

CHAPTER 1. INTRODUCTION

1.1 Background

Batam is a city in Indonesia which is located in the Riau Island Province. Batam City has a strategic location because it is located in an international shipping lane. This strategic location made the city of Batam become rapidly developed which caused a high level of economic and social activities (Halil, et al., 2019). Batam is an island with millions of opportunities for various sectors. One that can not be missed is the sector of tourism. Batam City is one of the cities with leading tourist destinations in great demand by domestic and foreign tourists (Aldo, et al., 2022). Batam is an island surrounded by the sea, making it a popular spot for resorts. There are many resorts where visitors can enjoy beautiful ocean views and nature. One of the resorts in Batam is Montigo Resorts Nongsa. It is a favorite destination for international tourists, with most of its guests coming from other countries.

Montigo Resort Nongsa Batam is a 5-star resort located on Jl. Hang Lekiu, Sambau, Nongsa District, Batam City, Riau Islands 29465. This modern and stylish villa features large windows that give you beautiful views of a private beach. The resort sits by the clear blue waters of the Singapore Strait and offers a clean, contemporary design. Guests can enjoy ocean views, a private pool, and BBQ facilities, perfect for a relaxing and luxurious getaway.

Staff at Montigo Resorts Nongsa must have good English skills. English skills are essential to ensure smooth communication with international guests and provide information about the resort's facilities, services, and activities. In addition, English is also a key in providing professional and satisfactory service, which can enhance the resort's reputation and ensure a pleasant stay experience for foreign tourists.

Last year, the writer conducted an internship at Montigo Resorts Nongsa as a staff department Human Resource. Human resources, including employee training, play an important role in the hospitality industry. Human Resources have a job desk to ensure staff have the skills and knowledge necessary to deliver exceptional guest experiences. Training begins with comprehensive onboarding, where new employees are introduced to company policies, safety standards, and job-specific tasks. Human Resources focus heavily on customer service training, emphasizing communication, conflict resolution, and cultural sensitivity to ensure employees can handle diverse guests and situations professionally.

One of the programs at Montigo Resorts Nongsa is English Class because employees from several departments, such as Housekeeping, Engineering, F&B Culinary, and Security, need improvement. Those mentioned departments often engage with guests. In addition, the company in January made a policy requiring staff to use English language in the work environment, not only when interacting with guests, but also with supervisors, colleagues, and stakeholders. Human Resources in Montigo Resorts Nongsa has an important role in improving staff competence, especially in English. English skill being one of the main focuses in staff training because it is directly related with service to guests. Therefore, HR makes an English Class program that supports international communication needs. Also being a part from improving quality effort HRD in the hospitality sector. And the writer gets the chance to conduct an English Class program.

Housekeeping, Engineering, F&B Culinary, and Security are often involved in conversations with guests in various situations. For example, Housekeeping must communicate with guests to ensure their rooms are clean and comfortable. Engineering must interact with guests to repair damaged facilities or equipment in their rooms. F&B Culinary must interact with guests to understand their food and beverage preferences. Meanwhile, Security must interact with guests to ensure their

safety and security during their stay. In all of these interactions, it is crucial that staff use English that aligns with the hotel's Standard Operating Procedures (SOPs) to maintain clear, effective, and professional communication. However, a common challenge is that many staff members are local employees who may have limited proficiency in English or may not speak it at all. As a result, there is a pressing need for targeted language training and support to help them perform their duties effectively while ensuring a high level of guest satisfaction.

The existing English class program can improve the communication skills of the employees. In this case, the English Class program currently running in the company still faces challenges related to inefficient time allocation. Each department has different work schedules, resulting in very limited time available for the program. For instance, the Engineering department only has 30 minutes every Monday, while the Housekeeping department has 1 hour every Tuesday. Although the F&B Culinary and Security departments have 2 hours, some employees are older and tend to have difficulty remembering the material. To address these challenges, making a tutorial video is proposed as a flexible and accessible solution. This video served as an independent learning tool for employees who were unable to attend English classes due to limited time or rotating shifts. Staff can watch the video in their free time, allowing them to learn at their own pace and review the content as often as needed. The Director of Human Resources, Yolla Oktavia had asked the writer to make a video tutorial to face challenges that are of limited time to conduct an English Class program, this mission was in line with the vision of her to equip the staff with material that can be learnt individually in their free time. Also the staff had asked the writer to make a video to help them easier to understand and it got approval from the Director of Human Resources. The content of the tutorial video focused specifically on guest-worker conversations, aligned with the daily interactions employees had with guests. The material included practical, situation-based English expressions and dialogues relevant.

1.2 Objective

This final project aims to make a tutorial video for mastering basic English communication for the staff at Montigo Resorts Nongsa. Staff also can learn how to interact with guests more professionally through examples of polite and practical conversations.

1.3 Significances

Regarding the purpose of this final project, the writer hopes that it provides benefit to the following parties:

1.3.1 The Writer

The writer applied the skills and knowledge by doing this final project. It also improved the writing and speaking acquired in the English Study Program. The writer's speaking ability improved significantly through the voice over process, which involved multiple repetitions until the pronunciation was accurate and clear. Additionally, writing skills were enhanced through careful grammar correction during the creation of the content. As well as computer skills that were needed during collecting data, designing, and producing the product of the final project.

1.3.2 Human Resources

Creating tutorial videos offered several benefits for the Human Resources Department, including increased efficiency, help to provide learning media, improved consistency, and easier evaluation. As a result, the HR Department was able to focus more on strategic tasks such as employee development and human resource planning.

1.3.3 Montigo Resorts Nongsa

Montigo Resorts Nongsa wants to improve the resort's image, more efficient service, and expand global market opportunities. This also increased guest satisfaction and created a better experience.

1.3.4 Staff Montigo Resorts Nongsa

Staff at Montigo Resorts Nongsa were able to interact more effectively with guests, thus facilitating coordination and reducing misunderstanding. This certainly increased their confidence in completing daily tasks. They can also build stronger relationships with guests, improving customer satisfaction and the Resort's reputation.

1.3.5 The student of English Study Program Politeknik Negeri Jember

The student of the English Study Program, Politeknik Negeri Jember, could use this final project as a reference for those who were interested in carrying out a similar project in a different location.