SUMMARY

SMARTPAL: An English Conversation Pocketbook Designed as a Self-Learning Medium for the Ticketing Staff of Taman Pintar Yogyakarta, David Marda Maulanata, F31222617, 2025, 33 Pages, English Study Program, Politeknik Negeri Jember, Nodistya S. Indrastana, S.S., S.Pd., M.Pd. (Supervisor).

English proficiency is a critical component for enhancing service quality in Indonesia's rapidly growing tourism sector. At Taman Pintar Yogyakarta, a key educational destination, front-line employees serve as the first point of contact for international visitors. However, a preliminary study and subsequent interviews revealed that the ticketing staff faced significant communication challenges, including difficulty understanding diverse English accents and experiencing "mental blocks" during direct interactions with tourists.

The interviews highlighted a clear gap in resources and a need for a practical, quick-reference tool to address these issues. The staff expressed the need for a guide that was bilingual, visually engaging, and available in both print and digital formats to ensure reliability and flexibility in their work environment. Responding to these challenges, the writer developed a bilingual pocketbook, SMARTPAL, designed as a self-learning medium to provide comprehensive information and empower staff with the confidence to communicate effectively.

The pocketbook was developed using the Four-D model, which includes the Define, Design, Develop, and Disseminate stages. To gather the necessary data, the writer utilized several qualitative methods, including in-depth interviews with the ticketing staff, analysis of expert documents and reference books, and the creation of audio-visual materials. The final product is available in both a printed B6-sized format and a digital PDF version, which were distributed directly to the ticketing staff at Taman Pintar Yogyakarta.

The primary strength of this project is its user-centered design, which directly addresses the needs identified by the ticketing staff. The integration of QR codes linking to instructional videos provides a modern, multi-modal learning

experience , while the bilingual format ensures the content is accessible. A key challenge was condensing a wide array of information into a compact format without sacrificing clarity or practical use. The project is expected to benefit the ticketing staff by improving their communication skills and confidence , Taman Pintar Yogyakarta by enhancing service quality , and other students as a reference for similar product-based projects.

In conclusion, this final project successfully produced SMARTPAL: An English Conversation Pocketbook for Ticketing Staff Taman Pintar Yogyakarta, a tool aimed at equipping staff with practical language skills for their daily interactions. The pocketbook is organized into four situational chapters covering greetings, attraction descriptions, ticket and payment information, and frequently asked questions. Key features include sentence structure templates, "Important Words" vocabulary lists, comic-strip dialogues, and QR codes that link to supplementary videos.

The process of creating this pocketbook provided the writer with valuable experience in research, instructional design, and multimedia creation. The final product is expected to serve as an efficient and friendly companion for the staff, enhancing their confidence, improving the overall visitor experience, and serving as a valuable reference for the English Study Program for future projects in the tourism industry.