CHAPTER 1. INTRODUCTION

This chapter discusses the background of the final project, outlining the importance of the tutorial video, the objectives of the project, and its potential benefits for various parties.

1.1 Background

Batam is one of the cities in Indonesia that attracts a significant number of tourists (Anggraini, 2021). It is experiencing rapid development, making it one of the modern city icons in Indonesia. With a high population growth rate, fast development progress, and a strategic location, Batam has grown into a prime destination for both domestic and international tourists (Thandzir, 2023). Batam is not only a gateway for international tourists but also one of Indonesia's top destinations, offering diverse attractions for family trips, celebrations, and business visits. Many international tourists come to Batam for leisure, business, and family vacations, driving the rapid growth of its hospitality industry. As hotels and resorts continue to expand, hospitality services are increasingly designed to serve both local and international guests.

One of the resorts that reflects Batam's growing hospitality industry is Montigo Resorts Nongsa. This resort is recognized as a luxurious accommodation in Batam, offering excellent facilities and services to all its guests. It is widely regarded as an international resort, as the majority of its visitors are tourists from various countries around the world. To maintain its high-quality standards, the resort required professional and well-trained staff, particularly in the front office department. This is essential to ensure that guests receive the best possible experience during their stay. This department plays a crucial role in providing guests with the best possible experience during their stay. This department handles guests directly starting from welcoming guests, handling check-in and check-out procedures, and most importantly, would give guests the first and last impression (Dahlan, 2023).

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During the writer's six-month internship at Montigo Resorts Nongsa, the writer observed that there were several staff members and trainees, particularly new hires, still faced challenges in interacting with and assisting guests. Although their performance had been assessed during the interview process and they had received training including access to digital product knowledge created by the Guest Relations and Experience Manager inconsistencies in service delivery were still frequently observed. Most of the front office staff were locals from Batam or nearby regions, and although they are familiar with daily operations, many still faced challenges in communicating fluently with international guests. The writer noticed this problem happened because there was no simple and clear training material that showed how to give good service while also helping staff practice English. Without this kind of tool, staff often implement different service experiences to guests and find it harder to build their English skills through real examples.

This video project was initiated by Mr. Kholid, the Front Office Manager at Montigo Resorts Nongsa. He assigned the writer to create this product after recognizing that some front office staff members were still struggling to deliver service procedures consistently.. Recognizing this need, the writer's final project focused on creating a tutorial video for front office staff at Montigo Resorts Nongsa. This resort was chosen as the project location because it is where the writer completed a six-month internship as a front office trainee. The video demonstrated the check-in process, how to explain hotel facilities, and how to assist guests in accessing the buggy service. The check-out process is not included due to limited access to cashiering and billing systems, which are crucial tasks handled only by official staff and not assigned to trainees during the internship. The main focus of this product was on the check-in process, as it plays a key role in creating a positive first impression for guests. A smooth and professional check-in experience helps ensure guest satisfaction from the beginning of their stay. By providing this tutorial video, the writer hoped that staff members can follow proper and consistent procedures. The video was intended to support Montigo Resorts Nongsa in delivering better and more consistent service to its guests.

The tutorial video used a bilingual format, with English as the main spoken language and Indonesian subtitles. This method helped staff who are not fluent in English to understand the procedures while slowly learning how to communicate better in English. The goal was to provide easy and useful training for new front office staff, lessen the workload of supervisors, and improve service quality.

The goal of this video tutorial is to help staff improve their ability to serve guests properly and consistently, particularly in handling the check-in process and guest arrivals. Unlike other training materials such as product knowledge files or general orientation sessions, this video uses a roleplay format that shows real situations between staff and guests. This approach made the training more enjoyable, easier to understand since it's demonstrated just like in the actual lobby area and more helpful for front office staff.

1.2 Objective

The objective of this final project is to create a tutorial video aimed at helping the new front office staff to gain a better understanding of the appropriate procedures for handling guest arrivals up to the post-check-in process.

1.3 Significance

Based on the objectives above, the writer hopes that this final project and product can provide benefits for several parties, such as:

1.3.1 The Writer

This project helps the writer enhance their knowledge and skills in writing, speaking, and hospitality management.

1.3.2 For Front Office Staff

This tutorial video serves as a learning resource for front office staff to understand the correct procedures for handling guest arrivals. With this video, new hires can learn quickly and deliver service consistently, helping to create a positive first impression for guests during their stay.

1.3.3 For Montigo Resorts Nongsa

This tutorial video provides training to enhance the quality of service for front office staff at Montigo Resorts, enabling them to maintain their excellent reputation.

1.3.4 For English Study Program

This project can serve as a reference for students who wish to use similar materials, particularly in the field of hospitality service.