

DEVELOPING HOSPITALITY E-MODULE TO IMPROVE HOTEL EMPLOYEES ENGLISH SKILL

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Abstract

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The purpose of this research was to develop Hospitality e-modul for hotel, especially for Grand Zuri Hotel Padang employees. The type of this research is Research and Development toward designing and developing e-modul for teaching and learning at Grand Zuri Hotel Padang. It is conducted for the employees of the hotel which participates for English class. In addition, there were 60 (sixty) employees involved in English teaching and learning process at Grand Zuri Hotel Padang which divided into two meeting. In fact, the result of the study shows that: (1) current analysis about teaching and learning process of Grand Zuri Hotel Padang related to several information of the previous teaching and learning process where the learners are in pre-intermediate level and a meeting last in 120 minutes, but there was no modul for the learners; (2) need analysis showed that the dominant skill needed by the learners based on the questionnaire were listening and speaking, generally the ability of the learners in English are good, and there were 19 (nineteen) topics that could be chosen by the learners; (3) in designing and developing e-modul, there were 14 (fourteen) topics in the modul and there was also a syllabus of the modul, also the activity in the e-modul consist of the introduction about the topic, expressions, reading, paired practice, chit chatting, and worksheet; (4) to validate the modul, there were 4 (four) validators involved, General Manager of Grand Zuri Hotel Padang (Surni Yanti,S.Pd), two lecturers from Hotel Management Study Program at Universitas Negeri Padang, and experience trainer for English in hotel industry. In conclusion, based on the findings, there should be attractive and easy to understand materials or e-modul for the employees of Grand Zuri Hotel Padang; (5) in order to know the effectivity of e-modul in teaching and learning there was limited try out in Grand Zuri Hotel. Based on the result of the try out, there is a conclusion that the material which is prepared for the employees were needed in teaching and learning process , such as handout, which is made by easy and understandable format to be learned.

Keywords: *ESP*, E-Modul, English Course for Grand Zuri Hotel Padang Employees





INTRODUCTION

Grand Zuri Hotel Padang with its tag line “We know how to Pleased you” are require their employess to have good ability in English. By having ability in English could help the employees in making interaction and and relation with the guests from different countries. For example, travel, accommodation, foodservice, conferences, leisure and recreation. Related to the requirement of English for Grand Zuri hotel employees, the researcher conducted research study to make modul become e-modul.

In order to make a good communication between the employees and the guests, Chan in Taylor and Francis (2020:1) mention about the appropriate style for workplace communication which consist of “don’t use a long word where a short word will do, use familiar and common words, don’t use the passive where you could active, omit the word.” The use of effective and efficient communicative style at workplace could help the employees in having a good communication either with their teamwork or with the guests at Grand Zuri Hotel Padang.

English course in Grand Zuri Hotel Padang was English for Specific Purposes (ESP) which the employees learn English based on certain needs. According to Hutchinson and Waters in Zahedphises et.al (2017:86), “ESP is an approach to language teaching in which all decision as to content and methos are based on learner’s reason for leaning”. For example is conducting English course for hotel employees based on their job demand.

In teaching English for Specfic Purposes, the instructor should know and prepare for the teaching and learning process. But, what the researcher found in the field that the instructor

teach the materials without considering about related content, occupation and activities, centre on language appropriate in linguistics aspects, and designing materials to meet specified needs of leaners.

Through those, the important aspect in teaching and learning, the instructor should design the material based on the learners needs. The first step before designing is to having needs analysis which related to necessities, wants and lacks as explained in Waters and Hutchinson in Zahedphises et.al (2017: 89). Necessities are related to the demands of the target situation. Then, the need of particular learners should be identified as the learners lacks. After that, what the learners wants or feel they need should be considered by sponsor or ESP instructor.

In fact, course materials is the important aspects in teaching and learning process, the research focus on designing modul then become e-modul for Grand Zuri Hotel branch in Padang, West Sumatera. Grand Zuri Hotel Padang which is known as The Premiere Grand Zuri Hotel is a branch hotel that has operated since 2014 in Padang which is required the employees to serve International tourist or guest that come from various countries since the location is in the centre of Padang city. So, there is English course for the employees which are held since the first time it is operated. As a course, there should be several materials and tasks for the learners. So that, an observation toward the learners needs should be analyzed first.

Preliminary research which has been conducted by interviewing HRD and the instructor, teaching and learning for the employees should be concluded all skills in English for all positions and it is a kind of English for specific purposes. The classes were divided into two classes, basic and intermediate. In addition, teaching and





learning should be interesting for the employees by having game, role play, vocabularies development, etc which make the employees felt confident in using English. Through this, an e-modul is needed for the employees in order to make them could learn English wherever they are or in their leisure time.

Consequently, the instructor need to develop the necessary skills which are crucial due to the rapid change and development of the job market that requires the learners. The instructor should know the learners' needs in order to teach English course in The Premiere Grand Zuri Hotel Padang. Regarding the English proficiency to fulfil job responsibilities in the tourism sector, all the activities that guests and hosts experience may involve interactive communication and tourism employees are required to follow and use specific professional conversation, language, vocabularies and speech matter when serving guests, based on Blue and Harun in Zahedphises et.al (2017:87).

RESEARCH METHODS

The type of this study is Research and Development that consist of a sequence process of a specific education product, for example modul which turn into e-modul. As explain by Sugiyono (2012:407) that Research and Development (R &D) is the study which use to produce a certain product, and then the effectivity is validated. As the sequence of the process, Sugiyono (2012:409) describes several activities in designing handout for The Premiere Grand Zuri Hotel Padang employees: current analysis, need analysis, designing modul, validation, revision, try out of e-modul, revision of modul, final e-modul, developing e-modul.



Figure 1. Five Language Skills

This study were took place at The Premiere Grand Zuri Hotel Padang. It is located at Jalan M.H. Thamrin No. 27 Padang. The participants of the study were employees of The Premiere Grand Zuri Hotel Padang.

In addition, as the instrumentation which is used in this study were questionnaire, interview, and documentation.

RESULTS AND DISCUSSION

The data in this research were obtained from questionnaire, interview, and related document in order to know about need analysis in designing e-modul. There will also expert judgements about e-modul which produced and at least there was limited try out related to the implementation of e-modul. Thus, as the result of the findings will be considered to develop e-modul for The Premiere Grand Zuri Hotel Padang employees. This following were the findings of the research:



1. Current Analysis

In the process of teaching and learning, there was no copies of the materials. It made the learners easy to forget what they have learned. If there was copies of the materials in kind of e-modul, the learners could repeat and read the materials before the class was started. In addition, if the learners has studied before classes, they could have much time for practices at class.

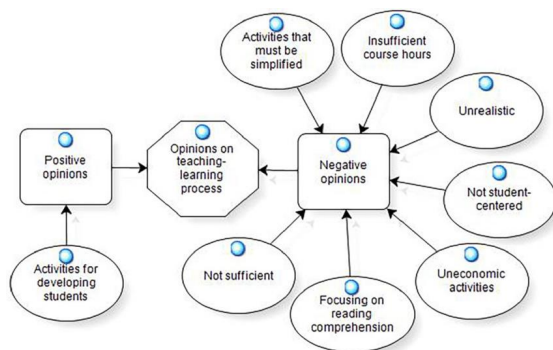


Figure 2. Teacher Opinions On The Teaching-Learning Process

2. Need Analysis

Need analysis were taken from the result of questionnaire and administered to interview with Human Resoure Departement Manager (HRM) and the experienced teacher. Then, the data were also taken from document related to English classes. Based on Hutcinson and Waters in Setiawati (2016: 63) consist of Necessities, lack, and wants.

3. Handout

In e-modul there ws a dominant skill concluded. In fact, there are four (4) skills in teaching and learning. They are listening, speaking, reading, and writing. In the questionnaire there were also vocabulary and grammar including as the skills for the learners.

In addition, there were 15 (fifteen) topics based on the voting with the learners. After decided the topics, the syllabus were made. Then the contents of the e-modul which consist of title of the topics, introduction about the topics, expressions, conversations, pair practice, and exercises or game at the last part.

4. Validation

In order to make e-modul become a valid result, there were experts judgments. They said that the important things in hotel service e-modul of English course are role play and how to be a friendly and polite person for the guests. In addition, there should be interesting attractive class in order to make teaching and learning process are fun for the learners.

5. Try out

In the try out, e-modul was applied in teaching and learning process to employees as the learners in order to know about the learners opinion of e-modul. "Problems and Complains" and "Day and Time" were the topics chosen in the try out. After try out they write down their comment and suggestion in a piece of paper.

Based on findings, it is realized that there were limitation of the reserach. First, the e-modul could be created much more attractive and interesting. Second, the scope of the e-modul is still small and it could be generalized to other hotel but there will need further research to make it appropriate to others hotel.

CONCLUSION

The conclusion culd be taken based on the findings in the previous chapter:





1. As the current analysis about teaching and learning process of The Premiere Grand Zuri Hotel Padang, there were several information about teaching and learning process. The learners have no materials because the teacher just present it in power point, then the learners take a note.
2. In need analysis from questionnaire, interview and documents about the importants of English class for hotel employees, especially for the persons which is directly contact with the guests such as Front Office (FO), or Front Base Service such as waitter and wattrass. Then, listening and speaking skills are the important skill for the employees for having a good communication. In addition, there were 19 (nineteen) choices topics which could be choose by the learners.
3. In designing e-modul, there is 15 (fifteen) topics chosen based on the learners choices. In addition, there is a syllabus related to the e-modul. In the e-modul, there is several activities in a topic. They are consist of introduction about the topic, expressions, reading, pair practice, chit chatting, and work sheet.
4. At least, there were limited try out of e-modul. It is being thought to the employees of The Premiere Grand Zuri Hotel Padang and ask for their opinion about the e-modul. In their comment, e-modul should related to the hotel services.

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