

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Language is a tool to communicate in social activities. One widely used language in this global era is English. English is used in all sectors for instance entertainment, education, economy, politics, and business. In business sectors, English is essential for developing employee's professionalism. English also has been used as a requirement of staff recruitment in both reputable domestic and foreign companies in Indonesia. One of reputable companies in Indonesia that has cooperation with other countries is banking company. However, Indonesia has some banks that have become international standardized banks.

International banks actually have applied English in their daily services to increase its customer trust. Kasmir (2005) in Krisni (2014) said that as a financial institution, the bank has the task of providing finance services through day care money (savings), borrowing money (credit), and other financial services. Therefore, banks should be able to keep the trust of its customers. Without a trust of the bank itself, the bank most likely will not be able to grow and survive longer. In an effort to maintain and increase the confidence of bank customers, banks have to build and give a positive image to every customer. These efforts can be built through the provision of good service and security service. In order to improve the quality of banking services, a banking company needs to provide good quality service providers that are able to meet the needs and desires of customers, and one of it is the need of the employees need to be able to communicate in foreign languages.

Therefore, to fulfill the need of quality service, English is much needed and has to be developed. In order to know any services that have been conducted in Indonesian banks, the writer visited some reputable banks in Jember to get further information by interviewing some frontlines especially bank customer services

staff. They said that being customer services staff need to be able to have good communication skills since they are the keys in providing direct service and deal a lot with the customers.

Another result of the interview was that not all banks conduct training for candidates who will work in the bank. Some banks need people who have good soft skills particularly in communication and this skill can be known from the interview process. For educational background requirements, some banks do not put any specific requirement, which means that all university graduates can apply as long as their criteria meets those of the banks.

To know more about bank customer service staff, the writer conducted an interview to some customer services staff who works in several prestigious Banks in Jember such as private and public banks. From the interview, the writer asked her English ability. The writer found out that not all of the employees in the banks, particularly the customer service staff, have good English communication skill. However, English is really needed in banking since some of the customers are foreigners.

Besides that, the writer also conducted an interview to the lecturer of Language Communication and Tourism Department of Polytechnic of Jember who teaches English for Banking to know about the materials given. From the interview, the writer asked about the instructional goal of English for banking course. The writer knew that the goal of English for banking course is to make the students able to be professional bank customer service staff. The writer also found out about the teaching materials and supporting medium in the teaching and learning process. For the teaching materials, there is only one student workbook (*Buku Praktek Kerja Mahasiswa*) (BKPM). The lecturer said that English for Banking subject needs supporting teaching media like an audio visual medium to give the students real illustration which can lead to a better understanding on the materials. Furthermore, there have been many graduates of English Study Program who become bank customer service staff. Thus, the students need a supporting teaching and learning medium to broaden their knowledge about banking customer service staff.

Considering those problems, the writer intends to make an interesting medium to help English Study Program students and banking customer service staff in the form of tutorial video. According to Riyana (2007) in Pramudito (2013), tutorial video is a medium that serves audio and visual consisting learning instructions, concepts, principles, procedures, and application of the theory to help comprehension of the learning materials. So, with this medium, the materials are provided in a more detail way so that the students can understand them easily.

## **1.2 Objective**

The objective of this final project is to make a tutorial video of being a good bank customer service staff that can be used as a learning medium for students of English study Program State Polytechnic of Jember who takes English for Banking subject and also for anyone who is interested in working as a bank customer service staff or who have been working as a bank customer service staff.

## **1.3 Significances**

The significances of this final project are:

### **1.3.1 for Bank Customer Service Staff**

The product of this final product can be used by bank customer services staff to learn and increase their English competence.

### **1.3.2 for the Writer**

This final project gives the writer a chance to apply her reading, writing, and speaking skills.

### **1.3.3 for the Students of English Study Program**

This final project can become a reference for the students of English Study Program especially for those who are interested in working in banks or conduct similar final projects. Furthermore, this final project can become a teaching and learning process medium of English for Banking.

#### 1.3.4 for the Readers

This final project is expected to provide new knowledge for readers on how to make a tutorial video and provide insights for those who are interested in working in banks.