

SUMMARY

Developing a Customer Service Guidebook for PT. KAI Daop 9 Jember, Rahmi Abitatassa'adah, F31220257, 2025, 36 pages, English Study Program, Politeknik Negeri Jember, Nila Susanti, S.S., M.Pd. (Supervisor).

This final project was about creating a bilingual customer service guidebook for PT KAI Daop 9 Jember as an information tool to help local passengers and foreign tourists understand train services. The guidebook explains ticket booking, cancellation, Face Recognition registration, group travel services, and fare reduction programs. This project started because more passengers use trains in Daop 9 Jember, but some still have problems using digital services like the Access by KAI app and self-check-in. To solve this, the guidebook was written in Indonesian and English to give clear instructions and reduce confusion, especially for elderly passengers and international travelers.

The development of this guidebook followed a structured process, including creating an outline and table of contents, writing step-by-step instructions, adding illustrations, arranging the layout, editing, and designing an attractive cover. Data collection methods included observation during the internship, interviews with the Assistant Manager of Passenger Transportation, analysis of internal documents, and visual documentation through photos. These steps ensured that the content was accurate, practical, and in line with company service standards. The final product is a 15-page guidebook in A5 size, printed in full colour with PT KAI's official branding colours. It was written in simple and clear language, making it user-friendly and easy to understand for all readers.

This project has some strengths, like a bilingual format, simple language, and an attractive design. However, it also has weaknesses, such as decorative illustrations that do not explain the content and limited space for extra information. The main challenges were simplifying technical terms, working with PT KAI staff, and meeting both academic and practical needs. The guidebook can be a useful information source for PT KAI Daop 9 Jember. In the future, it is suggested to make a digital version and add QR codes to improve access.