learning needs and were relevant to current practices in the hospitality industry.

The supervisor evaluated the guidebook and instructional video by reviewing the content, organization, bilingual language, visual design, subtitles, and overall presentation. Based on the validation conducted by the supervisor, the guidebook was declared feasible for use with revisions in accordance with the applicable guidelines. Several improvements were suggested regarding the guidebook and video content before proceeding to the next stage.

**SURAT PERNYATAAN VALIDASI
DOSEN PEMBIMBING TUGAS AKHIR**

Saya yang bertanda tangan di bawah ini:

Nama : Aditya Nur Patria, S. Hum., M. App. Ling.
NIP : 19901218202021007
Prodi : Bahasa Asing Terapan

Menyatakan bahwa proyek tugas akhir atas nama mahasiswa:

Nama : Diva Aina Putri Kartono
NIM : 40920522650061
Prodi : Bahasa Asing Terapan
Judul TA : Creating A Guidebook for Front Office, Housekeeping, and Food and Beverage Departments in Five-Star Hotels: For the Food and Beverage Department & Job Interview Chapter

Setelah dilakukan penilaian atas proyek tersebut dapat dinyatakan:

	Layak digunakan tanpa revisi
✓	Layak digunakan dengan revisi sesuai aturan
	Tidak layak

Demikian surat validasi ini dibuat agar dapat digunakan sebagaimana mestinya.

Semarang, 4 Juni 2026
Validator


Aditya Nur Patria, S. Hum., M. App. Ling.
NIP: 19901218202021007

Figure 4.19 Validation Form

4.1.5 Main Product Revision

Based on the feedback provided during the preliminary field testing, there were some criticisms and suggestions by the validator, as a result, the researcher was to conduct the main product revision process. In the process, the researcher improved the product based on the revisions from validator. Main product revisions

is an important process for producing products with better quality. The following some revisions in the guidebook and video:

1. Chapter Cover Revision

The supervisor suggested changing the animation into a real-looking person.



Figure 4.20 Revision the Chapter Cover

2. The Materials in Food and Beverage Chapter

The validator suggested that the materials presented in the Food and Beverage chapter were excessively dominated by text and lacked sufficient visual support, such as images and illustrations, which could reduce readers' interest and comprehension.

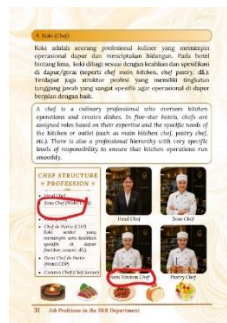


Figure 4.21 Revision the Food and Beverage Materials

3. Job Position in Food and Beverage Department Chapter

The validator suggested that the job positions in the main kitchen must be presented according to the chef hierarchy within the structure profession box. This is to ensure that roles are accurately represented based on the standard professional hierarchy in the kitchen department.

BEFORE



AFTER

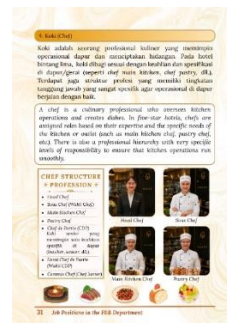


Figure 4.22 Before and After Revision on Page 31

4. Tips and Tricks in Job Interview Chapter

The validator suggested adding a point on honesty to the tips and tricks for the job interviews to highlight the importance of honesty and integrity as essential qualities expected from candidates in the hospitality industry.

BEFORE



AFTER



Figure 4.23 Before and After Revision on Page 73

5. The Subtitles on The Video Introduction Food and Beverage Department

The validator suggested that the position of the subtitles in the introduction video should be adjusted slightly higher to prevent them from being cut off by the duration box displayed in the video.

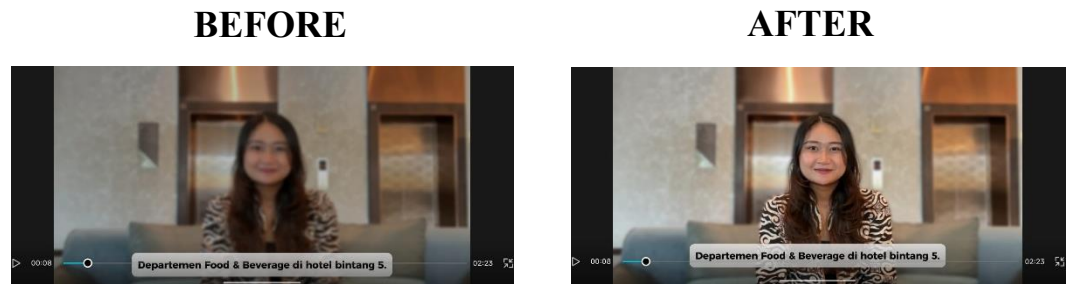


Figure 4.24 Before and After Revision on Introduction Video

4.1.6 Operational Field Testing

In this stage, the guidebook assessed on a larger scale to evaluate its effectiveness and suitability. The researcher uploaded the guidebook, which includes the supporting video, to Google Drive to allow the respondents to access and review the material beforehand. This step was intended to ensure that the respondents had sufficient understanding of the content before providing their evaluation. For the assessment process, the researcher used a questionnaire distributed through Google Forms. In this stage, a total of 21 respondents participated in evaluating the guidebook. The respondents consisted of hospitality practitioners from several hotels, namely Padma Hotel Semarang, Grand Candi Hotel Semarang, PO Hotel Semarang, Pullman Jakarta Indonesia Hotel and Fraser Menteng Jakarta. The collected responses were then used to analyse the clarity and overall quality of the guidebook as a learning in the hospitality industry. Here are the details of the number of the respondents:

Table 4.5 Total of Respondents for the Questionnaire

Respondent	Number of Respondent
Padma Hotel Semarang	15
Grand Candi Hotel Semarang	3

PO Hotel Semarang	1
Pullman Jakarta Indonesia Hotel	1
Fraser Menteng Jakarta	1
TOTAL	21

From the Padma Hotel Semarang, there are six staff of Food and Beverage Department, five staff of Housekeeping Department, and four staff of Front Office Department. There are two staff from the Housekeeping Department and one staff from the Food and Beverage Department from the Grand Candi Hotel Semarang. Lastly, the PO Hotel Semarang, Pullman Jakarta Indonesia Hotel, and Fraser Menteng Jakarta consist one staff from the Front Office Department.

The researcher developed the questionnaire based on several aspects related to the quality of the guidebook, including the suitability of the material, language use and clarity of content, presentation and book design, as well as the usefulness and feasibility of the guidebook. The questionnaire consisted of 20 items in total, with 6 questions related to the suitability of the material, 5 questions focusing on language use and clarity of content, 4 questions addressing the presentation and design of the guidebook, and 5 questions evaluating the usefulness and feasibility of the guidebook. The following is the content of the questionnaire presented to the respondents.

The questionnaire employed a four-point Likert scale ranging from 1 (Strongly Disagree) to 4 (Strongly Agree) to measure respondents' level of agreement with each evaluation item. The collected data were analyzed descriptively to determine the overall responses toward the guidebook and supporting videos. In addition, respondents were invited to provide comments and suggestions regarding the content, visual design, and instructional videos to support further revisions and improve the quality of the developed product.

The data collection process from the distributed questionnaire was conducted over a period of three days from June 12th to June 14th, 2026. The following are the final results of the statement assessment of the respondent.

Table 4.6 List of Questions

No.	Statements	Average	Criteria
1.	<i>Materi pengenalan departemen (front office, F&B, Tata Graha) sudah sesuai struktur operasional hotel Bintang lima saat ini.</i>	4.00	Strongly Agree
2.	<i>Cakupan posisi pekerjaan yang dijelaskan di dalam buku sudah representative dan sesuai dengan praktik di hotel bintang lima,</i>	3.48	Strongly Agree
3.	<i>Standar penampilan umum yang dipaparkan sudah sesuai dengan cerminan brand hotel bintang lima.</i>	3.90	Strongly Agree
4.	<i>Standar grooming spesifik pada tiap departemen yang dipaparkan sudah sesuai dengan standar hotel bintang lima.</i>	3.76	Strongly Agree
5.	<i>Contoh pertanyaan wawancara kerja yang diberikan (baik umum maupun spesifik departemen) sangat relevan dengan praktik rekrutmen riil di industrs perhotelan.</i>	3.71	Strongly Agree
6.	<i>Tips dan trik wawancara yang disajikan memberikan pembekalan yang membantu bagi calon tenaga kerja perhotelan.</i>	3.38	Strongly Agree

7.	<i>Penggunaan format dua bahasa (Indonesian & English) sangat membantu mempercepat pemahaman istilah-istilah teknis perhotelan dan menaikkan kemampuan berbahasa Inggris.</i>	3.95	Strongly Agree
8.	<i>Teks dialog/percakapan contoh pelayanan (seperti proses check-in) disajikan secara jelas dan mudah dipraktikkan oleh staf atau trainee.</i>		
9.	<i>Contoh gambar yang diberikan membantu pembaca memahami materi.</i>	3.00	Agree
10.	<i>Bahasa yang digunakan mudah dipahami.</i>	4.00	Strongly Agree
11.	<i>Buku ini mampu menjelaskan tugas dan tanggung jawab setiap departemen dengan jelas.</i>	3.19	Agree
12.	<i>Ilustrasi visual dan desain tata letak yang digunakan mendukung kejelasan materi dan menarik minat baca.</i>	3.86	Strongly Agree
13.	<i>Ukuran huruf dan format penulisan mudah untuk dibaca.</i>	3.05	Agree
14.	<i>Struktur penyajian bab sudah tersusun dengan baik.</i>	3.24	Strongly Agree
15.	<i>Penambahan video pembelajaran melalui kode QR efektif untuk memvisualisasikan standar operasional secara langsung.</i>	3.33	Strongly Agree

16.	<i>Buku panduan ini layak digunakan sebagai referensi pembelajaran bidang perhotelan.</i>	4.00	Strongly Agree
17.	<i>Buku ini dapat mendukung proses pelatihan bagi karyawan baru di industri perhotelan.</i>	3.90	Strongly Agree
18.	<i>Isi buku telah memenuhi kebutuhan kompetensi dasar pada industri perhotelan.</i>	3.48	Strongly Agree
19.	<i>Secara keseluruhan, buku ini layak digunakan sebagai media pembelajaran.</i>	3.10	Agree
20.	<i>Saya merekomendasikan buku ini untuk digunakan sebagai bahan ajar atau referensi di bidang perhotelan.</i>	3.86	Strongly Agree
Final Result		3.41	Strongly Agree

Based on the tables above, the final score result of the respondent's overall assessment of the questionnaire is 3.41 included in the "Strongly Agree" criteria. This result shows that guidebook and supporting video is appropriate for use in the hospitality industry especially in Front Office, Housekeeping and Food and Beverage Departments in five-star hotels. The researcher also received some suggestions from respondents about this guidebook to be improved in the following process. The results of questions in the form of suggestion and criticisms for the guidebook can be seen in the following bellow.

Table 4.7 The Suggestions from Respondents

Respondents	Suggestions
1	<i>Bagus sekali</i>

2	<i>Sangat bagus</i>
3	<i>Sudah bagus</i>
4	<i>Lebih baik kalo ditambahkan studi kasus atau contoh situasi nyata (case study) yang sering terjadi di hotel agar pembaca dapat memahami penerapan teori secara lebih mendalam</i>
5	<i>Saran di bagian cover setidaknya tidak usah menggunakan animasi pesawat karena cukup mengganggu sedikit</i>
6	<i>Sudah baik</i>
7	<i>Tampilannya menarik dan sangat mudah dipahami 🍷</i>
8	<i>Bagus</i>
9	<i>-</i>
10	<i>Semoga bermanfaat</i>
11	<i>Cukup bagus</i>
12	<i>Cukup bagus, bermanfaat, dan informatif</i>
13	<i>Semua bagus</i>
14	<i>Menurut saya bukunya sudah cukup baik dan menarik untuk dibaca</i>
15	<i>Sudah bagus</i>
16	<i>Bagus</i>
17	<i>Bagus sekali, sukses dan lancar</i>
18	<i>Bagus</i>
19	<i>Sudah bagus</i>
20	<i>Belum ada, untuk guidebook dan pengetahuan dasar sudah cukup dalam membantu mengenali basic knowledge tentang perhotelan</i>

The results of the open-ended questionnaire indicate that the guidebook received positive responses from the respondents. Most participants described the guidebook as good, very good, useful, informative, attractive, and easy to

understand. Several respondents also expressed appreciation for its contribution to basic hospitality knowledge and internship preparation.

Only a few constructive suggestions were provided. One respondent recommended adding case studies or real hotel situations to help readers understand the practical application of the material more deeply. Another respondent suggested revising the cover design by removing the airplane animation, which was considered slightly distracting. Overall, the feedback shows that the guidebook is generally well accepted by the respondents and is considered beneficial as an introductory learning resource for hospitality students and trainees.

4.1.7 Final Product Revision

After conducting the main product testing, the researchers revised the guidebook based on the data obtained from the respondents. The revisions considered the feedback and suggestions provided through the questionnaire. Respondents' suggestions focused on the visual aspects of the guidebook. However, upon consideration, these elements were assessed as having no significant impact on the quality of the content or the guidebook's primary purpose as a learning resource, and therefore were not prioritised in the revision process. In addition, there is a suggestion to include case studies or practical examples. The researchers added these elements in the form of videos accessible using a QR code at the end of each chapter. These videos provide explanations and depictions of real-life situations in a hotel environment, allowing readers to gain a practical understanding of the theory through digital media.

4.1.8 Disseminations and Implementations

The final stage of this Research and Development study was Dissemination and Implementation, which aimed to introduce the finalized bilingual guidebook and its accompanying instructional videos to the intended users. The dissemination was carried out on June 16, 2026, by distributing the developed product to the Applied Foreign Languages Student Association (HM Basing). Through this activity, students were introduced to the guidebook and informed that the

accompanying instructional videos could be accessed by scanning the QR codes provided in the relevant sections of the guidebook. This stage was intended to promote the use of the product as a practical learning resource for students preparing for internships and future careers in the hospitality industry.

The final guidebook entitled “Guidebook for Front Office, Housekeeping, and Food and Beverage Departments in Five-Star Hotels” and it is printed in A5 size (14.8 x 21 cm) using perfect binding and two types of paper, HVS 100 type paper for 75 pages of the book’s contents, and Ivory 230 type paper for the front and back cover. This approach allowed students to review the guidebook directly and become familiar with its contents. The guidebook is expected to serve as a supplementary learning resource for Applied Foreign Language students at Diponegoro University in preparing for internships and careers in the hospitality industry.



Figure 4.25 Documentation with Applied Foreign Language Students

4.2 Discussion

This study aims to develop a guidebook accompanied by supporting instructional videos that introduce the Front Office, Housekeeping, and Food and Beverage departments in five-star hotels. In addition, the guidebook provided in bilingual (Indonesian and English), which contains information on hotels grooming standards, professional ethics, and job interview preparation, including common questions, sample responses, and practical tips. The guidebook is designed as a practical learning resources for students and job

seekers, particularly those preparing to enter the hospitality industry. The product was developed using the eight-stage Research and Development (R&D) model adapted from Borg and Gall, starting with the research and information collecting stage and concluding with dissemination and implementation.

The findings in this study indicate that one of main challenges faced by students, especially those from non-hospitality backgrounds is the lack of understanding of hotel operational systems. During the internship program, the researcher had difficulty understanding workflows, professional ethics, task assignments, and operational standards in each hotel department. This condition highlights a gap between academic learning, which tends to emphasize theoretical competencies, and the practical demands of the hospitality industry. Therefore, the learning resources need not only provide theoretical knowledge but also offer practical guidance related to real working conditions in hotels.

These findings are consistent with previous studies. Bahri (2023) developed an English-language guidebook for hospitality trainees that successfully improved language skills and professional competencies. However, its implementation was limited to a specific hotel. similarly, “Bilingual Guidance Book for Facilitating Food and Beverage Department Trainee at Patra Semarang Hotel & Convention” by Adzhani (2024) and “*Professional Ethics in Hospitality Industry*” by Aslam et al. (2024) only provide comprehensive theoretical knowledge without detail in the operational departments such as Front Office, Housekeeping, and Food and Beverage. In addition, these previous studies do not sufficiently address job interview preparation, which is an essential component for individuals entering the hospitality workforce. Therefore, this study extends previous research by developing a more comprehensive guidebook that contained operational knowledge, professional standards, and job interview preparation into a learning resource.

To address these limitations, the researcher developed a bilingual guidebook that combines theoretical explanations with practical learning materials. The content includes department introductions, job roles and responsibilities,

grooming standards, professional ethics, and job interview preparation. Furthermore, the guidebook is supported by instructional videos accessed through QR codes, which provide visual demonstrations of hospitality practices and job interview simulations. The printed and digital media is intended to enhance reader engagement and improve comprehension.

Based on the Research and Development (R&D) model adapted from Borg and Gall, this study conducted two stages of product evaluation: Preliminary Field Testing and Operational Field Testing, to assess the feasibility of the developed product. The preliminary field testing involved validation by the supervisor, who concluded that the bilingual guidebook and its accompanying instructional video were feasible for use as a systematic and practical learning resource, subject to the recommended revisions. Following the revisions made after the preliminary field testing, the product underwent operational field testing involving a larger group of participants. The evaluation was conducted through questionnaires completed by 21 stakeholders from Padma Hotel Semarang, Grand Candi Hotel Semarang, PO Hotel Semarang, Pullman Jakarta Indonesia, and Fraser Residence Menteng Jakarta. The results of this stage were used to evaluate the feasibility and effectiveness of the developed bilingual guidebook and its accompanying instructional videos. The main product testing results show that the guidebook achieved a final score of 3.41 which was classified as “strongly agree.” In general, this indicates that respondents provided positive evaluations of the guidebook’s quality. Although several suggestions were provided during the evaluation, they were limited to minor revisions that did not affect the overall quality or usability of the product. Therefore, the bilingual guidebook and its accompanying instructional videos were considered feasible for use as a learning resource for students, trainees, and prospective employees in the hospitality industry.

Finally, the guidebook was disseminated to students of the Applied Foreign Languages Study Program, *HM Basing* at Diponegoro University, with the expectation that it will support academic learning and better prepare students

for internships and future employment in the hospitality industry. Overall, this study shows that the developed guidebook and supporting videos have a potential as practical learning resources.