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CHAPTER I

INTRODUCTION

A. Background

Integrating video learning in multimedia lecture presentations may increase the student's perception of important information and motivation for learning. Because of that, the students will be better to understand and remember the key points of a lecture. These video learning materials might improve the teaching and learning process for students and also for the lecturer.

Video content in teaching material is very important influences on factors for motivation and efficiency of the teaching and learning process. The exploratory appeared that the foremost effective strategy of utilizing of the supplementary video is integration with the educational video substance within the centre of a lecture.

This video inclusion position gives good results by using the video substance setting, and it can have an impact on learning productivity. Fun videos are not as productive as instructive but can be used to lock in and encourage students to learn. This was confirmed by a subjective evaluation of the quality of the student encounters with a special strategy of including video clips.

There are some benefits that the students can get by using a video learning. First, video creates a more engaging experience than using material from a printed book, so students can see and hear the concepts taught by the lecturer, and students can process it the same way the students process daily interactions. Second, Video learning provides a go-to resource that can be watched from anywhere with an internet connection. Videos learning are accessible on multiple devices, including laptops, tablets, and smart phones. This allows for viewing at the student's convenience and from wherever.

There are also some benefits for the Hotel Operations Program. The first is to increase campus accessibility through online seminars by conveying positive public relations attitudes to parents, prospective students, and alumni. This can help the study program to attract new prospective students and can also be used as a powerful recruitment tool. Second, by making a video learning project, study programs can help the third semester students to do the Industrial Placement Program.

Third semester students of the Hotel Operations Program are obligated to have an Industrial Placement program for four months, but because of this pandemic right now, the students cannot have an industrial placement program in hotels because of the coronavirus pandemic that attacks the whole world. Therefore, students are given three choices to do an industrial placement, which can be in a hotel if the hotel is open, can be in dormitory Universitas Multimedia Nusantara, or make a video learning project.

This Industrial Placement Program will be held from July to October. On the occasion of this Industrial Placement, the writer had to make 14 different videos, three videos of the Front Office Department, three videos of the Housekeeping Department, and two videos given by every Hotel Operations Program Lecturers with help from Film and Television major, the Film and Television students will helped the writer in the shooting and editing process.

B. Purpose

The purpose of doing an Industrial Placement Program in the form of a video learning project is:

1. The writer will be able to get more teamwork experience from making this video learning.
2. The writer will be able to develop communication skills that can be useful in the future.
3. The writer will be able to learn how to make video learning properly and correctly.
4. The writer will be able to minimize the Covid-19 infection by making video learning.

C. Period and Procedures

For the internal process, the writer has to do the fit and proper test to determine that the writer can do the Industrial Placement at the Front Office Department or Housekeeping Department. After passing the test, the writer had to do the internal interview with the lecturers. Due to the current pandemic, the writer got three choices for Industrial Placement, which are in a hotel, dormitory, or making a video learning project. On this occasion, the writer chose to make a video learning project.

For the external process, the writer had to make a CV and then the writer had to send it to the HRD of Universitas Multimedia Nusantara, then hold a meeting through the zoom application, discuss what was needed when the Industrial Placement start, and then the writer had a meeting with the HRD of Universitas Multimedia Nusantara and the lecturers at dormitory to discuss about the supervisor, salary, job descriptions, and various other purposes. This Industrial Placement Program starts from July to October for four months.