

ABSTRACT

Pratista, Ganang Yudha. 2023. *Designing a Digital English Coursebook for the Passenger Handling Staff of PT. ABC at Yogyakarta International Airport*. Yogyakarta: English Language Studies. Graduate Program. Sanata Dharma University.

Being able to communicate in English is crucial for people who are working in the aviation industry, especially as passenger handling staff. Passenger handling staff are expected to serve passengers in preflight and postflight services. However, based on the needs analysis conducted at PT. ABC, passenger handling staff still have difficulties communicating with passengers in English. For this reason, a study is conducted to provide the passenger handling staff of PT. ABC at Yogyakarta International Airport (YIA) a specialized digital English coursebook. There was one research question formulated: What is the appearance of the digital coursebook for the passenger handling staff of PT. ABC at Yogyakarta International Airport? Then, it is followed by two sub-questions: (1) What is the appearance of the map of the coursebook? and (2) What is the appearance of the lesson unit template?

In order to answer those questions, an R&D model proposed by Borg and Gall (1971) is employed. There were seven stages implemented: (1) Research and Information Collecting, (2) Planning, (3) Designing Preliminary Product, (4) Preliminary Field Testing, (5) Main Product Revision, (6) Main Field Testing, and (7) Final Product Revision. There were three stages involving the participants: Research and Information Collecting, Preliminary Field Testing, and Main Field Testing. In the Research and Information Collecting stage, a questionnaire was distributed and interviews were conducted with three passenger handling staff. Furthermore, the job description book was also analyzed. In the Preliminary Field Testing, interviews with the three experts were carried out to obtain feedback on the first draft of the coursebook. The experts were a supervisor at PT. ABC and two lecturers. Then, in Main Field Testing, the revised coursebook was distributed to the passenger handling staff and an interview was carried out to collect feedback.

The final product of this research is a specialized digital English coursebook for the passenger handling staff of PT. ABC at Yogyakarta International Airport. Feedback is obtained from one participant and it indicates that the coursebook, in terms of functions, illustrations, accessibility, and learning experience, fulfills the needs for English learning sources to help the staff communicate with passengers. All of the functions are suitable to be used at the check-in counters, at the boarding gates, and at the lost and found. The participant finds out that the English functions are suitable, the pictures are interesting, the coursebook is accessible, and the learning experiences are flexible.

There are three suggestions for further research. First, future researchers need to pay much attention to the needs analysis process as it is one of the most crucial parts of the whole study. Second, in this research, consent letters are distributed to the participants to identify their availability to join the research. Thus, it is essential for future researchers to distribute them in case they face similar issues related to participants' availability. Third, due to the limitation of PowerPoint, web-based media can be an alternative as a basis of a coursebook.

Keywords: passenger handling staff, digital coursebook, Research & Development (R&D)

ABSTRAK

Pratista, Ganang Yudha. 2023. *Pembuatan Buku Bahasa Inggris Digital untuk Staf Pasasi PT. ABC di Yogyakarta International Airport*. Yogyakarta: English Language Studies. Graduate Program. Sanata Dharma University.

Mampu berkomunikasi dalam bahasa Inggris sangatlah penting bagi orang-orang yang bekerja di industri penerbangan, khususnya sebagai staf pasasi. Staf pasasi diharapkan dapat melayani penumpang pada saat *preflight* maupun *postflight*. Namun, berdasarkan *needs analysis* yang dilakukan di PT. ABC, petugas pasasi masih kesulitan berkomunikasi dengan penumpang dalam bahasa Inggris. Oleh sebab itu, penelitian ini dilakukan untuk menyediakan buku bahasa Inggris digital khusus untuk staf pasasi PT. ABC di Bandara Internasional Yogyakarta (YIA). Terdapat satu pertanyaan penelitian yang dirumuskan: Bagaimana tampilan buku pelajaran digital untuk staf pasasi PT. ABC di Bandara Internasional Yogyakarta? Kemudian diikuti oleh dua sub pertanyaan: (1) Bagaimana tampilan peta buku ajar tersebut? dan (2) Bagaimana tampilan template unit pembelajarannya?

Untuk menjawab pertanyaan-pertanyaan tersebut, model R&D Borg & Gall (1971) diimplementasikan. Terdapat tujuh tahap yang dilaksanakan: (1) Penelitian dan Pengumpulan Informasi, (2) Perencanaan, (3) Perancangan Produk Awal, (4) Uji Coba Lapangan Awal, (5) Revisi Produk Utama, (6) Uji Coba Lapangan Utama, dan (7) Revisi Produk Akhir. Ada tiga tahap yang melibatkan peserta: Penelitian dan Pengumpulan Informasi, Uji Coba Lapangan Awal, dan Uji Coba Lapangan Utama. Pada tahap Penelitian dan Pengumpulan Informasi, kuesioner disebar dan wawancara dilakukan kepada tiga orang petugas pasasi. Selain itu, buku panduan deskripsi pekerjaan juga dianalisis. Pada Uji Coba Lapangan Awal, wawancara dengan ketiga ahli dilakukan untuk mendapatkan masukan terhadap draf pertama buku yang didesain. Para ahli tersebut merupakan supervisor di PT. ABC dan dua orang dosen. Kemudian, pada Uji Lapangan Utama, buku yang telah direvisi dibagikan kepada staf pasasi dan wawancara dilakukan untuk mendapatkan masukan dari staf pasasi.

Produk akhir dari penelitian ini adalah buku bahasa Inggris digital khusus untuk staf pasasi PT. ABC di Bandara Internasional Yogyakarta. Data diperoleh dari satu partisipan dan partisipan tersebut menyatakan bahwa buku ini, dari segi fungsi, ilustrasi, aksesibilitas, dan pengalaman belajar, memenuhi kebutuhan sumber belajar bahasa Inggris untuk membantu staf berkomunikasi dengan penumpang. Seluruh ekspresi-ekspresi bahasa Inggris yang ada di buku tersebut cocok digunakan di *check-in counters*, di *boarding gates*, dan di *lost and found*. Partisipan menyatakan bahwa ekspresi-ekspresi bahasa Inggrisnya sesuai, gambarnya menarik, bukunya mudah diakses, dan pengalaman belajarnya fleksibel.

Terdapat tiga saran untuk penelitian-penelitian selanjutnya. Pertama, peneliti perlu memperhatikan proses *needs analysis* karena proses ini adalah salah satu bagian terpenting dari keseluruhan penelitian. Kedua, dalam penelitian ini, surat persetujuan (*consent letters*) dibagikan kepada partisipan untuk mengetahui kesediaan mereka untuk mengikuti penelitian. Oleh karena itu, penting bagi peneliti untuk mendistribusikannya jika mereka menghadapi masalah serupa terkait ketersediaan peserta. Ketiga, karena keterbatasan PowerPoint, media berbasis web dapat menjadi alternatif sebagai dasar buku pembuatan buku.

Kata Kunci: staf pasasi, buku digital, penelitian dan pengembangan